

A “people & places” framework for public health planning and action

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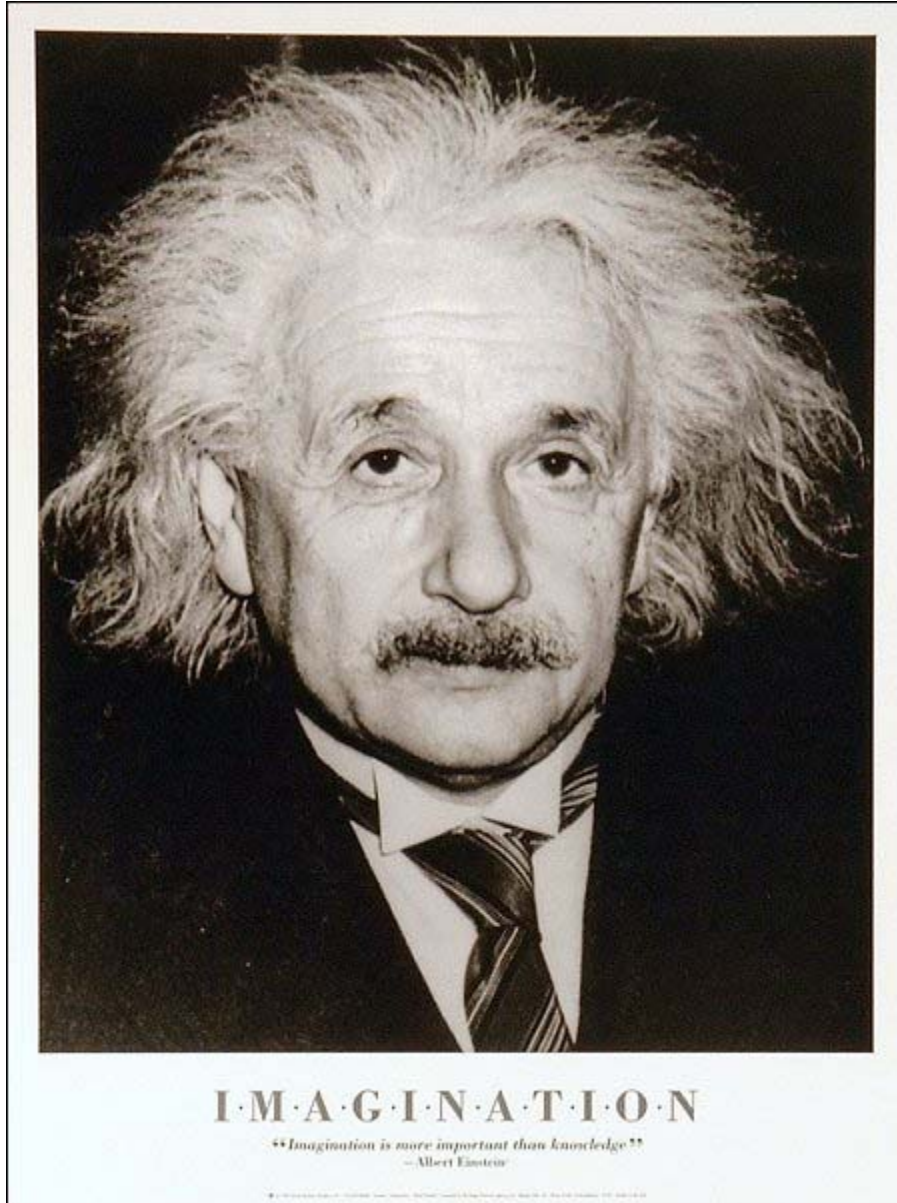
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Washington, DC



Center of Excellence in Climate
Change Communication Research



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“Everything should be made as simple as possible, but not simpler.”

We wish to make 4 points:

1. Attributes of *people* – as individuals, social networks, and communities – influence population behavior.
2. Attributes of *place* – where we live, work, attend school, etc. – influence population behavior.
3. Public health interventions can cultivate change in population behavior via both routes – i.e., targeting the people burdened by the problem of concern, and targeting the decision-makers who control the attributes of place that are contributing to the problem of concern.
4. Public health interventions have maximum impact when they cultivate change through both routes concurrently.

Population health & environmental outcomes



Behaviors of the people in the population

Why should we care about
population behavior?

Population health & environmental outcomes



Behaviors of the people in the population

Point #1:
The attributes of
people influence
population behavior.

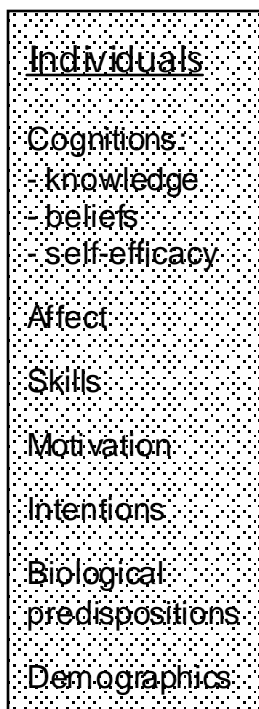
Which attributes?

The attributes of people

Population health & environmental outcomes



Behaviors of the people in the population



The attributes of people

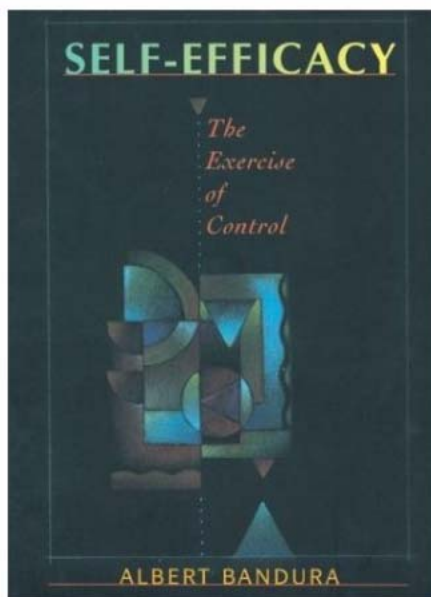
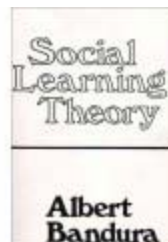
Population health & environmental outcomes



Behaviors of the people in the population



Individuals
Cognitions:
- knowledge
- beliefs
- self-efficacy
Affect
Skills
Motivation
Intentions
Biological predispositions
Demographics



The attributes of people

Population health & environmental outcomes



Behaviors of the people in the population



Social
Networks

Size and
connectedness
of personal
network

Social support
and modeling by:
-family
-peers
-mentors

Opinion leaders

The attributes of people

Population health & environmental outcomes



Behaviors of the people in the population

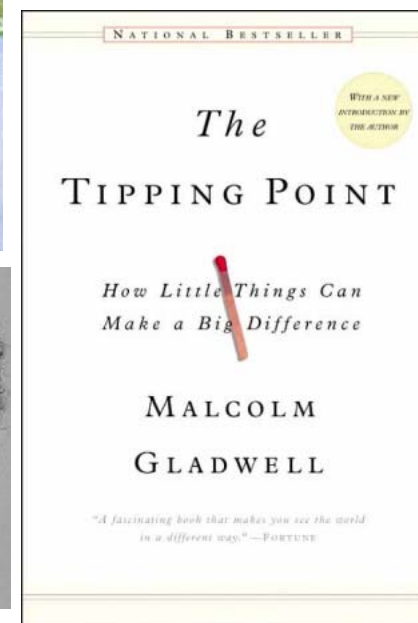
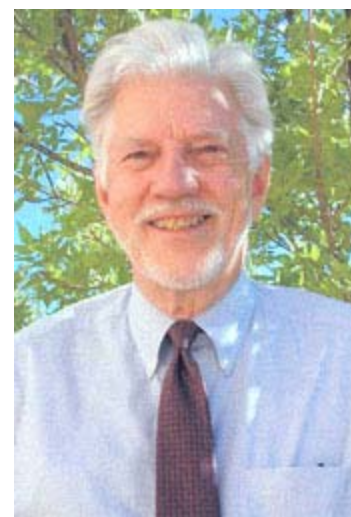
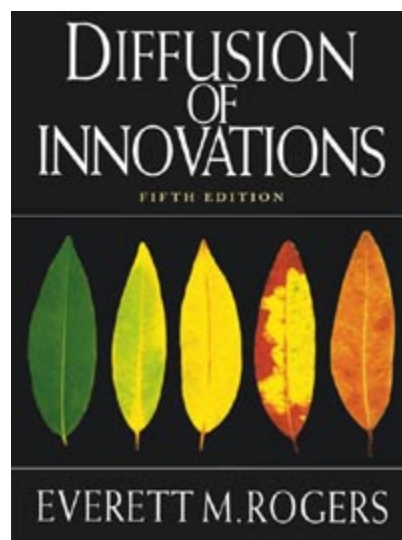


Social Networks

Size and connectedness of personal network

Social support and modeling by:
-family
-peers
-mentors

Opinion leaders



The attributes of people

Population health & environmental outcomes



Behaviors of the people in the population



Population or
Community
Social norms
Culture
Social
cohesion
Collective
efficacy
Social
capital
Income
Disparities
Racism

The attributes of people

Population health & environmental outcomes



Behaviors of the people in the population



Population or
Community
Social norms
Culture
Social
cohesion
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Income
Disparities
Racism



Lisa Berkman



The attributes of people

Population health & environmental outcomes



Behaviors of the people in the population



<u>Individuals</u>	<u>Social Networks</u>	<u>Population or Community</u>
Cognitions: <ul style="list-style-type: none">- knowledge- beliefs- self-efficacy	Size and connectedness of personal network	Social norms
Affect	Social support and modeling by: <ul style="list-style-type: none">- family- peers- mentors	Culture
Skills	Opinion leaders	Social cohesion
Motivation		Collective efficacy
Intentions		Social capital
Biological predispositions		Income
Demographics		Disparities
		Racism

Attributes of people

Smallest ----- Largest

Level of Aggregation

Population health & environmental outcomes



Behaviors of the people in the population

Point #2:
The attributes of place
influence population
behavior.

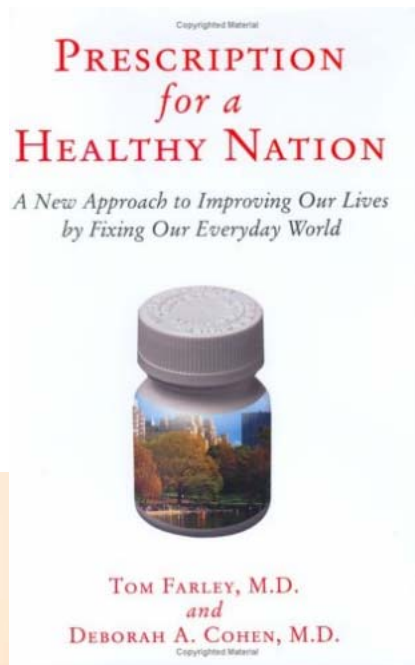
Which attributes?

The attributes of place

Population health & environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g. home, school, neighborhood, local stores, workplace, city)

Availability and cost of products & services

Physical structures

Social structures
-laws and policies
-enforcement

Cultural & media messages



The attributes of place

Population health & environmental outcomes



Behaviors of the people in the population



Local-Level

(e.g., home, school, neighborhood, local stores, workplace, city)

Availability and cost of products & services

Physical structures

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Cultural & media messages



The attributes of place

Population health & environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school, neighborhood, local stores, workplace, city)

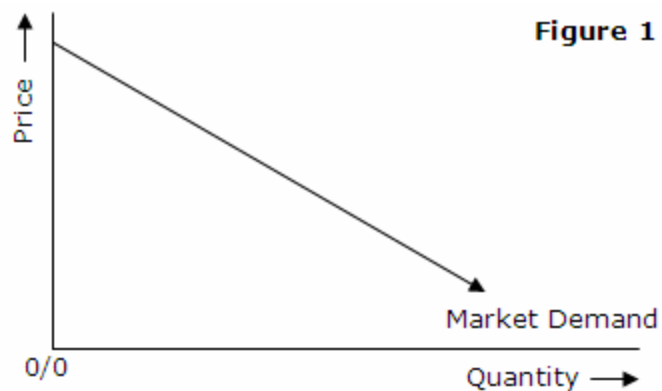
Availability and cost of products & services

Physical structures

Social structures
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Cultural & media messages

The attributes of place



Population health & environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school,
neighborhood, local
stores, workplace, city)

Availability of
products & services

Physical structures

Social structures
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Cultural & media
messages

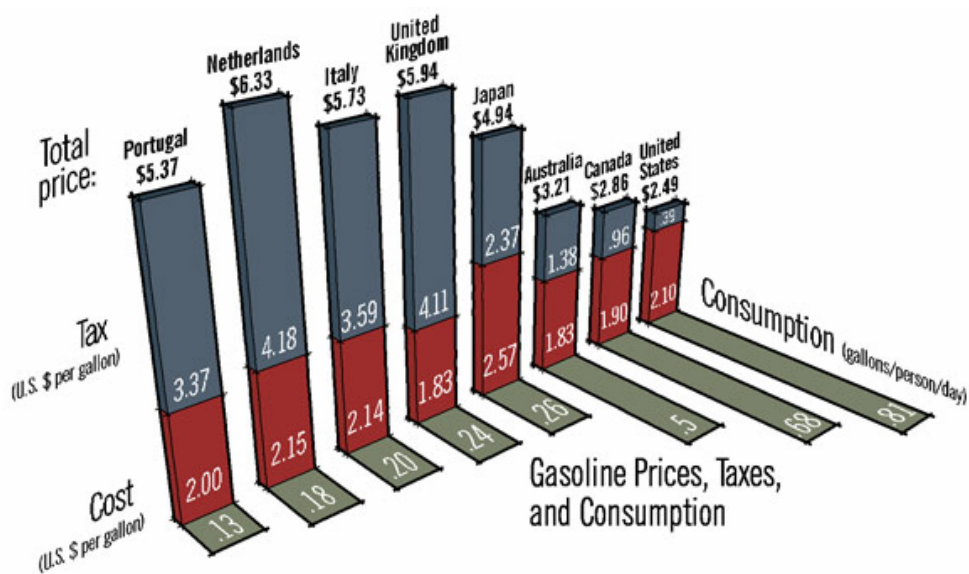


The attributes of place

Population health & environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g. home, school, neighborhood, local stores, workplace, city)

Availability of products & services

Physical structures

Social structures:
- laws and policies
- enforcement

Cultural & media messages



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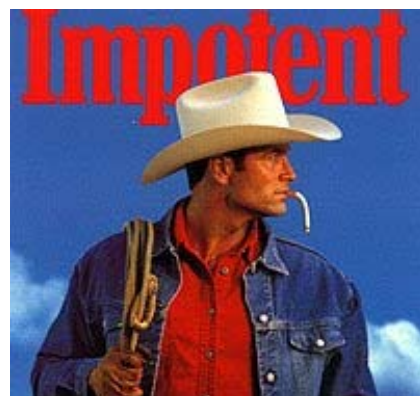
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The attributes of place

Population health & environmental outcomes



Behaviors of the people in the population



Local Level
(e.g., home, school, neighborhood, local stores, workplace, city)

Availability of products & services

Physical structures

Social structures
-laws and policies
-enforcement

Cultural & media messages



The attributes of place

Population health & environmental outcomes



Behaviors of the people in the population



Local-Level
(e.g., home, school, neighborhood, local stores, workplace, city)

Availability of products & services

Physical structures

Social structures:
-laws and policies
-enforcement

Cultural & media messages

Distal-Level
(e.g., state, region, nation, world)

Availability of products & services

Physical structures

Social structures:
-laws and policies
-enforcement

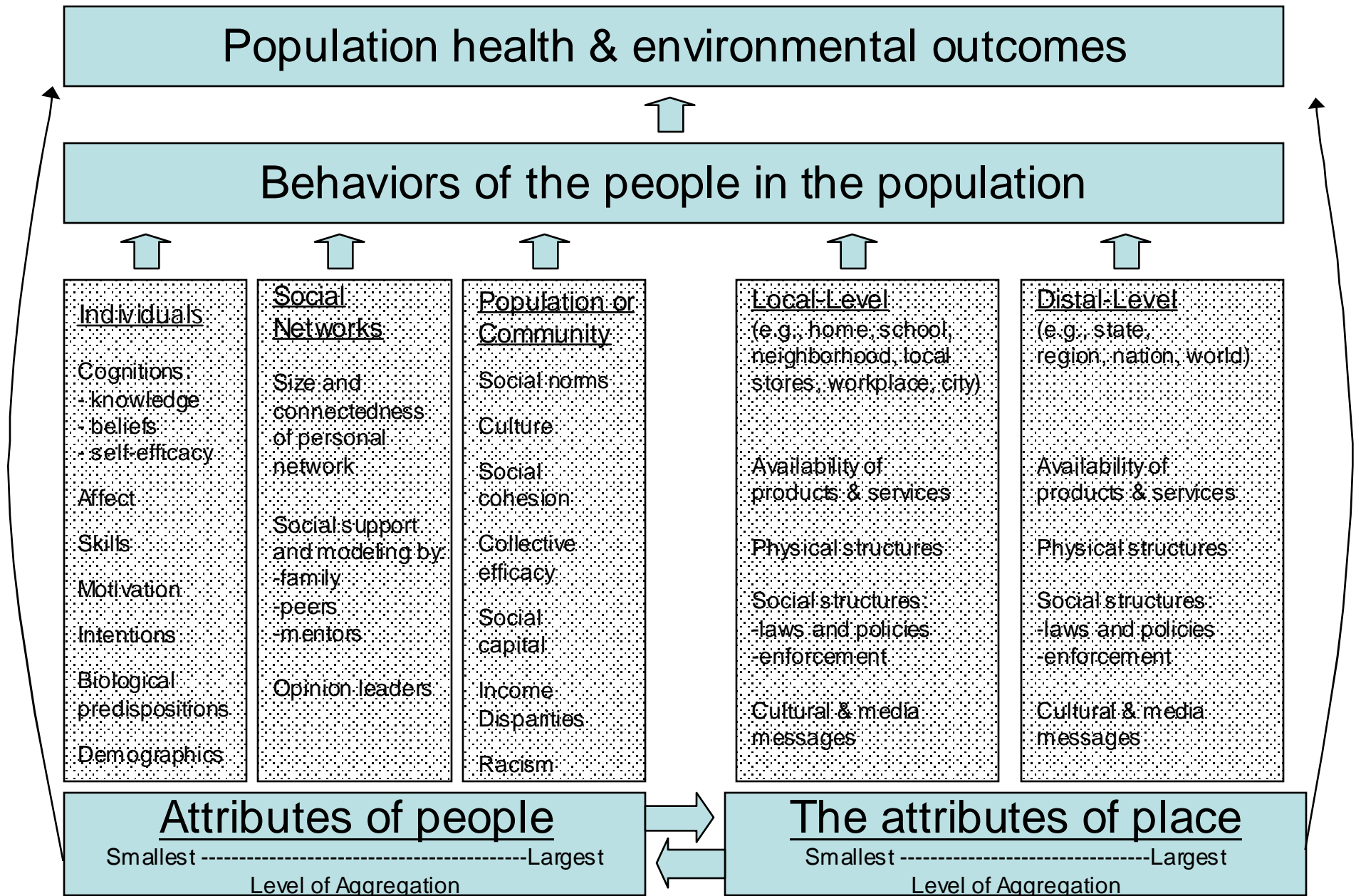
Cultural & media messages

The attributes of place

Smallest ----- Largest

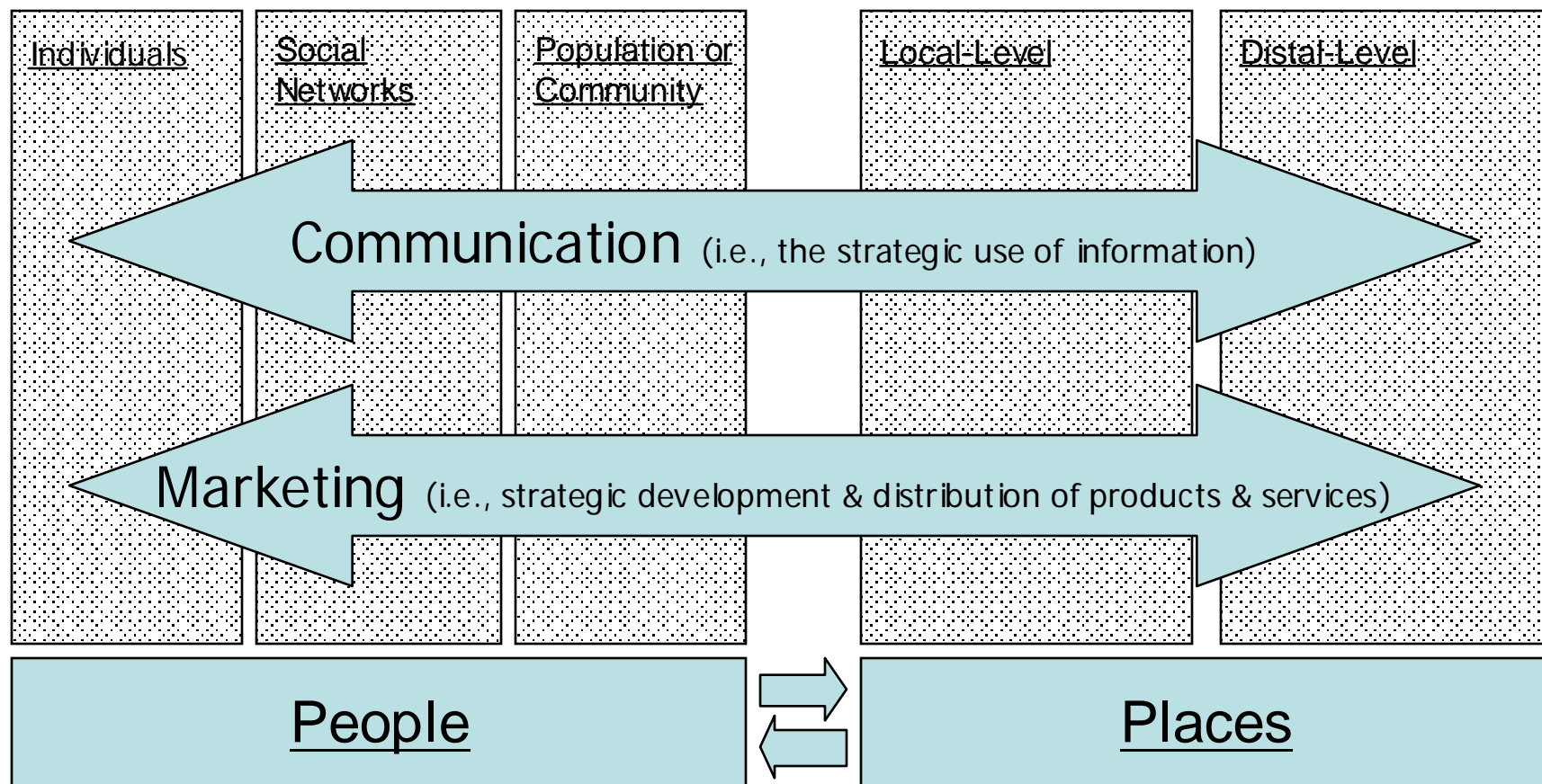
Level of Aggregation

A “people and places” framework

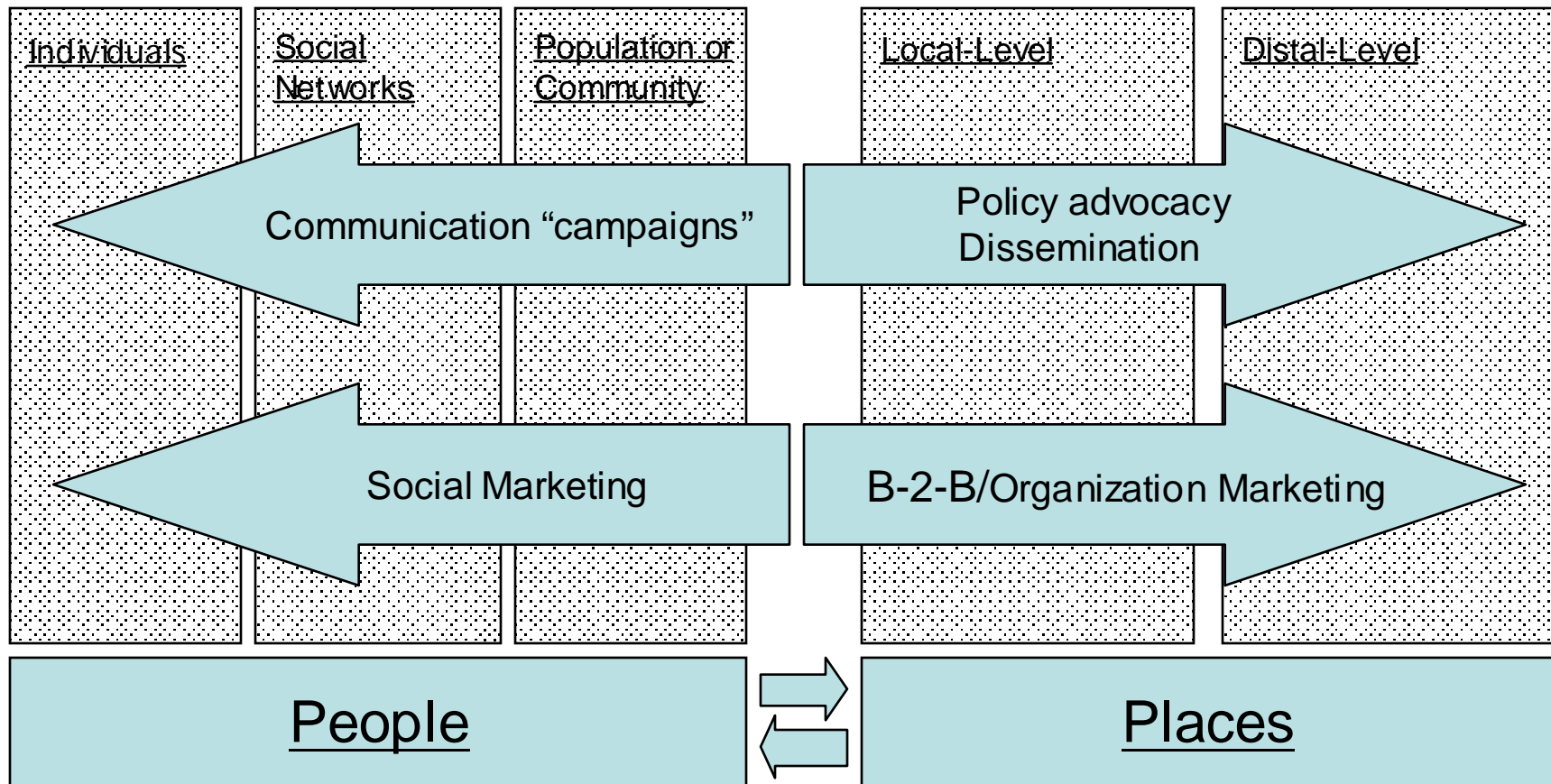


Point #3:

Public health interventions can be used to cultivate change among people & places



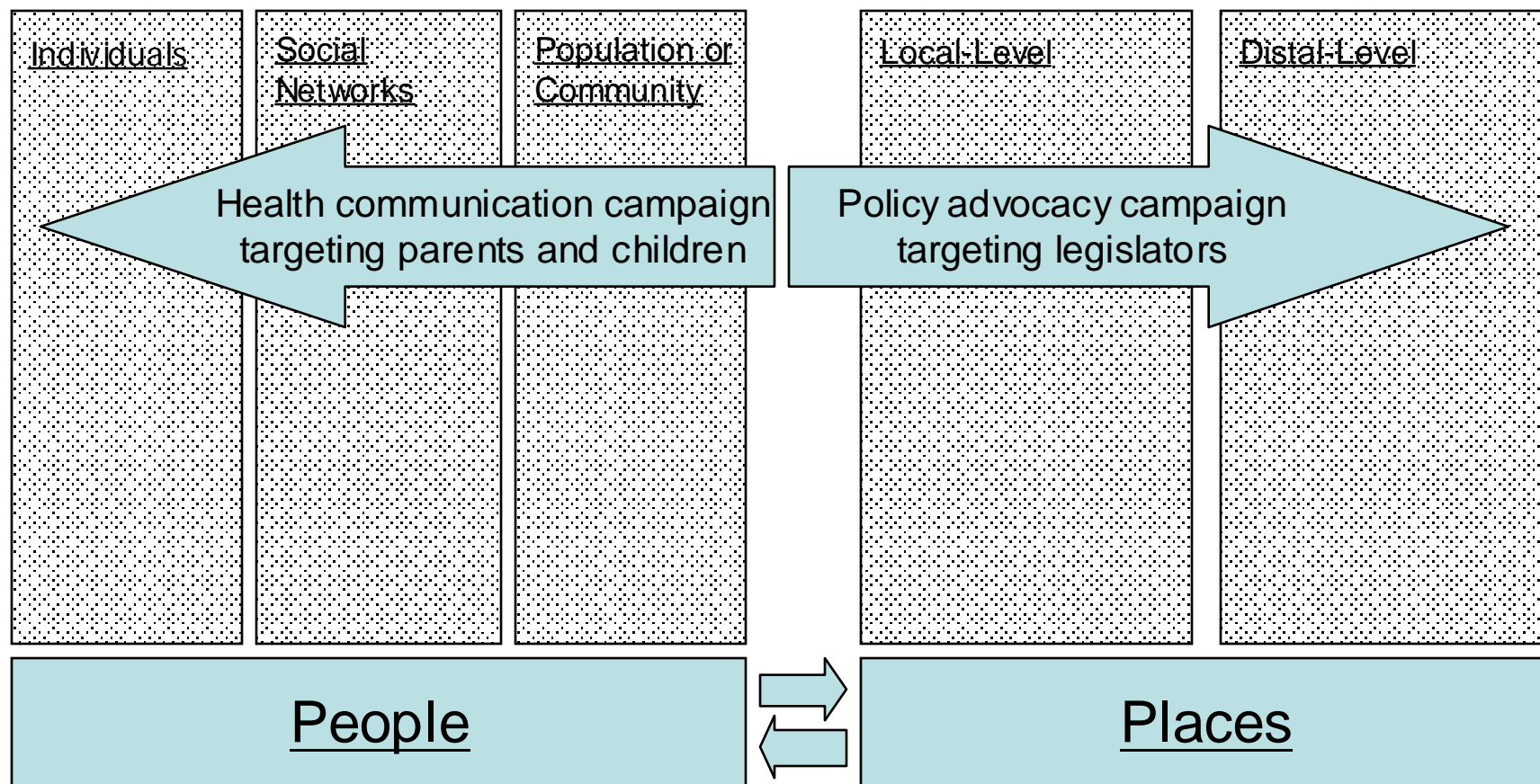
We often give similar interventions different names depending on if they target people or places



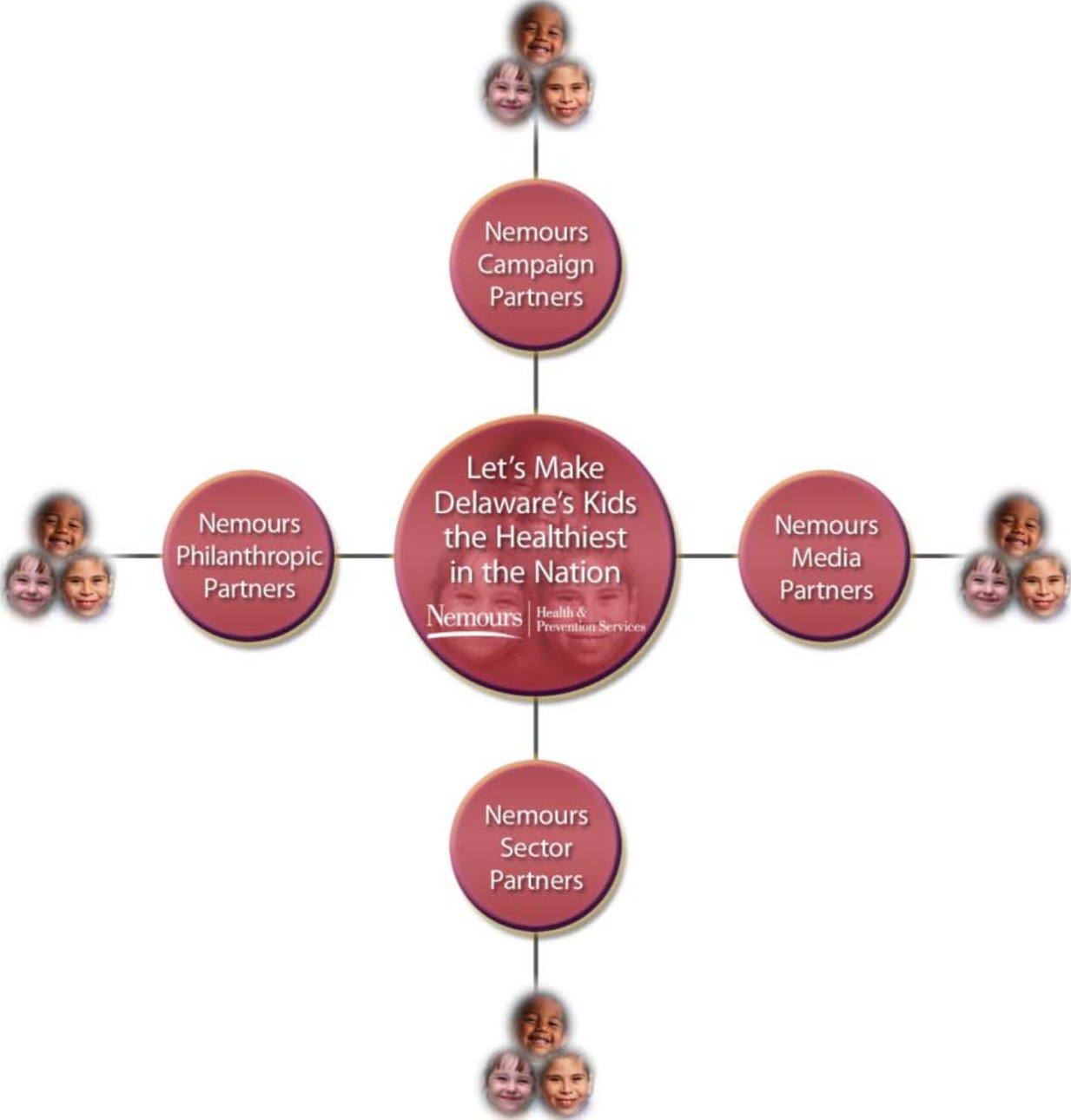
Point #4:

Public health interventions will have maximum impact when they cultivate change through both routes concurrently

(Nemours Health & Prevention Services example)



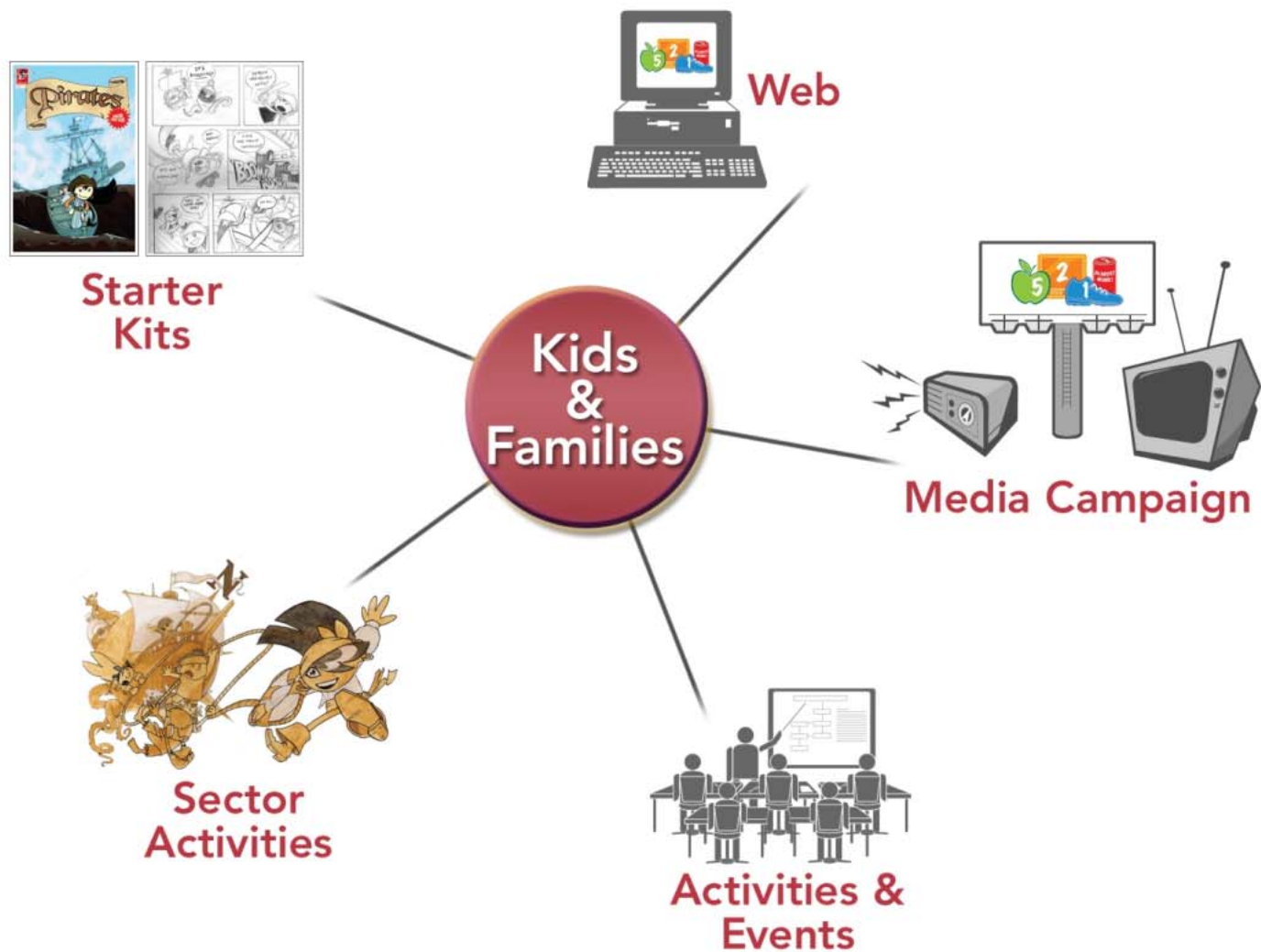
THE 2007/2008 SOCIAL MARKETING CAMPAIGN



Social Marketing CAMPAIGN ELEMENTS



Social Marketing CAMPAIGN ELEMENTS



This presentation is based on a previously published paper:

EW Maibach, LC Abrams, M Marosits. [Communication and marketing as tools to cultivate the public's health: a proposed "people and places" framework. *BMC Public Health* 2007, 7:88 \(22 May 2007\)](#)