

**Epi 246 Session 3:
Individual-Centered Behavior Change Theories –Participatory Engagement and Diffusion of
Innovations**

Margaret Handley PhD MPH
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LEARNING OBJECTIVES. Participants will be able to:

1. Understand components of Diffusion of Innovations and how it has evolved in recent years.
2. Identify applications of Diffusion of Innovations in health care and non-healthcare settings.
3. Understand how community interventions can focus on multiple levels and involve a continuum of community involvement and participatory action.
4. Identify principals of Community Mobilization Models.

THEORIES or FRAMEWORKS Introduced

- ◇ Diffusion of Innovations, Community Mobilization and Empowerment Theories

STRONGLY Recommended Reading List

Lecture Reading:

1. Cain. Diffusion of Innovation in Health Care. Institute for the Future, for California Health Care Foundation 2002

http://www.anthonyroberto.com/teaching/health/readings/cane_mittman_DOI.pdf

2. Dearing J. Applying diffusion of innovation theory to intervention. Res Soc Work Pract. 2009 September 1; 19(5): 503–518.

Case Studies

3. Kumar V, Mohanty S, Kumar A, et al. Effect of community-based behavior change management on neonatal mortality in Shivgarh, Uttar Pradesh, India: a cluster randomized controlled trial. Lancet, 2008.

4. Althabe F, Buekens P, Bergel P et al. A Behavioral Intervention to Improve Obstetrical Care. N Eng J Med 2008. 1929-1940.

Additional Reading (optional):

USAID -Demystifying Community Mobilization- An Effective Strategy to Improve Maternal and Newborn Health. 2007

Dearing JD and Kreuter M. Designing for diffusion: How can we increase uptake of cancer communication innovations? Patient Ed and Counseling, 2010. 81S: 100-110

Health Education and Behavior – Chapters 14,15, 17

Kumar V et al. Behavior change for Newborn Survival in Resource-Poor Community Settings: Bridging the gap between evidence and impact. Seminars in Perinatology. 2010.

Rosato M, Mwansambo CW, Kazembe PN et al. Women's groups' perceptions of maternal health issues in rural Malawi. Lancet 2006. 368:1180-1187.

Homework

1. Using the components of the diffusion of innovations develop an outline for a strategy you might use for diffusing an innovation related to your work. Describe your rationale for choosing different components to emphasize.

2. How might the community mobilization models and empowerment strategies presented be relevant in your work? Which aspects would you be most interested in developing?. Who would you work with to develop a strategy? Which of the two strategies do you think is more suited to your areas of interest? Why?

3. Please choose one of the following to answer based on the case study readings.

Kumar case study.

The authors state, "The limited success of large-scale studies of behavior change interventions has been attributed to poor consideration of the social context that shapes behavior while treating individual health behaviors as stand alone entities:

Please comment on how well you think the researchers addressed social context for the interventions they developed and in their evaluation. Do you agree that the interventions were co-developed?

Althabe case study.

The authors state, "The selected intervention strategies used the conceptual framework of diffusion of innovations, and were documented as effective in changing behavior, and were tailored according to formative research."

Please select one of the intervention strategies used and develop a diagram of the proposed behavior change, linking DOI with at least one of the behavior change theories discussed in class.