

Program Type Categories

Program Type Categories in public health and community planning allow us to categorize our work into broader categories of public health practice.

Program Type Category	Definition	Minerva 2.0 Examples
Community Engagement / Coalition Development	Programs that foster collaboration among organizations, agencies, and individuals to assess, plan, and implement a shared vision for positive community change.	<ul style="list-style-type: none"> Community coalitions Communities that Care Gathering of Native Americans
Environmental	Programs and strategies aimed at altering community systems, laws, policies, practices, and attitudes that influence behaviors.	<ul style="list-style-type: none"> Advertising restrictions Changing conditions of availability Reviewing and/or establishing policy or procedures
Mentoring	Programs based on sustained one-on-one relationships between youth and adult role models or peers in community or school settings.	<ul style="list-style-type: none"> Across Ages Big Brothers Big Sisters mentoring program Community-based mentoring
Media/Public Awareness	Initiatives focused on delivering information on addressing a specific risk or protective factor, or reducing the use or misuse of a specific substance(s).	<ul style="list-style-type: none"> Community outreach Campaigns such as For Our Lives, Focus On, Talk, They Hear You Media campaigns Social norms marketing
Parenting Education	Programs for parents and caregivers to lower risk factors, and enhance protective factors.	<ul style="list-style-type: none"> Family Spirit Guiding Good Choices Positive Indian Parenting Incredible Years
Tribal/UIO Traditional Cultural Program	Culturally tailored programs in tribal communities that emphasize tribal values, traditions, and/or spirituality.	<ul style="list-style-type: none"> Canoe Journey Cultural activities and events
Youth Education / Skill Building	Programs for youth that teach skills or knowledge to prevent or reduce the likelihood of substance use and misuse, and other higher risk behaviors.	<ul style="list-style-type: none"> LifeSkills Training Healing of the Canoe Positive Action Project Venture Second Step
Youth Leadership	Programs aimed at developing leadership skills of youth participants.	<ul style="list-style-type: none"> Youth-led prevention group Peer assistance and leaderships