

Applied Equity Example: PRECEDE-PROCEED Model

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Overview: The purpose of the article was to describe how the PRECEDE-PROCEED model was used to develop an inclusive mall environment. The authors presented the five planning steps – (1) a social needs assessment, (2) an epidemiological assessment, (3) a behavioral and environmental assessment, (4) an educational and organizational diagnosis, and (5) an administrative and policy assessment and intervention alignment – and how they were applied to the development of the mall. The team included an interdisciplinary and multi-sectoral group of actors including researchers, health professionals, merchants, community organizations, people with a disability, their caregivers, and mall users and non-users. In the initial assessment phase, the team considered how individuals with disabilities’ functions – including cognitive, sensory, voice and speech, and neuromusculoskeletal and movement – were affected. The behavioral and environmental assessment led to the identification of numerous inclusivity issues impacting function and participation at the mall. The team found that the driving factors of reduced inclusivity at the mall were related to limited awareness, knowledge, and access to information. The team then identified proposed interventions and modifications and assessed whether they were feasible with available resources, and compatible with mall policies. Prioritized interventions – primarily physical changes – were implemented including signage, ramps, an elevator, lighting improvement, and an information kiosk.

Population: Members of the community in Montreal, with a focus on people with disabilities

Topic: Development of an inclusive mall environment

Setting: Alexis Nihon shopping center in Montreal, Canada.

Socio-ecological level(s): Community

Sector(s): Community

Type of study: Living lab case study

Framework(s): PRECEDE-PROCEED model

Implementation stage: Pre-implementation and Implementation

Health equity dimension(s): Community co-design/participation; equitable built environment

Implementation strategies: training program regarding welcoming people with various functional limitation; analysis of policies, resources and circumstances at the mall that could facilitate or limit the development and implementation of each intervention identified during the planning phase

Dissemination and Implementation Science Framework: PRECEDE-PROCEED model

How TMF is operationalized: The article focuses on the five planning steps of the model and explains how different partners were engaged, and how what was identified in the planning phase was acted upon in the intervention phase.

How equity is applied: With respect to community co-design/participation, the PRECEDE-PROCEED model is a community oriented and participatory planning model that involves the population that stands to benefit from the intervention in the design phase. In terms of the equitable built environment dimension, the project team considered how individuals with disabilities' cognitive, sensory, voice and speech, and neuromusculoskeletal and movement functions were affected within the mall. The team identified inclusivity issues and corresponding interventions and modifications that were then implemented.

Contribution to Dissemination and Implementation Science: This applied example shows in detail how a living lab experience can be used to develop and implement community-led projects and create an enabling and inclusive public space. The broad partnership included community members with disabilities who stood to benefit from the development of an inclusive mall. The article addresses the problem of design exclusion and recommends the consideration of inclusivity as early as possible in the design process to help increase the participation of patrons with disabilities.