

Behavior change theories and women's health

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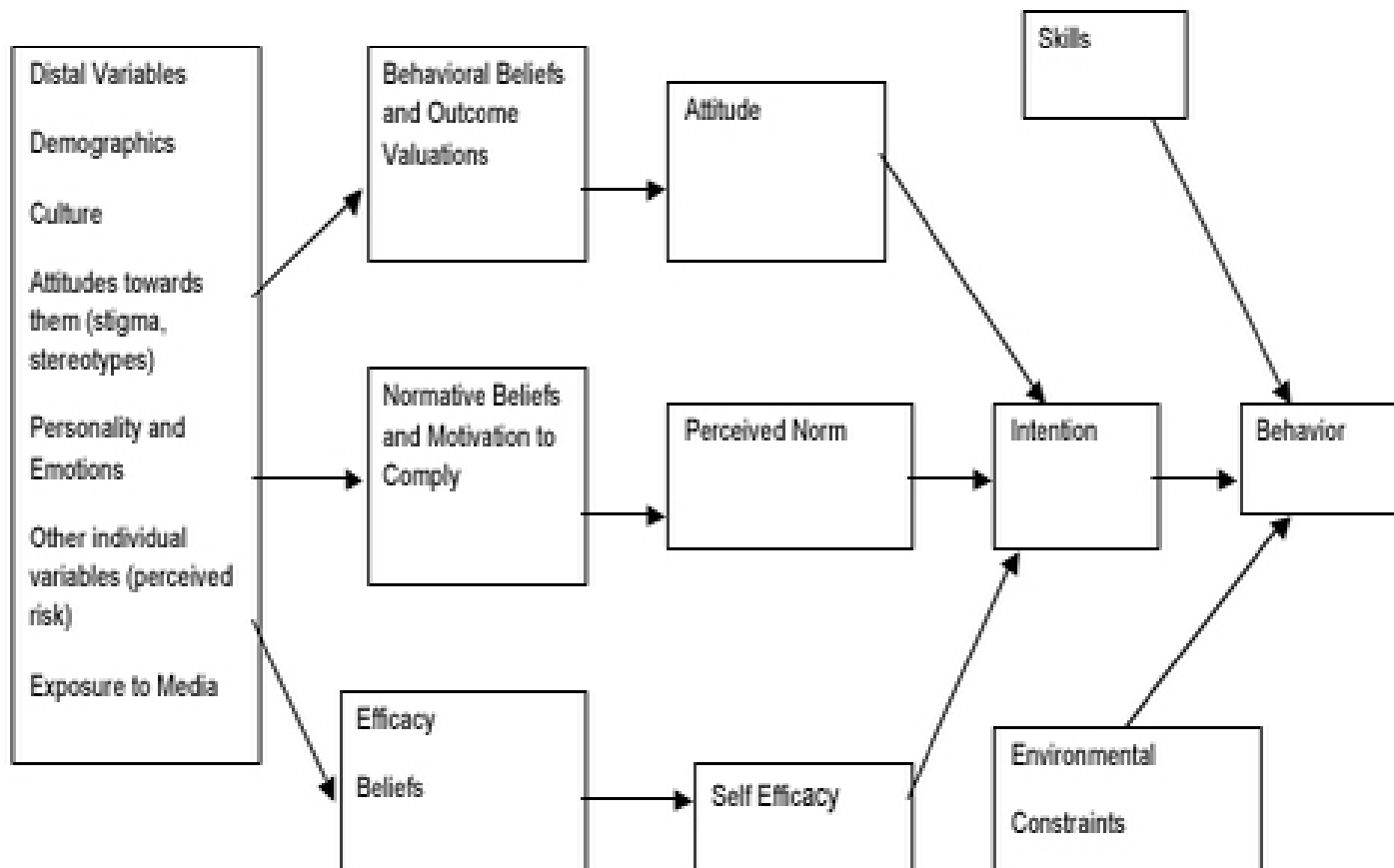
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Social sciences and healthcare

- Public health and communication
- Persuasion, convincing people to voluntarily do certain things for their health
- A communication task
- About messages – how to design them
- About audiences – identifying and appealing
- Behavior change approach guiding principle for health promotion
- Psychology, anthropology, communication

Healthful behaviors to prevent non-communicable diseases





Integrated Model of Behavior Change
Fishbein & Cappella

Non-communicable diseases

- Women more likely than men to have diabetes, android-type obesity, high cholesterol (FNRI 2008)
- Related to top chronic NCDs among women
- Women also prone to pregnancy and childbirth related health issues
- Health disease, stroke, diabetes
- Preventable and manageable
- Healthful behaviors

BC lessons: Beliefs not knowledge

- It doesn't matter how much and what you know, what matters is what you believe
- Beliefs about the behavior, beliefs about normative pressures
- Attitudinal constraints against use of modern methods of family planning
- Normative constraints on physical activity
 - Women have special constraints



Constraints for women

girls are “restrained from practicing regular physical activity and sport, whether through a lack of safe and supportive environments, a shortage of income and leisure time, negative cultural stereotypes of body image, social norms surrounding dress and mobility or due to the common perception that sport is unfeminine.” –NCD:A Priority for Women’s Health, UICC et al

BCC Lessons: Self-efficacy

- Psychological barrier to behavior change
- Confidence that you can do the behavior even under challenging circumstances
- Confidence that you can refuse a cigarette even when having coffee with friends who are smoking around you

“I want to thank my parents for giving me confidence disproportionate to my looks and abilities, which is what all parents should do.”

Tina Fey
on receiving an Emmy for Best Actress, 2008



Women as conduits to children's health

- *Iligtas sa Tigdas si Baby* campaign of DOH in the early 1990s
- Focused target behavior, message, and information
- Child undernutrition in Aurora province
- Addressing incorrect information, highlighting role of social support and normative persuasive appeals

BC: bringing the social sciences into health care

- Primary data collection should guide research for communication campaigns
- Examine the practice of health communication in the public health sector
- Multidisciplinary teams are highly valued
- Preventive healthcare is about how people act and make the choices they make, this requires social scientific understanding

Thank you.
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