

Health Promotion Strategies: Taking a best practices approach

Week 7 Social-environmental change strategies: Introduction

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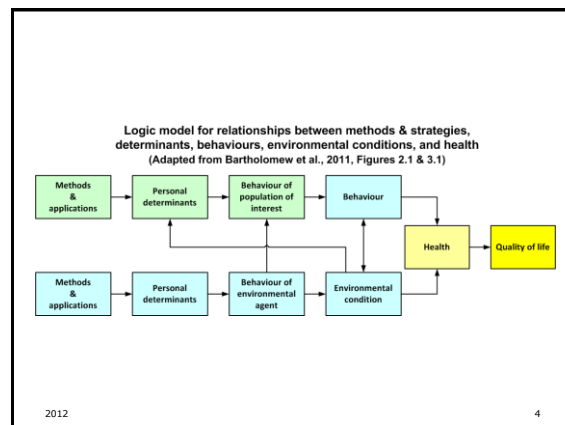
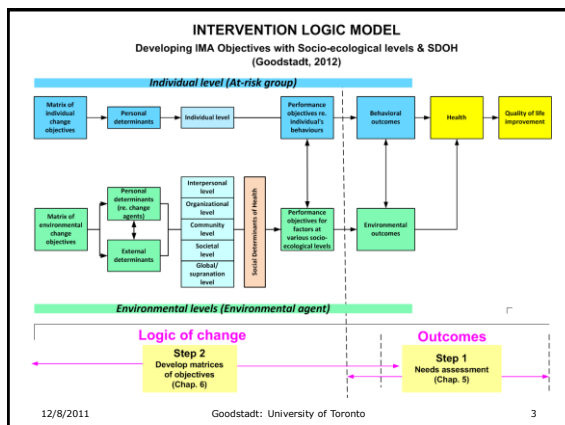
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Class agenda: Introduction to environment-oriented theories

1. Identifying **environmental conditions** that require changing
2. Identifying **change agents**
3. Identifying methods & strategies for **influencing change agents**

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Revisiting course assignments

Developing a conceptual/logic model that identifies/portrays:

1. the socio-environmental conditions that are associated with your chosen issue
2. potential environmental agents who might have an influence on the socio-environmental conditions that are associated with your chosen issue
3. how you might influence these environmental agents

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Influencing environmental factors

- How can we influence the meso and macro ecological levels?
- What theories? What evidence?
- Approaching community organization, organizational change, advocacy & policy through the back door
- Taking a holistic approach to change theories—i.e., they are complementary, synergistic etc..

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Groups: identifying *environmental conditions and change agents*

1. What **environmental conditions** can you identify as needing to be changed—that is, to make a difference re. your chosen issue/problem?
2. What **environmental agents** can you identify as possibly having an influence on the environmental conditions you identified?
 1. What kinds of change agents can you identify?
 2. How could you identify these environmental agents?
3. In what ways might you **influence these environmental agents**?
 1. How can you identify ways to influence the environmental agents?

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- o The **role/importance of problem and solution trees**
- o Examples of students' **problem and solution trees**
- o **Change agents** can include: individuals, groups, social networks, coalitions, community members, opinion leaders, policy makers, etc. (see Bartholomew's summaries)

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Groups: *socio-ecological analyses*

1. What were the main results of your **socio-ecological analysis of the issue?**
2. How is your **socio-ecological analysis of the issue** related to identifying **environmental change agents**?

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Class: Integration of problem/solution trees (IMA logic model) and socio-ecological analysis of issue

1. Identifying (via P/S trees AND via socio-ecol analysis, i.e., at socio-ecol levels)
 1. **environmental conditions:**
 2. **change agents:**
2. **influencing change agents:** using influence methods/strategies appropriate for the environmental change agents at each relevant socio-ecol level

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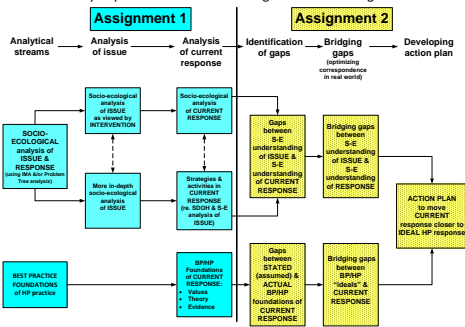
Summary of processes involved in Assignments 1 & 2

	ASSIGNMENT 1		ASSIGNMENT 2				
	Current issue	Current response	Current response	Identifying "gaps" in current response	Identifying "ideal" responses in real world	Bridging gap between current and "ideal" response	Action plan to move current response closer to "ideal" response
Socio-ecological analyses [May use Intervention Mapping Approach and/or "problem tree" analysis]	Socio-ecological analysis of health-related issue	Socio-ecological analysis of current response	Identifying & describing current response (i.e., strategies, activities, processes)	Identifying gaps between socio-ecological understanding of (1) the issue versus (2) the response—this will identify strengths & weaknesses	Optimizing correspondence between socio-ecological analyses of issue & response—within the constraints of the "real" world of HP practice	Proposed "bridging" of gap between socio-ecological understanding of the issue & the actual response	1. Objectives & indicators of success 2. Tasks/activities to achieve objectives 3. Timelines 4. Resources 5. Challenges 6. Evaluation
Underlying foundations of health promotion practice	Analysis of foundations of current response	Analysis of foundations of current response	Identifying gaps between stated/assumed foundations & evidence in the actual response	General HP principles that should guide all interventions/responses	Proposed "bridging" of gap between HP best practices "ideals" and the current response	1. Who? 2. What? 3. How? 4. When? 5. With what resources? 6. With what intended effects?	

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Summary of processes involved in Assignments 1 & 2: Logic model



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The beauty of the IMA

- Over the years, I've struggled to make sense of:
 1. community development/organization
 2. organizational change/development,
 3. advocacy
 4. policy
- Now, Bartholomew et al. integrates these strategies: the **socio-ecological approach** requires a mix of strategies

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- We've already looked at the range of **individual behaviour-oriented** theories (IMA, Chapter 2)

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Theories focusing on individual (Bartholomew et al., 2011)

- | | |
|---|---|
| 1. Learning theories | 6. Goal setting theory |
| 2. Information-processing theories | 7. Theories of goal-directed behaviour |
| 3. Health Belief Model | 8. Theories of Automatic Behaviour, Impulsive Behaviour, and Habits |
| 4. Protection Motivation Theory | 9. Transtheoretical Model (Stages of Change) |
| 5. Theory of Reasoned Action, Planned Behavior, & Integrated Behavioural Model | 10. Precaution Adoption Process Model |

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Theories focusing on individual (cont.)

- | | |
|---|---|
| 10. Attribution Theory & Relapse Prevention | 14. Social Cognitive Theory |
| 11. Communication-Persuasion Model | 15. Diffusion of Innovation Theory |
| 12. Elaboration Likelihood Model | |
| 13. Theories of Self-regulation | |

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Environment-oriented theories of influence & change

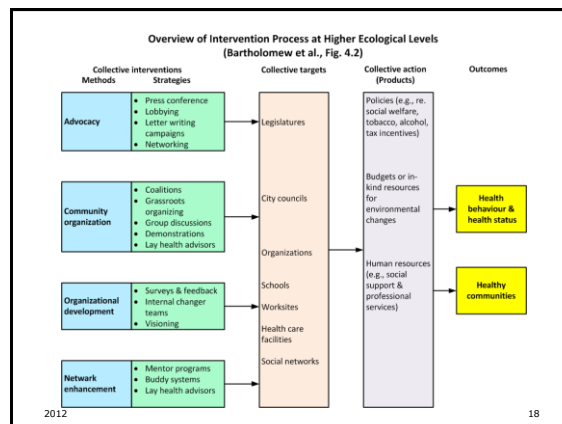
At higher ecological levels, all interventions can:

1. Involve an array of **methods & practical applications**
2. ...influencing a range of **sectors/targets**
3. ...producing a range of **actions**
4. ...resulting in a range of **outcomes**, effects on individual health behavior & health status, and on the health status of communities

(Bartholomew et al., 2011, Figure 2.2)

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Higher socio-ecological level theories of influence/change (Bartholomew et al., 2011, Chap. 3)

General environment-oriented	Interpersonal	Organizational	Community	Societal & governmental
<ul style="list-style-type: none"> Systems theory Theories of power Empowerment theories 	<ul style="list-style-type: none"> Social networks & social support 	<ul style="list-style-type: none"> Organizational change theories Stage theory of organizational change & Diffusion of Innovation Stakeholder theory Coalition theory (also operates at the community level) 	<ul style="list-style-type: none"> Coalition Theory Social Capital & Community Capacity Social norm theories Paul Freire: conscientization theory Coalition theory Community organization <ul style="list-style-type: none"> Social action <ul style="list-style-type: none"> Social movements Advocacy Media advocacy 	<ul style="list-style-type: none"> Public policy Agenda Building Theory (Cobb & Elder) Multiple Streams Theory (Kingdon)

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Individuals, organizations & communities



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