

Epi 246

**Applying Concepts from
Behavior Change Theories and
Frameworks into
Grant Proposals- 1**

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10 Key Ingredients for ImS Grant Proposals

1. The care/quality gap	Is there clear evidence that a gap exists? (significance/impact)
2. The evidence-based intervention	Is there demonstrated evidence for program intervention? (significance/innovation)
3. Conceptual model and theoretical justification	Does the proposal delineates a clear conceptual framework/ theory/model that informs the design and variables being tested? (approach/innovation)
4. Stakeholder priorities, engagement	Is there a clear process of engagement in place?
5. Setting readiness to adopt new services	Clear information on readiness or processes to determine? Proctor E et al 2012, Implementation Science

10 Key Ingredients cont.

6. Implementation strategy/process	Are strategies to implement well justified?
7. Team experience with the setting, processes	Team experienced with setting, intervention, implementation process?
8. Feasibility of proposed research design	Methods detailed and lay out choices, and contingencies?
9. Measurement and analysis section	Does proposal clarify constructs to be measured, corresponding to overall framework or theory?
10. Policy/funding env.	Does the proposal align with policy trends/other initiatives?

Important to Focus on Conceptual Framework/Theories

3. Conceptual models and frameworks portray display key variables and relationships to be tested

-ImS proposals should have consistent language re these and spell out which ones are essential to project even if others are included in the model, and

9. indicate the measurement details for these essential as well as contextual variables-

NOT ENOUGH TO LIST

Clarifying Conceptual Framework/Theories

The terms *conceptual models*, *conceptual frameworks*, and *conceptual systems* often are used synonymously and represent global ideas about a phenomenon. They are used to clarify, describe, and organize ideas

Conceptual models and grand theories of implementation phenomena are essentially models or theories of change. Change theories/models may be classified as either classical or planned.

A **grand or macro theory** is a very broad theory that provides a general framework for the nature and goals of a discipline

A **mid-range theory** is more limited in scope, addresses specific phenomena, and is intended to guide empirical inquiry as well as action or practice.

Clarifying Conceptual Framework/Theories

Classical theories/models of change are passive; they explain or **describe** the naturalistic process of change or ***diffusion of innovation*** (usually, but can modify to engage with the DOI more directly (e.g. Althabe NEJM.).

Also, **Socio-Ecological Models**.

A planned change model/theory is a set of logically interrelated concepts that explain, in a systematic way, the means by which planned change occurs.

Precede–Proceed specifies the steps that precede an intervention and suggests ways to proceed with its implementation, including subsequent evaluation. In *precede* stages, the implementer first specifies the problem and then identifies the factors that contribute to it. These factors are categorized theoretically as predisposing, enabling, or reinforcing, and rated by importance and change potential.

Important to Focus on Conceptual Framework/Theories

Mid-range theories are potentially more predictive of behavior and behavioral change at different levels.

Several levels at which interventions to improve the quality of health care might operate: the individual health professional and health care groups or teams; organizations providing health care; and the larger health care system or environment in which individual organizations are embedded.

For example, psychological theories will be more relevant to interventions directed at individuals and teams, while theories of organizational change will be more relevant to interventions directed at hospitals and other organizations.

**** This suggests you may combine across theories!!**

Example Mid-Level Theories to Draw From

Social Psychological Theories:

- **Motivational theories (including social cognition models).**
These theories propose that motivation determines behavior, and therefore the best predictors of behavior are factors that predict or determine motivation (or intention). Examples include Albert Bandura's *social cognitive theory*,¹⁰² and the *theory of planned behavior*
- **Social influence theories.** Social influence theory recognizes the importance of shared beliefs and assumptions, group norms, and organizational culture as determinants of individual and professional behavior.
- **Other Discipline-Based Theories**
 - Social Learning Theory
 - Economic Theory.....

Why Focus on the Behavior Change Theories and Frameworks?

“Increasing evidence suggests that public health and health promotion interventions based in social and behavioral sciences are more effective than those lacking a theoretical base” – Glanz and Bishop

“Making research more theory-based will improve evidence-based practice” –Green

Glanz K and Bishop D. Annu Rev Public Health. 31:399-418. 2010

Green, L.W. American Journal of Public Health 96(3): 406-409, Mar. 2006

*Eccles M. et al. Changing the behavior of healthcare professionals (2005)

*Painter JE et al The use of theory in health behavior research 2000-2005 (2008).