

Research Methods in Health Promotion
Dr. Sweety Suman Jha
Dr. B.C. Roy Multi-Speciality Medical Research Centre,
Indian Institute of Technology Kharagpur
Week 02
Lecture 06: Health Behavior and Health Behavior Change

So, hello everyone and welcome to the week 2 of this course on Research Methods in Health Promotion. So, this is the first lecture of week 2. Now, before I start I would like to tell you that week 2 and week 3 will be completely based on the different theories, the basics of you know the health behavior change, the different models. So, before I go to the specific models ok, the specific health behavior models I would first explain the basic things, what is the health behavior, you know the behavior change techniques and some issues of you know the social science, then intervention mapping etcetera. Because see I felt that before you directly go to the specifics, you know the health behavior models you should have the basic understanding of all these things. So, let us start.

So, our today's topic is on Health Behavior and Health Behavior Change. So, we will be covering the following concepts that is health behaviors, disciplinary influences on health behavior change over time and then the settings and audiences for health behavior change. Now, health behaviors see any positive informed changes in health behaviors are typically the ultimate aims of health behavior change program. So, any health behavior change program you know as a public health expert or health promotion expert you can plan any kind of health behavior change activity or program.

But the thing is, the first thing that is important is some positive changes ok, some positive outcome is ultimately the main aim of any health promotion change program right. Now, broadly in its you know the broadest sense we can say that health behavior refers to the actions of individuals, groups and organization as well as those actions determinants correlates and consequences. Now, see you just try to understand the very first thing is that health behavior it refers to not only the action of individual right. I have mentioned here the actions of individuals, groups and the organizations. Then apart from that another important thing is as well as those actions determinants what are the factors, what are the determinants of those actions, the correlates of those actions and obviously, what is the final outcome of the consequences including social change, policy development and implementation.

And finally, not only it is about that you know the policy changes are happening or some you know implementations are going on or some social change. Another important thing is improved coping skills and finally, a good quality of life that is enhanced quality of life. So, all these things are important and broadly that is why I have mentioned in its broadest sense health behavior refers to all these things whatever I have discussed just now. Now, several

definitions of health behaviors have been suggested. So, the first one see what I have mentioned any activity undertaken by a person believing himself to be healthy for the purpose of preventing disease or detecting it at an asymptomatic stage right.

So, this health behavior you know just for us just for example, for an individual to prevent from some infectious disease of a COVID-19 only we can say or any other infectious disease. So, whatever activity or actions that person is taking why he is taking just for the aim of preventing you know from that particular disease. And it can be also applied in detecting it at an asymptomatic stage, maybe at that you know he or she is in that current position you know he is in asymptomatic stage. So, at that stage only if that particular disease if it be detected. Now, next is any activity this is another definition ok.

So, any activity undertaken for the purpose of preventing or detecting diseases or from improving health and well-being. See this is very simple if you prevent disease if you detect disease at an early stage definitely it will improve your health and finally, your overall well-being. So, that is why in the second definition they have added that improving health some positive health outcomes and the well-being overall the well-being. Now, all sorts of behaviors influences health. Now, the thing is in the next two lines see I have mentioned many types of you know the behavior health enhancing behaviors you can see.

So, health enhancing behavior, health protective behaviors, then health detection behavior and health harming behaviors. Now, see what most of the things which we do in our daily life you know the most of the behaviors or all sorts of behaviors almost it actually influences our health. Now, see in the second line what I have mentioned these range from health enhancing behavior. So, first now see these four important thing you have to remember ok. These are very simple things if you see the examples then only you will understand that these everything we know just we have to keep in mind.

So, health enhancing behavior is like exercise or healthy eating. So, the first one is health enhancing behavior here I have put two example that is regular you know physical activity or exercise or the healthy dietary habits. Next is the health protective behaviors. Health protective behaviors you know vaccination against any disease any kind of disease you know the vaccination or the use of barrier method or condom use in response to the threat of HIV or AIDS. I have put few examples you can you can have so many examples under each heading.

Now, next I have mentioned health detection behaviors. So, which are the health detection behaviors such as health screening a clinical a clinic attendance or you know the breast self-examination. See the thing is that screening for the cervical cancer screening for the oral cancer or the breast cancer screening. So, all these things are you know related to health detection behavior. And next you see I have mentioned health harming behaviors.

Actually this is avoidance of health harming behaviors. We all know smoking alcohol consumption all these are basically the harming behavior which harms individual. So, these are the four important things with suitable examples I have put you can have your you know so many examples you can also think of. Now, you know the Cassel and Cobb define three categories of health behavior. So, the first one you see I have mentioned the preventive health behavior.

Now, what is preventive health behavior from the name itself you can get some idea right. So, any activity undertaken by an individual who believes himself or herself to be healthy. And apparently if you say that yeah I am healthy because currently I am not suffering from any disease I am not having any symptoms of any disease. So, any activity undertaken by an individual who believes himself or herself to be healthy for the purpose of preventing or detecting illness in an asymptomatic stage. So, what is preventive health behavior? Any activity occur any actions when an individual is taking just for the aim of preventing himself or herself from any disease and also you know early detection we say in early detection.

So, not only preventing from any disease and also for the detecting illness in an asymptomatic stage. Now, see the vaccination, vaccination is a good example of preventive health behavior ok. We take vaccine so, that we can prevent our self from any disease then healthy dietary habits another example of preventive health behavior. Next I have mentioned illness behavior. Now, this is like any activity undertaken by an individual who perceives himself to be ill to define the state of health and to discover a suitable remedy ok.

Now, illness behavior this is basically you know that particular individual now he is actually believing he is thinking that yeah he is not well he is having some symptoms of any kind of disease ok. And now he is in this you know the state that he will be you know he will go to any health center to for further you know treatment. So, for example, father I mean a child you know he is suffering from diarrhea and look so, what happened his father you know his father recognizes some symptoms of dehydration. So, after recognizing some symptoms of dehydration the father takes that particular child to the nearest health center or the hospital ok. So, that he can you know he can have some treatment for that particular disease.

Next is the sick role behavior. Now, any activity which is undertaken by an individual who considers himself to be ill for the purpose of getting well, ok. It includes receiving treatment from medical providers generally you know it involves a whole range of dependent behaviors and leads to some degree of exemption from ones usual responsibilities. You know if somebody is completely sick he is taking medications and he is actually he is not able to go to his work ok, he is taking rest. So, this is actually sick role behavior.

Now, we will talk about the disciplinary influences on health behavior change over time. So, very briefly we will try to understand ok. So, health behavior change has been the focus of

multiple fields and professions. So, be it health promotion, health education, public health, psychology, the social work and sociology and various health and medical specialties. Now, what happens see the clinical psychologists have traditionally focused on changing individuals and the social work tends to address individuals within their social and family context so, this is important.

As you know as clinical psychologists have traditionally what they have focused on changing individuals you know their behavior, but at the same time the social work the part of the social work it tends to you know focus on individuals definitely on individuals, but within the social environment you know the social and family environment. Now, in the field of health education the emphasis during the 1970s and 1980s on individuals behavior as determinants of health status eclipse attention to the broader social determinants of health. So, this is important that now you know we have understood the importance of social determinants of health and we have been focusing on the social determinants of health. You know the income, the occupation, education, then the cultural context, you know the workplace environment, a person where he is staying, the housing environment etcetera. So, social determinants of health is very important and you have to consider it.

Now, experts have explicitly recommended that interventions on social and behavioral factors related to health should link multiple levels of influence like on individual, interpersonal, institutional, community and policy levels. Now, you will be understanding these issues you know more when I will discuss regarding the ecological models of health behavior change then you know in week 3 when I will discuss on the socio ecological model. So, you will be more you know it will be very easier to I mean then you will understand in a very easy way. But now for now see I just want to make you understand that just putting any intervention at only individual level does not work. Does not work in the sense definitely it will work in some way, but the important thing if you want that particular you know intervention to be more and more effective then you have to think that involvement of individual level is not enough.

In that case the interpersonal, institutional, community and policy level you have to understand the multilevel intervention. We know see we all know that we are surrounded by so many people, we are surrounded by different you know the friends, the family members and different institution, the community, the social groups, government laws and regulations. So, it is not possible that I will just you know implement a particular intervention on that individual. Maybe he will be more what will happen see sometimes it happen that you will doing you will be implementing your intervention at individual level fine. That particular individual you will see that he is motivated for some behavior change positive behavior change, but still he is having so many barriers why because other you know the supports, other facilitating the situations are not there and those facilitating situations are actually present in the you know the government has some you know role then the social groups, the community, your friends you know they can motivate you, they can influence you, your family members you know the different government and non-government institutions.

So, this is very important you have to consider the influence or intervention at all levels. Now, we will talk on the settings for health behavior change. So, it is not like the health behavior change you know only you will go to you know some home visits or something only you will be doing the health behavior change interventions at home level. So, we can have at the school level also. So, health behavior change programs in schools it include classroom teaching, teachers training and changes in school environment and support healthy behaviors.

Like you know we can take a few examples like the healthy dietary habits. So, what is our aim? Our aim is that we will try to change the you know the dietary habits of the school students. Now, see here what we can do definitely we will make them I mean our primary audience can be the students, but also we have to include some teachers also and the school authorities. So, see what we can do in this form of lecture, in the form of demonstration, we can have some you know the classrooms activity, some fun learning sessions we can plan. Then definitely involving teachers because they are one of the main influencer of the students and the authorities of the school because if you want some you know major change in school then definitely you have to include the school principal or the headmaster the authorities the important authorities of the school.

Like you know the canteen I mean it might happen that in school canteen only they are you know they are preparing and providing some junk food. So, in that case you have to think in that way same for the physical activity if you see the students are motivated to play inside the school, but the problem is they do not have any proper area they do not have any you know a particular playground where they can play. So, these are the things you have to remember. Then communities so, at community level you see the community based health promotion draws on social relationships and organizations to reach large populations with media and interpersonal strategies. Now, models of community engagement and community mobilization it enable program planners both to gain support for and to design suitable health messages and delivery mechanisms.

So, you know at community level you want to implement something just for an example, you know the hygiene practices or the sanitation just think that for example, the hand washing. So, at community level you want to implement your aim is that you will make them aware and also you will try to you know to develop skills. So, that they learn and they follow they do all the hand washing techniques. So, you know the steps of hand washing and when they have to do you know the before eating after toilet before cooking etcetera. So, in that case one or two point is very important the first is the engagement of the community itself and mobilizing the community.

So, this is very important what you have to do you have to plan in such a way. So, that you can mobilize a community and try to engage I mean community participation is also very important. Because what will happen then you will come to know see you think in your own way, but the community members you know they have their own views and opinions they have certain

barriers also. We cannot just go and tell them that you have to do all these things you have to follow all these things. The important thing is that you have to understand what are the barriers, what are their own beliefs and perceptions.

So, for that you have to engage the community also try to understand what they you know what they want what will be feasible for them. So, what will happen then it will help you to design your health messages or to design your interventions in a very appropriate way and also the you know the delivery mechanisms. It might happen that they want a group discussion kind of session or they want you know house to house visit or you know they can demand because maybe it is feasible for them it is acceptable for them. So, you have to remember that community has their own demands you know community own voices is very very important ok. Do not think that you are an expert and whatever you feel.

So, whatever you think you will just design your interventions in that way no you have to include the community. For that see definitely you can you know you can have some community leaders the voluntary leaders it depends on your study and where actually you are going to conduct your study or your you know the activity the health promotion activity. Now, next is workplace ok, we cannot just avoid the workplace setting. So, because people spend so much time at work the workplace is a source of both stress and social support. Now, you know we are so much aware that the mental health the stress management you know at workplace.

So, it is not only about their physical health, but also about the mental health issues. In the effective worksite programs can harness social support as a buffer to stress. So, you can have you know in a different workplace different worksite you can develop some effective you know programs and activities which can act as a buffer to the stress you know because the you know the worker employee they have different kind of stress they might have different kind of stress with the goal of improving workers health and health practices. So, again I repeat it is not only about the physical health you also have to keep in mind the mental health issues.

Now, next is the health care settings. So, we often talk about the health promoting schools we also talk about the health promoting hospitals etcetera sorry. So, health behavior change programs for high risk individuals, patients, their families and the surrounding community and in service training for health care providers are all part of health care today. So, you have to remember that individual the patients who are there in health care setting the family members and also very important thing is the service term in the training of the health care providers. So, they should know first then only they will be able to deliver those positive messages among the patients and their families. Now, primary care settings we all know in particular it provide an opportunity to reach a substantial number of people and to achieve goals of improved population health.

We know that if we can think of you know doing some activity health promotion activity at primary care centers and primary care settings then it will be much more better when a more improved you know because so many people are coming there you know I have one primary health center it is scattering so many people. So, here also you have to remember this thing. Then home also as I said in home what you can do health behavior change interventions can be delivered to people in their homes both through traditional public health means like home visits and also through a variety of communication channels and media such as the internet, telephone calls and mail whichever is feasible. Health behavior change interventions and activity you know you have to think on you know the home visits and not only it is about that you will just do home visits apart from this wherever it is feasible you can have a phone call a mail, but see it is not possible at all places no remote areas it is not possible to contact them through internet or telephone calls most of the time it is not feasible. So, where it is feasible you will be using these digital technology and where not you can have some communication channels and media and you can have home visits you can distribute some leaflets you can demonstrate something you can have you know observation also that how they are maintaining you know their home hygiene and etcetera.

Then marketplace, marketplace is also very important specially you know we now we are listening you know about so many things we are hearing about a different antibiotic resistance then you know the different microorganisms which are actually is present in the food be it raw food or be it you know the ready to eat food. So, in marketplace itself is a very important setting for implementing health behavior change you can include you know the food providers I mean the cook then you know the shopkeepers, the sellers, the food processor definitely consumers also all the different stakeholders you have to keep in mind. So, market places offer consumers fresh produce and other foods direct from the producers and ready to eat food prepared by vendors. So, in marketplace you see that you know the vegetables, sellers, the fruit sellers, then the meat shop, the poultry shop you know they are selling. So, in that case important is that you know the raw food they are keeping the raw meat you know uncovered for such a long time.

So, by that time what is happening so many microorganism that raw food is actually getting totally contaminated. So, in that case it can be your important you know issue or problem then they do ready to eat foods prepared by vendors they are not washing their hand properly, they are keeping the food completely uncovered, the utensils are you know absolutely dirty and the source of water the source of water which they are you know using for preparing food. So, you know everything you know can get contaminated if you are keeping it for long time without covering it or if you are not cleaning that particular utensils or you know the your food stall then it can get contaminated. So, marketplace itself is very important food processor definitely you have to involve. So, food producer, food processor and those who consume you know the food consumption.

So, at all the three levels it is very important. Now, audiences for health behavior change. So, settings we have completed audiences for health behavior change for health behavior change

interventions to be effective strategies should be designed with an understanding of the recipients that is a target audience. As I always you know say in my all the lectures that you have to first understand your target audience you should know them properly who are the beneficiaries then their health, their cultural context, their perceptions, their beliefs you know their skills, their attitudes everything you have to know. So, your target audience you have to know the entire thing of your target audience. Now, these audiences consist of people who may be reached as individuals in groups also ok.

You can have you know the school children or the you know the eco club or any community clubs. So, it can be in the form of individuals, it can be in the form of groups or through some organization be it government or non-government organization, the communities you know the community members or through some combination of this approaches definitely. Now, they may be you know the yeah it is not always that your target audience will be the community members only. It can be the health professionals, the health workers, people obviously, who are at risk of disease patients. So, you have to decide according to your you know objective according to which problem actually you are going to address.

Because see whatever activity you plan first of all you have to think which problem or issue you are going to address. Based on that you have to you know think about the primary audience who will be my primary audience, then who can be my secondary audience, you know for school student, school students are your primary audience. But secondary audience can be you know secondary or influencing audience can be their parents, you know mother, father, teachers ok. So, you have to think in that way. Now, for the audiences some two or three basic things that is must to know you have to keep in mind.

The first is the socio-demographic characteristics their ethnic and racial background. So, variety of socio-demographic characteristics in the gender, age, race, marital status, where you know the place of residence, their employment, occupation. So, all these things it characterize audiences for change in for changes in health behavior. So, you have to keep in mind the different socio-demographic characteristics of your target audience. Recognition of differences in disease and mortality rates across socio-economic and ethnic or racial groups has led to increase efforts to reduce the element health disparities.

Now, what happened there are some evidences, there are some you know studies and research which have shown we all know that you know in this ethnic group and these are the morbidities, these are the you know the causes of mortalities and in particular socio-economic groups these are the issues. So, what happens after having so, many evidence related to this, now we are thinking that we have to address the socio-economic characteristics, their ethnicity, their racial background because then only we can think of we have to put efforts so, that we can reduce and eliminate this health disparities ok. Then next is in fact, you know the culture, culture itself is very important determinant, in different community have different culture and culture you know related to food, related to lifestyle. So, you have to keep in mind that which

community are you going to target, which is a target audience, might happen that community is completely a vegetarian community. So, in that community you cannot simply go and say no you have to eat all these non-vegetarian food ok.

So, you have to remember you know these are the basic things that you have to remember. Then life cycle stage this is you know gaining a lot of importance nowadays, the life cycle approach the life cycle stage. So, health education is provided for people at every stage of the life cycle from childbirth education to self-care education and rehabilitation for the very old. So, if you know there is a pregnant mother, she is pregnant antenatal woman. So, you have to you know think that yeah she has to follow some things some positive behavior.

So, that you know her child will be healthy. Then you know the self-care education it can be you know for any adult or for particular occupation you know occupation wise you can take or for the antenatal support. Then rehabilitation for the very old. So, you know the life cycle approach starting from you know the conception till the elderly the aged one. So, everything you have to keep in mind the entire life cycle stage.

Then the next is the disease and at risk status. So, people who are diagnosed with life threatening diseases often experience not only symptoms, but also the distress associated with the prognosis and having to make decisions about medical care. So, you have to be very careful when you are taking this you know this particular audience. So, they are at you know they are suffering from disease may be from life threatening disease and they are at risk status. So, you have to understand that so many stress and distress regarding the prognosis and treatment they have. So, you have to keep in mind and due to their illness you know it is not possible that whatever you will tell them to do in your own way they will accept.

You know due to illness there you know their own views in fact, you know the timing the channels and you know the audiences for patient education should be carefully considered. Because you have to keep in mind that they are suffering from some life threatening or chronic diseases. Successful patient education depends on a sound understanding of the patients view as just I was saying that their views is very important. So, you have to know and you have to first have an in depth understanding of the patients view and you know perceptions. Models and theories of health behavior can suggest strategies to prevent relapse and enhance maintenance of recommended practice for high risk individuals.

So, see when we will talk about different models and theories I will give examples and I will make you understand, but for now just try to understand the different models and theories of health behavior are there which can help you in building strategies so to prevent relapse. It is not like that for first 15 days you are you know you are doing some positive behavior I mean you have adopted a behavior and you are following. After 15 days you know no maintenance is there. So, maintenance of behavior change is important so to prevent relapse and enhance

the maintenance that is only I was just trying to make you understand that maintenance of their recommended practices and maintenance of that positive you know behavior is very important. So, conclusion for health behavior change interventions to be effective strategies should be designed with an understanding of the target audiences, cultural context and social characteristics and the beliefs, attitudes, values, skills and past behavior.

I discussed it just now that any activity undertaken by a person believing himself to be healthy for the purpose of preventing disease or detecting it at an asymptomatic stage is the health behavior. And health promotion behaviors are behaviors that help protect or maintain health when they are engaged in that particular behavior. Go through all these learning resources. Thank you.