

Implementing MAPP (Mobilizing for Action through Planning and Partnerships)  
in the New River Valley, Virginia:  
A Planning Approach to Improve the Community's Health and Quality of Life  
through Mobilized Partnerships and Strategic Action

J. Henry Hershey

Dissertation submitted to the Faculty of the  
Virginia Polytechnic Institute and State University  
in partial fulfillment of the requirements for the degree of

Doctor of Philosophy

In

Education, Curriculum & Instruction

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Blacksburg, VA

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MAPP, strategic planning, New River Valley

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Description of item under review for fair use: Figure 3. The final MAPP Model Source: Corso, L. C., Wiesner, P. J., & Lenihan, P. (2005). Developing the MAPP community health improvement tool. Journal of Public Health Management and Practice, 11(5), p. 391.

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Name: J. Henry Hershey

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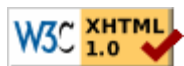
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Description of item under review for fair use: Figure 5. A Multilevel Approach to Epidemiology. Source: Rimer, B. K., & Glanz, K. U.S. (2005). Theory at a glance: A guide for health promotion practice (2nd ed). Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 10.

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Description of item under review for fair use: Figure 7. An Intergrative Model. Source: Rimer, B. K., & Glanz, K. U.S. (2005). Theory at a glance: A guide for health promotion practice (2nd ed). Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 21.

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Description of item under review for fair use: Figure 8. Sociocultural Environment Logic Framework. Source: Rimer, B. K., & Glanz, K. U.S. (2005). Theory at a glance: A guide for health promotion practice (2nd ed). Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 26.

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#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

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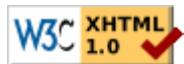
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Description of item under review for fair use: Figure 9. Generalized Model for Program Planning. Source: McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2009). Planning, implementing, & evaluating health promotion programs (5th ed.). San Francisco, CA: Pearson Education, Inc., p. 17.

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Description of item under review for fair use: Figure 11. The PRECEDE-PROCEED Model. Sources: (1) McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2009). Planning, implementing, & evaluating health promotion programs (5th ed.). San Francisco, CA: Pearson Education, Inc., p. 21. AND (2) Rimer, B. K., & Glanz, K. (2005). Theory at a glance: A guide for health promotion practice (2nd ed). Atlanta, GA: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 40.

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Name: J. Henry Hershey

Description of item under review for fair use: Figure 12. Prioritization Matrix. Source: McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2009). Planning, implementing, & evaluating health promotion programs (5th ed.). San Francisco, CA: Pearson Education, Inc., p. 22.

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Description of item under review for fair use: Figure 14. Elements of the CDC Evaluation Framework. Sources: (1) Centers for Disease Control and Prvention. (1999). Framework for program evaluation in public health. MMWR, 48 (No. RR-11). Atlanta, GA: Centers for Disease Control and Prevention, p. 4; AND (2) Centers for Disease Control and Prevention. (2005). Introduction to program evaluation for public health programs: A self-study guide. Atlanta, GA: Centers for Disease Control and Prevention, p. 6.

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Description of item under review for fair use: Table 2. Stages of Change Model. Source: Rimer, B. K., & Glanz, K. U.S. (2005). Theory at a glance: A guide for health promotion practice (2nd ed). Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 15.

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Description of item under review for fair use: Table 3. Theory of Planned Behavior. Source: Rimer, B. K., & Glanz, K. U.S. (2005). Theory at a glance: A guide for health promotion practice (2nd ed). Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 17.

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Description of item under review for fair use: Table 4. Social Cognitive (Social Learning) Theory. Source: Rimer, B. K., & Glanz, K. U.S. (2005). Theory at a glance: A guide for health promotion practice (2nd ed). Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 20.

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[gailmac@vt.edu](mailto:gailmac@vt.edu))

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## **Virginia Tech ETD Fair Use Analysis Results**

*This is not a replacement for professional legal advice but an effort to assist you in making a sound decision.*

Name: J. Henry Hershey

Description of item under review for fair use: Table 6. Agenda Setting, Concepts, Definitions, and Applications.  
Source: Rimer, B. K., & Glanz, K. U.S. (2005). Theory at a glance: A guide for health promotion practice (2nd ed).  
Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 31.

Report generated on: 04-29-2011 at : 22:50:05

### **Based on the information you provided:**

#### **Factor 1**

Your consideration of the purpose and character of your use of the copyright work weighs: *in favor of fair use*

#### **Factor 2**

Your consideration of the nature of the copyrighted work you used weighs: *in favor of fair use*

#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

#### **Factor 4**

Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*

**Based on the information you provided, your use of the copyrighted work weighs: *in favor of fair use***

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## **Virginia Tech ETD Fair Use Analysis Results**

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Name: J. Henry Hershey

Description of item under review for fair use: Table 7. Diagnostic Elements of PRECEDE-PROCEED. Sources: (1) Green, L. W., & Kreuter, M. W. (1992). CDC's planned approach to community health as an application of PRECEDE and an inspiration for PROCEED. *Journal of Health Education*, 23(3), pp. 140-147. AND (2) McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2009). *Planning, implementing, & evaluating health promotion programs* (5th ed.). San Francisco, CA: Pearson Education, Inc., p. 23. AND (3) Rimer, B. K., & Glanz, K. U.S. (2005). *Theory at a glance: A guide for health promotion practice* (2nd ed). Atlanta, GA: Department of Health and Human Services, National Institutes of Health, National Cancer Institute, p. 42.

Report generated on: 04-29-2011 at : 22:59:18

### **Based on the information you provided:**

#### **Factor 1**

Your consideration of the purpose and character of your use of the copyright work weighs: *in favor of fair use*

#### **Factor 2**

Your consideration of the nature of the copyrighted work you used weighs: *in favor of fair use*

#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

#### **Factor 4**

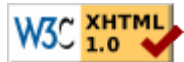
Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*

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## **Virginia Tech ETD Fair Use Analysis Results**

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Name: J. Henry Hershey

Description of item under review for fair use: Table 8. Overview of the CDC Framework for Program Evaluation. Source: Centers for Disease Control and Prevention. (1999). Framework for program evaluation in public health. MMWR, 48 (No. RR-11). Atlanta, GA: Centers for Disease Control and Prevention, p. 6.

Report generated on: 05-04-2011 at : 16:13:59

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#### **Factor 2**

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#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

#### **Factor 4**

Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*

**Based on the information you provided, your use of the copyrighted work weighs: *in favor of fair use***

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## **Virginia Tech ETD Fair Use Analysis Results**

*This is not a replacement for professional legal advice but an effort to assist you in making a sound decision.*

Name: J. Henry Hershey

Description of item under review for fair use: Appendix A. Map of the New River Valley—Planning District IV.  
Source: New River Valley Planning District Commission (NRVPDC). (2009). NRV Statistics.

Report generated on: 04-29-2011 at : 23:24:42

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#### **Factor 1**

Your consideration of the purpose and character of your use of the copyright work weighs: *in favor of fair use*

#### **Factor 2**

Your consideration of the nature of the copyrighted work you used weighs: *in favor of fair use*

#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

#### **Factor 4**

Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*

**Based on the information you provided, your use of the copyrighted work weighs: *in favor of fair use***

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