Use of Health Behavior Theory in Intervention Research: Examples from Oral Cancer Screening

Henrietta L. Logan, PhD
Department of Community Dentistry and Behavioral Science
IADR March 18, 2011
10:45-12:15 2011

www.dental.ufl.edu/TakeTheBite
Research is built on strong theoretical frame

Elaboration Likelihood Model
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
PRACTICAL ADVICE

• If your audience has the motivation and ability to elaborate the message, come armed with a strong case.
  – If you fail to have a strong case, thinking people will shift to a antagonistic position

• If your audience is unwilling or unable to think through the details of your argument, then emphasize the package rather than the contents.
Assessing Central vs Peripheral Processing

Need for Cognition Scale

What does it mean?
Question 2

• I like to have the responsibility of handling a situation that requires a lot of thinking.
  – *When I was younger, you could not give me enough responsibility and challenge. I loved a challenge. But as you mature there are times you back off and you don’t really want that kind of responsibility that requires a lot of thinking.*
  – “Responsibility” implies you have no choice

• What is an example of a situation that requires a lot of thinking?
  – *My daughter’s math homework!*
  – *Mechanic work*
• Reword possibility:
  – I like to handle situations that require a lot of thinking.
  • Bottom line: If we really want to know how people feel about thinking, we probably need to tell them what they are thinking about.
Question 8

• I prefer to think about small, daily projects to long-term ones.
  – *Prefer* is what you want. *Like* is what you tolerate.
  – *I get on long ones, I get frustrated—*I have a short temper. *I like the small stuff.*
  – *A lot of our long-range projects are built from our small ones. So you have to be mindful of thinking about the small ones and the long-range results you are going to have from the small ones.*

• Reword:
  – *I prefer to think about small daily projects rather than long-term ones.*
Media Campaign

- Community Engagement on design and placement and content
- Aimed at individual behavior
- Pre and Post assessment
Elaboration Likelihood Model
Model and Components Tested

Central vs. Peripheral Processing

Message ——> Audience

Source

Central vs. Peripheral Processing

Message ——> Audience

Source

Central vs. Peripheral Processing

Message ——> Audience

Source
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.

Have an exam today.

Take control and PREVENT

“Man, what you don’t know can kill you.”

For more information, call 1-866-295-5640 or visit www.dental.ufl.edu/takethebite
Mouth and Throat Cancer

What these famous men have in common

Eddie Van Halen, 55, still fighting cancer
Sammy Davis, Jr., 65
Jim Thorpe, 65
Babe Ruth, 53

Take control and CHOOSE LIFE

For more information, call 1-866-295-5640 or visit www.dental.ufl.edu/takethebite
Source

- Racial Match
- Racial Non Match
If endorsed by a trusted source, which outcome?

• I accept message and do not process it carefully? **Weak attitude change may develop**

• I process message because I trust the person who delivers message? **Strong attitude change may develop**

Strong attitude change, weak attitude change or negative attitude change???
Elaboration Likelihood Model
Model and Components Tested

Central vs. Peripheral Processing

Message

Audience

Source

Endorsement By Minority
Valence Framing

• Gain
  – Prefer BUT...
  – Give your family piece of mind

• Loss
  – Motivated by...
  – Don’t let it take you away from what matters most
Mouth and Throat Cancer

Get an exam today. Give your family peace of mind.

The 4th most common cancer among African American

Take control and LIVE.
Mouth and Throat Cancer

Don’t let it take you away from what matters most.

10 minutes now can save your life.
Get an exam today.
Take control and FIND OUT

For more information, call 1-866-295-5640 or visit www.dental.nfl.edu/takeethebite.
Elaboration Likelihood Model
Model and Components Tested

Central vs. Peripheral Processing

Behavior Change?? Weak or Strong??

Gain vs Loss

Message

Audience

Source

Behavior Change?? Weak or Strong??

Central vs. Peripheral Processing

Gain vs Loss
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/