Research Methods in Health Promotion
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Week 03
Lecture 15: Community and Group Models of Health Behavior Change

So, hello and welcome back. Now, this is the lecture 15 of this course and in this lecture, we will discuss regarding the community and group models of health behavior change. So, by now you are clear with the individual level model, the interpersonal models. In this lecture, we will talk about the community and group models of health behavior change. Then here, we will talk on the concept of the community, then diffusion of innovations model and finally, we will talk on the social ecological model. Now, regarding the ecological, you know, in the week 2, we had one lecture regarding the ecological behavior, the ecological factors.

So, by now I think you are clear that the environmental factors, the what are the importance of you know including I mean to consider the ecological factors, the environmental factors and also the what is the importance of multilevel interventions right. Now, here in social ecological model, we will discuss a particular you know social ecological model in details and we will see that at what different level, what intervention we can give and how can that be beneficial. Now, first let us start from here ok. Now, this community level models you know these are the frameworks for understanding how social system function and change and how communities and organizations can be activated.

So, as we are dealing with community level model, so we also you know we should have a clear concept of community, the community organizations and everything. So, community level models are frameworks for understanding that how the social system they are they will function and they will change and how the communities and the different organization can be activated and can be engaged. Now, see community organizing is the process by which community groups are helped to identify common problems or goals you know it might happen that for that particular community, they have some common health issues, common social problems and by after that they are also having some goals you know the community goals. Then mobilizing community resources and develop and implement strategies to reach goals they have set collectively. Now, collectively they have set these are the problems, these are our goals, they have also resources and they are ready to mobilize and they are developing and they have you know thought to implement the strategies to reach I mean we have some goals and objectives.

So, to accomplish those goals and objectives that they have already set, they have already prepared collectively. Now, the concept of community is integral to a discussion of community organization and community building. Now, see in very very details community organization

will be dealt by professor Dr. Mudmita Dohimadham. Now, here what we will do we will just very briefly learn about the concept of community, the community organizing as we discussed just now and the various models.

So, although typically thought of in geographical terms, but the community may also be based on shared interest or characteristics such as ethnicity, sexual orientation or occupation. Now, communities have been defined as functional spatial units meeting basic needs for sustenance, units of pattern social interaction you know the interaction among the different people and the symbolic units of collective identity. So, basically communities have been defined in these ways. Now, two sets of theories exist which are relevant to understanding the concepts of community. The first one is the ecological system perspective and the second is the social system perspective.

Now, regarding the ecological system perspective you know it is particularly useful in the study of autonomous geographical communities, where the focus is on the population characteristics the size, the density, the heterogeneity, what are the physical environment, the social organization or structure which that community have and the technological forces which are affecting that community. And the social system perspective is about it focuses on formal organizations that operate within a given community. Now, where it is been explored you know the interactions of community subsystem, what subsystem the political, the economic both horizontally within the community and vertically as they relate to other and extra community system. So, within the community horizontally and vertically you know as they relate to other and also some other extra community system. Now, diffusion of innovations model.

So, the diffusion of innovations model has been used over several decades to understand the steps and process required to achieve widespread dissemination diffusion of public health innovations ok. So, what are public health innovations come we have to understand we have to first what we think that here these things has to be you know the people should know the entire community should know. I mean you have to understand that in this lecture we are focusing on the community the group and community model. So, in public health diffusion of innovation theory is used to accelerate the adoption of important public health programs you know the new public health programs comes. In fact, there is existing program, but some modifications occurs.

So, that modifications what modifications has occurred then those things has to be first made to you know first you have to make people know that here these are the new things which has come up ok. So, that typically aim to change the behavior of a social system. Now, diffusion of effective programs and ideas is a significant challenge for public health and health promotion definitely it is a challenge why because so many programs are coming up, but if you go to the community you go and ask how many people you know for example, a village A you go to a village A and you just try to find it out that how many you know they are these

number of health programs you know these number of public health programs are there and how much they know about all those health promotion programs or the public health programs. So, definitely diffusion of that particular programs or any ideas is a challenging thing ok. Now, in diffusion of innovations model we will go through some concepts and the stages of diffusion.

So, first of all you have to understand that there is a difference between diffusion and dissemination ok. What is diffusion? Diffusion is about overall spread of an innovation it is getting spread to the community. The process by which an innovation is communicated through certain channels over time among the members of a social system and how is it differentiated from dissemination. Now, dissemination is a very planned ok, planned strategic and systematic efforts which are being done and which are designed to make program or innovation more widely available. Now, see in diffusion what happens any innovation is communicated through certain channel it is over time ok.

Over time that particular thing is getting communicated, but dissemination all the planned you know the very efforts are being given there is a very planned efforts which are being given they are being designed why because to make a program or innovation more widely available. You have to very you know systematic that here these things should get disseminated among this number of these number of population, these number of people, this area a particular we have to target these four villages. So, this is very planned and systematic way. Now, see diffusion is a direct or indirect outcome of those efforts. Now, definitely whatever if you planned in a plan where you go to disseminate something then anyway it is getting you know communicated to that particular members of a community.

So, that is why diffusion is direct or indirect outcome of those efforts. Now, what is innovation? Innovation is any idea, practice or object that is perceived as new by an individual or other unit of adoption we all know the something new has come. So, there was some old you know old strategy of a particular health program now the things you know the new strategies has come up or a completely new health program has come up ok. So, innovation is basically it can be any idea in practice object it depends what kind of you know what is our goal depending on that the innovation is basically you can define your innovation it can be an idea in the form of health programs or you can develop some app you know a very innovative app which will help in you know in some health benefits for the health benefits of the community. So, that is some innovative you know app it can also be called as innovation.

Now, next is the communication channels we all know what is the communication what are communication channels like it is not like I have developed and I will just be sitting and people will start knowing everything this cannot happen. So, basically we need some channels ok. So, the communication channels means by which messages are spread ok. The particular strategies you know the particular messages has to be spreaded and it can in include mass media we all know some interpersonal channels can be there and we you know electronic communication now a days we are also using some electronic channels you know the digital

technology we are using. So, communication channels we have different types of communication channels.

Now, what is social system? Now, social system is about the set of interrelated units that engage in joint problem solving to accomplish a common goal ok. So, some interrelated units are there different people are there. So, entire you know the social in different people in a particular community in the social system in the society we have now they all are you know engaged in the problem solving they are defining the problems what can be done how can we achieve our goal everything. Now, social systems have structure including norms and leadership definitely some social norms can be there which can affect their goals and which can affect their definition of the solution and the leadership because they are different people ok. The social system goes in this way only they have a structure that these are the people we are the one who are actually will be finding out the issues finding out the problems will be developing goals then finally, will defining and will developing the solutions the leadership the social norms everything is about the social system.

Now, innovation development now in innovation development all the decisions and activities that occur from the early stage of an idea to is development and production. So, you start from an idea it can be development of a app which will be very useful for the community member it may be benefit for their you know health it can be any kind of new public health programs ok. So, it is about whatever decisions and activities that are occurring or that occurred from the early stage of an idea when the idea came up. So, from that early stage to its development and finally, production. So, it is all about that innovation development.

So, you have to start from the idea only innovation development actually it start from the early stage of an idea. Now, adoption we all know it is about the uptake of the program or innovation by the target audience you may develop you know for the elderly ok. You might develop some apps some medical apps you know some important health benefit app for elderly you can develop for reproductive age group women you can develop for the adolescent any kind of health programs for a particular age group for particular population. So, what are the which are the target audience. So, adoption is about that uptake of that particular program or the innovation by the target audience.

Then implementation definitely now all the efforts you have made the planned the active efforts has to be implemented. So, the active planned efforts to implement an innovation within a defined setting ok. So, you know that you are going to implement that particular innovation in a particular block. So, you are very clear that these are this innovation in a very planned way in a very planned efforts you will be implementing within that particular block. Then it is about the maintenance.

So, the ongoing use of an innovation over time we all know maintenance, maintenance of action we have read it is about the use of an innovation over time whatever you know you are keeping I mean keeping using I mean you are keep on using that innovation the strategies and everything.   So, the ongoing use of an innovation over time that is maintenance of that particular innovation.   Then the sustainability.   So, the degree to which an innovation of program of change is continued after initial resources are expended.   The initial resources are expended, but you have to think that to for the sustainability it is not about one day you have to you know keep in future also it should be continued.

So, in that case the degree to which that particular program or that innovation you know can be continued.   So, initial resources may be that you may be it is getting you know expended, but further whatever minimal resources are there whether it is possible that with that particular resource the sustainability of that innovation or you know the new public health program can be done or not.   Then institutionalization incorporation of the program into the routines of an organization of broader policy and legislation.   We all know this concept is also very important that may be some you know innovations come.   So, it is get it gets incorporated into the program ok.

Then finally, to the policy to the laws and you know the legislation.   So, this is all about the different concept and stages.   Now the next thing is there are 5 characteristics of innovations which can affect diffusion.   Now first is the relative advantage.   So, is the innovation better than what was there before ok.

So, people will think now that yeah this innovation this particular strategy, this public health program strategies are better than the than something which was there before.   So, they have to I mean the thing is the advantage if the things are same then they are not getting any additional advantage, but if that particular innovation is better than what was there before then it is seen that yeah it affects diffusion in a wider way.   Then compatibility does the innovation fit with the intended audience this is also important you have to first understand the audiences you know what are their cultural beliefs, the values, their perceptions, their opinions.   So, this is important whether that particular innovation is compatible or not.   So, whatever audience you are focusing on to the intended audience you have to understand whether that particular innovation is getting fitted or not.

Complexity is a innovation is it easy to use if it is very complex you know very complicated then you can understand it is of no use because they will not be able to you know it should be user friendly that is much more important.   So, the complex things do not work the more it is user friendly then better it works.   Trial ability can the innovation be tried before making a decision to adapt now people will think that you know the people they should think that yeah let me first give a trial to this, let me try whether it is working well with me or not.   So, that is also important that innovation can be trialed.   So, trial ability so, can the innovation be tried before making a decision to adapt that particular thing.

Observability are the results or benefits of the innovation visible and easily measurable this is very important whether that benefits of the innovations are clearly you know visible can be measured properly then only I can you know a person can be very very confident and he will he or she will feel that yeah this is working. So, then definitely it can be adapted. So, these are the five characteristics. Now, we will talk on the social ecological model. So, you know the social ecological model is more robust community level model why because this model considers the complex interplay between individual interpersonal you know the relationship the community and the societal factors.

So, there are different levels which we consider in this model. Now, the social ecological model is a framework put in place in order to understand the multifaceted levels within a society and how individuals and the environment interact within a social system. So, the different levels within a society and how a person you know how individual and the interaction between individual and the environment occurs within a particular social system. Now, there are different factors and determinants exist at all levels of health making prevention control and intervention most effective and the model is addressed from all levels. So, it is very important if you address only at individual level it is seen that yeah it is not that effective, but if you give intervention or you know if the particular thing is addressed both at individual interpersonal societal community and the policy level then that particular intervention is much more effective.

Now, when approaching a potential problem it has been proven that in order to best sustain prevention efforts action should be taken at multiple levels of the model at the same time, now this is very important. So, for any you know the sustenance for any action maintenance and sustenance of prevention efforts one thing is very important that you have to keep in mind that intervention at all levels you have to implement implementation of intervention at all level at the same time. Now ecological models as they have evolved in behavioral sciences and public health you know it focus on the nature of people's transaction with the physical and socio culture surroundings that is environment. So, we have discussed in week 2 also we discussed the importance of the socio culture surroundings, the environment you know the people's connection with their external environment. So, this is very important you have to understand.

Now, this is the framework of social ecological model now you can see from individual the inner circle, then interpersonal, then community, organizational and at the end you find the policy or the enabling environment or the you know the government the national and state laws. So, we start with individual, but the important thing is these are the interventions at each level. Now, see at individual level we can implement behavior change communication at interpersonal both behavior change and social change at community the social change communication at organizational level the social mobilization and the you know the outer circle. So, at the policy level advocacy. So, that is why we were discussing that at all levels at the same time we have to implement interventions then only it will be effective.

At individual you know the individuals characteristics the knowledge attitude the self efficacy you know so many the gender age socioeconomic status their goals the you know the stigma factors the how much that person is literate. At interpersonal we have the formal and informal social network and social support system that can influence individual behavior like you know our peers our family members friends colleagues you know these. So, these are at the interpersonal level we are often influenced by you know our friends peers relatives family members. So, it is not about that you will give intervention at individual level you have to understand that particular person is that particular individual is getting influenced by other people. So, that is also important you know the primary audience the influencing audience primary audience is that particular individual, but that particular individual is getting influenced by certain family members.

So, that influencing audience is also important you have to consider. Then at the community level you see relationship among organization institutions. So, you know the community leaders we have villages the village association the community gatekeepers and everything. So, relationship among different organization institution information networks within defined boundaries. Then organizational we have different you know government and non-government institution you know the organizations we have the social institution with rules and regulations for operations that affect how or how well services are provided to an individual or group.

So, you know they are also involved different NGOs are involved you know in different implementation of intervention. And at the top we have policy enabling environment as much as we you know make a person understand or his family member understand or in fact, even some you know NGOs or some other institutions are coming up for that particular you know implementation and for basically you know the community. In fact, you will see that some community voluntary leaders they are also you know coming up to implement basically to facilitate that implementation. But at the end you have to understand if some guidelines some laws policy guidelines are there then that you know the adoption that particular interventions uptake becomes much more effective. Because what happens if something comes under the national state laws or the guidelines then that policies you know different policy things are there then that policy has to be followed.

So, that is why we have to understand that at all levels that is very important you I just cannot go and ask you know a school student that you should not eat junk food you should avoid junk food or you should always have you know food from your you know home lunch ok. You should have your lunch box from home and that can interpersonal is also very important for avoiding junk food that because you know mother father influences important how much a mother is actually influencing that particular children ok. Then the teachers you know this school the school institutions some NGOs they also can come up how they can come up they will just you know in some literature you will see that outside the school premises you know they should be strictly this they should be strictly ban on any junk food stall. So, in that case you know some community leaders can come up the you know that particular community some

voluntary leaders can come up and can support that ok. In fact, the school itself the entire you know school authorities the school can come up for this ban that yeah they should be no junk food stall just adjacent to the school premises.

And the policy definitely if that much strong policy is there that yeah in all school in all school outside the school premises they strict enforcement that there will be no junk food stall. So, what will happen it is not about that only you will go and tell that school student at individual level that no you should avoid eating junk food. The important is all level you have to give intervention at all levels because that particular individual is getting influenced by his or her external determinants external factors all these levels are basically the external determinants or the context. Now, we also discussed regarding what interventions can be put. So, first at individual level we can have you know the behaviour change communication.

So, it is an approach used alone at the individual level that is why you saw in that particular framework that at individual level it is mentioned behaviour change communication and along with social change communication at the interpersonal level ok. So, again you see at interpersonal level you have to keep both behaviour change communication and social change communication, but at individual you are keeping the behaviour change communication. Now, this type of intervention works through interpersonal communication. Now, this system can work via direct communication with another individual, but it can also work through you know the mass campaigns you can have different campaign you can use social media which target many individuals at once, but basically at individual level only you are targeting. So, at that point of time you are thinking about behaviour change communication, but when you talk about interpersonal what is happening that along with social change you have to think ok.

So, this is behaviour change communication along with social change at the interpersonal level. So, all the participant groups involved in behaviour change communication include individuals it can be families small groups, but what your aim is you are targeting that particular individual. Now, interventions are tailored to the exact population they wish to target. Now, behaviour change communication along with social change used in combination with behaviour change at the interpersonal level or another thing is just see at the community level. At the community level what we are doing we are only going for social change communication.

So, that is why it is mentioned that social change communication is used in combination with behaviour change communication at the interpersonal level and along at the community level. This type of approach encourages participation and it uses such participation in order to target large scale behaviour change. Now, behaviours which are targeted by this approach. So, that is why social change you have to keep in mind it includes the social norms and some cultural factors. This type of intervention also utilizes social norms and cultural practices in order to strategically develop health interventions that the targeted population will be most receptive to.

Then social mobilization at the organizational level in that framework we saw individuals and entire communities use this approach in order to raise awareness for a of a health problem. Now, then this approach is adapted to engage and motivate national and community leaders because we are for targeting organizations. So, national and community leaders the public and private partners you know the different organizations to make health changes. The catalyst of these health changes is the community that is very important. Now, by using the social mobilization approach they are empowered to make their own health changes.

By this it also you know this also allows the community to help with the development of appropriate health intervention. Basically here you are involved in the community you have to understand that here in their own you know views you have to understand their problems what kind of solution they think will be acceptable will be feasible for them for that particular problem. And at the same time the mobilization is being done you empowering the community ok. Development of appropriate health intervention implementation of that changes and monitoring of the changes. So, community participation and community mobilization is important here.

Now, advocacy is used at the policy or enabling environment level. So, after social you know behavior change communication, then social change communication, then you know the social mobilization at the organizational level where you know the social society of the community you are mobilizing and involving. So, at the end advocacy is used at the policy or enabling environment level. At the policy level at the government level this approach consists of well thought out and organized efforts. And these efforts are designed to convince individual in leadership role you know such as policy makers, the program planners and the community leaders to make health changes at the policy level.

What policy changes can be done, what guidelines can be put into the in the government in the health programs you know at the policy level. So, advocacy is actually at the policy or at the enabling environment level. So, that was all about social ecological model. Now, in conclusion community organizing is the process by which community groups are helped to identify common problems or goals, mobilize resources and develop and implement strategies to reach goals they have set collectively. Now, in public health diffusion of innovation theory is used to accelerate the adoption of important public health programs that typically aim to change the behavior of a social system.

And the social ecological model is a framework which is put in place in order to understand the multifaceted levels within a society and how individuals and the environment interact within a social system. These are the resources you can go through all these resources. Thank you.