

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



1

---

---

---

---

---

---

---

---

### Prevention Research Center for Rural Health

- Natoshia Askelson
- [natoshia-askelson@uiowa.edu](mailto:natoshia-askelson@uiowa.edu)
- Becky Bucklin
- [rebecca-bucklin@uiowa.edu](mailto:rebecca-bucklin@uiowa.edu)



This material was funded by the State of Iowa Health and Human Services Appropriations for Childhood Obesity Prevention. It was developed by the University of Iowa, College of Public Health in partnership with the Iowa Department of Public Health

2

---

---

---

---

---

---

---

---

### 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.

3

---

---

---

---

---

---

---

---



4

---

---

---

---

---

---

---



5

---

---

---

---

---

---

---



6

---

---

---

---

---

---

---



7

---

---

---

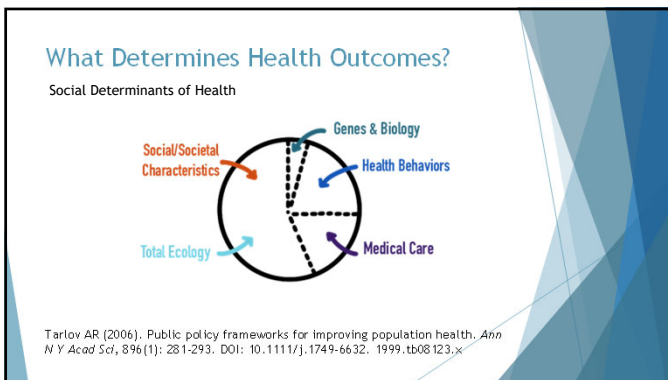
---

---

---

---

---



8

---

---

---

---

---

---

---

---

**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.”

9

---

---

---

---

---

---

---

---

## 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>

10

---

---

---

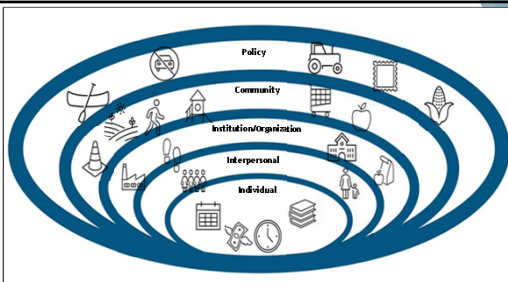
---

---

---

---

---



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

11

---

---

---

---

---

---

---

---

## Policy

- ▶ Local, state, and federal policies and laws



Physical Activity &  
Nutrition

12

---

---

---

---

---

---

---

---

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

13

---

---

---

---

---

---

---

---

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

14

---

---

---

---

---

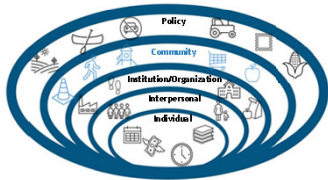
---

---

---

Community

► Environment



Physical Activity & Nutrition

15

---

---

---

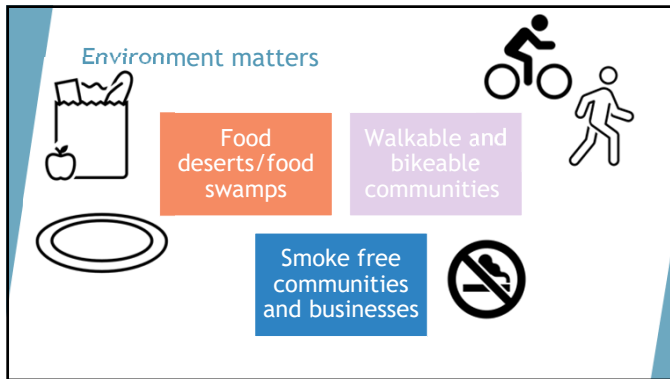
---

---

---

---

---



16

---

---

---

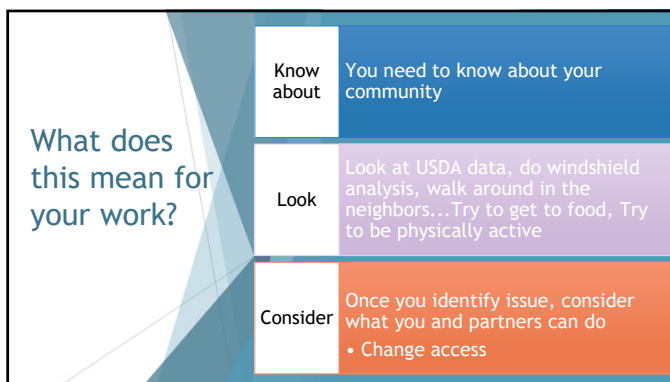
---

---

---

---

---



17

---

---

---

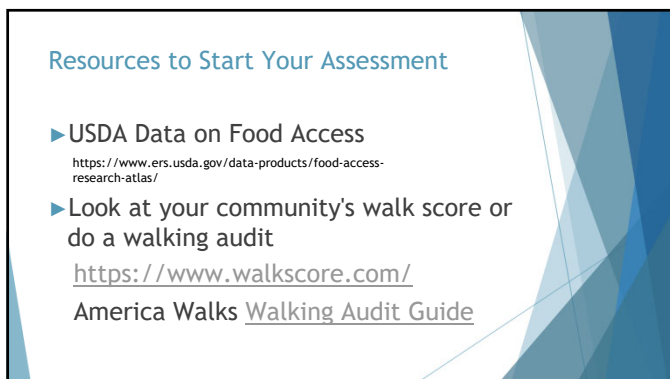
---

---

---

---

---



18

---

---

---

---

---

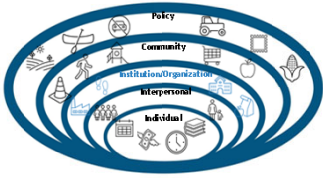
---

---

---

Institution/organization

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



Physical Activity & Nutrition

19

---

---

---


---

---

---

---

---



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

20

---

---

---

---

---


---

---

---

Interpersonal

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



Physical Activity & Nutrition

21

---

---

---

---

---

---

---

---

### 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

22

---

---

---

---





---

---

---

---

### 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

23

---

---

---

---

---

---

---

---

### Individual

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



Physical Activity & Nutrition

24

---

---

---

---

---

---

---

---



### 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

25

---

---

---

---

---

---

---

---

### Examples of where to find interventions

SNAP-Ed  TOOLKIT

Evidence-based cancer control programs (EBCCP)

Guide to Community Preventive Services



26

---

---

---

---

---

---

---

---



How do SEM and PSE fit together

27

---

---

---

---

---

---

---

---

### 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

28

---

---

---

---




---

---

---

---

### Next time...

- ▶ We will take a more in-depth look at PSEs
    - ▶ policies 
    - ▶ systems 
    - ▶ and environment 
- as strategies for improving health

29

---

---

---

---

---

---

---

---

### Questions?--Reach out!

o Natoshia Askelson  
o [natoshia-askelson@uiowa.edu](mailto:natoshia-askelson@uiowa.edu)  
o Work Number: (319)-335-6867



o Becky Bucklin  
o [rebecca-bucklin@uiowa.edu](mailto:rebecca-bucklin@uiowa.edu)  
o Work Number: (319)-384-4025



30

---

---

---

---

---

---

---

---