

Module 2 Unit 4

This is an **OPTIONAL READING**

Brieger, W. (n.d.). Health behavior and the ecological model [powerpoint presentation]. Retrieved from <http://ocw.jhsph.edu/courses/SocialBehavioralFoundations/PDFs/Lecture2.pdf>. [Slides 53-72]. [22 slides (powerpoint).]

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Health Behavior and the Ecological Model

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Section D

The Ecological Model: Avoiding Blaming the Victim by Identifying the Locus of Needed Change

53

Ecological Model

- ✦ **Intrapersonal factors**
 - Characteristics of the individual
- ✦ **Interpersonal processes and primary groups**
 - Formal and informal social networks and support
- ✦ **Institutional factors**
 - Organizational characteristics and rules

Continued 54

Ecological Model

- ✦ **Community factors**
 - Relationships among organizations and networks
- ✦ **Public policy and laws**
 - At local, regional, and national levels

55

Example: Adolescent Sexual Behavior

- ✦ **Intrapersonal**
 - Beliefs about vulnerability; gender differences in sexual initiation and attitudes
- ✦ **Interpersonal**
 - Peers validate sexual behavior; families may influence sexual initiation

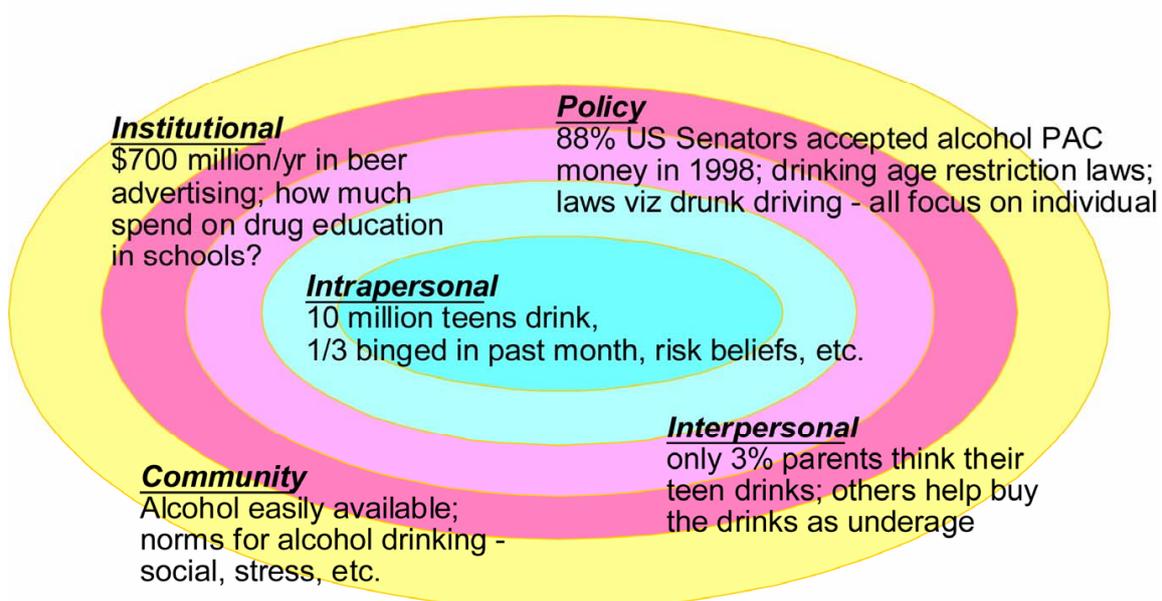
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Example: Adolescent Sexual Behavior

- ✦ **Institutional**
 - Poor access to reproductive health services; clinics not “youth friendly”
- ✦ **Community norms**
 - Double standards for male and female
- ✦ **Public policy**
 - Punitive instead of educational approach; public avoidance of information sharing

57

Example: Teenage Drinking



58

Example: Insecticide-Treated Nets

- ✦ Intrapersonal
 - Net use, beliefs, perceptions
- ✦ Interpersonal
 - Household power issues
- ✦ Community
 - Ability to organize



Photo: CDC

Continued 59

Example: Insecticide-Treated Nets

- ✦ Organizational
 - Public resources, private sector role
- ✦ Policy
 - Taxes, tariffs, priorities on prevention



Photo: CDC

ITNs in Context

- ✦ Nets come in various sizes and cost \$3.00
- ✦ Insecticide treatment with deltamethrin takes place every six months and costs \$0.50 per net each time

Continued 61

ITNs in Context

- ✦ Community-based distribution programs take many forms including local distributors, local production, community involvement
- ✦ Cultural contrast—Herbs are the best prevention since one cannot avoid “causes” of hard work in the hot sun

Intrapersonal-Level Questions

- ✦ What are the perceived benefits?
 - Beautify home
 - Keep warm
 - Give privacy
 - Kills other insects

Continued 63

Intrapersonal-Level Questions

- ✦ What are perceived constraints?
 - Costs, continual
 - Heat in dry season
 - Perceived need lower when mosquitoes few
 - Prefer alternatives: Window screens, aerosols

Continued 64

Interpersonal-Level Questions

- ✦ What is the family structure?
 - Decision making
 - Allocation of resources
 - How many nets needed?
 - Can we re-treat all nets?

Continued 65

Interpersonal-Level Questions

- ✦ Small children are most at risk, but do they get priority in the household?
- ✦ What social groups in community promote nets and other health innovations?

Community-Level Questions

- ✦ Are there local marketing mechanisms?
- ✦ Are there associations that could take responsibility?
- ✦ Is there a history of participation and organization?
- ✦ How will overall leadership structure impact on programs?
- ✦ Are there sub-group or ethnic tensions?

67

Re-treatment Can Be a Community Affair If One Accounts For ...

- ✦ Subsections and neighborhoods
- ✦ Locations where there is water and a place to dry
- ✦ Ethnic groups
- ✦ Gender roles
- ✦ Leadership

68

Organizational-Level Questions

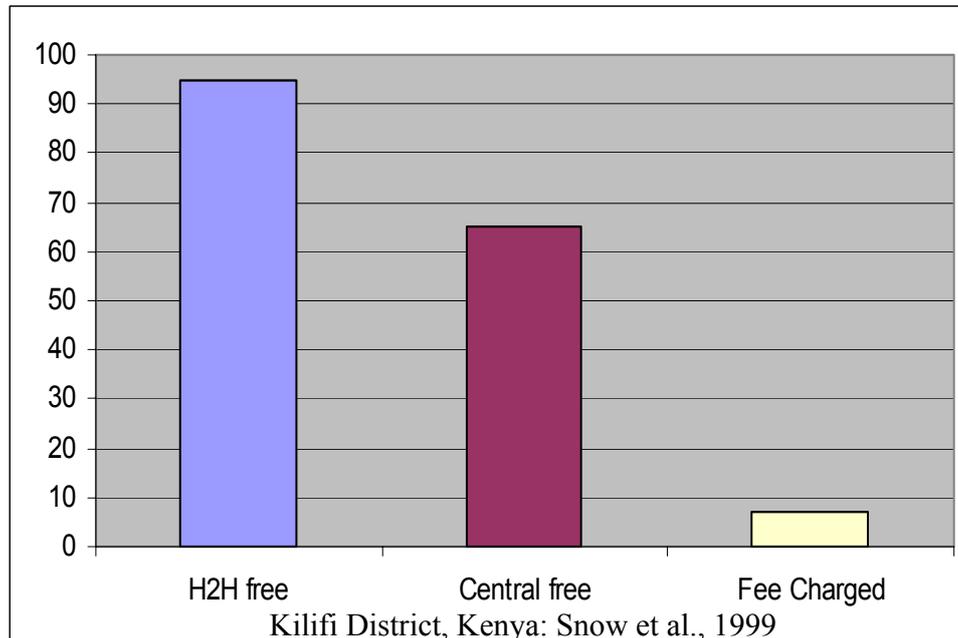
- ✦ Is malaria (and prevention) a priority for the health services?
 - Will nets be free, subsidized, or at cost?
 - Will distribution be house-to-house or central?
- ✦ What funds and staffing are allocated to malaria control?

Continued 69

Organizational-Level Questions

- ✦ Is there planning and monitoring capacity?
- ✦ What is the potential role of the private and NGO sectors?
- ✦ What of other development sectors—finance, education, commerce, development, etc.?

How Health System Organizes Delivery Mechanism Affects Re-treatment



71

Policy-Level Questions

- ✦ Is there a national malaria policy?
- ✦ Is provision of nets and insecticides part of government policy, including pricing issues?
- ✦ Is the private sector included?
- ✦ What are customs regulations concerning import of net materials—taxes, tariffs?
- ✦ Who makes these decisions—what vested interests?

72