Motivating Individual Behavior Change through Theory Driven Community Engagement

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Obstacles in health-disparity research on behavior change: Fitting issues into a context

1. Failure to translate scientific advances to communities so as to positively affect individual health behavior.
Obstacles in health-disparity research on behavior change

- 2. Lack of theoretical framing
- 3. Lack of minority recruitment and retention
- 4. Stigma that disease is the fault of the patient
Current Smokers in 1955 (18+)
Men=56.9% Women 28.4%

Current Smokers in 2008 (18+)
Men=23.2% Women=18.3%

* Percentage of high school students who smoked cigarettes on 1 or more of the 30 days preceding the survey. Data first collected in 1991. (Youth Risk Behavior Survey, 1991–2007).
† Percentage of adults who are current cigarette smokers (National Health Interview Survey, 1965–2007).
Focusing on Disparities in Early Detection, Prevention and Survival from Mouth and Throat Cancer

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Oral and Pharyngeal Cancer (OPC)

- Survival from OPC is one of the lowest among top 10 cancers with more deaths than from cervical cancer.
- Poor prognosis when detected late.
- Survival is lowest at every stage of diagnosis for blacks but few blacks have heard of disease.
- Major risk factors tobacco, alcohol, HPV but use is not higher among black community
Ecological Framework

• Public health and health-promotion interventions are most likely to be effective if they embrace an ecological framework.
• Interventions not just targeted at the individual, but should also affect interpersonal, organization and environmental factors to influence health behaviors.
• Social ecological models emphasize multiple levels of influence and behaviors to create environments conducive to behavior change.
Intervening at Multiple Levels

• Some problems are issues that affect multiple sectors of the community that cut across ecological levels of community context—individuals, families, local and state and national policies, care providers including private practitioners and health departments.
Core Tenets of Ecological Model

- Strengthen individual knowledge, skills, attitudes
- Promote community education (importance of community culture in interventions)
- Educate providers
- Foster coalitions and networks
- Mobilize communities and neighborhoods
- Influence policy and legislation
• Engaging the Community
• Community Intervention aimed at individual behavior
• Provider Behavior
Circles show targeted areas. **Yellow**: Current research infrastructure **Red**: Proposed research infrastructure
A How-to for Building the Partnership

• Meeting the Stakeholders.
• Making meaningful contact.
• Initiating the dialogue
  – To and fro of conversation
    o Oral History
    o Focus groups
• How do you know who they are?
• What is meaningful for the community?
• For what purpose?
  – Meeting settings?
How representative are the focus groups?

• Do they articulate the values of the target audience?
• Do they understand the barriers to adopting alternative health practices?
• Do they really know the price the individual is willing to pay?
• “Statistics are human beings with the tears wiped off.”—Paul Brodeur *Outrageous Misconduct*

• Communities want us to understand their tears and show respect for their concerns.
Research is built on strong theoretical frame

Elaboration Likelihood Model and Theory of Planned Behavior
Theoretical Framing is Necessary

• Identify relevant causal factors
• Identify change methods
• Measure and describe pathways through which change occurs
Elaboration Likelihood Model
Model and Components Tested

Central vs. Peripheral Processing

Message

Audience

Source
What Do Studies Show

• The Central Route is Used
  – On Issues of HIGH PERSONAL RELEVANCE

• Motivation for focused thought is higher when people feel solely responsible to evaluate the message

• The Peripheral Route is Used
  – On Issues of Low Personal Relevance (source credibility plays a large role)

• Ability to evaluate the message increases when the arguments are simple and repeated
Media Campaign

- Community Engagement on design and placement and content
- Aimed at individual behavior
- Pre and Post assessment
Mouth and Throat Cancer

- Mouth and throat cancer kills 1 person per hour.
- It's the 4th most common cancer among African American men.
- African American men are twice as likely to die from it.

"Man, what you don't know can kill you."

Have an exam today.

Take control and PREVENT

For more information, call 1-866-295-5640 or visit www.dental.ufl.edu/takethebite
Provider Behavior
Theory of Planned Behavior

Attitude

Subjective Norm

Perceived Control

Intention

Behavior
Possible Intervention(s) focus

• Attitudes about HPV & OPC
• Policy with professional organization
• Inform parents & kids of risks
• Skill level at counseling about risk behavior
• Information packets about link
• Lobby professional org
• Brochures and videos for family
• Training dentist in interacting with hi risk patient
Identifying targets of intervention

• Vignettes (3)
  – Hold constant content (2)
  – Standard of care (1)

• Manipulate subjective norm
  – No explicit parent support and no professional guidelines
  – Explicit parent support and no professional guidelines
  – No explicit parent support and professional guidelines
Preliminary Results

- Dental Community 1201 who treat kids
- >70% response rate
- Model accounts for 60%+ variance in intention to counsel
- Majority of variance accounted for with subjective norm
  - Acceptability to counsel
  - Professional guideline
  - Parents approve
Preliminary Results

• Adequacy of risk communication skills differed across 3 vignettes

• Acceptability of discussion this topic with this patient differed across 3 vignettes
Intervention Focus

- Information about link
- Policy with professional organization
- Inform parents & kids of risks
- Skill level at counseling about risk behavior
- Information packets endorsed by profession
- Lobby professional org
- Brochures and videos for family
- Training dentist in interacting with hi risk patient
Focus Group

- Establish what would allow practitioners to believe counseling adolescent patients about link between HPV and HNC as acceptable.
- What risk communication training would be beneficial?
- Test persuasiveness of messages that show evidence of link between HPV and HNC.
Add Strong Theoretical Work that Builds on Previous Scholarship
Add the Community Context and a Marriage of Excellence and Relevance is Possible.

Uncovering New Knowledge that Leads to Better Health for ALL
Going door-to-door to reduce health disparities

Taking the Bite out of Head and Neck Cancer
SCRRDOH
http://www.dental.ufl.edu/Offices/TakeTheBite/