

Basics of Health Promotion and Education Intervention
Dr. Sweety Suman Jha
Dr. B C Roy Multi Speciality Medical Research Centre
Indian Institute of Technology, Kharagpur

Lecture - 17
Approaches for Health Promotion and Behaviour Change

Hello everyone, our today's topic is approaches for health promotion and behaviour change. So, let us start.

(Refer Slide Time: 00:23)

CONCEPTS COVERED

- Five approaches to Health Promotion
- Environment based approaches to behavior change
- Policy based approaches to behavior change

Childhood experiences Housing Education Social support

Family income Employment Our communities Access to health services

Health, Social, Physical, Environmental, Policy, Behavior, Change, Access, Health, Services, Community, Support, Education, Housing, Childhood, Experiences, Family, Income, Employment, Our, Communities, Access, to, Health, Services

Indian Institute of Technology Kharagpur

Now, we are going to cover following concepts, like the 5 approaches to health promotion then environment-based approaches to behaviour change and the policy based approaches to behaviour change.

(Refer Slide Time: 00:37)

Five approaches to Health Promotion

1. Medical or Preventive Approach

- ❑ Aims to reduce premature death by targeting the whole population or groups who are at higher risk of developing disease.
- ❑ This approach can operate at three levels:
 - Primary prevention – preventing the onset of disease
 - Secondary prevention – attempting to prevent disease progressing
 - Tertiary prevention – seeking to mitigate harm in people who have already developed disease
- ❑ This understanding of health does not take into account the social and environmental context in which disease takes place.

Indian Institute of Technology Kharagpur

So, let us start with the five approaches to health promotion, now the first one is medical or preventive approach. Now, this approach aims to reduce premature death by targeting the whole population or groups who are at higher risk of developing the disease. Now this preventive approach actually it operates at three levels that is primary prevention, secondary prevention and tertiary prevention. Now, see the primary prevention.

Primary prevention is preventing the onset of disease. Now let us take an example of like you can take cervical cancer only. So, we can give an example based on primary prevention is the vaccination, vaccination for cervical cancer that is HPV vaccine. Then secondary prevention, secondary prevention it attempts to actually prevent the disease from progressing. So, screening for the cervical cancer this comes on the secondary prevention.

Then in tertiary prevention seeking to mitigate harm in people who have already developed the disease, palliative care for the cancer patient it comes under the tertiary prevention. Now this understanding of health does not take into account the social and environmental context in which the disease is taking place. So, this is something very important which you all have to keep in mind that this medical or preventive approach does not take into account the social and the environmental context.

(Refer Slide Time: 02:13)

Five approaches to Health Promotion

2. Behavioral Approach

- ❑ Also known as the behavior change approach, makes the fundamental assumption that healthy lifestyles are crucial to maintaining good health.
- ❑ Healthcare professionals who adopt the behavioral approach in their practice seek to provide individual patients with information concerning their unhealthy lifestyle behaviors and motivate them to change.
- ❑ Motivate people to adopt healthy lifestyle behaviors.

Indian Institute of Technology Kharagpur

Next approach is the behavioural approach. It is also known as the behaviour change approach. Now, it makes the fundamental assumption that good and healthy lifestyles are crucial to maintaining good health or the positive health. Healthcare professionals who adopt the behavioural approach in their practice they seek to provide individual patients with information concerning their unhealthy lifestyle behaviour and also motivate those people to change.

Like for example, for prevention of non-communicable disease, we all know now that proper lifestyle behaviour you know it has become so important especially in prevention of NCD or the non-communicable disease; like for example prevention of obesity. So, for prevention of obesity healthy lifestyle like regular physical activity and proper healthy dietary habits which are very important to maintain.

So, in community level or in a clinics or individual level also, I mean healthcare professionals what they can do. They can motivate those participants to adopt the healthy lifestyle behaviour. So, that the through changes of behaviour you know they will adopt good behaviour or the positive or the healthy behaviour and by that way they can prevent the non-communicable disease as for example I told you on the obesity, and it motivate people to actually adopt healthy lifestyle behaviour.

(Refer Slide Time: 03:52)

Five approaches to Health Promotion

3. Educational Approach

- ❑ Assumes that increasing people's knowledge about their health will lead to healthier behavior. It does not seek to attempt to motivate the individual to change their behavior in a specific direction.
- ❑ The focus of the educational approach is on learning and comprises three aspects:
 - Cognitive - addresses people's understanding concerning a health topic.
 - Affective - considers an individual's feelings and attitudes towards a health topic.
 - Behavioral - concerned with people's skills.



Indian Institute of Technology Kharagpur



Then, the next is educational approach. Now see this educational approach it assumes that increasing people's knowledge about their health will lead to healthier behaviour. So, first of all you have to keep in mind that in educational approach, you have to increase the knowledge level or you have to make people aware of what is right what is wrong what to do and what not to do for prevention of any disease or prevention of any illness.

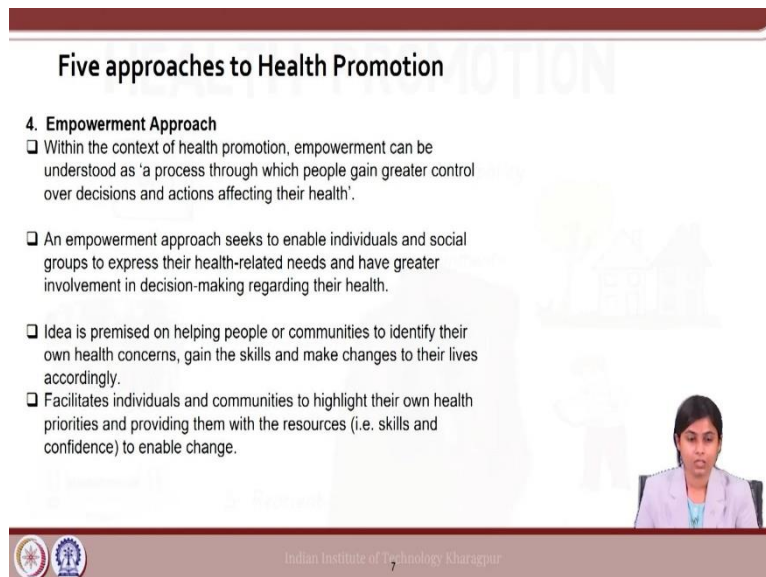
Now, you should know that the term health literacy. Actually, it is a part of educational approach. Now it does not seek to attempt to motivate the individual to change their behaviour in a specific direction, but the focus of the educational approach is on learning and comprises of 3 aspects. Now I see cognitive, Affective and behavioural. What is cognitive? This aspect addresses people's understanding concerning a health topic.

Understanding the information, the facts the knowledge everything which people understands regarding any health issue, health problem or health topic. Then the Affective it considers an individual's feelings and attitude, now once you have make somebody aware or you have increased their knowledge level then the next issue comes about what actually what are the change in attitude because after knowledge attitude comes.

So, it considers an individual feelings and attitude towards a particular health topic then at the end behavioural. So, you have to develop the skill also, okay you know the thing why it is important how to do and what to do and what not to do? Then you have done you know you have done a value judgment among yourself you have to you can change your attitude then, ultimately you have to behave in that you know any healthy behaviour or positive behaviour.

So, also you have to learn the skills any kind of skills can be acquired for example hand washing practice is an example of acquiring any skills, the steps of actual hand washing.

(Refer Slide Time: 06:10)



Five approaches to Health Promotion

4. Empowerment Approach

- ❑ Within the context of health promotion, empowerment can be understood as 'a process through which people gain greater control over decisions and actions affecting their health'.
- ❑ An empowerment approach seeks to enable individuals and social groups to express their health-related needs and have greater involvement in decision-making regarding their health.
- ❑ Idea is premised on helping people or communities to identify their own health concerns, gain the skills and make changes to their lives accordingly.
- ❑ Facilitates individuals and communities to highlight their own health priorities and providing them with the resources (i.e. skills and confidence) to enable change.

Indian Institute of Technology Kharagpur

Then the empowerment approach, so within the context of health promotion empowerment can be understood as a process, through which people gain greater control over decisions and actions affecting their health. So, see it is regarding people will gain greater control and the next thing an empowerment approach seeks to enable individuals and social groups to express their health-related needs.

And have greater involvement in decision making regarding their health. So, now you can understand the name itself reflects the empowerment, I mean you have the people have the greater control over the decisions and they are the decision maker. What one can do what a health worker or health educator can do, what they can do they can teach anybody any individual or in a community also.

These are the options these are the options that one can adopt for a particular health issue. Now that person, I mean who is the audience or the beneficiary. He can decide that actually what is feasible for him or what is actually acceptable for him then in that case he can decide regarding his health that what I should do and what I should not. Now this idea is premised on helping people or communities to identify their own health concern, gain the skills and make changes to their lives accordingly.

Now the community for example, here I will explain you in a community, the beneficiaries are from the actual community level not individual I will tell on basis of community. Now, you can just a health educator or health care professional can communicate to them, what are the issues what are the health problems what are the actually the priorities which is also very important you know the health priorities.

Because in different section of the society in different community different priorities can be there, different health concern can be there. So, in that case you can actually help people to understand and to identify that these are the issues. And by this way you can improve your behaviour or these are the things that you should do, gain the skills you know any kind of skills they can gain and they can make changes to their lives accordingly.

Like contraceptive you know choices. So, many contraceptive choices are there that a person the health educator can explain to a lady that these are the contraceptive choices. Now that lady also has to understand that, this is actually my; what I can actually accept what is feasible for me? And obviously that health educator has to explain the all the advantages and disadvantages of the contraceptive of each contraceptive method and also what is actually suitable for that particular lady.

What is actually will be helpful and will be suitable for that lady, then definitely one cannot force somebody but, that lady I mean that person can take her, I mean she can take her own decision that what actually she wants to use what kind of contraceptives she wants to use actually you know this empowerment approach it facilitates. Now this is very important, facilitating you cannot force.

You cannot force something on somebody you have to act as a facilitator, as a researcher as a health educator as a public health professional you have to act as a health facilitator you can just facilitate. So, facilitates individuals and communities to highlight their own health priorities, what are their health priorities, like I said in every community every person you will not find they have the same kind of priority.

And the same kind of need also different needs, different community with different health priorities and different health need and providing them with the resources, this is very important, the skills and confidence. So, as healthcare provider actually have to act as a

facilitator as I said you can teach the skills you can make them understand. You can build the confidence in them.

So, that it will help them to accept some behaviour, accepts any kind of healthy or positive behaviour and also not only to accept so that they can maintain that behaviour change.

(Refer Slide Time: 10:56)

Five approaches to Health Promotion

5. Social Change Approach

- ❑ Focuses on making changes to the physical, social and economic environment to increase their health promoting capacity.
- ❑ Approach is based on the notion that to promote positive health it is necessary to tackle and diminish social and health inequalities.
- ❑ Assumes that if the healthier choice is made the easier choice, it will become increasingly realistic for individuals to make decisions to improve their health and wellbeing.

Indian Institute of Technology Kharagpur

Then, the last approach is a social change approach. Now this approach focuses on making changes to the physical, social and economic environment to increase their health promoting capacity. Now this approach is actually based on the notion that to promote positive health it is necessary to tackle and diminish social and health inequalities. Now these 2 terms are very important social and health inequalities, so see the social change approach.

Now it is not something like in you are just changing somebody's just individual behaviour individual factors so many social factors are also there that you have to keep in mind. Now it assumes that if the healthier choice is made the easier choice very important. Healthier choice is made the easier choice any kind of healthier choice or health behaviour if it is made feasible and acceptable if it is made very easy.

Then what will happen that person will accept that behaviour. And he or she will maintain that behaviour change, then it becomes increasingly realistic for individuals to make decisions to improve their health and well-being. Like you know they are still in our country for example in a very remote or interior areas you will see that if woman is suffering from

any kind of health problem and the health care facility the accessibility of healthcare service you know is too difficult.

Or the healthcare facility is too far then, what happens that woman actually she cannot go. And you know the male member maybe that male member is actually not giving the importance to the woman's health of his family. Then, what will happen this health inequalities are occurring. So, accessing one has to access the health care service easily. Now if outreach programs or outreach sessions are being organized in the interior areas or in the remote you know villages. Then what will happen the distance factor the time factor and that woman herself can go to nearest outreach session. So, her basic she will be able to actually gain the basic health services, so these inequalities you know this will actually not be there then and some you know healthy public policy. Any healthy public policy is taking the consideration of the social factors and environment factors also.

So, social change approach is very important because, so many social and cultural factors are there which is important to address otherwise you know inequalities will remain. So, to make the you know equity. So, that equity is important so that whatever regardless of any gender he I mean that person can go and access the health services. So, this is actually the social change approach.

(Refer Slide Time: 14:07)

Environment based approaches to behavior change

- **Social norms** as environmental guides to behavior
 - **Descriptive norm:** Refers to who is doing what, or to how many others are engaged in a certain behavior. For example, a perceived descriptive norm might include the percentage of university students that a particular person believes drinks lots of alcohol on regular occasions.
 - **Injunctive norm:** Refer to what others consider to be acceptable or unacceptable behavior. Perceived injunctive norm guide behavior by signaling what is acceptable, appropriate or valid behavior.
 - One may see many of his peers smoking cigarettes (descriptive norm), but his family would strongly disapprove (injunctive norm) if they were to discover him smoking.

Indian Institute of Technology Kharagpur

Now, we will talk about the approaches to behaviour change in which first of all we will talk about the environment-based approaches to behaviour change. Now, you know environment is actually a very important influencer for any behaviour change, it can influence directly or

indirectly now you see if a person is very motivated to do regular exercise or to do regular physical activity I mean everyday physical activity, he has the motivation, he has the intention that he can perform.

And he will perform but there is no you know designated special space area or there is no designated proper place where he can perform exercises or regular physical activity, then what is happening. He actually he is intended he is motivated but due to some factors he is actually not able to perform that particular health behaviour. Now among the environment based social norms you know social norms act as an important environmental guide to behaviour.

Now in social norm, there are two types which you have to remember descriptive norm and the injunctive norm. Now descriptive norm is actually see what I have written refers to who is doing what or to how many others are engaged in a certain behaviour. Now there is an example I have put a perceived descriptive norm might include the percentage of university students that a particular person believes drinks lot of alcohol on regular occasions.

Now like a boy has joined the college or a university now it is his perception you know that this number of students or all my batchmates or all other seniors or the hostilities they actually they drink alcohol or they consume alcohol on regular occasions. So, this is basically the perceived descriptive norm, then injunctive norm is actually refers to what others consider to be acceptable, this is very important acceptable or unacceptable behaviour.

Now descriptive norms actually a person is perceiving it is his or her perception that maybe they do this or they do not do that this kind of perceptions are there that they smoke they smoke regularly they drink alcohol regularly a certain kind of example the so many examples are there. But in injunctive norm it is about that what others, I mean what other people they feel that this behaviour or any habit is good or bad or acceptable or unacceptable.

Now, perceived injunctive norm guide behaviour by signalling what is acceptable appropriate or valid behaviour. Now see one example what I have put that one may see many of his peers smoking cigarette that is descriptive norm. So, a person perceives or he says that there are so many my classmates my peers they smoke cigarette regularly every day. So, this is

descriptive norm, but his family or it can be friend also here I put family his family would strongly disapprove.

Now this disapprove is injunctive norm. Like you know your parents I mean our parents you should do this, this behaviour is acceptable, this behaviour is not acceptable, this is approving, disapproving acceptable and not acceptable. So, if his family would strongly disapprove if they were to discover him smoking if a family member sees that he is smoking then they will strongly disapprove. So, this is injunctive norm.

So, these are the basically perceptions which a person can perceive you know a person can believe.

(Refer Slide Time: 18:15)

Environment based approaches to behavior change

- **Socio-economic status (SES)** as key environmental variable:
 - SES refers to the social standing of an individual or group in the social hierarchy, and is measured by factors such as income, education and occupational classification.

Indian Institute of Technology Kharagpur
10

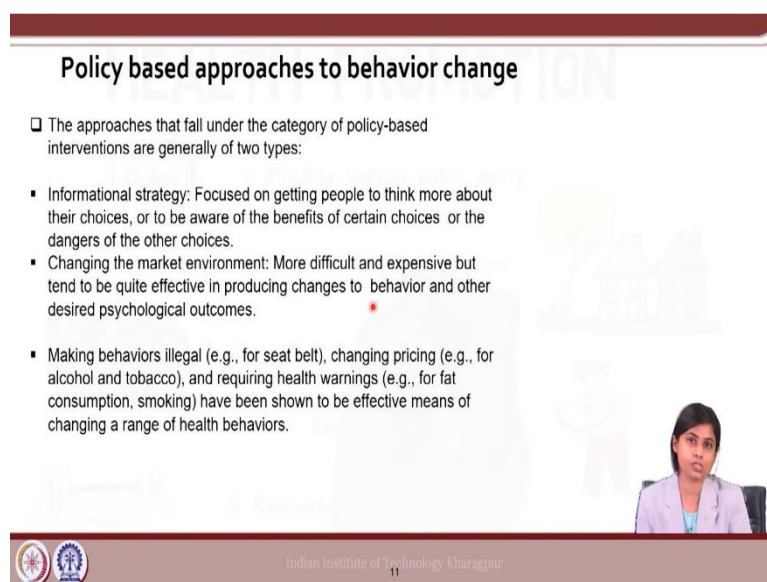
Socio-economic status is also a very important and key environmental variable. Now socio-economic status actually refers to social standing of an individual or group in the social hierarchy, and is measured by factors such as income, education and occupational classification. So, see socioeconomic status we consider income, a person's monthly income then education level and in what occupation he belongs to or the occupational classification.

Now the socio-economic status actually it might happen that in some socio-economic status in some standard socio-economic status. Some behaviours are common or in other socioeconomic status some other behaviours are common. Now, that behaviour you know can be good for health can be detrimental to health, so we like we see the evidence you know we often read articles that in this socio-economic status morbidity and mortality are high.

Mortality due to this disease x y z whatever any kind of disease infectious or non-infectious disease is high in certain socioeconomic status the mortality of this particular disease is low or high. Now same the behaviour also so there is certain behaviour like for example addiction, you will see some kind of some particular addiction you will find in a particular socio-economic status.

And then another type of addiction or any kind of you know eating behaviour I mean the food what they are eating it also varies among the different socio-economic status, the lifestyle you know the lifestyle behaviour. So, these are the things actually they vary and we all know the education itself is a determinant, is a factor of so many kinds of behaviour. Like, in so many evidences are there that a certain educational level high educational level. In a study it has been found that the people who belong to her educational level, they did not have that behaviour or the practice was good or in those who had a lower educational level their practice was you know poor or bad. So, these are the things which actually varies. So, socioeconomic status is also an important you know factor. And it comes under environment based approaches for any behaviour change which I explained just now.

(Refer Slide Time: 20:49)



Policy based approaches to behavior change

- The approaches that fall under the category of policy-based interventions are generally of two types:
 - Informational strategy: Focused on getting people to think more about their choices, or to be aware of the benefits of certain choices or the dangers of the other choices.
 - Changing the market environment: More difficult and expensive but tend to be quite effective in producing changes to behavior and other desired psychological outcomes.
 - Making behaviors illegal (e.g., for seat belt), changing pricing (e.g., for alcohol and tobacco), and requiring health warnings (e.g., for fat consumption, smoking) have been shown to be effective means of changing a range of health behaviors.

Now we will be talking on the policy-based approaches to behaviour change. The approaches that fall under this category of policy-based interventions are actually generally of two types. The first one is informational strategy. Like it focused on getting people to think more about their choices or to be aware of the benefits of certain choices or the dangers of the other choices. So, see actually it focus on getting the people to think like so many choices.

You know in the approach in just previous slide in that five approaches to health promotion we saw the empowerment approach where our people have you know they can have the decision they can take the decision of their health or their behaviour and they can think about the choices. That these are the; four choices that I can do and they can decide themselves. So, empowerment approach is also related to information strategy.

Then the changing the market environment directly now it is actually very difficult and expensive. But it tends to be quite effective in producing changes to behaviour and other desired psychological changes. Like some examples we can discuss likes not wearing the seat belt during driving, like if this behaviour is made illegal, I mean there should be a compulsion that whenever somebody is driving, he or she has to wear the seat belt.

Now as because not wearing the seat belt during driving has been made illegal then this is something that people are forced. They will do they will wear the seat belt while driving because, they are forced to do they have to do otherwise you know some kind of punishment or fines can be there. Then next is changing the pricing like increasing the price of alcohol or taxing or tax over tobacco or increasing the price of tobacco may be smokeless or with smoking tobacco anything.

So, if the price has been raised then there will be you know many people like they will think that yeah it is not affordable or they will not be able to take alcohol or tobacco very frequently. Next example is the health warnings you can see the smoking, in smoking injuries to health okay smoking causes cancer and all that for fat consumption also it can be there that fat consumption is detrimental to health. So, these are the health warnings which can be put.

So, these are the some of the examples there can be so many examples. So, these behaviours you know they have been shown to be effective means of changing a range of health behaviours. So, if we can enforce all these things then automatically these behaviours will be changed, so these are the two important strategies.

(Refer Slide Time: 23:54)

Policy based approaches to behavior change

- ❑ Social marketing tries to influence behavior by offering people tangible and social benefits, by reducing barriers and constraints, and by using persuasion in targeted or personalized ways to create behavior change.
- ❑ Social marketing strategies and interventions have been developed and used in a variety of countries and cultures, and for an array of health behaviors.
- ❑ According to this approach, researchers and practitioners should examine and understand the values and beliefs that motivate and underlie a variety of health behaviors, so that those values and beliefs can be targeted in creating messages or interventions that have the greatest likelihood of effecting change.
- ❑ Social marketing is about getting people to 'buy' the better behavior.

Indian Institute of Technology Kharagpur

Then let us talk on social marketing. Social marketing tries to influence behaviour by offering people tangible and social benefits. By reducing the barriers and constrain and by using persuasion in targeted or personalized ways to create the behaviour change. Social marketing actually is one of the policy-based approaches for the behaviour change. Social marketing strategy is an intervention actually they have been developed and, in many countries, and cultures they have been used.

And for different health behaviours it has been used and it has been used very successfully in so many, you know health behaviour change this approach of social marketing has been used and it has been successful also you know the social promotion campaign is very important. So, when the social promotion campaign occurs then this actually social marketing strategy works very well.

Now according to this approach, the researchers or healthcare professional practitioners they have to first examine, I mean a survey or interview anything. And they have to understand the values and beliefs that motivate and underlie a variety of health behaviours. So, we all know there is so many health behaviours where different kind of beliefs you know the values are been attached.

So, whenever we think about the social marketing approach, we have to keep all these things in our mind that for that particular health behaviour change what are the beliefs and values are present among the community members among the people. So, that first you have to

explore and you have to identify and you have to understand. So, that those; values and beliefs can be targeted in creating messages or interventions.

So, see when you know that those community has certain beliefs regarding this. Now for any contraceptive for example we can take an example of any contraceptive a barrier method you can take they know they have certain; you know beliefs that any kind of beliefs can be their values you know some cultural beliefs can be there. So, you have to keep in mind that these values and beliefs should be targeted.

When you are preparing intervention material and when you are thinking that you will be doing a social promotion you know campaign. So, for that campaign you need interventions material and that intervention material is not like whatever you feel you will prepare. People's you know the community values and beliefs you have to keep in mind and you have to prepare accordingly.

Now interventions that have the greatest likelihood of affecting change. Now while exploring you will find that these are the values these are the beliefs in that you have to now understand that these are the things which I should put in my intervention that I can use those. You know beliefs I can use those beliefs in my intervention and you have to understand that yeah, these ways these are the ways where in a community effective behaviour change will come.

So, like that you can prepare you can arrange a social promotion campaign. Social marketing is about getting people to buy the better behaviour. So, this is very important that the which is a positive or the better behaviour that the community can buy and that you know if a community is well or community is good, then the entire you know it is a benefit of the entire society and community if it is getting better if it is getting towards positive change then the entire society can be better.

Now here like you can take an example, there are so many examples, I was talking about a contraceptive. Another example you can take like insecticide treated mosquito nets, this is also an example of the social marketing.

(Refer Slide Time: 27:54)

CONCLUSION

- One important outcome of the educational approach is 'health literacy'.
- Medical or Preventive approach operates at three levels (Primary, Secondary and Tertiary prevention).
- Various aspects of the environment might be expected to influence our behavior.
- The core of the social marketing approach is applying known and proven techniques of influence in consumer behavior to encourage or promote change in health behaviors.

Family Income Employment Our communities Access to health services

Indian Institute of Technology Kharagpur


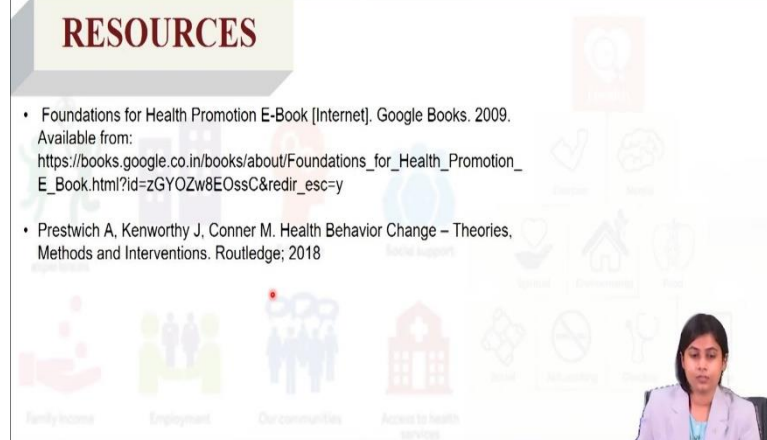
So, conclusion, let us conclude one important outcome of the educational approach is health literacy. Medical or preventive approach operates at 3 levels that is primary secondary and tertiary prevention. Now various aspects of environment might be expected to influence a behaviour like I discussed there so many environment factors are there which affects one's behaviour both directly or indirectly.

Like indirectly you can say that; it is not directly influencing the behaviour. But you know the behavioural intentions or the motivation is first getting affected by the environment. Then, gradually consequently if a person is intended or if a person is motivated then he can perform that particular behaviour. So, environmental factors is very important then the core of the social marketing approach is applying known and proven techniques of influence in consumer behaviour to encourage or promote change in health behaviours.

(Refer Slide Time: 29:05)

RESOURCES

- Foundations for Health Promotion E-Book [Internet]. Google Books. 2009. Available from: https://books.google.co.in/books/about/Foundations_for_Health_Promotion_E_Book.html?id=zGYOZw8EOssC&redir_esc=y
- Prestwich A, Kenworthy J, Conner M. Health Behavior Change – Theories, Methods and Interventions. Routledge; 2018



Indian Institute of Technology Kharagpur

Now these are the learning resources. You can go through all these learning resources and also please go through the handouts or the supplementary material which you will be provided. So, thank you, take care.