# Moving beyond the individual: Focusing on upstream factors that influence behavior

IDPH
IOWA Department of PUBLIC HEALTH

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PREVENTION RESEARCH CENTERS

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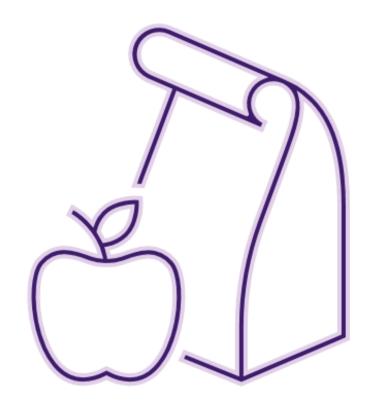
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# Learning objectives

▶To increase individual capacity to help communities access healthy food and activity options through policy, systems, and environmental approaches (PSEs).
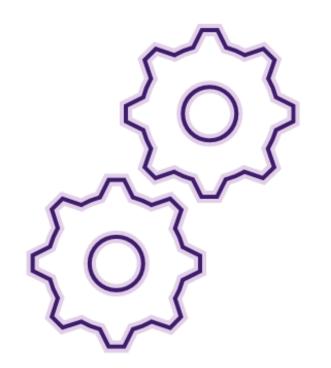
▶The webinar series will provide both an introduction for those new to PSE approaches and a more in-depth overview for those with more experience with PSEs.

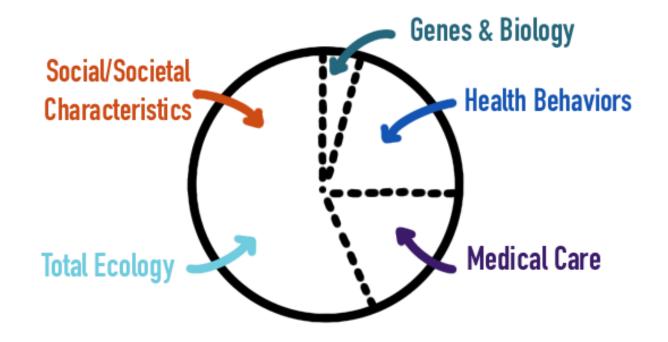# *Webinar 1: Social ecological model and policies, systems, and environment*

# Why do we do the things we do?

We have tools to think about this!

# What Determines Health Outcomes?

Social Determinants of Health

Tarlov AR (2006). Public policy frameworks for improving population health. *Ann N Y Acad Sci*, 896(1): 281-293. DOI: 10.1111/j.1749-6632. 1999.tb08123.x

# Healthy People 2030 Definition

"Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks."
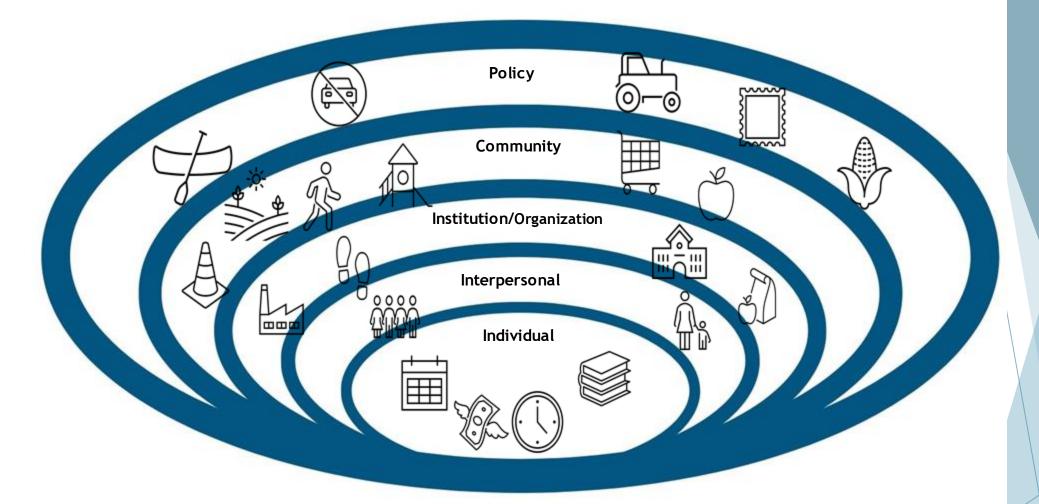
# Examples of Social Determinants of Health

## Physical Activity & Health

- Access to health care services
- Social support
- Exposure to toxic substances and other physical hazards
- Built environment, such as buildings, sidewalks, bike lanes, and roads
- Socioeconomic conditions (concentrated poverty and the stressful conditions that accompany it)
- Physical barriers, especially for people with disabilities
- Natural environment, such as green space (trees and grass) or weather (climate change)

## Nutrition

- Access to educational, economic, and job opportunities
- Availability of resources to meet daily needs (safe housing and local food markets)
- Availability of community-based resources in support of community living and opportunities for recreational and leisure-time activities
- Quality education
- Culture
- Socioeconomic conditions (concentrated poverty and the stressful conditions that accompany it)

https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health

UNICEF: The Socio-ecological **Model** is a **theory**-based **framework** for understanding the interactive effects of personal and environmental factors that determine behaviors.

# Policy

▶ Local, state, and federal policies and laws



Physical Activity & Nutrition

# Incentives or disincentives

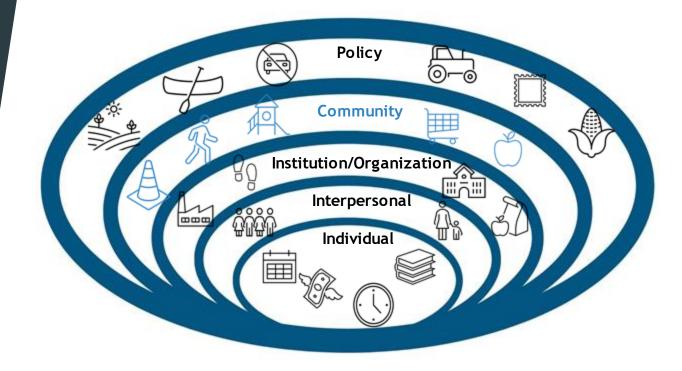| Nutrition | Tobacco | Physical Activity |
|---|---|---|
| Sugar Tax | Cessation program participation incentives | Promotional items if participate in activity challenges |
| Double Up Food Bucks | Tax on tobacco products | Increase the cost of parking to encourage biking, walking, and taking the bus |

# What does this mean for your work?

You can inform or advocate

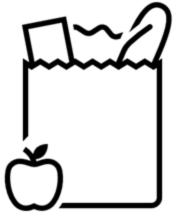You can be informed, so you know the implication of changes in certain bills or policies

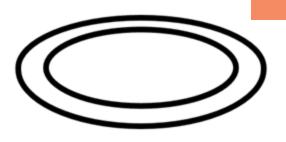# Community

► Environment



Policy

Community

Institution/Organization

Interpersonal

Individual

## Physical Activity & Nutrition

# What does this mean for your work?

| | |
|---|---|
| Know about | You need to know about your community |
| Look | Look at USDA data, do windshield analysis, walk around in the neighbors…Try to get to food, Try to be physically active |
| Consider | Once you identify issue, consider what you and partners can do<br>• Change access |

# Resources to Start Your Assessment

► USDA Data on Food Access

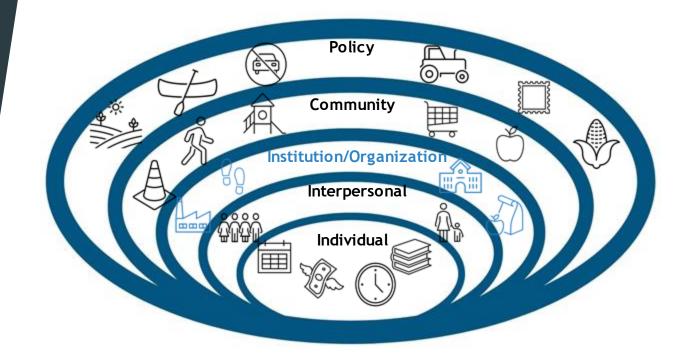https://www.ers.usda.gov/data-products/food-access-research-atlas/

► Look at your community's walk score or do a walking audit

https://www.walkscore.com/

America Walks Walking Audit Guide

# Institution/organization

► Rules, regulations, policies (small "p"), practices, informal structures, workplace, health system, school, restaurants, faith-based organizations ....



# Physical Activity & Nutrition

# What does this mean for your work?

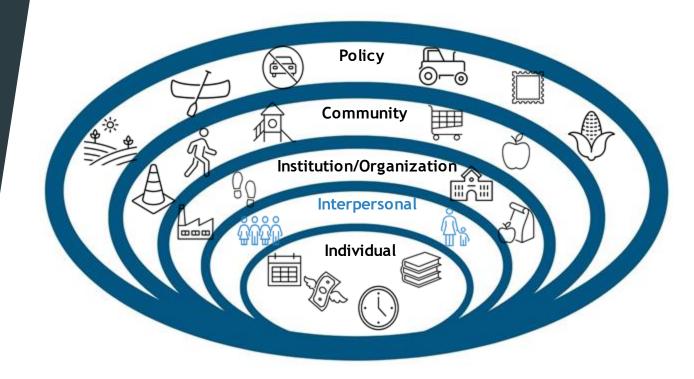Changes or policies are often implemented by people we know
► Superintendent, day care manager, store owner

We often have the information about evidence-based changes that others don't have access to

You can put your partnerships and networks to use

# Interpersonal

► People and groups that influence you- family, friends, peers, co-workers, support system,...



# Physical Activity & Nutrition

# Families and friends



► Pick a Better Snack- leverage the power of "pestering"



► Active Ottumwa – using community leaders and people in your network to encourage physical activity

# What does this mean for your work

► Think about your 🎯 group

► Who are the important others in those people's lives

    ► Think outside the 📦

    ► Faith-based leader or someone from the lodge

► Sometimes you have to 🎯 those influential 👥 or address them as a barrier

# Individual

▶ Individual characteristics that influence behavior- knowledge, attitudes, beliefs, preferences, personality traits,...



Physical Activity & Nutrition

# What does this mean for YOUR work?

► Education alone will be much less effective

► Look for ways to combine education with interventions that address the other levels (multi-level interventions)

► Find partners to help you

► Be sure you are looking for evidence-based interventions
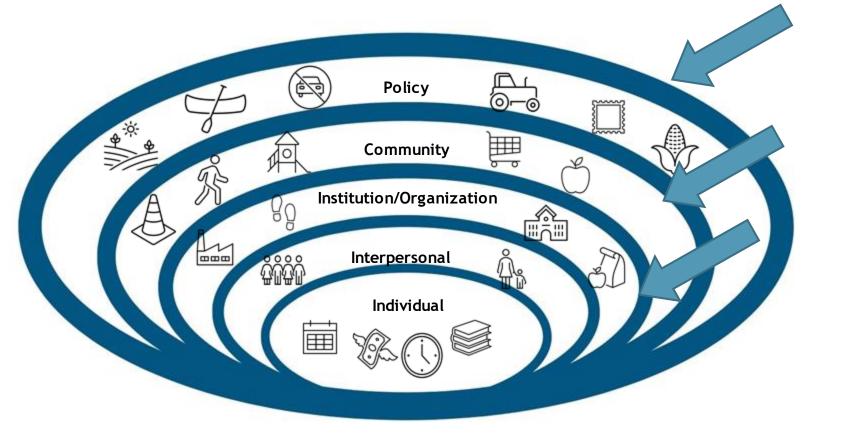
# Examples of where to find interventions

SNAP-Ed TOOLKIT

Evidence-based cancer control programs (EBCCP)

Guide to Community Preventive Services

HEALTHY EATING AND ACTIVE LIVING
STRATEGIES FOR IOWA

IDPH

HEALTHY PEOPLE 2030

# How do SEM and PSE fit together

# Recap

There are many factors that influence our behavior

- ► Targeting those factors will increase impact, effectiveness, and sustainability
- ► Looking beyond the individual level is vital, but will requires partnerships

# Next time...

► We will take a more in-depth look at PSEs

  ► policies

  ► systems

  ► and environment

  as strategies for improving health

# Questions?--Reach out!

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