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**HSC 315:**  
**Public Health**  
**7/22/19**

# AGENDA

## ASSIGNMENT 3

- Target Audience
- Social Ecological Model

## Course Logistics

- Use of Video Recordings for ASSIGNMENT 3

# Wrapping up

## HSC 315

### ▶ **Last week of the Term!**

- ▶ ASSIGNMENT 2 has been evaluated by Prof. Mukherjea. All scores (group and individual) are posted on Blackboard.
- ▶ Total scores for Attendance have been updated; please contact Prof. Mukherjea with any errors (with documentation of reasons/approvals for absences).
- ▶ ASSIGNMENT 3 will be presented by each group next week (7/29/19). Unless otherwise requested, Prof. Mukherjea will record presentations to review for purposes of fair evaluation and transparency in grading.
- ▶ Scores for ASSIGNMENT 3 participation, along with Final Grades (Weighted), will be posted by 8/3/19. Any questions about these evaluations must wait until the start of the next academic to be addressed.

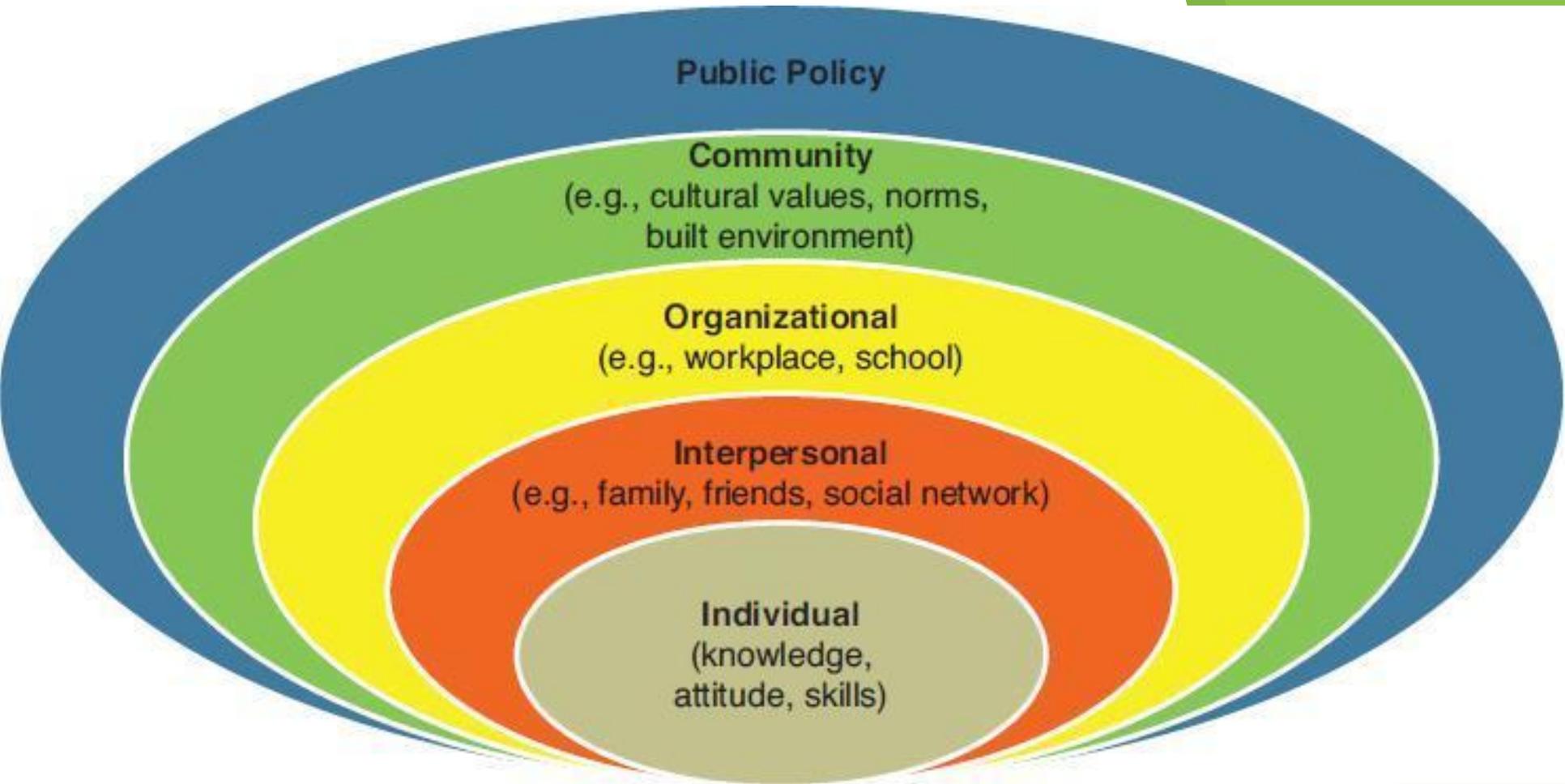


# **ASSIGNMENT 3: COMMUNITY PRESENTATION**

# Target Audience

**Presentation will be geared to an audience that will have a representative cross-section of the constituency**

- ▶ It should be assumed that members of at-risk populations (and their interpersonal and/or community networks) will be in attendance
- ▶ Recommendations for specific changes in behavior or environments must be realistic at face value for potential effectiveness
- ▶ Particular suggestions for any given individual(s) should identify specific steps and accessible resources for actions to be successfully executed
- ▶ Language and graphics must be presented in a manner that is understandable by the general public and adapted appropriately for any targeted subgroups within the constituency
- ▶ All recommendations tailored to at-risk populations must target the specified levels of the social ecological model.



# Application of Social Ecological Model

Use of Framework to Address Public Health Problems

[https://www.youtube.com/watch?v=xhUxOZRn\\_4E](https://www.youtube.com/watch?v=xhUxOZRn_4E)

# Individual Level

**Characteristics of an individual that influence behavior change, including biology, knowledge, attitudes, behavior, self-efficacy, developmental history, gender, age, values, goals, expectations, literacy, stigma, and others**

## Examples of interventions targeting individual level:

- ▶ Nicotine-replacement therapy for tobacco cessation
- ▶ Email alert reminders to get flu shot
- ▶ Signs by elevators recommending use of stairs
- ▶ Smart phones counting calories or assessing nutritional content
- ▶ Apps that automatically put tablets / computers used by children to “sleep” after a certain period of time
- ▶ Physicians asking patients their preferred gender identity during clinical visits or recommending treatment

# Interpersonal Level

**Formal and informal social networks and social support systems that can influence individual behaviors, including family, friends, peers, co-workers**

## Examples of interventions targeting interpersonal level:

- ▶ Adoption of smoke-free homes
- ▶ Discounted gym memberships for couples or families
- ▶ Cookbooks that highlight preparation of healthy bulk meals at lower cost and long shelf life
- ▶ Parent-child team sporting events hosted by schools
- ▶ Couples counseling at community- or faith-based institutions
- ▶ Professional retreats outside of regular work setting
- ▶ Trainings on affirmative consent (“yes means yes”) in high schools and college campuses

# Community Level

**Relationships among networks within population groups who have shared identities, active subscription to common beliefs & social norms, and accepted manners of behavior**

## Examples of interventions targeting community level:

- ▶ Clean needle exchanges for intravenous drug users
- ▶ Free condom distributions and non-punitive testing of illicit substances for dangerous contamination at social clubs
- ▶ Mass fluoridated water coolers at gymnasiums and sporting events
- ▶ Subsidized healthy food options advertised and sold by vendors for academic club meetings
- ▶ “Topsy tow” services or free public transportation from holiday or public celebrations in metropolitan areas
- ▶ Faith-based organizations emphasizing gender equity and inclusion of same-sex individuals