Overview

• Introduction to Health Behavior Theory

• Basics of designing a theory-informed conceptual model to better understand health behavior

• Understanding the link between a theory-informed conceptual model and a logic model
Part 1. Introduction to Health Behavior Theory
What health behaviors help to prevent chronic disease?
What factors facilitate these health behaviors?
What factors prevent these health behaviors?
As you can see...there are many factors that influence behavior.

So, where do you start?
Social Ecological Model

CDC’s version of Social Ecological Model
Ecological Model of Predictors of Childhood Overweight

Adapted from: Davison & Birch. 2001
Decision-Oriented Theories
Underlying Psychology

Core Insight
- Behavior is determined by perceptions of costs and benefits that would occur if one performed the behavior.

- HBM and other theories differ in how they calculate the benefits and the costs.

Modifications
- Behavior is determined by perceptions of costs and benefits if one performed the behavior and **about ability to perform** the behavior.
Health Belief Model

Individual Perceptions
- Perceived Susceptibility & Severity of Disease

Modifying Factors
- Age, sex, ethnicity
- Personality
- Socioeconomics
- Knowledge

Likelihood of Action
- Perceived benefits minus Perceived barriers to Behavior change

Cues to Action
- Education
- Symptoms
- Media

Self-efficacy

*Self-efficacy added in 1988
Theory of Planned Behavior

- Behavioral Beliefs
- Evaluation of Behavioral Outcomes
- Normative Beliefs
- Motivation to Comply
- Control Belief
- Perceived Power

- Attitude toward behavior
- Subjective Norm
- Perceived Behavioral Control

Behavioral Intention → Behavioral
Stage Theories
Transtheoretical Model

- Pre-contemplation
- Contemplation
- Preparation
- Action
- Maintenance
- Relapse
- Termination
Interpersonal Theories
Social Networking

- Person in Network (Alter)
- Person 2
- Person 3
- Person 5
- Person 4
- Person 6

Focus Individual (Ego)
Built Environment
&
Environmental Justice
Community and Health

- Community-Based Participatory Research
- Community Empowerment and Activism
- Collective Efficacy
- Coalition Building
Framework for studying community and health

Cultural Systems
- Poverty
- Gender/Inequality
- Social cohesion
- Cultural norms

Political and Policy Systems
- Community activation
- Community social support

Economic Systems & Prosperity
- Pollution
- Population density
- Climate

Community Responses
- Social behaviors
- Community health and QOL

Society & Health, 1995 Pg 67.
Part II. Basics of designing a theory-informed conceptual model to better understand health behavior
Developing a conceptual model for health behavior change intervention

- Identify your population and behavior
- Identify risk and protective factor data
  - Conduct formative work – know your population
  - Obtain evidence to support your potential change agents
  - Identify your theory-informed constructs
  - Develop pathways for your conceptual model
- Overlay your conceptual model – intervention
- Map your conceptual model – Evaluation plan
The Public Health Approach to Prevention

- Evaluate interventions
- Implement interventions
- Define the problem: Surveillance
- Identify causes: Risk & protective factor research
- Develop and test interventions
“My Baby, My Move”
A Perinatal Physical Activity Intervention

**Process**

**Inputs**
- Resources
  - Funding
  - Program
  - Staff
- Guidance/Training
  - Mentorship
  - Didactic trainings
  - Workshops

**Activities**
- Build Partnerships
  - Create collaborations
  - Identify community panel members
- Develop Intervention
  - Facilitate focus groups
  - Conduct informant interviews
  - Survey assessment
  - Develop Manual of Procedures
- Implement Physical Activity Intervention
  - Test recruitment strategies
  - Train staff
  - Develop resources

**Outcomes**

**Short-term and Intermediate Outcomes**
- Increase knowledge
- Increase physical activity self-efficacy
- Increase Self-regulation
- Increase social support
- Increase physical activity
- Decrease antenatal weight gain
- Decrease antenatal depression
- Decrease perceived stress

**Long-term and Impact Outcomes**
- Decrease postpartum depression
- Decrease adverse birth outcomes
- Decrease maternal postpartum overweight
- Decrease mental health disorders (e.g. depression, and co-morbid anxiety)
- Improve child developmental and behavioral outcomes
- Decrease overweight and obesity
Part III. Understanding the link between a theory-informed conceptual model and a logic model.
Logical chain of connections showing what the program is to accomplish

Inputs: Program investments

Outputs: Activities → Participation

Outcomes: Short → Medium → Long-term

What we invest
What we do
Who we reach
What results

Adapted from http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html
“My Baby, My Move”
A Perinatal Physical Activity Intervention

**Process**

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| **Short-term and Intermediate Outcomes** |
| Increase physical activity self-efficacy |
| Increase Behavioral Skills |
| Increase social support |
| **Long-term and Impact Outcomes** |
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"My Baby, My Move" A Perinatal Physical Activity Intervention
Logic model in evaluation

Adapted from http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html
“The gift of theory is that it provides the conceptual underpinnings to well-crafted research and informed practice.”

- Glanz et al. 5th Ed
Questions?

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