

Conceptual Model Building -101

November 2018

colorado school of public health

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

colorado school of public health

What health behaviors help to prevent chronic disease?

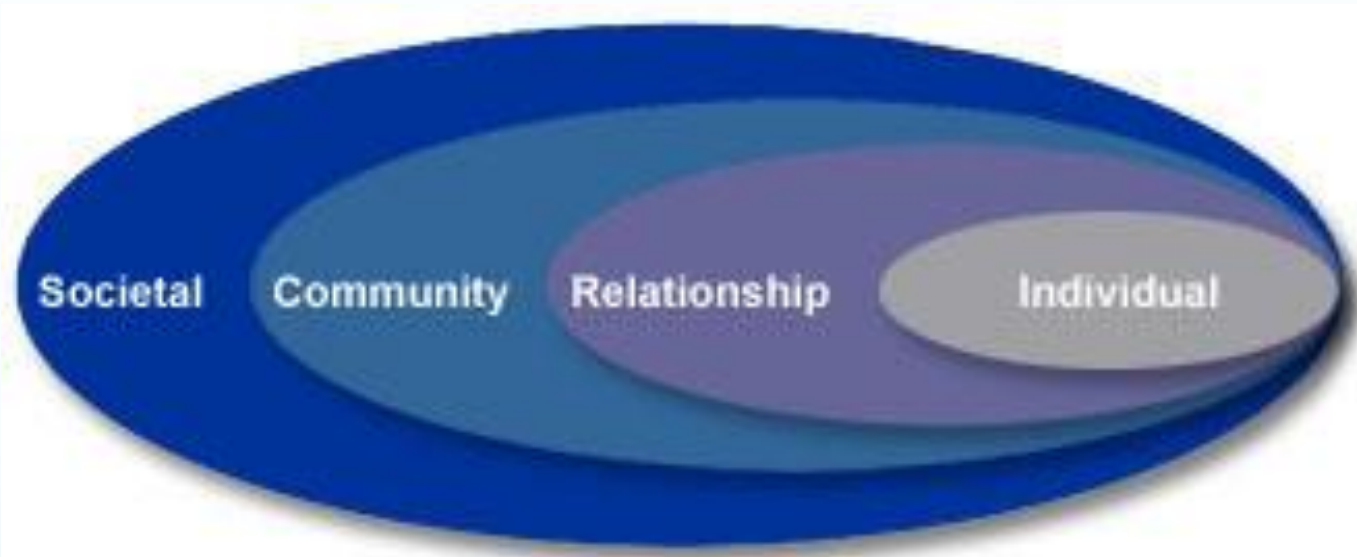
What factors facilitate these health behaviors?

What factors prevent these health behaviors?

As you can see...there are many factors that influence behavior.

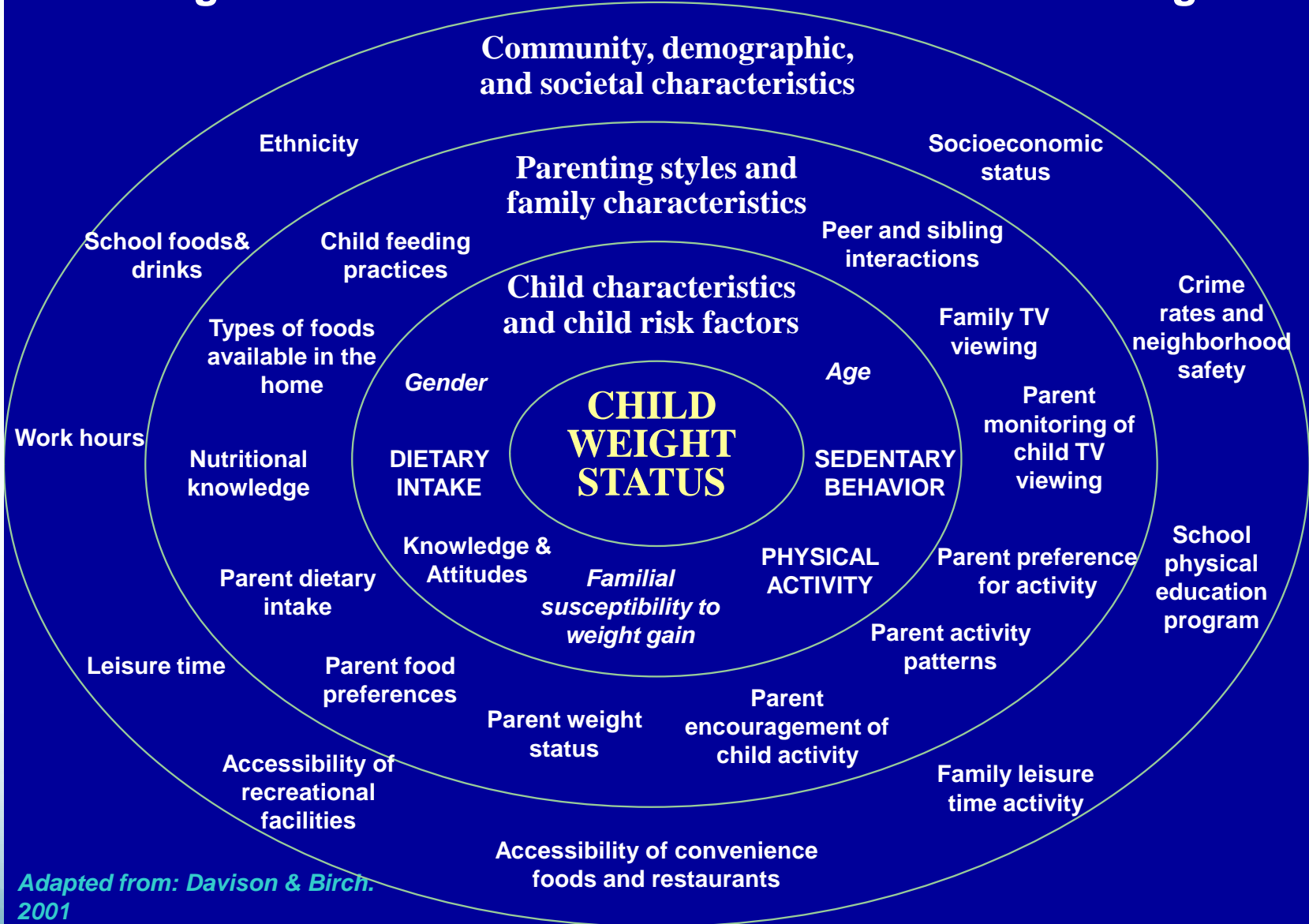
So, where do you start?

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

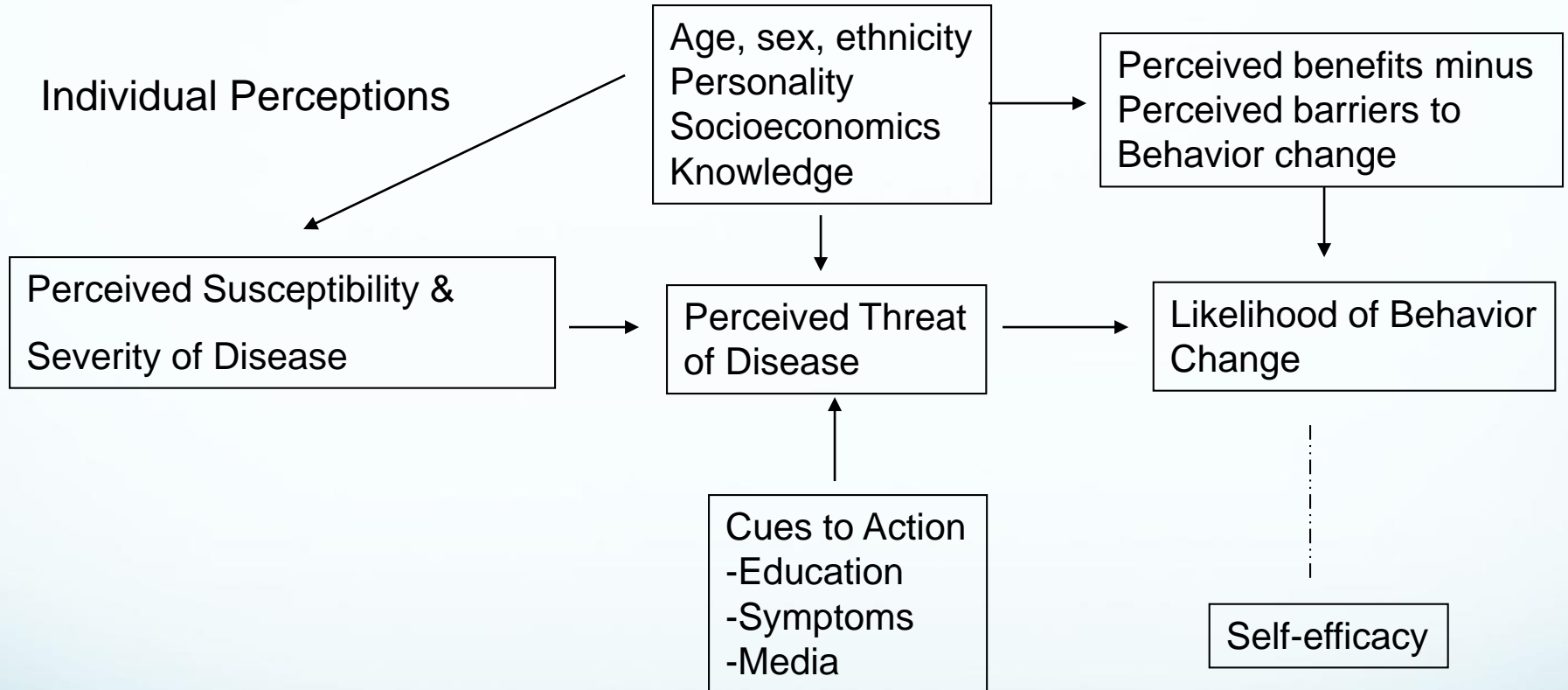
Modifications

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

Health Belief Model

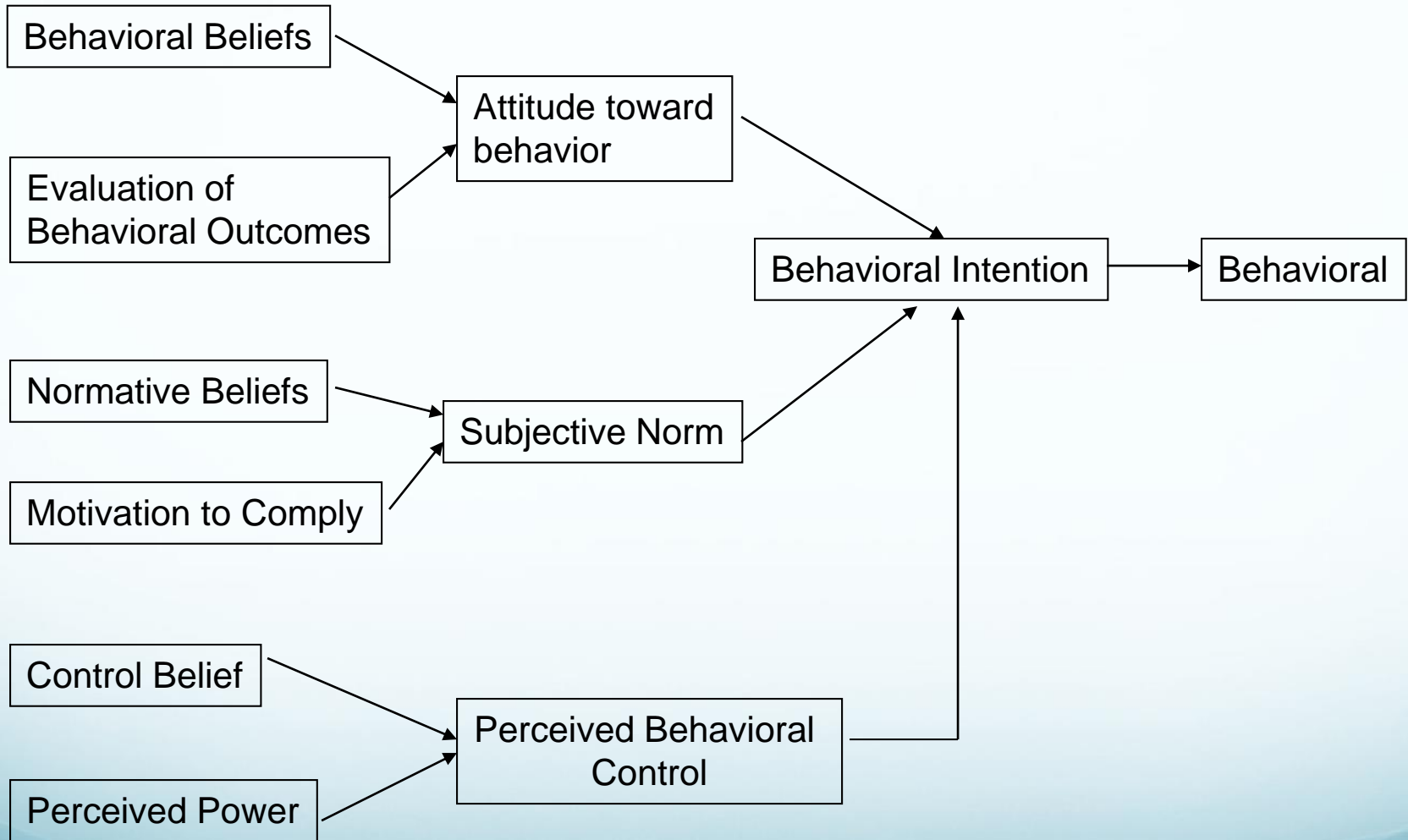
Modifying Factors

Likelihood of Action



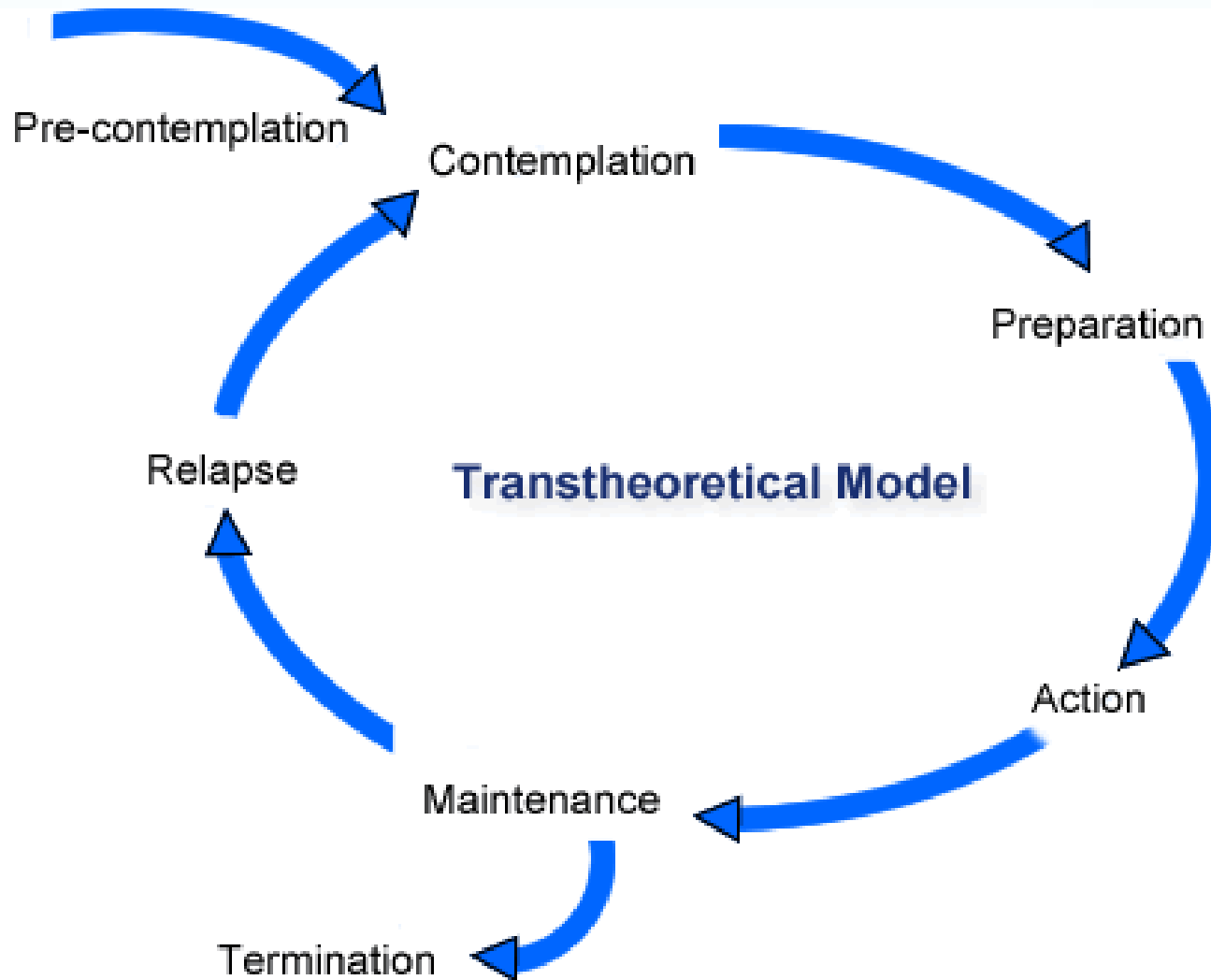
*Self-efficacy added in 1988

Theory of Planned Behavior



Stage Theories

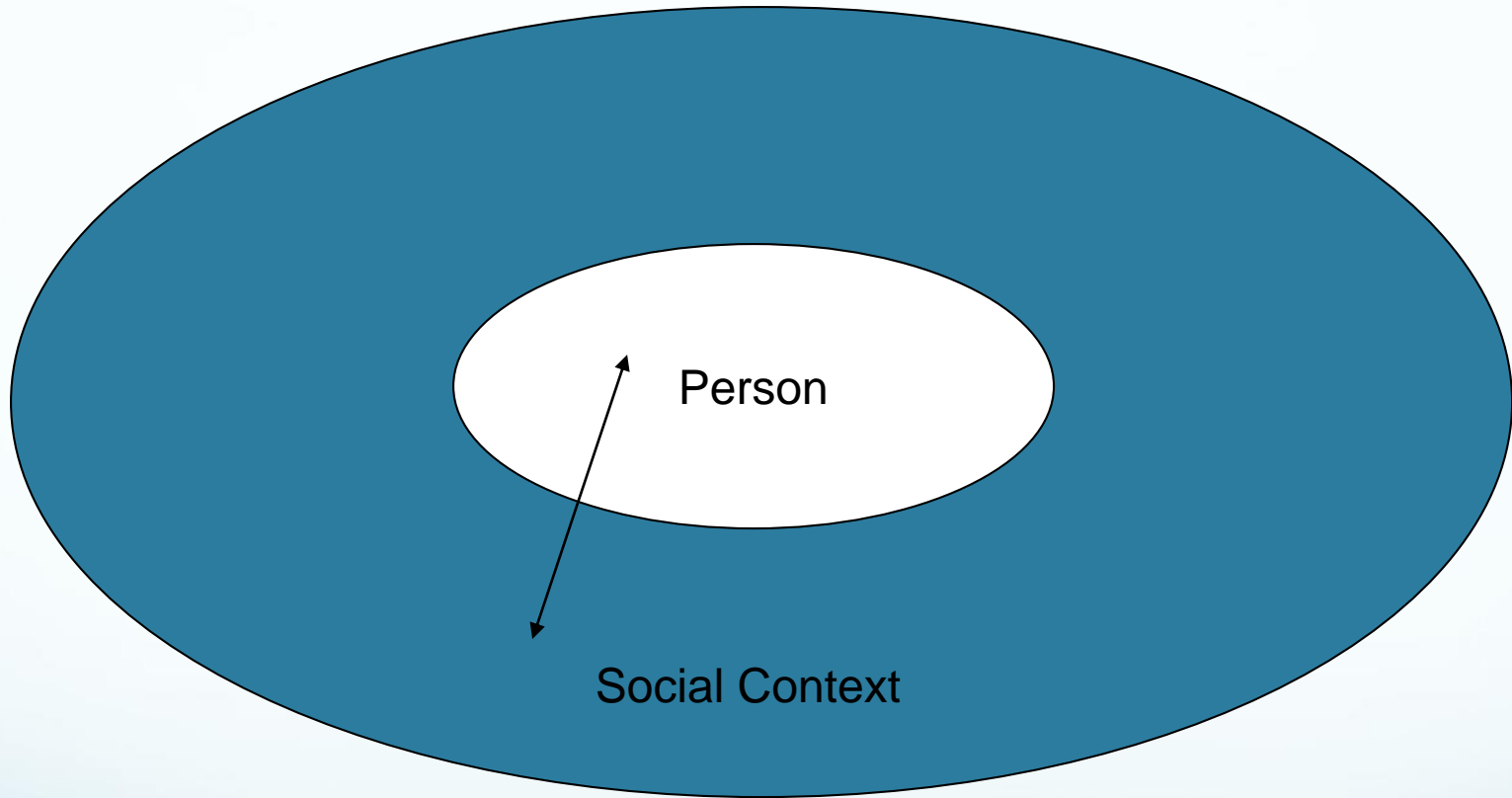
Transtheoretical Model



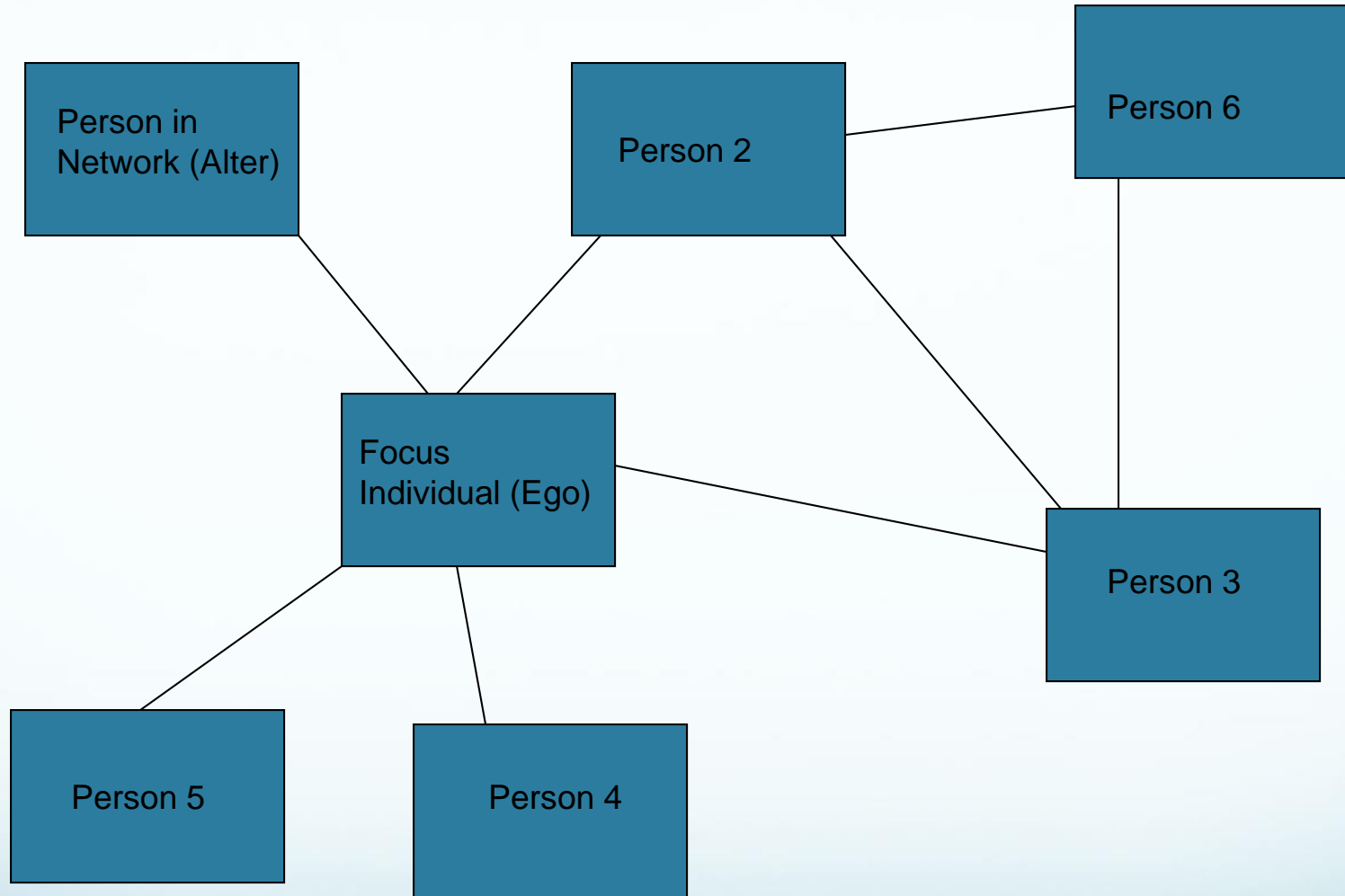
Interpersonal Theories

Social Influence

Influence



Social Networking

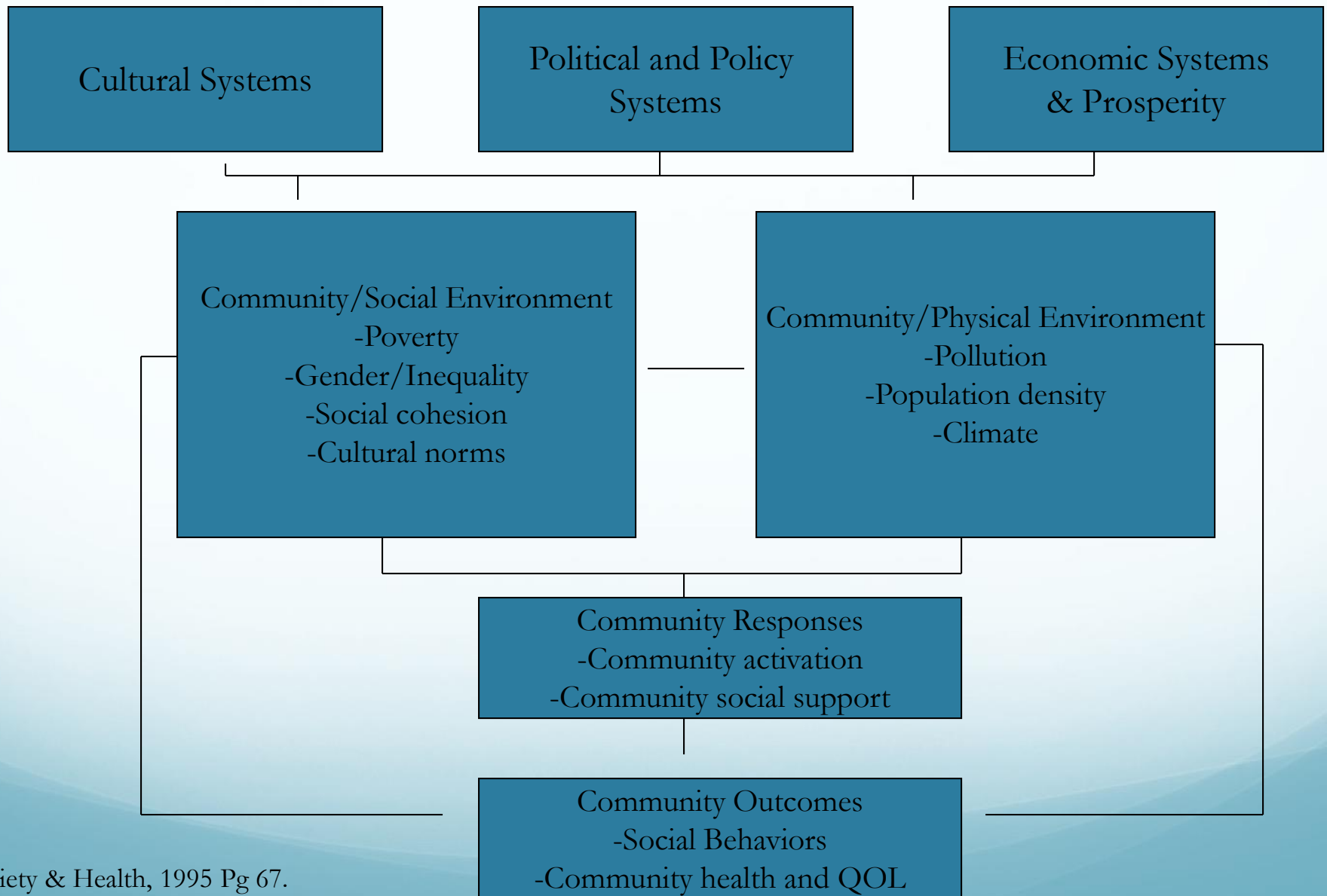


Built Environment & Environmental Justice

Community and Health

- Community-Based Participatory Research
- Community Empowerment and Activism
- Collective Efficacy
- Coalition Building

Framework for studying community and health

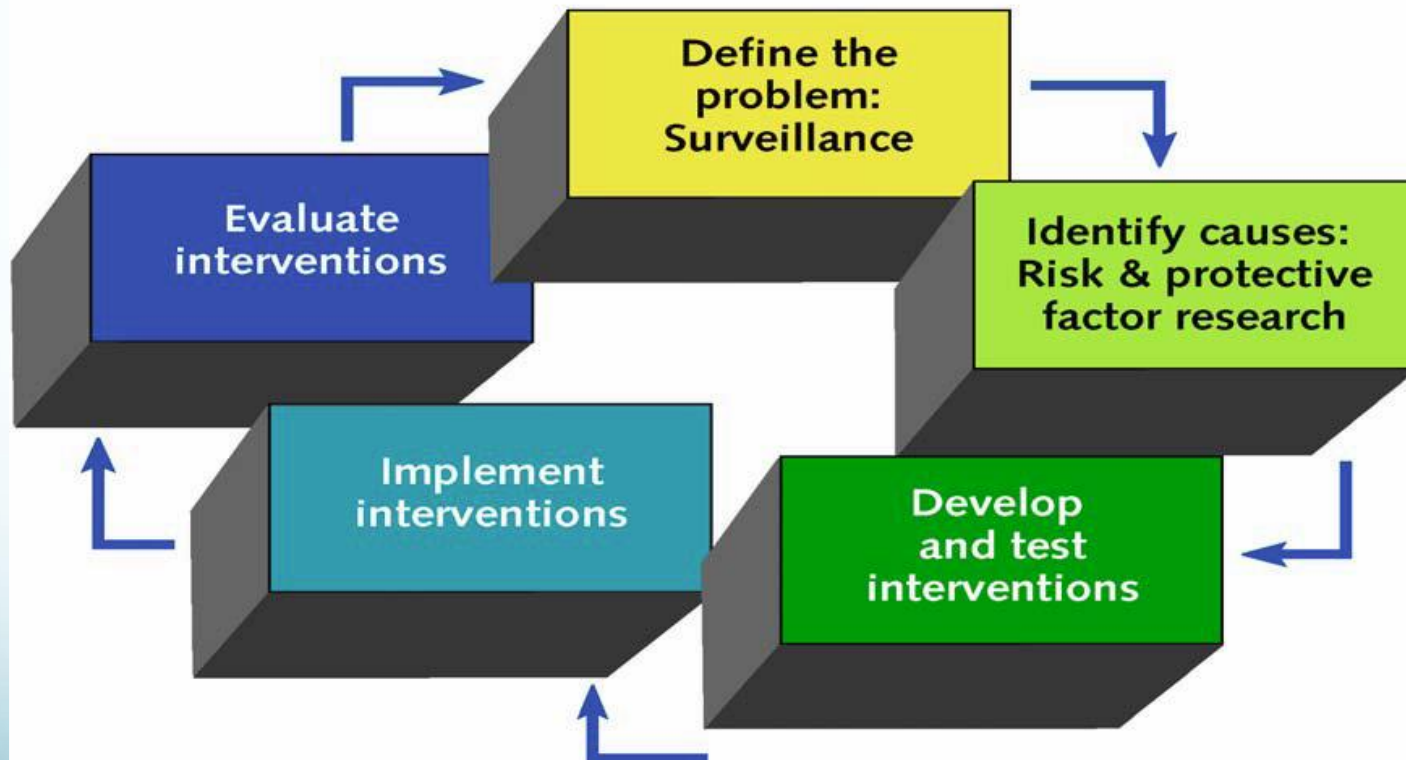


Part II. Basics of designing a theory-informed conceptual model to better understand health behavior

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



"My Baby, My Move"

A Perinatal Physical Activity Intervention

Process



Outcomes

Inputs

Resources

- Funding
- Program Staff

Guidance/ Training

- Mentorship
- Didactic trainings
- Workshops

Collaborations

- Universities
- Hospitals, Clinics
- Community Organizations

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

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

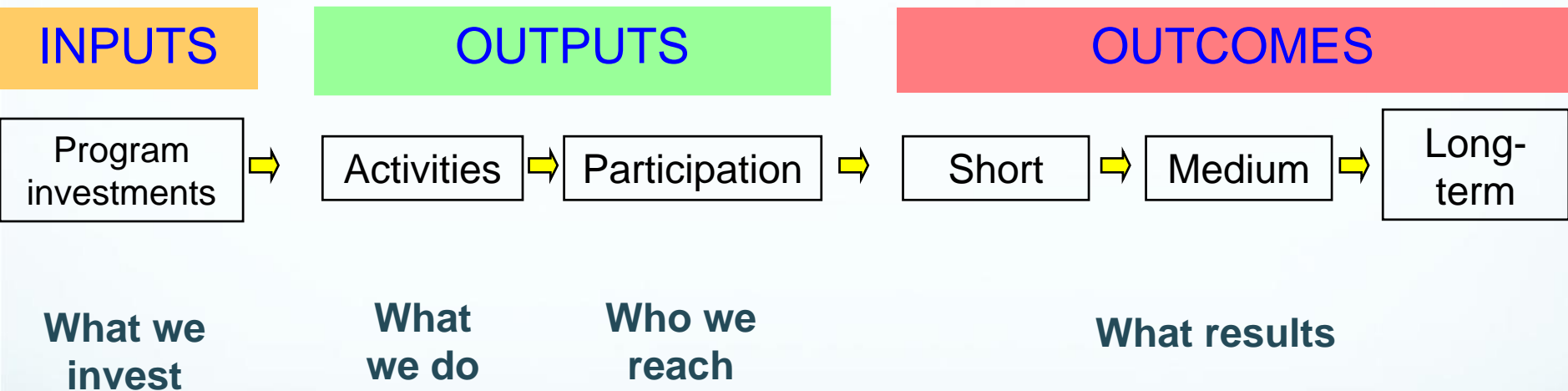
Decrease mental health disorders (e.g. depression, and co-morbid anxiety)

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



"My Baby, My Move"

A Perinatal Physical Activity Intervention

Process



Outcomes

Inputs

Resources

- Funding
- Program Staff

Guidance/ Training

- Mentorship
- Didactic trainings
- Workshops

Collaborations

- Universities
- Hospitals, Clinics
- Community Organizations

Outputs 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

Short-term and Intermediate Outcomes

Increase physical activity self-efficacy

Increase Behavioral Skills

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

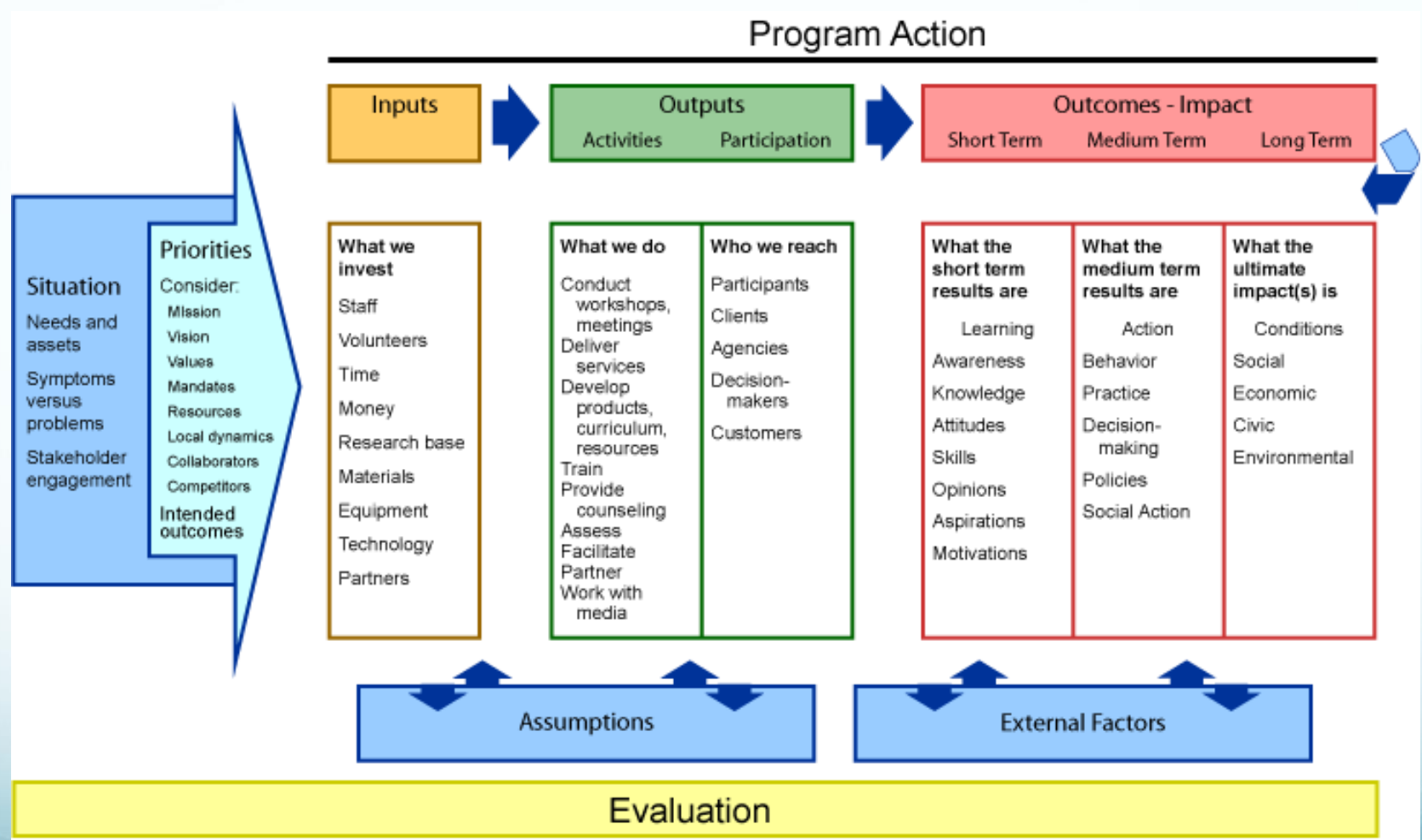
Decrease maternal postpartum overweight

Decrease mental health disorders (e.g. depression, and co-morbid anxiety)

Improve child developmental and behavioral outcomes

Decrease overweight and obesity

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?

Contact Information:

Jenn Leiferman, PhD

Associate Professor

Director, Rocky Mountain Prevention Research Center

Director, Population Mental Health & Wellbeing Program

Colorado School of Public Health

<https://www.populationmentalhealth.org>

jenn.leiferman@ucdenver.edu