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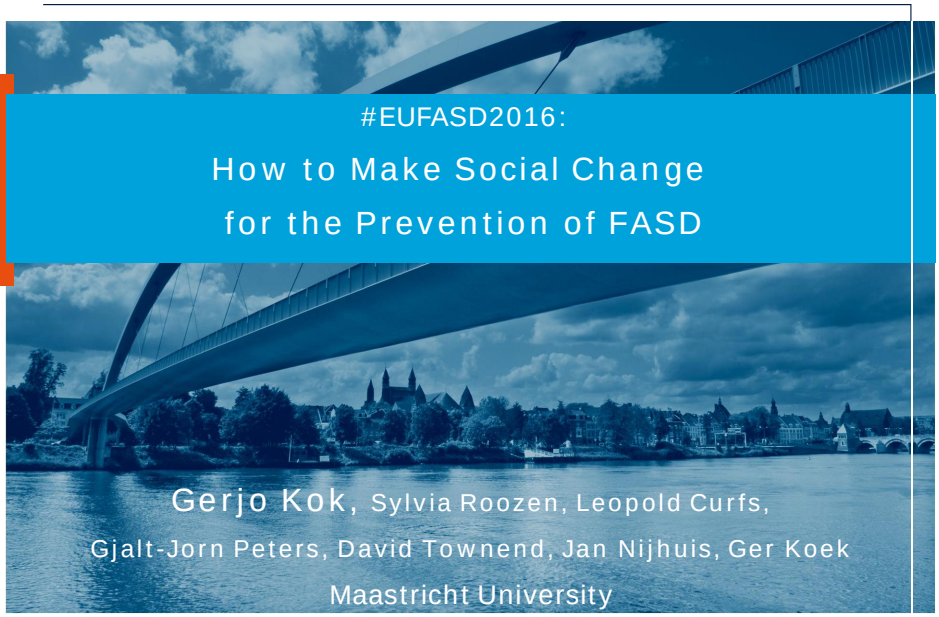

#EUFASD2016:

How to Make Social Change for the Prevention of FASD

Gerjo Kok, Sylvia Roozen, Leopold Curfs,
Gjalt-Jorn Peters, David Townend, Jan Nijhuis, Ger Koek
Maastricht University

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Planned Behavior Change: Intervention Mapping

- Is it a problem? Related to behavior?
  - Problem – Behavior/Environments
  - Behavior – Determinants
  - Determinants – Methods
  - Methods – Program
  - Program – Implementation [plan]
  - Implementation – Evaluation [plan]

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Is it a problem? Related to behavior?

- Yes:
  - Prevalence
  - Alcohol

  → Primary Prevention

  →

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1. Problem - Behavior

BMA, 2016:

- *Women who are pregnant, or who are considering a pregnancy, should be advised that the safest option is not to consume any alcohol.*

- Target groups; high risk versus general?
- Risk reduction strategies?

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2. Behavior - Determinants

- Attitude: Advantages versus disadvantages
  - *Pleasant versus risk**
- Perceived norms: Influence of others
  - *Expectations & behaviors of others*
- Perceived control, Self-efficacy
  - *Confidence*
- Automatic behavior
  - *Habits & Impulsive versus Control*

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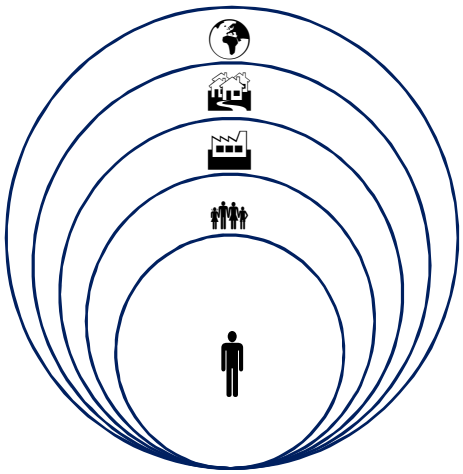
2. Behavior - Environments



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Agents in the Environment

- Family, Friends
- Health care – Physician, Midwife
- Community – Opinion leaders
- Policy – Politicians, Stakeholders

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3. Determinants - Methods

The Complexity of Risk Communication

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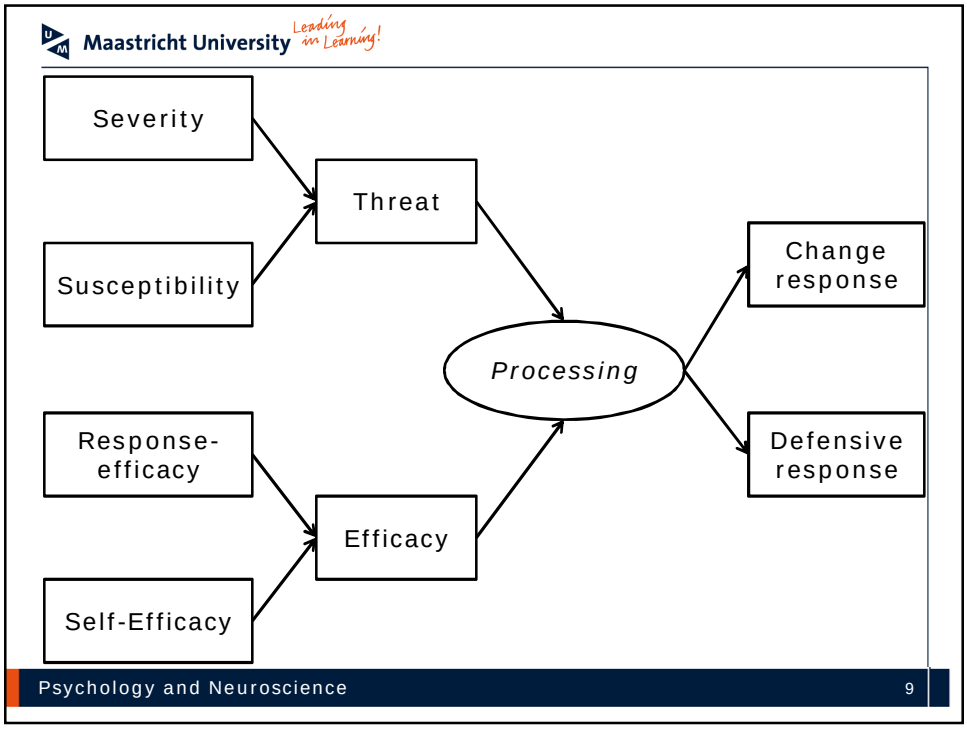

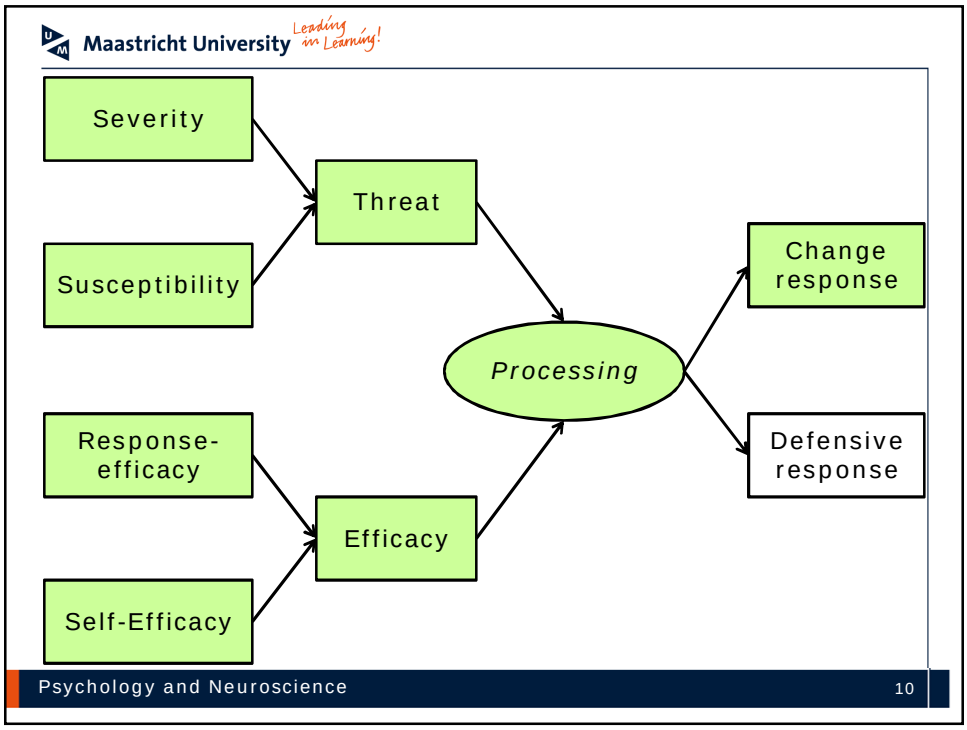

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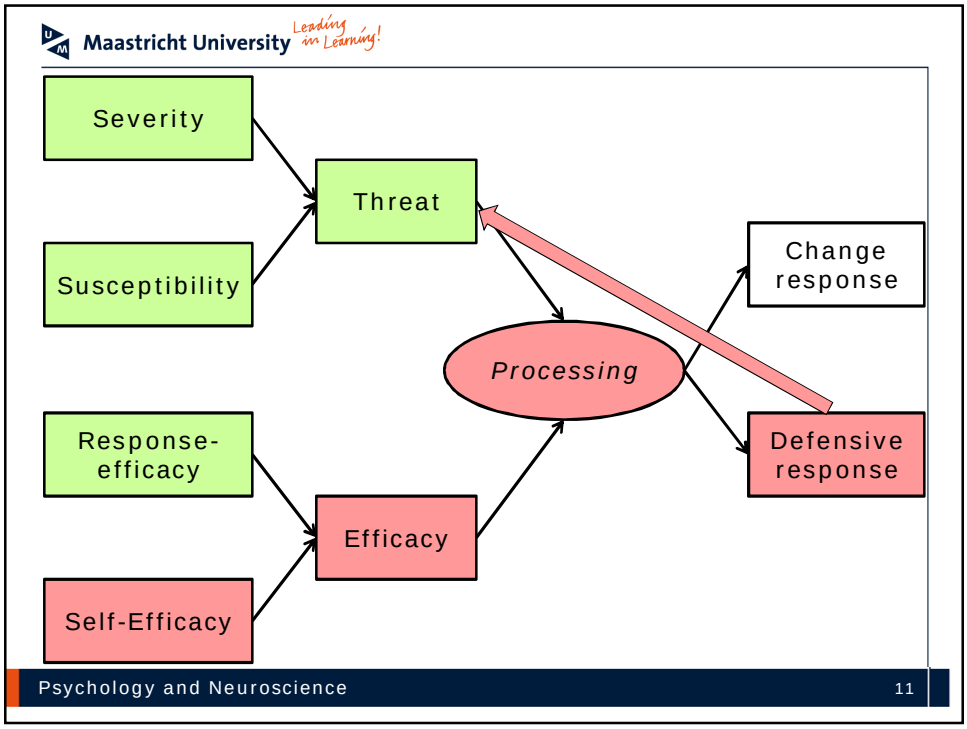

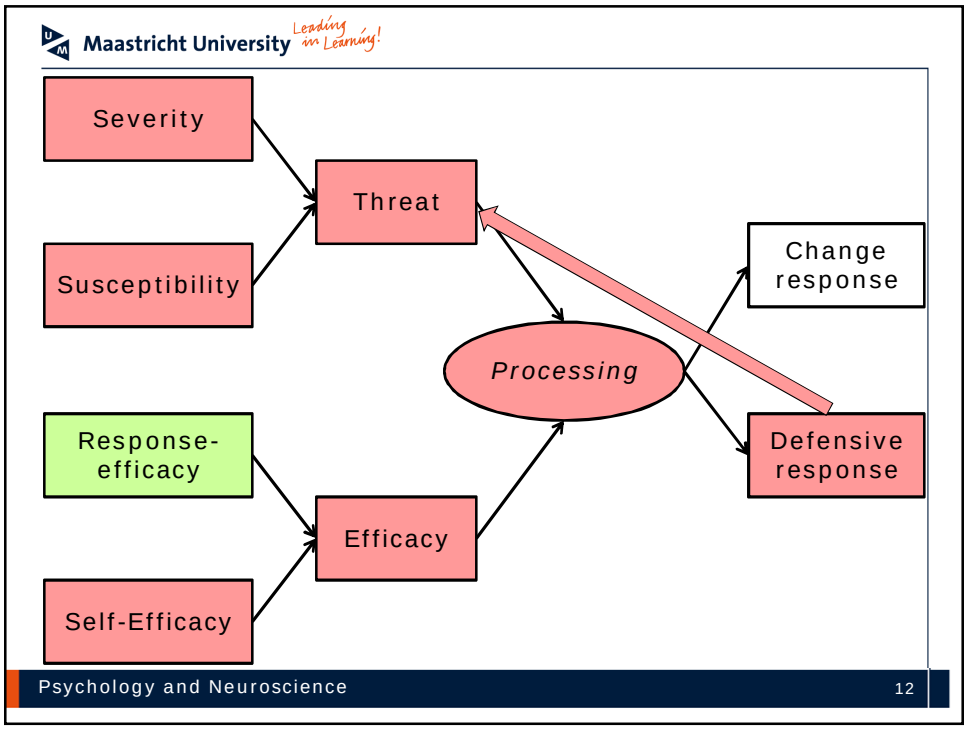

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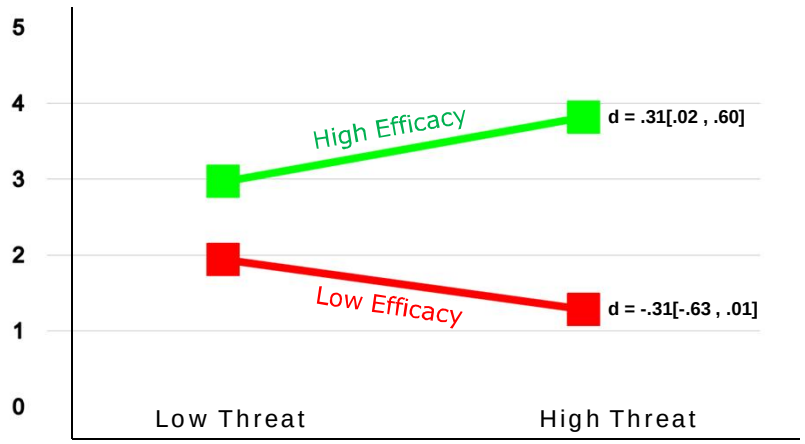
Meta-analysis: Behavior change (Peters et al., 2014)



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3. Determinants - Methods

- Messages *about risk* need to be combined with messages *helping* people to change
  - Social support
  - Skills
  - Impulse control

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Risk

Scene 1: The woman and her partner are in a clinic room with an obstetrician. The obstetrician hands to the woman an ultrasound picture that she has been looking at. The obstetrician says, “So you are doing really well, everything is looking very good. Is there anything else you would like to ask?”

The woman says, “And how about alcohol? I’ve heard different things.”

The obstetrician says, “I recommend that you don’t drink any alcohol during pregnancy. Alcohol can disturb the development of the fetus which could lead to problems later on.”

The woman: “Is a couple of glasses of wine every now and then OK?”

The obstetrician: “We just don’t know how much alcohol it takes to do damage. It is different for different women and different babies. No amount has been proven as safe That is why I say no alcohol is the safest choice.”

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Helping

Scene 2: It is a ‘girls’ night out’ party scene and the same woman and her friend are arriving together.

The woman gets offered a glass of wine by the host, and the woman says “No thanks, just an Orange Juice for me.” The host says, “What? That’s not like you!”

The friend is standing next to the woman and says “Oh, we’re both on a health-kick, I’ll have a water.”

The host says “Good on you!”

The woman and her friend smile at each other while the host turns away to get them the drinks.

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Methods for Determinants Change

- Basic methods, Knowledge, Risk perception, Attitude, Perceived norms, Self-efficacy, Automatic behaviors, Stigma

Methods for Environmental Change

- Basic methods, Interpersonal level, Social networks, Organization, Community, Policy

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Methods for Skills and Self-Efficacy

Methods, Definitions, *Theory*	Parameters for use
Planning coping responses: Prompting participants to list potential barriers and ways to overcome these. *e.g. Relapse Prevention Theory*	Identification of high-risk situations and practice of coping response.

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Methods to Change Automatic Behaviors

Methods, Definitions, *Theory*	Parameters for use
Nudging: Simple changes in the presentation of choice alternatives that make the desired choice the easy, automatic or default choice. (*Thaler & Sunstein, 2008)*	Requires autonomy: freedom of choice, a sense of awareness, and the healthy choice being default: easy and attractive.

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Methods for Stigma Reduction

Methods, Definitions, *Theory*	Parameters for use
Empathy training: Stimulating people to empathize with another person, i.e., imagine how the other person would feel. *(Batson et al., 2002)*	Requires being able and willing to identify with the stigmatized person. Imagine how the other person would feel (this leads to empathy). Do not imagine how you would feel (this leads to both empathy and distress).

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Methods to Change Communities

Methods, Definitions, *Theory*	Parameters for use
Social planning: Using information based on research to address issues. *Models of Community Organization*	Requires credible source of the information.
Forming coalitions: Forming an alliance among individuals or organizations, during which they cooperate in joint action to reach a goal in their own self-interest. *Models of Community Organization; Social Capital Theory*	Requires collaboration across various agendas; requires attention to stages of partnership development.

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Methods to Change Policy

Methods, Definitions, *Theory*	Parameters for use
Increasing stakeholder influence: Increase stakeholder power, legitimacy, and urgency, often by forming coalitions and using community development and social action to change an organization's policies. *Stakeholder Theory*	The focal organization perceives that the external organization or group is one of its stakeholders.

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Stakeholder Salience

- A stakeholder's level of influence upon an organization is related to three attributes
  - Power: Using normative (e.g., symbolic), utilitarian (e.g., financial or informational), or coercive (e.g., physical) means to impose their will
  - Legitimacy: Acting in compliance with social norms and expectations
  - Urgency: Time sensitivity and criticality of the claim

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Strategies

- Direct strategy
- Indirect strategy through stakeholder's allies:
  - Media
  - Public (community)
  - Other organizations
  - Government

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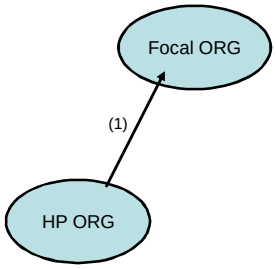
Pathways



Pathways of Stakeholders' Influence
HP ORG → Focal ORG

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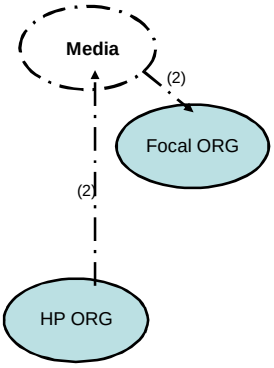

Pathways of Stakeholders' Influence
HP ORG → ORG→ Focal ORG

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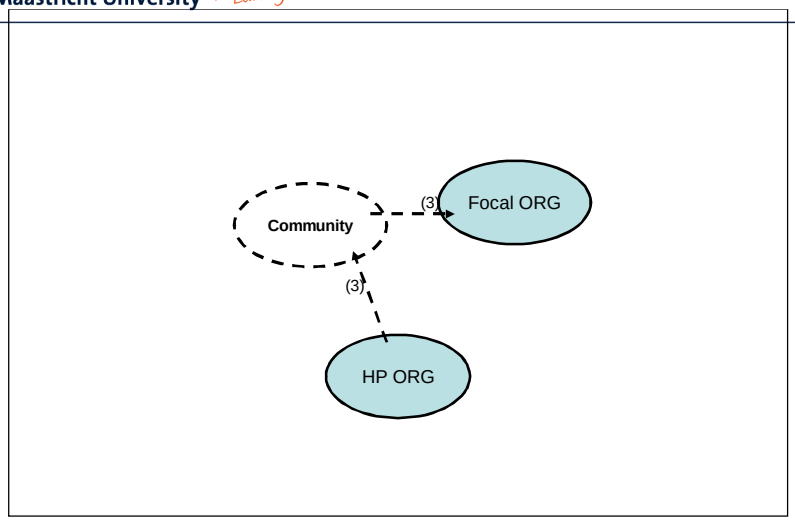

Pathways of Stakeholders' Influence
HP ORG → COM→ Focal ORG

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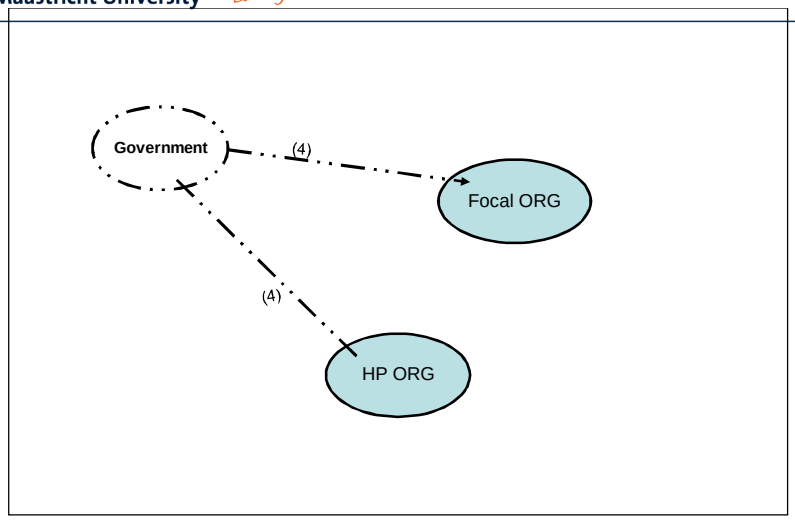

Pathways of Stakeholders' Influence
HP ORG → POL → Focal ORG

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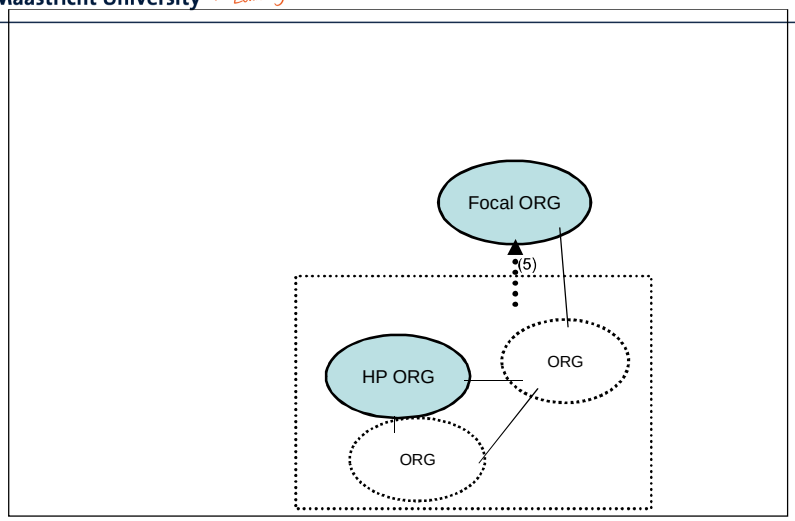

Pathways of Stakeholders' Influence

HP ORG → [ORG – ORG] → Focal ORG

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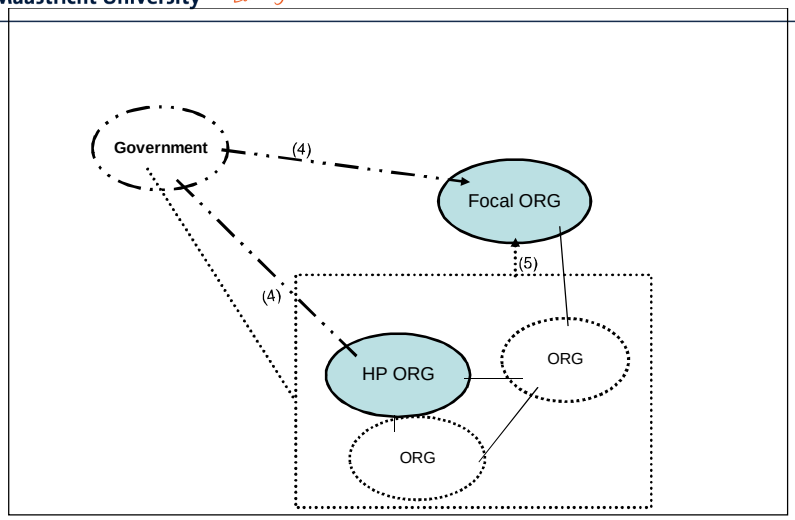

Pathways of Stakeholders' Influence

HP ORG → Focal ORG

HP ORG → [ORG – ORG] → POL Focal → ORG

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4. Methods - Program

- Translating Theoretical Methods into a Practical Program, *taking into account:*
  - Population,
  - Context and
  - Parameters

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5. Program – Implementation [plan]

Program Effect

=

Quality Program

x

Quality Implementation

⟶ Planned Behavior Change

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6. Implementation – Evaluation [plan]

- RCT
- Process
- Determinants
- Behavior
- Problem

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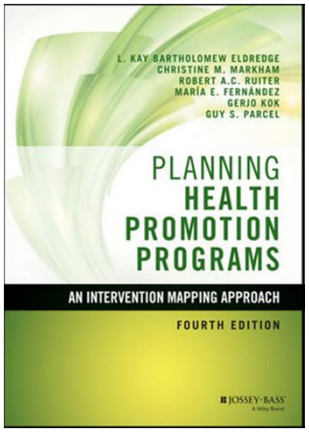
Effectiveness of a behavior change intervention: Quality of the planning

Intervention Mapping:
Theory- & Evidence-Based

→ Open access publications
→ Find an expert!



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- Google Scholar:
  - “Intervention Mapping”
  - “Intervention Mapping” taxonomy
  - “Gerjo Kok”

- g.kok@maastrichtuniversity.nl