

HEALTH COMMUNICATION AND THEORY TUTORIAL TOOLKIT

This toolkit was made to help you train a group of people. You can either go through the tutorial as a group by viewing it online or you can download the PDF version of the tutorial. Both options are available on the Mary Amelia Women's Center website at <http://womenshealth.tulane.edu/pages/detail/65/tutorials>.

In addition to going through the tutorial, you can use the items in this toolkit to make the training more interactive. If you would like additional materials, or if you have questions, please email mac@tulane.edu.

Highlights:

- This tutorial explains why theory is important in terms of planning a health communication campaign. Then it describes in depth three popular behavioral theories and how they can be applied to planning a health communication campaign geared at promoting breastfeeding. The three theories discussed include the Theory of Planned Behavior, the Social Learning Theory, and the Transtheoretical Model.

Learning Objectives:

- By the end of this tutorial, you will
 - Understand some behavioral theories and how they affect the way individuals make decisions regarding their health
 - Have the skills to apply the components of behavioral theories to make more effective campaign messaging

Duration:

- 34 PowerPoint slides
- Approximately 20 minutes

Chapters:

- Why theory is important in health communication
- Theory of Planned Behavior
- Social Learning Theory
- Transtheoretical Model

In this toolkit, you will find the following:

- References
- Review Questions
- Answer Sheets
- Additional Activities

References

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Review Questions for *Health Communication and Theory* Tutorial

Name: _____

Date: _____

Please circle the correct answer:

1. According to the Theory of Planned Behavior, what directly predicts the performance of a given behavior?
 - A. Previous Experiences
 - B. Intentions
 - C. Role Models
 - D. Motivation

2. What influences intentions?
 - A. Social Norms
 - B. Behavioral Attitude
 - C. Perceived Behavioral Control
 - D. All of the Above

3. The Bobo Doll Experiment in the 1960s supported which theory?
 - A. The Social Learning Theory
 - B. The Theory of Planned Behavior
 - C. The Transtheoretical Model
 - D. The Diffusion of Innovation Theory

4. According to the Social Learning Theory, people are more likely to imitate the behavior of others if the situation is:
 - A. Private and Stressful
 - B. Public and Ambiguous
 - C. Uncomfortable and Important
 - D. Laid back and Friendly

5. In the Transtheoretical Model, at what stage does the audience intend to change their behavior within the next 30 days and has taken some steps in this direction?
 - A. Precontemplation
 - B. Contemplation
 - C. Preparation
 - D. Action

Answer Sheet

1. The correct answer is B (Intentions).

Intentions are assumed to capture the motivational factors that have an impact on a behavior. Intentions are influenced by behavioral attitudes, social norms, and perceived behavioral control. As a general rule, the more favorable the attitude, the subjective norm, and the perceived control, the stronger the person's intention to perform the behavior in question will be.

2. The correct answer is D (All of the Above).

According to the Theory of Planned Behavior, social norms, behavioral attitudes, and perceived behavioral control all influence your intentions. As a general rule, the more favorable the attitude, the subjective norm, and the perceived control, the stronger the person's intention to perform the behavior in question will be.

3. The correct answer is A (The Social Learning Theory).

The Social Learning Theory is supported by an experiment in the 1960s in which children witnessed adults interacting with an inflatable clown known as a Bobo doll. Then the children were given the opportunity to play with the doll. Results showed that the children who watched the adults being aggressive with the doll were more likely to also behave aggressively towards the doll. Further, a later study showed that witnessing the adult being punished for the aggressive behavior decreased the likelihood that children would imitate the behavior.

4. The correct answer is (Public and Ambiguous).

According to the Social Learning Theory, a situation is ambiguous if it can be understood in two or more ways so there isn't a clear way to act. The situation is public if there are a lot of people around to witness the behavior. During these situations, people are more likely to look to others for guidance on how to act.

5. The correct answer is C (Preparation).

This is the third stage. If your audience is in this stage, your campaign messaging should assist them in developing concrete action plans and setting gradual goals.

Additional Activities

- Watch these commercials and discuss whether or not you think theory was used to make them. Think about how different theories can be applied to them to make them better.
 - New York State Department of Health and WIC
<http://www.youtube.com/watch?v=qjoWWUYDKQM>
 - New York State Department of Health and WIC
<http://www.youtube.com/watch?v=Vyxh8RnuK3U>
 - thebump.com http://www.youtube.com/watch?v=hy_LPsHXwlg&feature=related
 - thebump.com <http://www.youtube.com/watch?v=GzwOTwghPoQ&feature=relmfu>
- Additional Resources on Health Communication
 - National Cancer Institute - Theory at a Glance
<http://www.cancer.gov/cancertopics/cancerlibrary/theory.pdf>