Pathways to a Health Competent Society Conceptual Frameworks

Examples from Country and Global Projects

Center for Communication Programs
The Johns Hopkins University Bloomberg School of Public Health
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Pathways to a Health Competent Society
Conceptual Framework -- At a glance

Underlying Conditions
- Social Political Environment
- Service Delivery System
- Community/Individual

Domains of Communication
- Context
- Resources

Initial Outcomes
- Environment
- Service Systems
- Community
- Individual

Behavioral Outcomes
- Supportive Environment
- Service Performance
- Client Behaviors:
  - Community
  - Individual

Sustainable Health Outcomes
- Reduction in:
  - Unintended/mistimed pregnancies
  - Morbidity/mortality from pregnancy/childbirth
  - Infant/child morbidity/mortality
  - HIV transmission
  - Threat of infectious diseases
Pathways Conceptual Framework -- Full version

Underlying Conditions

Context
- Disease Burden
- Social
- Cultural
- Economic

Disease Burden
- Social
- Cultural
- Economic

Communication
- Technology
- Political
- Legal

Resources
- Human and Financial Resources
- Strategic Plan/Health Priorities
- Other Development Programs
- Policies

Domains of Communication

Social Political Environment
- Community action groups
- Media advocacy
- Opinion leader advocacy
- Organizational development
- Coalition building

Service Delivery System
- Norms & standards
- Rewards & incentives
- Job/peer feedback
- Job aides
- Training in CPI
- Supportive settings
- Community outreach
- Internet portals
- Distance learning

Community & Individual
- Participation in social change efforts
- Strengthening social networks
- Peer support groups
- Multimedia programs
- Enter-education
- Social marketing
- Household care
- Interactive media & internet

Initial Outcomes

Environment
- Political will
- Resource allocation
- Policy changes
- Institutional capacity building
- National coalition
- National community strategy

Service Performance
- Availability
- Technical competence
- Information to client
- Interpersonal communication
- Follow-up of clients
- Integration of services

Client Behaviors
- Leadership
- Participation equity
- Information equity
- Priority consensus
- Network cohesion
- Ownership
- Social norms
- Collective efficacy
- Social capital

Individual
- Message recall
- Perceived social support/stigma
- Emotion and values
- Beliefs and attitudes
- Perceived risk
- Self-efficacy
- Health literacy

Behavioral Outcomes

Supportive Environment
- Multi-sectoral partnerships
- Public opinion
- Institutional performance
- Resource access
- Media support
- Activity level

Service Performance
- Access
- Quality
- Client volume
- Client satisfaction

Client Behaviors
- Community
- Sanitation
- Hospice/PLWA
- Other actions

Individual
- Timely service use
- Contraception
- Abstinence/partner reduction
- Condom use
- Safe delivery
- BF/nutrition
- Child care/immuniz.
- Bednet use
- Hand washing

Sustainable Health Outcomes

Reduction in:
- Unintended/mistimed pregnancies
- Morbidity/mortality from pregnancy/childbirth
- Infant/child morbidity/mortality
- HIV transmission
- Threat of infectious diseases
Pathways Conceptual Framework for HIV/AIDS

Underlying Conditions
- Context
  - Population and Disease Burden
  - Social
  - Cultural
  - Economic
- Communications Technology
- Political
- Legal
- Resources
  - Human and Financial Resources
  - Strategic Plan/Health Priorities
  - Multisectoral Development Programs
  - Policies

Example Communication Interventions in Three Domains
- Social Political Environment
  - Community action groups
  - Media advocacy
  - Opinion leader advocacy
  - Participatory planning
  - Coalition building
- Service Delivery System
  - Norms & standards
  - Rewards & incentives
  - Job/peer feedback
  - Job aides
  - Training in counseling
  - ICT portals and links
  - Community outreach
  - Distance learning
- Community & Individual
  - Participation in social change efforts
  - Strengthening social networks
  - IP/C and peer education
  - Mass media programs
  - Enter-education approaches
  - Condom marketing
  - Home-based care
  - Interactive media

Initial Outcomes
- Political will
- Resource allocation
- Policy changes
- Institutional capacity building
- National coalitions
- National communication strategy
- Availability
- Technical competence
- Information to client
- Interpersonal communication
- Follow-up of clients
- Integration of services
- Leadership
- Participation equity
- Information equity
- Consensus on priorities
- Network cohesion
- Ownership
- Social norms
- Collective efficacy
- Social capital
- Knowledge
- Beliefs and attitudes
- Values
- Perceived:
  - risk
  - self efficacy
  - social support
- Emotional response
- Personal advocacy
- Skills

Behavioral Outcomes
- Supportive Environment
  - Multi-sectoral partnerships
  - Public opinion
  - Institutional performance
  - Resource access
  - Media support
  - Level of activity
- Service Performance
  - Access
  - Quality
  - Client volume
  - Client satisfaction
- Behaviors
- Community
  - Open dialogue
  - Stigma reduction
  - Care/support - PLHA
  - Care/support OVC
- Individual
  - Sexual abstinence
  - Sexual delay
  - Partner reduction
  - Condom use
  - Safe needle practices
  - Service access VCT, STIs, OIs, ARVs, safe delivery, safe blood
  - Informed BF
  - Safe feeding/weaning

Reduced transmission of HIV and social norms for care and support for PLHA

Source: Health Communication Partnership, 2004
Pathways to a Youth Friendly Society
Reproductive Health & HIV/AIDS Prevention in UGANDA

Underlying Conditions

1. Context
   - Disease Burden
   - Social
   - Cultural
   - Economic
   - Communication Technology
   - Political
   - Legal

2. Resources
   - Human and Financial Resources
   - Strategic Plan/Health Priorities
   - Other Development Programs
   - Policies

Domains for Communication Interventions
Formative Research

3. Initial Outcomes
   Process/Monitoring
   - National communication framework
   - Systems for youth involvement
   - National Youth Coalition
   - Resource leveraging
   - BCC capacity strengthened
   - Youth access to SRH info
   - Participatory communication, peer educators, teachers
   - Youth-oriented service providers
   - Teachers empowered to discuss SRH
   - Consistent SRH info in schools, health, youth centers
   - Community dialogue involving youth
   - Local advocacy against practices increasing youth risk
   - Community capacity to address youth priorities
   - Perceived social support for healthy practices
   - Self-efficacy for SRH decisions
   - Opportunities for expression
   - Skill & confidence to communicate with others
   - Knowledge & skills to prevent SRH risk
   - Recall of YouthFirst approaches
   - Perceived SRH risk
   - Positive gender roles

Behavioral Outcomes
Summative Evaluation

4. Sustained Health and Education Outcomes
   - Sustained youth communication/multiple channels
   - Recognized Ugandan leadership in BCC
   - Consistent SRH information across all channels
   - Increased utilization of youth friendly services
   - Increased uptake of SRH services
   - Increased utilization of VCT
   - Teachers discussing SRH with pupils
   - Youth participation in community life
   - Parental involvement in children's education
   - Social norms to support youth self determination
   - Delayed sexual debut
   - Secondary abstinence
   - Partner reduction
   - Reduction in alcohol & drug abuse
   - Increased use of ARH services
   - Delayed age of marriage
   - Increased use of contraceptives, including condoms

Sustainable Outcomes

5. Decrease in HIV prevalence
   - Decrease in STI prevalence
   - Decrease in unplanned pregnancies
   - Increase in youth completing P6 and beyond
Pathways to HIV/AIDS Prevention & Care

**Context**
- Population and Disease Burden
- Social
- Cultural
- Economic
- Communications Technology
- Political
- Legal

**Resources**
- Human and Financial Resources
- Strategic Plan/Health Priorities
- Multisectoral Development Programs
- Policies

**Interpersonal Communication/Counseling**

**Community & Group Learning Processes**

**Mass Media**

**Social Political Environment**
- Political will
- Resource allocation
- Policy changes
- Institutional capacity building
- National communication strategy
- Availability
- Technical competency
- Information to clients
- Interpersonal communication
- Follow-up of clients
- Integration of services
- Leadership
- Participation equity
- Information equity
- Priorities consensus
- Network cohesion
- Ownership
- Social norms
- Collective efficacy
- Social capital
- Knowledge
- Beliefs, attitudes & values
- Perceived:
  - risks
  - self efficacy
  - social support/stigma
- Emotional response
- Personal advocacy
- Skills

**Service Delivery Systems**
- Access
- Quality
- Client volume
- Client satisfaction

**Service Performance**
- Multi-sectoral partnerships
- Public opinion
- Institutional performance
- Resource acquisition
- Media support
- Activity level

**Behaviors**
- Sexual abstinence, delay or partner reduction
- Condom use
- Appropriate service utilization: VCT, safe delivery, safe injections and treatment of STIs, OIs, TB
- Informed breastfeeding or safe alternatives
- Reduction of stigma/discrimination

**Reduced transmission of HIV**

**Improved social norms of care and support for PLWHA**

Social Change Pathways for Namibia

**Sustainable Outcomes**

US Govt/Namibia

"Reduce the spread & impact of HIV/AIDS in Namibia"

By 2008:
- 23,000 receiving ART
- 118,000 receiving care and support

By 2010:
- 72,000 infections averted

**Supportive Environment**

- Multi-sectoral partnerships
- Public opinion
- Institutional performance
- Resource acquisition
- Media support
- Activity level

**Service Delivery**

- Access
- Quality
- Client volume
- Client satisfaction

**Community**

- VCT centers
- PLHWA care, support, and treatment
- OVC support system
- Reduction of stigma

**Individual**

- Delay of sexual debut
- Abstinence/partner reduction
- Condom use
- VCT, PMTCT+ use and HAART adherence

**Initial Outcomes**

**Underlying Conditions**

Context
- Disease Burden
  - Social
  - Cultural
  - Economic
- Communication
  - Technology
  - Political
  - Legal

Resources
- Human and Financial Resources
- Strategic Plan/Health Priorities
- Other Development Programs
- Policies

**Supporting Activities**

Strategic Information

(formative, process, program information)

Quality Assurance

(training, job aids, promotion of services)

Capacity Building

(communities, leaders, networks, NGOs, government)

**Key Social Change Activity**

Community Mobilization Activity

Community Action Forums
Distance Learning
Life Skills Package

Source: Namibia Emergency Plan COP, 2004
Conceptual Framework: South Africa
Communication Pathways to a Health-Competent Society

Underlying Conditions
- Context
- Disease Burden
- Social
- Cultural
- Economic
- Communication Technology
- Political
- Legal

Resources
- Human and Financial Resources
- Strategic Plan/Health Priorities
- Other Development Programs
- Policies

Domains for Communication Interventions
- Social Political Environment
- Service Delivery System
- Community
- Individual

Initial Outcomes
- • Data for policy making
- • Institutional change
- • Communication capacity
- • Consortium
- • Media advocacy
- • Service provider skills
- • Referral networks
- • Access
- • Quality
- • Youth friendly
- • Client empowerment
- • Community dialogue
- • Local advocacy
- • Social norms
- • Collective efficacy
- • Social capital
- • Community capacity
- • Empathy, emotional response
- • Perceived: risk, self efficacy, social support, stigma
- • Beliefs, attitudes, values, skills
- • Gender equity norms

Behavioral Outcomes
- SUPPORTIVE ENVIRONMENT
  • Multi-sectoral partnerships
  • Sustained/ coordinated communication
  • Institutional performance
  • Media support
- SERVICE PERFORMANCE
  • Teachers discuss SRH with students
  • Increased use of PMTCT/VT services
  • Client & provider satisfaction
  • Drug adherence
- COMMUNITY CAPACITY
  • Home care
  • Parenting skills
  • Support group participation
  • Youth mobilized
  • PLWA support
  • Improved leadership
  • Community readiness
  & action
- HEALTHY LIFESTYLES
  • HIV testing
  • Abstinence
  • Partner reduction
  • Faithfulness
  • Delayed sexual debut
  • Condom use
  • BF/nutrition
  • Contraception

By 2008:
500,000 reached with ART
2,500,000 reached with care and support
By 2010:
1,800,000 new infections prevented
Pathways Framework for Malaria prevention and control

Underlying Conditions
- Context
  - Disease Burden
  - Social
  - Cultural
  - Economic
- Communication
  - Technology
  - Political
  - Legal
- Resources
  - Human and Financial Resources
  - Strategic Plan/Health Priorities
  - Other Development Programs
  - Policies

Domains of Communication
- Social Political Environment
  - National Malaria website
  - Policy guidelines
  - Malaria Resources center
  - Media advocacy
  - IEC Steering committee
  - Coalition building
- Service Delivery
  - IPC training for providers
  - Job aids (flip charts, cue cards, etc.)
  - Guidelines
  - Program integration
  - Client satisfaction program
  - Skills building/technical areas
  - Availability of LLINs and treatment packages
- Community & Individual
  - Media campaigns
  - Radio programs
  - Print materials
  - CORPS
  - Village days (cleaning, nets, etc.)
  - Village recognition
  - Enter-education
  - Social marketing
  - Household care
  - In-school programs

Initial Outcomes
- Environment
  - Political will
  - Resource allocation
  - Policy guidance
  - Institutional capacity building
  - National coalition
  - National communication strategy
  - Availability of stocks
  - Medicines & nets
  - Technical competence
  - Information to client
  - Improved interpersonal communication
  - Follow-up of clients
  - Integration of services
- Community
  - Leadership for malaria
  - Information equity
  - Priority consensus
  - Network cohesion
  - Ownership
  - Social norms
  - Collective efficacy
  - Social capital
  - Message recall
  - Perceived social support/stigma
  - Emotion and values
  - Beliefs and attitudes
  - Perceived risk
  - Self-efficacy
  - Health literacy
- Individual

Behavioral Outcomes
- Supportive Environment
  - Multi-sectoral partnerships
  - Public opinion
  - Institutional performance
  - Resource access
  - Media support
  - Activity level
- Service Performance
  - Access to meds
  - Quality of services
  - Correct diagnosis
  - IPT1 and IPT2 adherence
  - Client satisfaction
- Behaviors
  - Community
    - improved environmental vector control
    - Participating villages
    - Leaders advocating
    - For malaria prevention
    - Resource allocation
  - Individual
    - seeking early treatment
    - Individuals sleeping Under nets
    - adherence of treatment completion
    - Appropriate IRS
    - Pregnant women attending Antenatal visits
    - Houses getting IRS

Reduce the burden of malaria by 80% by the end of 2013
Guided by Theory-based Frameworks

PACTO Model for HIV Combination Prevention

**Combination Prevention Components**
- **STRUCTURAL** (Enabling Environment)
  - Leadership
  - Advocacy
  - Media Engagement
- **BEHAVIORAL**
  - Community
  - Media
  - Champions
- **HIV SERVICES**
  - Continuum of Prevention (Clinic ↔ Community)
  - Promote HIV Services

**Context of Change**
- **Socio-Cultural**
  - Gender norms
  - Stigma
- **Behavioral**
  - Risk perception
  - Concurrent Partners
  - Condom use

**Desire for Change**

**Social/Behavioral Outcomes**
- **Adults**
  - ↑ Risk perception
  - ↑ Testing
  - ↓ Partner reduction
- **PLH**
  - ↑ Condom use
  - ↑ Treatment
  - ↑ Disclosure
- **Youth**
  - ↑ Secondary abstinence
  - Delay sexual debut
  - ↓ Inter-generational sex
- **Community Social Norms**
  - ↓ Stigma
  - ↑ Open dialogue
  - ↑ Support networks
- **Facilities/Services**
  - ↑ Referral systems
  - ↑ Uptake of testing
  - ↑ Link to Community Support
- **Capacity**
  - ↑ Strategic Leadership
  - ↑ Sound Management
  - ↑ Technical Excellence

**Health Outcome**

Reduced HIV Incidence
### Contextual Variables

**Context**
- Maternal & infant mortality
- Marital traditions
- Gender Issues
- Ideal family size
- Traditional beliefs about fertility & disease
- Economic conditions
- Political dimension of fertility control

**Resources**
- Human and Financial Resources
- Maternal Health and FP Health Priorities
- Educational Infrastructure
- Health Policies, Plans and Strategies
- Media infrastructure

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### Domains for Communication Interventions

**Social Political Environment**
- Shared strategic vision
- Resource allocation
- Institutional capacity building
- National advocacy coalition
- National RH/FP communication strategy

**Service Delivery System**
- Functional Maternities
- Skilled and caring providers
- FP information and counseling
- Partnership with communities
- Visible FP program
- Youth friendly services

**Community/Individual**
- Health guardian groups
- Community defined quality
- Peer networks
- Women FP networks
- FP a social norm
- Collective efficacy for Safe Motherhood

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### Initial Outcomes

**Social Political Environment**
- Supportive Environment:
  - Favorable FP public opinion
  - Resource acquisition
  - Media support
  - National RH/FP communication campaigns

**Service Delivery System**
- Service Performance:
  - Access
  - Quality
  - Client volume
  - Client satisfaction
  - Health needs covered

**Community**
- Community:
  - Maternal evacuations
  - Joint health planning & action
  - Women FP discussions
  - Youth/school group engagement

**Individual**
- Individual:
  - Timely service use
  - Contraceptive use
  - Partner reduction
  - Safe sex practices
  - Birth preparedness plan use
  - Safe delivery

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### Sustainable Health Outcomes

- Reductions in:
  - Unintended/mistimed Pregnancies
  - Morbidity/mortality from pregnancy/childbirth
  - Infant/child morbidity/mortality
Conceptual Framework
Communication Pathways to a Smoke-Free Society

Underlying Conditions
- Enabling Environment
  - Advocacy with leaders
  - Media advocacy
  - New social norms in media
  - Coalition Building
  - Health Reform / FCTC

Strategic Communication Approach
- Supportive Services
  - Workplace attitudes
  - Directors promoting smoke-free settings
  - Counseling training
  - Provider job aids

Initial Outcomes (process)

Behavioral Outcomes
- Resource allocation
- Political will – Policy champions at all levels
- National coalitions
- National & “local” strategies

Supportive Environment
- FTCT implementation
- Public opinion
- New policy & laws
- Policy enforcement

Improved Services
- Access to assistance
- Smoke free clinics

Health Behaviors:
- Community
  - Reinforce smoking restricted areas
  - ID for purchasing
  - Multi-sector education/reinforcement

Reductions in:
- Smoking prevalence
- 2nd hand smoke exposure
- Tobacco related diseases

Sustainable Tobacco Control Outcomes

Context
- Tobacco Burden
- Social Cultural
- Communication Technology
- Political
- Framework Convention

Resources
- Human and Financial Resources

Policies

Community / Individual
- Community outreach
- Smoke free homes
- Local media
- Environmental cues
- Interpersonal communication

Individual
- Perceived social support/stigma
- Emotion and values
- Beliefs and attitudes
- Self-efficacy

Center for Communication Programs
Communication For HIV Prevention & Treatment in Mozambique

**Underlying Conditions**
- High HIV prevalence
- Low-risk perception
- HIV myths exist
- Women 3x risk
- Concurrent partnerships
- Low male circumcision
- Gender inequity
- High Poverty
- Low Education
- Weak Communication Infrastructure
- PEN II Strategy
- Nat'l Comm Strategy & rollout
- Nascent civil society

**Strategic Communication Approaches**
- Social & Behavioral Norms
  - Media Advocacy
  - Public debate with Leaders
  - Model behavior change via mass media (TV, radio):
    - equitable gender norms
    - cross generational sex
    - concurrent partners

- Services & Prevention
  - Promote HIV/AIDS services
  - Mainstream PMTCT
  - Advocacy and life skills for OVCs
  - Targeted condom distribution
  - Increase condom use with MARP

- Capacity Strengthening
  - Consolidated Coordination & Leadership
  - Train partners in behavior change skills
  - National and provincial communication forums

**Intermediate Social and Behavior Change Results**
- Media Investment
- Favorable Media Policy
- Public Commitment
- Gender Norms examined
- Preventive Behaviors Modeled
- Values Perceived:
  - risk perception
  - self efficacy
  - social support for PLHA & OVC

- Collective Efficacy

**Sustainable Health Outcomes**
- Reduced Stigma
- Increase Use of HIV Services
- Reduced HIV Transmissions

Coordinated implementation
- National & provincial leadership
- Exit strategy in place