

Basics of Health Promotion and Education Intervention
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Lecture - 20
Community and Group Models of Health Behaviour Change

Hello everyone. Today's topic is community and group models of health behaviour change. So, let us talk on community and group models.

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Now we will be covering the concept of community, the diffusion of innovations model and the social ecological model or SEM.

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KEYWORDS

- Community
- Diffusion of innovation
- Dissemination
- Social-ecological

Geographical proximity, History, Education, Interconnected, Family issues, Engagement, Our communities, Access to health services

(Refer Slide Time: 00:39)

The Concept of Community

- ❑ The concept of community is integral to a discussion of community organization and community building.
- ❑ Although typically thought of in geographical terms, community may also be based on shared interests or characteristics such as ethnicity, sexual orientation, or occupation.
- ❑ **Communities have been defined as:**
 - functional spatial units meeting basic needs for sustenance,
 - units of patterned social interaction,
 - symbolic units of collective identity

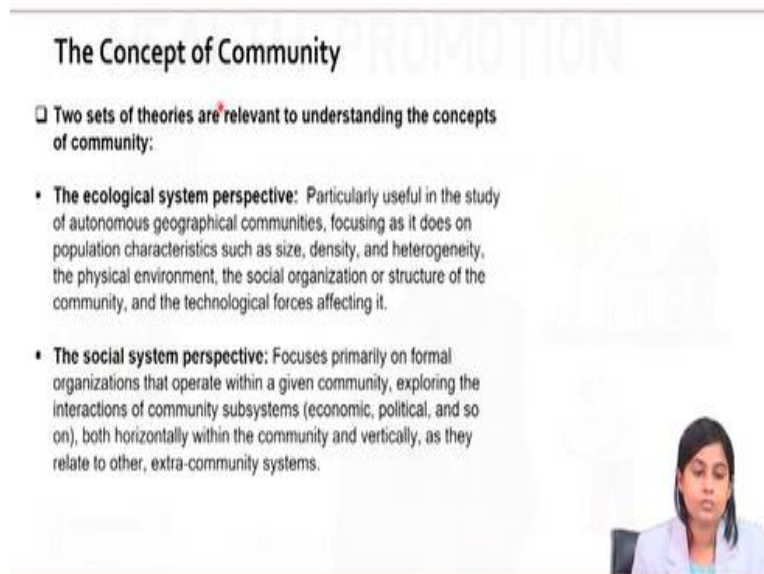
And the concept of community: So, the concept of community is integral to a discussion of community organization and community building. Although typically thought of in geographical terms community may also be based on shared interest or characteristics such as ethnicity, the sexual orientation or the occupation. Now this concept of community is very important you know in the public health field or whatever.

Then basically in the core principles it says that you have to start from where the people are understood. So, in any community you have to keep this in mind that you have to start from where the actual people are. What are in at that point of time what is the situation then you can

move forward. So, this community organization you know is a very integral part of any health education program.

And communities have been defined as functional spatial units meeting basic needs for sustenance, units of pattern social interaction and symbolic unit of collective identity.

(Refer Slide Time: 01:58)



The Concept of Community

□ Two sets of theories are relevant to understanding the concepts of community:

- **The ecological system perspective:** Particularly useful in the study of autonomous geographical communities, focusing as it does on population characteristics such as size, density, and heterogeneity, the physical environment, the social organization or structure of the community, and the technological forces affecting it.
- **The social system perspective:** Focuses primarily on formal organizations that operate within a given community, exploring the interactions of community subsystems (economic, political, and so on), both horizontally within the community and vertically, as they relate to other, extra-community systems.

Now the two sets of theories which are actually relevant to understand the concept of community. The first one you can see the ecological system and the second one is the social system perspective. Now the ecological system perspective. Particularly it is useful in the study of autonomous geographical communities, no ecological you know we know actually the interaction of any organism with the environment or the interaction of human with the environment.

We all know that ecology is basically the interaction of the human with environment. So, it is particularly useful in the study of autonomous geographical communities focusing as it does on population characteristics such as size, density and heterogeneity. The physical environment, the social organization or structure of the community and also the technological forces affecting it. Then the next is a social system perspective.

So, the first one was ecological now the social system perspective. It focuses primarily on formal organizations that operate within a given community then exploring the interactions of community subsystem that is economic, political both horizontally within the community and also vertically as they relate to other or any extra you know community systems.

(Refer Slide Time: 03:26)



The Diffusion of Innovations Model

- The Diffusion of Innovations model has been used over several decades to understand the steps and processes required to achieve widespread dissemination and diffusion of public health innovations.
- 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.
- Diffusion of effective programs and ideas is a significant challenge for public health and health promotion.

Now we will talk on the diffusion of innovations model. So, diffusion of innovations model has been used over several decades. To understand the steps and process required to achieve widespread dissemination and diffusion of public health innovation like if some innovation if you want that some innovative, we all know we often talk about something innovation, something novel.

So, in public health if some innovation program or innovation product or it can be idea so whenever some innovation has to come then the important thing is that how it will be disseminated among the community. In public health, diffusion of innovation theory is used to accelerate the adoption of important public health programs that typically aim to change the behaviour of a social system. So, some you know important public health program has come.

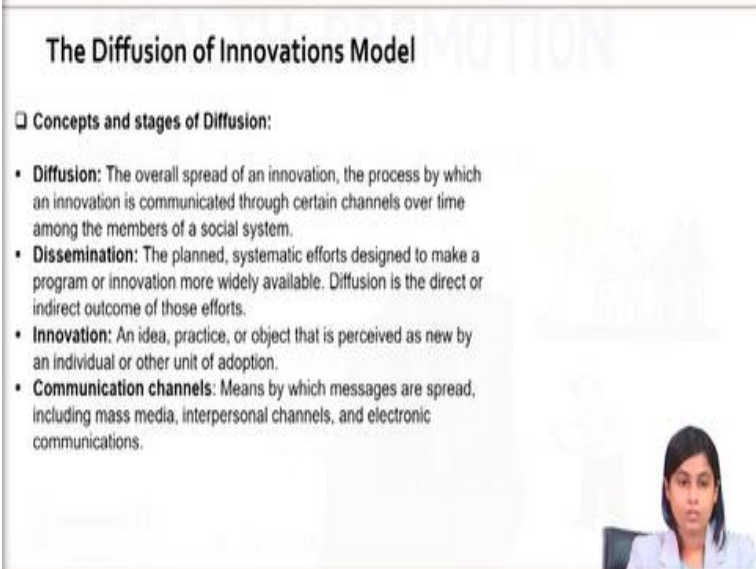
Some you know survey, service component it can be for example any kind of service component which has been introduced or which is going to be introduced by the policy makers or by the government. So, the important thing is there the diffusion and dissemination has to be kept in

mind. How actually that innovation service or any kind of service is going to be disseminated among the people.

Now like that what will happen? If that innovation things come and if people come to know and starts to adopt then actually it will ultimately change the behaviour of a social system. Now diffusion of effective programs and ideas a significant challenge for public health and health promotion. So, this is very important. If anything, you know something new if you want to introduce and that dissemination or diffusion is a challenging work is actually a very challenging task.

It takes much time you know effort time and you have to invest so many and so much of resources. So, that the people you know ultimately the entire community adopts that innovation.

(Refer Slide Time: 05:47)



The Diffusion of Innovations Model

□ Concepts and stages of Diffusion:

- **Diffusion:** The overall spread of an innovation, the process by which an innovation is communicated through certain channels over time among the members of a social system.
- **Dissemination:** The planned, systematic efforts designed to make a program or innovation more widely available. Diffusion is the direct or indirect outcome of those efforts.
- **Innovation:** An idea, practice, or object that is perceived as new by an individual or other unit of adoption.
- **Communication channels:** Means by which messages are spread, including mass media, interpersonal channels, and electronic communications.

Now concepts and stages of diffusion you see. The first thing is itself the diffusion. What is actually diffusion and how can we differentiate diffusion from dissemination? So, the very first thing that you have to understand is how a diffusion can be differentiated from dissemination, both are not same actually. So, diffusion is the overall spread of an innovation the process by which an innovation is communicated through certain channels over time.

So, here the key point which you have to keep in mind is over time among the members of a social system. So, whatever innovation comes it can be spread you know through the process of you know communication channels gradually. It will be diffused gradually over time naturally you can see and the dissemination is actually the planned, this is very important. The planned and systematic efforts designed to make a program or innovation more widely available.

So, diffusion is not that you know in dissemination like I said it has to be planned and very systematically it has to be done it has to be designed and it has to be implemented. So, that innovation can be widely disseminated and available to the people. But you see diffusion is a direct or indirect outcome of those efforts. So, while you are planning a systematically the dissemination of any innovation then ultimately what is happening? Diffusion is occurring.

It is not a diffusion is not occurring. But what difference I was talking about is in diffusion you are not making it pre-planned or very planned and systematically actually you are not doing it. Gradually over time that thing; that innovation is getting you know into the public or the members of the community. Next is the innovation. Now innovation we all know we often talk about that some innovative thing should come; some innovative idea should be there.

So, innovation is actually an idea practice or object that is perceived as new by an individual or other unit of adoption. So, that has to be new in the sense that particular that practice or any idea or product was not there before. Now it is actually going to be introduced. So, that is innovation. Communication channels, so actually communication channels I discussed in my IEC information education, communication classes also in that lecture also.

So, communication channels are there are various approaches means by which messages are spread, you have to put any some messages. For example, you are bringing you know you are developing app based for intervention material for cervical cancer prevention then there has to be some messages which has to be put and that messages have to be spread through proper media. Now it depends what media you will be taking.

It depends on your objective and it depends on the community so that you have to decide. It can be through the mass media; it can be through interpersonal communication or channels and electronic communication nowadays you know through e-media we can disseminate so many things.

(Refer Slide Time: 09:33)



The Diffusion of Innovations Model

□ Concepts and stages of Diffusion:

- **Social System:** Set of interrelated units that are engaged in joint problem solving to accomplish a common goal. Social systems have structure, including norms and leadership.
- **Innovation development:** All the decisions and activities (and their impacts) that occur from the early stage of an idea to its development and production.
- **Adoption:** Uptake of the program or innovation by the target audience.
- **Implementation:** The active, planned efforts to implement an innovation within a defined setting.

Then the social system: So, set of interrelated units that are engaged in joint problem solving to accomplish a common goal. Social systems have structure including norms that is social norms and leadership. So, this is basically the interrelated units you know you need so many things have to come together has to be integrated actually. So, interrelated and then there is a joint problem. There is a common problem, for example there is a common problem a.

So, for that inter related units has to come forward and they will engage in solving that common problem and achieving or accomplishing a common goal. Then innovation development all the decisions and activities and their impacts that occur from the early stage of an idea to its development and production. Now you see the key point's early stage of an idea to its development and production.

So, this innovation development will start from the early stage of idea. Whatever the idea can be any app based or any other product based or anything. So, these entire activities all the decisions and activities that occur actually from the early stage of an idea then you have to develop that

app or any product or anything object and till its production. You also have to produce that. So, this innovation development considers all the three important stages.

Adoption, uptake of the program or innovation by the target audience. Now target audience you have to keep in mind like for certain problem. For example, for a problem a, you know that these are the target audience. It can be you know for cervical cancer screening 30 years and above they are the target audience. So, this I mean the app or any object or product which is innovative so that target audience has to adopt that. They have to use that; they have to utilize that.

So, uptake of the program or any innovation by the target audience then the implementation, implementation is the active planned efforts to implement an innovation within a defined setting. So, you have to define your setting that these are the communities, these are the villages and these are the areas where actually I am going to implement this innovation. You have to plan then only you can implement so that should be very active planned effort.

So, that you can implement that innovation in that particular target audience within the defined setting.

(Refer Slide Time: 12:46)

The Diffusion of Innovations Model

□ Concepts and stages of Diffusion:

- **Maintenance:** The ongoing use of an innovation over time.
- **Sustainability:** The degree to which an innovation or program of change is continued after initial resources are expended.
- **Institutionalization:** Incorporation of the program into the routines of an organization or broader policy and legislation.



Maintenance, now you have implemented that you know the targeted audience have adapted but the thing is maintenance is very important. So, the ongoing use of an innovation over time like

just once a person has adopted and now, she is not you know using further or she is not applying that innovative product further. So, then no maintenance will be there. So, maintenance is important, maintenance of any adoption and maintenance of any action is important.

So, maintenance is the ongoing use it will be in continuous you know, it will be ongoing use of an innovation over time among the target audiences. Then the sustainability, the degree to which an innovation or program of change is continued after initial resources are expended. So, we often say now the sustainability is not there in that program, we have to sustain. What is actually sustainability? Like you have to continue that particular thing.

When I like of initial resources you have invested, some resources have been invested initially but now always it is not possible that number of resources you will be investing throughout that is not possible. So, you have to think about the sustainability whether this innovative product will be sustainable, can we will be able to maintain this sustainability then institutionalization. Now whatever you bring you know any innovative product idea whatever you do.

You have implemented you know you have worked so hard for its implementation for the maintenance and sustainability but incorporation of that service or any you know interventional app or program into the routines of an organization or broader policy and legislation. So, that program has to be incorporated in organization, national state it can be on local level and it should be under the policy making.

You know the regulations and rules and laws should be created in that way that innovative product will actually reach the policy making level. So, these were the actually the concept and also the stages of the diffusion of innovation model. For any innovative thing or any innovation product you develop and bring.

(Refer Slide Time: 15:33)

The Diffusion of Innovations Model

□ Characteristics of Innovations That Affect Diffusion:

- **Relative advantage:** Is the innovation better than what was there before?
- **Compatibility:** Does the innovation fit with the intended audience?
- **Complexity:** Is the innovation easy to use?
- **Trialability:** Can the innovation be tried before making a decision to adopt?
- **Observability:** Are the results/benefits of the innovation visible and easily measurable?

Now we will talk on the characteristics of innovation that affect diffusion. So, you can see these are the characteristics of that innovation relative advantage is the innovation better than what was there before. So, that you have to think that whatever you are bringing whether that innovation is more effective is more you know better than the previous one for that particular problem. So, you have to keep this in mind.

Compatibility, does the innovation fit with the intended audience. So, your target or the intended audience whether that innovation is going to fit into them their values, their customs you know their perceptions whether that is going to be fit into that that is why it is a compatibility. Then the complexity is the innovation easy to use. Now, if you make something and that is very complex or too complex too difficult to use.


Then that product or program will not be acceptable to the audiences. So, you have to keep in mind the feasibility, the accessibility, feasibility. So, there should not be any complexity in bringing the innovation. I mean that particular innovation should not be complex, it should be very easy using you know very easy going. Then trial ability can the innovation be tried before making a decision to adopt.

Now you know the people you know that trial and error and that should be experimental if the users basically they should try or they should experiment it in less. They should not experiment it

more. Otherwise, if it is getting more experimented then it will be very difficult for the users to continue using. Observability is actually the results are benefits of the innovation. Actually, you are bringing some innovation.

So, that some benefits will come, some advantages, some results positive results will come. So, with that innovation whether the results or the benefits are easily measurable that should be easily measurable and that should be clearly visible. Because using this innovation is bringing these benefits, you know everything should be very specific and should be very easily and very clear. You know the result should be very clear that this innovation is going to bring these five benefits so that is important. So, these are the characteristics of innovations these five points.

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Social Ecological Model (SEM)

- More robust Community Level Model
- This model considers the complex interplay between individual, relationship, community, and societal factors.
- 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.
- Different factors and determinants exist at all levels of health, making prevention, control, and intervention most effective when the model is addressed from all levels.
- 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 we will talk on the social ecological model or SEM. Now this is a more robust community level model, this model considers the complex interplay between individual, relationship, community and societal factors. One thing is important here to know is here the levels you know multi-label. Actually, this model has an individual label then the interpersonal community and you know the policy making.

So, there are various level and also as because there are various levels so multi-level interventions also has to be kept in mind. Because for a particular behaviour is; if we target that a particular behaviour like for example of prevention of sexually transmitted disease, STD. So, for

that behaviour there is so many factors are occurring in each level. You know in individual, interpersonal, community, societal then at the policy making level.

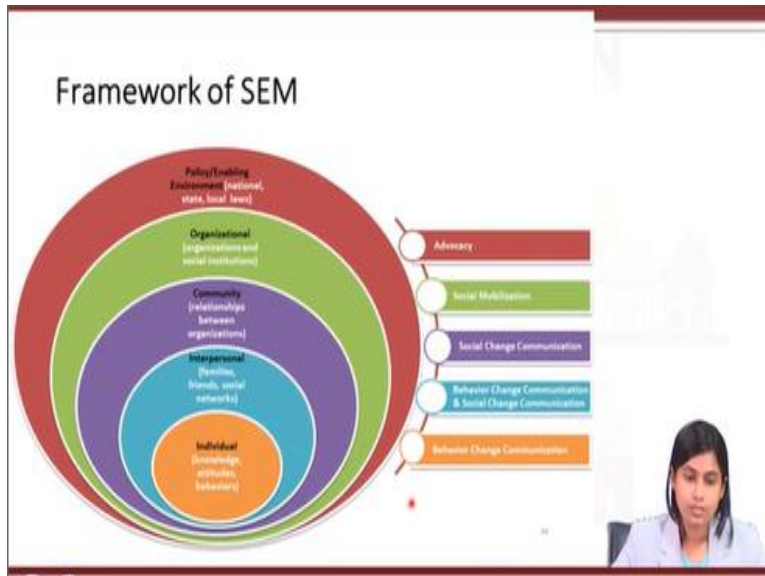
So, all the level is important, all the levels, all the factors in each level is actually influencing that specific behaviour that is prevention of STD. So, the social ecological model is a framework, put in place in order to understand the multifaceted level or I was talking on the multi-level within a society and how individuals and the environment interact within a social system. So, different factors and determinants exist at all levels of health making prevention, control and intervention most effective and the model is addressed from all level.

So, in you know health promotion and education we say or in the health behaviour that if some any specific health behaviour change is targeted then it is always you know best to focus on all the levels. Because if you only focus on the individual level or only the interpersonal level other factors which are occurring like for example you only focus on individual level then the other factors which are occurring in the interpersonal you know in the community, in the policy making level that will be actually non-existent.

Then it will not be that beneficial I mean it will; that a specific health behaviour I mean you are targeting a specific health behaviour. So, if you do not focus on all the level factors then actually that behaviour change will not occur, I mean it might occur, but it will not be that effective. Then as I have written here that any kind of making prevention or control or any kind of intervention. So, most effective when the; model is addressed from all levels.

Now when approaching a potential problem, it has been proven that in order to best sustain prevention efforts, actions should be taken at multiple levels of the model at the same time. At the same time, you have to focus on individual, interpersonal, the community, the policy making level, all the levels you have to focus.

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Because you know now you see this framework, I was talking about the individual, interpersonal, community, organizational, policy or enabling environment. These are levels, you see the most centre one the inner circle this is individual then surrounding this is interpersonal and then community then organizational then the policies. So, all the levels are very important for any behaviour change action and the most important is the maintenance of that behaviour chain.

That is actually I was just trying to make you understand. That if we focus on all the levels at a time then that intervention will be actually very effective that behaviour change not only it will be adapted, it will be maintained by the people. Now at the right side you can see these are the basically the multi-level, I mean the intervention at each level. Now you see the first one is the inner circle which is individual, now the person's knowledge, attitude and behaviour, any individual's knowledge, attitude and behaviour.

So, here what intervention you can think of behaviour change communication? Then above that is interpersonal, I mean with the friend with family with relatives or social network. Here you have to keep in mind both behaviours change communication and the social change communication. Because basically here; your families, your peers and friends are also taken into account also taken into consideration.

So, here not only BCC, you also have to think about the social change communication or social change you know any social norms is important here. Because you know the influencer that is very important, that influencer can be your friend your family or anybody. The beliefs you know beliefs of your friend the perception of your friend or family. So, here you have to conduct both BCC and SCC that is social change communication.

Then in the community, community you will be doing the social change communication. Community has you know different beliefs, they have cultural beliefs values and that you have to keep in mind. Then the next is organizational any organization or social institution. Here the social mobilization like for any awareness program or any health education program now see the social mobilization the community leaders can be involved.

The public and private organizations can be involved, they can be involved, they can be adopted and motivated in that particular for therefore targeting a particular behaviour change. Then the upper the big one, the big circle at the top is the policy enabling environment. The national and state or the laws you know the policies and laws and the rules and regulations is at the top. Here what is required is the advocacy.

Any rules and regulation, any policy making decisions so, these are the things which will be acting at the policy or enabling environment, this top level.

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Social Ecological Model (SEM)

SEM Level	Description
Individual	<ul style="list-style-type: none">• Characteristics of an individual that influence behavior change, including knowledge, attitudes, behavior, self-efficacy, developmental history, gender, age, religious identity, racial/ethnic identity, sexual orientation, economic status, financial resources, values, goals, expectations, literacy, stigma, and others.
Interpersonal	<ul style="list-style-type: none">• Formal (and informal) social networks and social support systems that can influence individual behaviors, including family, friends, peers, co-workers, religious networks, customs or traditions.



Now see the description, the first one we saw the inner circle one was individual. So, individual is actually as I said in individuals' characteristics that can influence his behaviour change. It can be knowledge, attitude perceptions, self-efficacy and like you know the gender, the age, the ethnic, sexual orientation, the socio-economic status, the financial resource and that person's values stigma is also important you know.

If that person has some kind of stigma or superstitious beliefs any myths and misconceptions can be their goals expectations so these are at the individual level. Now then we were talking after individual we are talking about the interpersonal level. Now formal and informal social network and social support system that can influence individual behaviour like your family members, your friends, your peers, your co-workers' religious networks and like at the interpersonal level.


So, they are also an important part for the behaviour change. Like for example you know the prevention of sexually transmitted disease among you can say the adolescence. Let us take an example of adolescent. So, that particular adolescence knowledge is you know attitude and behaviour is important and then the friend and how a friend is influencing him then the family members you know.

That family members can take the adolescent for you know health counselling then you know now the sex education for the actually proper for safe sexual practices. So, that parents you know mother or father can take that adolescent to any counselling centre.

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Social Ecological Model (SEM)

SEM Level	Description
Community	<ul style="list-style-type: none"> Relationships among organizations, institutions, and informational networks within defined boundaries, including the built environment, village associations, community leaders, businesses, and transportation.
Organizational	<ul style="list-style-type: none"> Organizations or social institutions with rules and regulations for operations that affect how, or how well services are provided to an individual or group.
Policy/ Enabling Environment	<ul style="list-style-type: none"> Local, state, national and global laws and policies, including policies regarding the allocation of resources.



Then the community relationship among organization, institution and informational networks within defined boundaries like community leaders you know the village association, the village leaders. The actually the community they built environment which one has so this is also important here. Then like you see if some group of for example some group of healthcare workers, they can arrange a camp a kind of camp for the adolescent.

On awareness program camp in which they will be actually saying or they will you know targeting those adolescents and they will make that those adolescents aware of the how you know the preventive practices. I mean how a sexually transmitted disease can be prevented. Now here the voluntary leaders in the community the community leaders, the village associations. These are the community which can come forward. Now camp can be done outreach session can be done.

Some healthcare workers from a certain hospital or from any health institution they can come and they can organize those programs. Then organizational, organization or social institution with rules and regulations for operations that affects; how well services are provided to an

individual or group. Now any organization you know or any social institution they might have some rules and regulations that how or well how those services can be implemented can be provided to an individual or group.

Now you know here school also has a very important role like we were talking about the prevention of sexually transmitted disease among the adolescents. So, school is such one example you know the school can take the initiative that regular counselling, some immunization vaccine that can be provided for prevention of sexual transmitted disease or these are the things by which a school can also take a step take initiative.

Now then policy or enabling environment now it is at the top level where the policy makers have to come forward and some policies or some rules and regulations has to be actually put forward or to be implemented. Like local, state, national and global laws and policies including policies regarding the allocation of resources. Now when some policy like for prevention of STD if some policy is going to be implemented.

Then for example the national you know the national government the national laws and policies has to be you know they have to take action and for those resources has to be invested. So, allocation of resources will be done by them. So, these are the various levels which we were talking about in the social ecological model. Now you see the social ecological, the social context or the social part and the ecological, the environmental part, interaction of the human with the environment.

So, that it is a basically integrated kind of social and ecology. So, that is why the name is social ecological model and they say this model says that we have to intervene at various level. You know multi-level intervention is required.

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CONCLUSION

- Community Organization stresses the principles of relevance and participation, or starting 'where the people are'.
- The Diffusion of Innovations model has been used over several decades to understand the steps and processes required to achieve widespread dissemination and diffusion of public health innovations.
- Social Ecological model considers the complex interplay between individual, relationship, community, and societal factors.

Now conclusion, community organization stresses the principles of relevance and participation or starting where the people are. The diffusion of innovations model has been used over several decades to understand the steps and processes required to achieve widespread dissemination and diffusion of public health innovation. Then the social ecological model which we were talking about, it considers the complex interplay between the individual, the interrelationship, the community and the various societal factors.

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RESOURCES

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You can go through all these learning resources and also go through the supplementary material or handouts which you will be provided. Thank you.