

Pathways to a Health Competent Society Conceptual Frameworks

Examples from Country and Global Projects

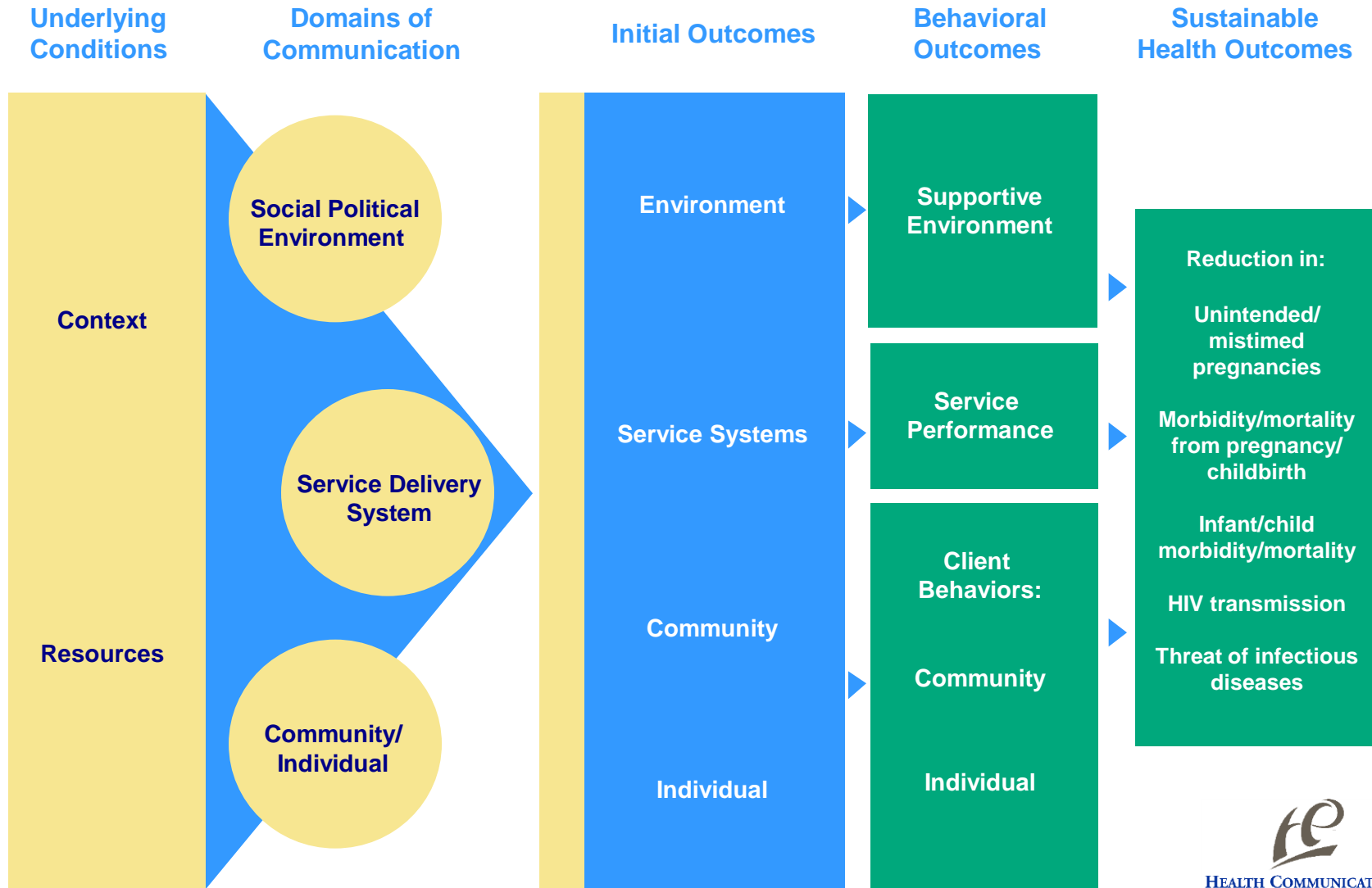


Center for Communication Programs

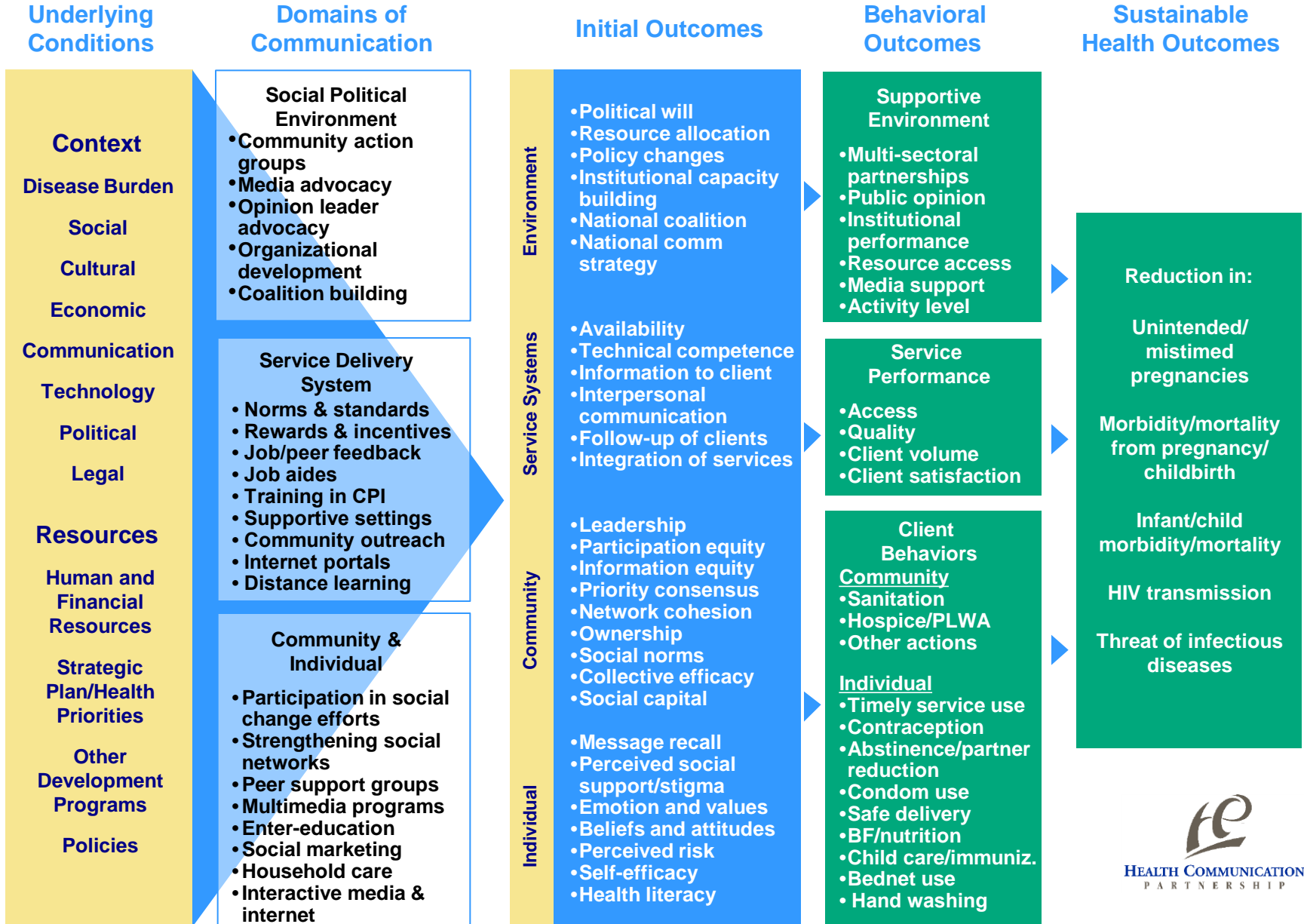
The Johns Hopkins University Bloomberg School of Public Health

September 2013

Pathways to a Health Competent Society Conceptual Framework -- At a glance



Pathways Conceptual Framework -- Full version



Pathways Conceptual Framework for HIV/AIDS



Source: Health Communication Partnership, 2004

Pathways to a Youth Friendly Society

Reproductive Health & HIV/AIDS Prevention in UGANDA

Underlying Conditions

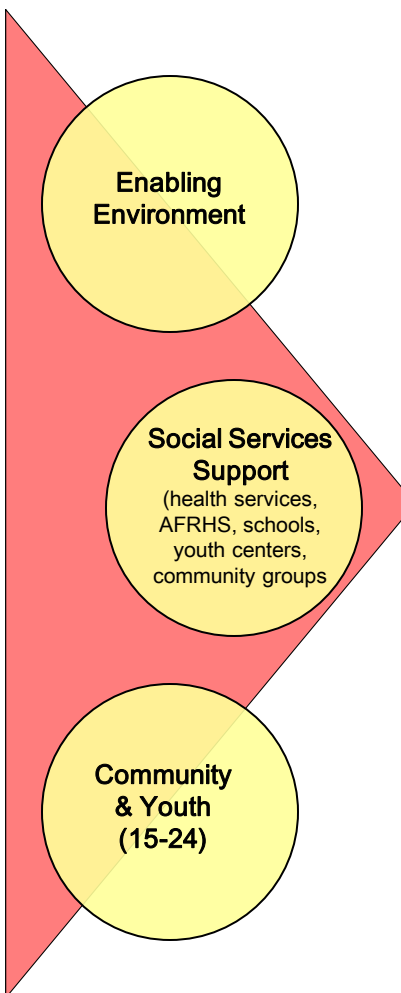
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- Context**
- Disease Burden
- Social
- Cultural
- Economic
- Communication Technology
- Political
- Legal
- Resources**
- Human and Financial Resources
- Strategic Plan/ Health Priorities
- Other Development Programs
- Policies

Domains for Communication Interventions

Formative Research

2



Initial Outcomes

Process/Monitoring

3

- Environment**
 - Natl communication framework
 - Systems for youth involvement
 - National Youth Coalition
 - Resource leveraging
 - BCC capacity strengthened
- Services**
 - 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**
 - Community dialogue involving youth
 - Local advocacy for reduced youth risk factors
 - Community capacity to address youth priorities
- Individual**
 - 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

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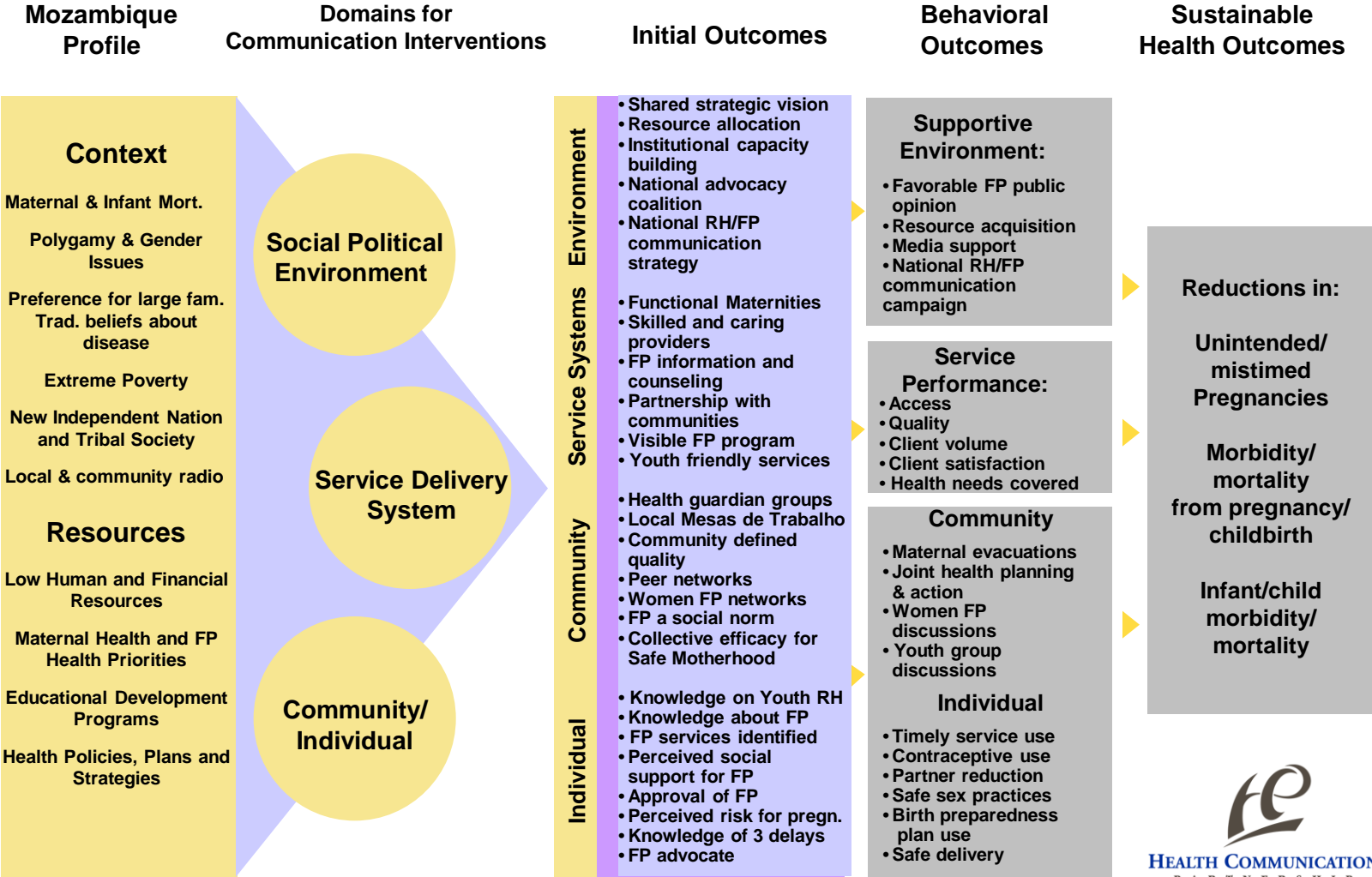
- Sustained youth communication/multiple channels
 - Recognized Ugandan leadership in BCC
 - Consistent SRH information across all channels
- Increased utilization of youth friendly services
 - Increased uptake of SRH services
 - Increased utilization of VCT
 - Teachers discussing SRH with pupils
- Youth 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 Health and Education Outcomes

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- Decrease in HIV prevalence**
- Decrease in STI prevalence**
- Decrease in unplanned pregnancies**
- Increase in youth completing P6 and beyond**

Pathways to Child & Maternal Health: Mozambique

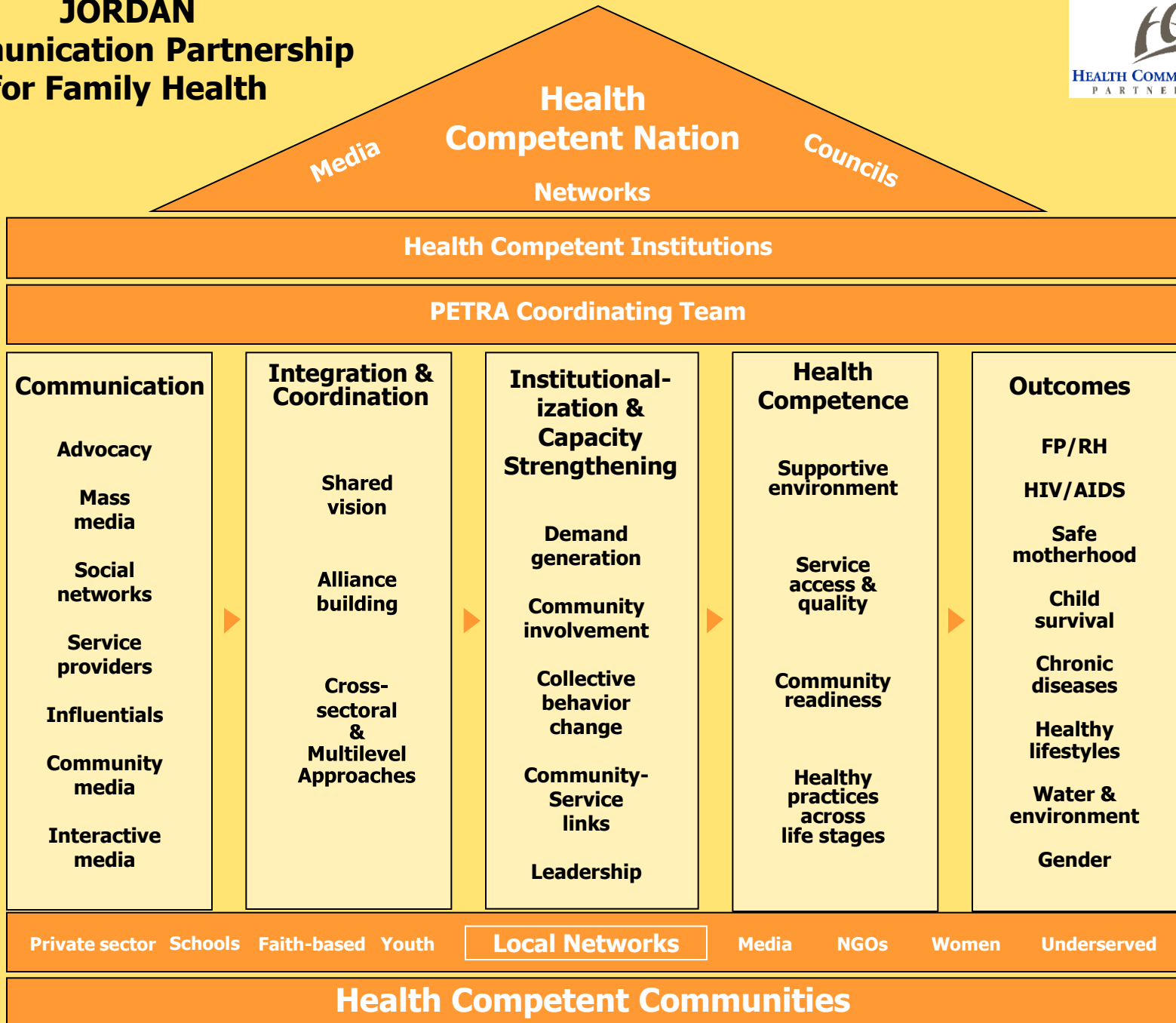


JORDAN Communication Partnership for Family Health

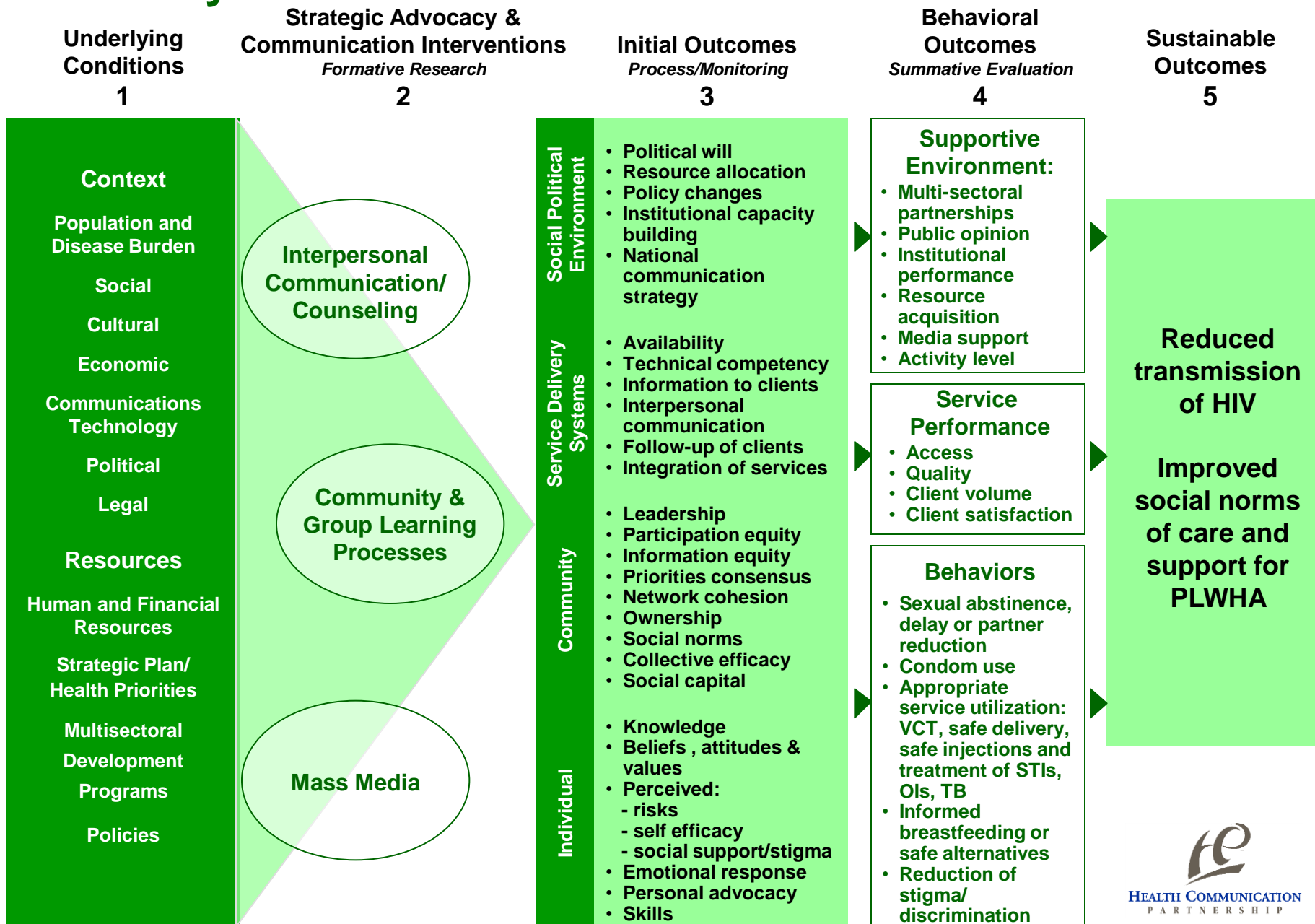


Local-National Partnerships for Health

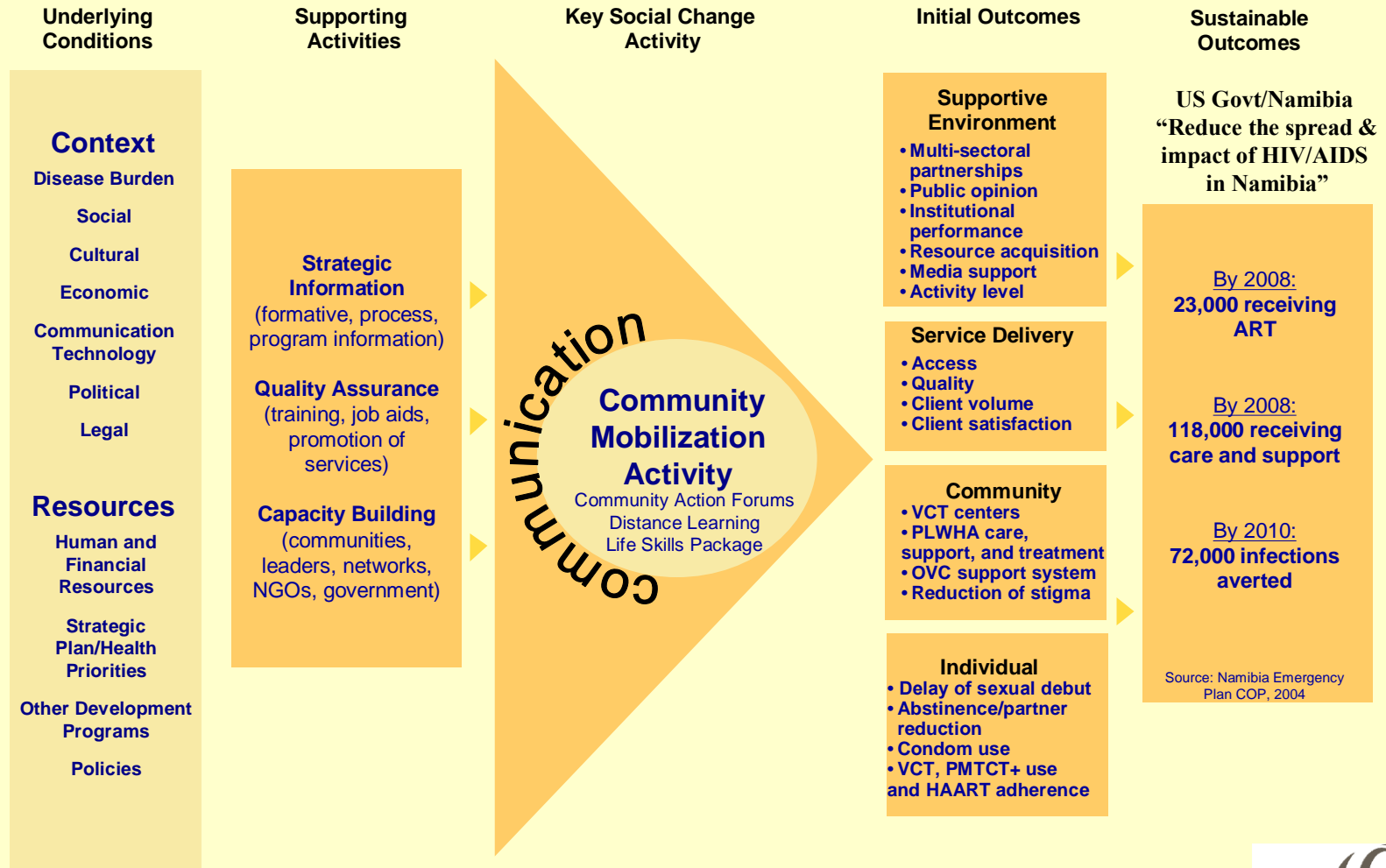
Local-National Partnerships for Health



Pathways to HIV/AIDS Prevention & Care

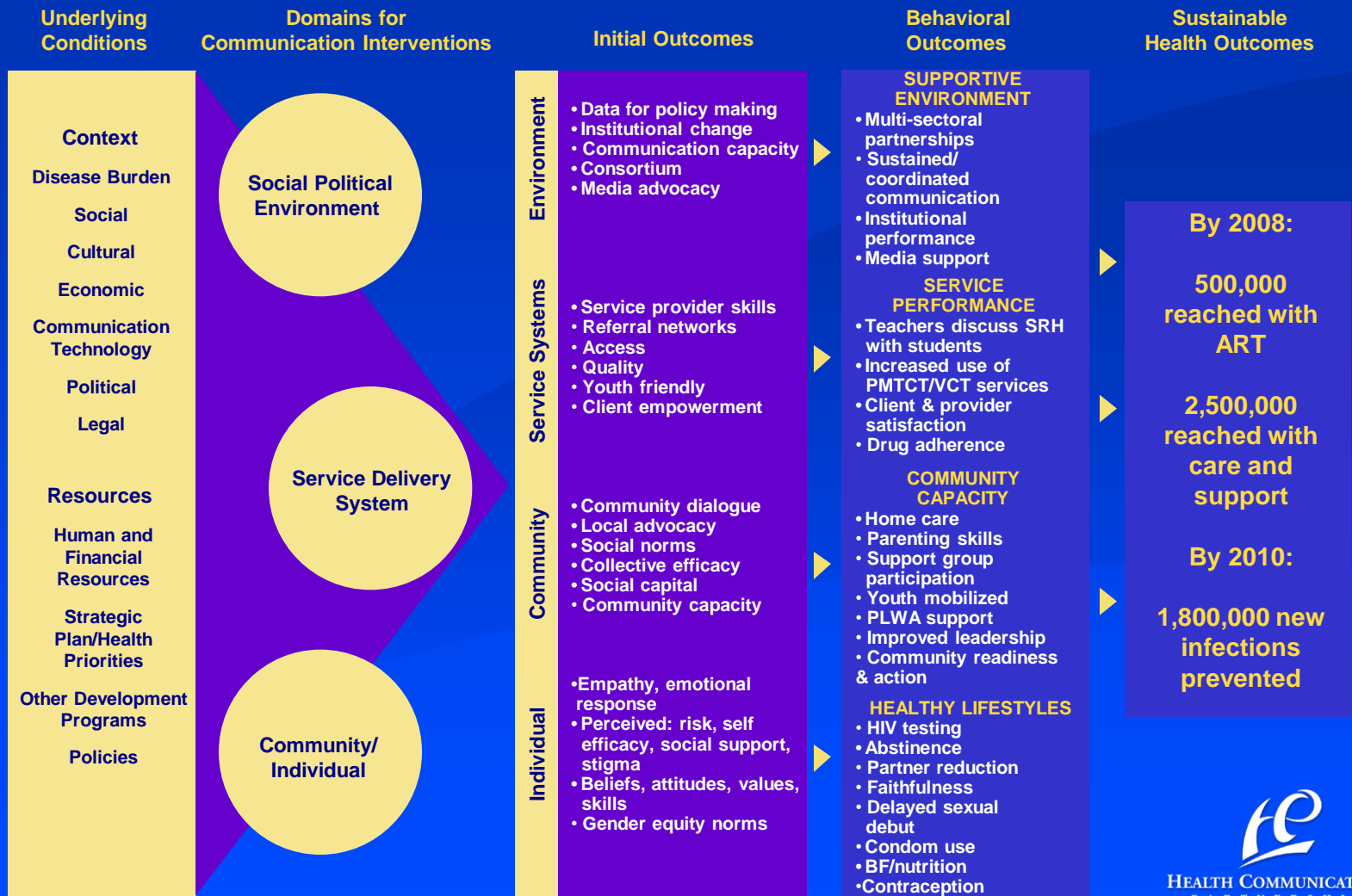


Social Change Pathways for Namibia

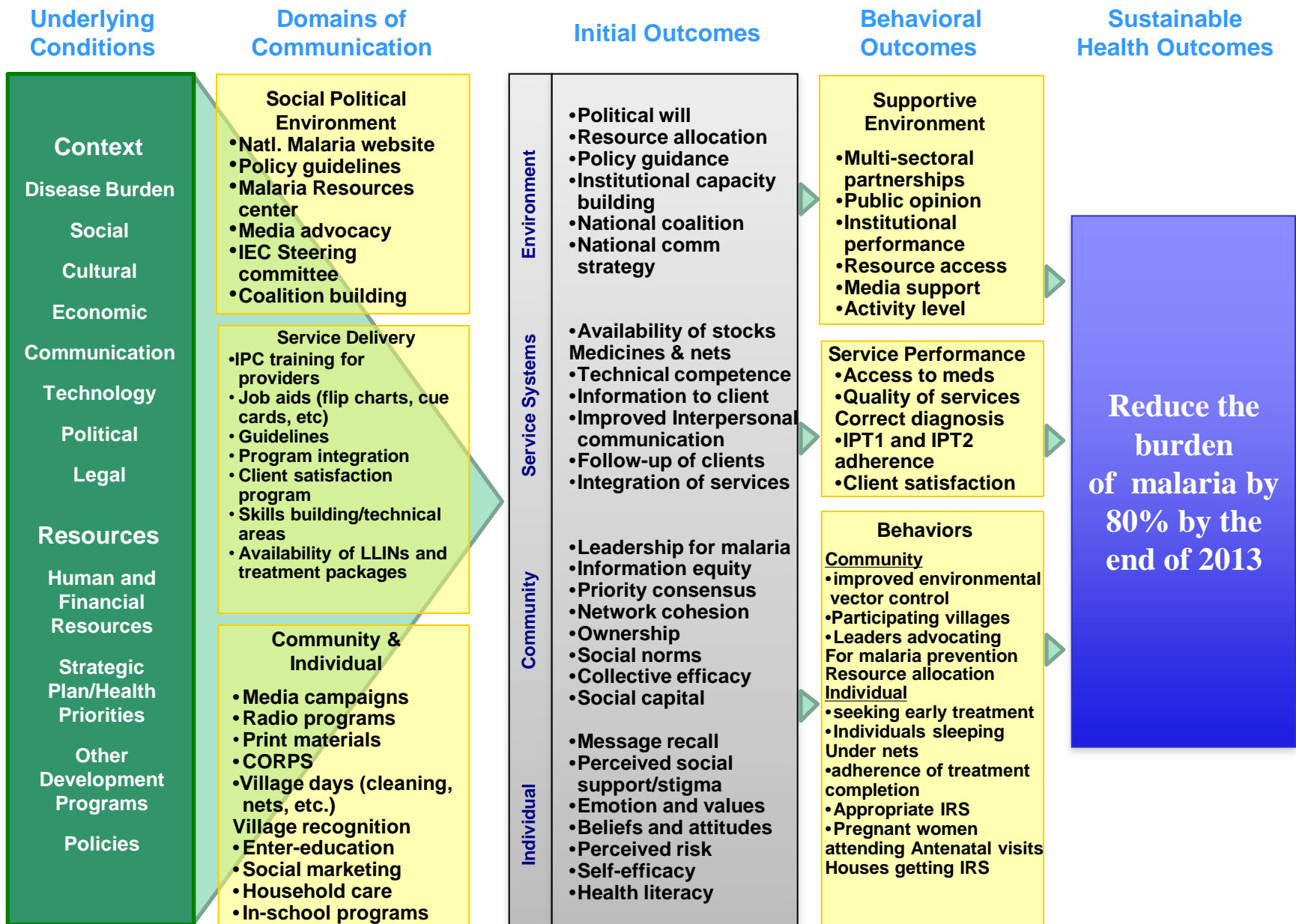


Conceptual Framework: South Africa

Communication Pathways to a Health-Competent Society



Pathways Framework for Malaria prevention and control



Pathways to Preparedness--PREPARE

Context

Domains of Response

Preparedness Competencies

Outputs & Outcomes

Impact: Responsiveness

Local Context

Social

Cultural

Economic

Communications

Epidemiological

Political

Services

Human and

Financial Resources

Capacity for prevention

Capacity for non-pharmaceutical interventions

Capacity for logistical support

Communication Context

Strategic Health Priorities

Coverage

Org Communication

Channels

Credibility

Media relationships

Social Political Environment

- National action groups
- Media advocacy
- Opinion leader advocacy
- Internal communication
- Coalition building
- Crisis command chain
- Crisis communication

Service Delivery System

- Norms & standards
- Surveillance & reporting protocols
- Infection control
- Job aides/PPE
- Training in CERC
- Community outreach
- Overflow capacity

Community & Individual

- Linkage with national preparedness efforts
- Strengthening social networks
- Sentinel surveillance
- Participation in media/outreach
- Baseline hazards preparedness
- Community reporting
- Household-level care

Environment

Service Systems

Community

Individual

- Political will
- Resource allocation
- Policy change
- Institutional capacity building
- National coalition
- National preparedness strategy
- Formative research

- Availability & access
- Technical competence
- Cultural competence
- Interpersonal comm skills
- Follow-up of clients
- Integration of services
- Structure of non-pharma interventions

- Leadership
- Participation equity
- Information equity
- Local response groups in place
- Network cohesion
- Local ownership
- Social norms
- Collective efficacy
- Social capital

- Message recall
- Social support
- Emotion and values
- Beliefs and attitudes
- Perceived risk/severity
- Self-efficacy
- Health literacy

Engagement

Systems functioning

Practices

Use of communication

- National Leadership
- MOH, MoAG, MOI
- Security personnel
- Policy makers/leaders
- Media
- Other key groups (NGO Managers, donor reps, Private sector)

- Role clarity
- Strategic coordination & messaging
- Interpersonal communication
- Surveillance /diagnosis
- Integration of services
- Essential functions sustained

- Preparedness
- Information equity
- Early treatment
- Vaccination
- Containment
- Policies communicated

- Mass media
- Distance learning
- Interactive media & internet
- Risk communication
- IEC materials
- Journalism
- Community event
- IPC from HCWs & pharmacists

Coordination

Timeliness

Flexibility

Efficiency

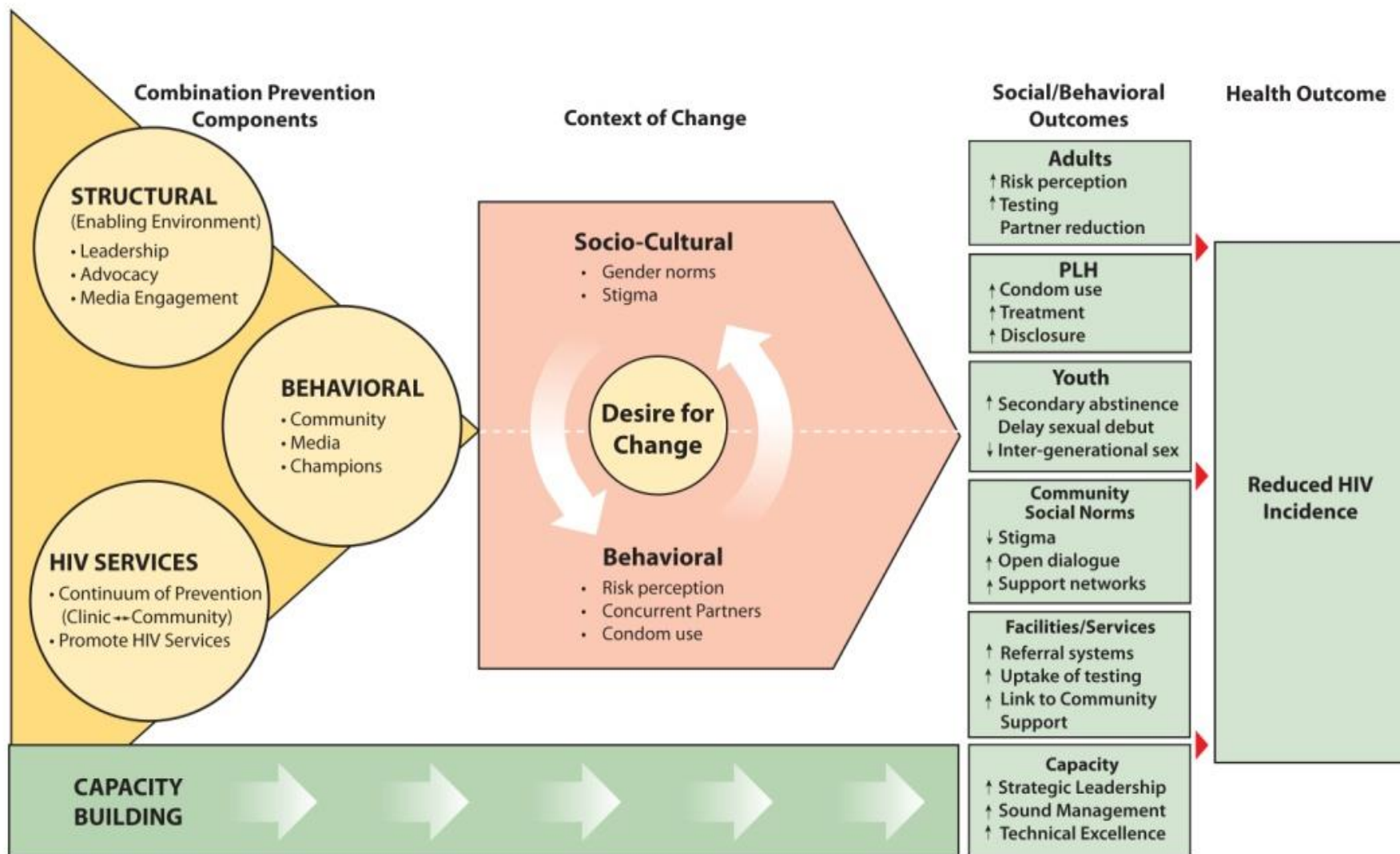


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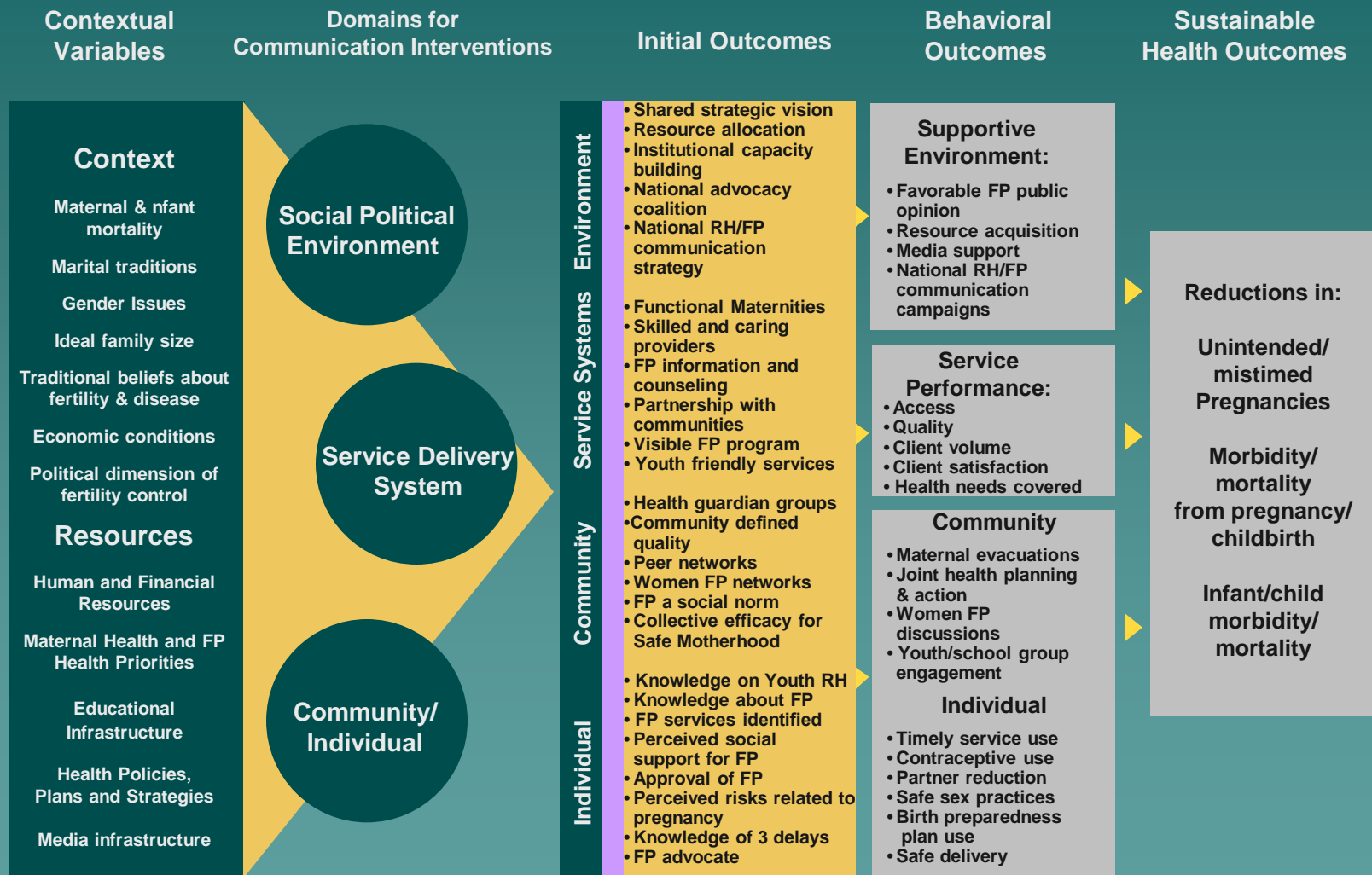
Center for Communication Programs

Guided by Theory-based Frameworks

PACTO Model for HIV Combination Prevention

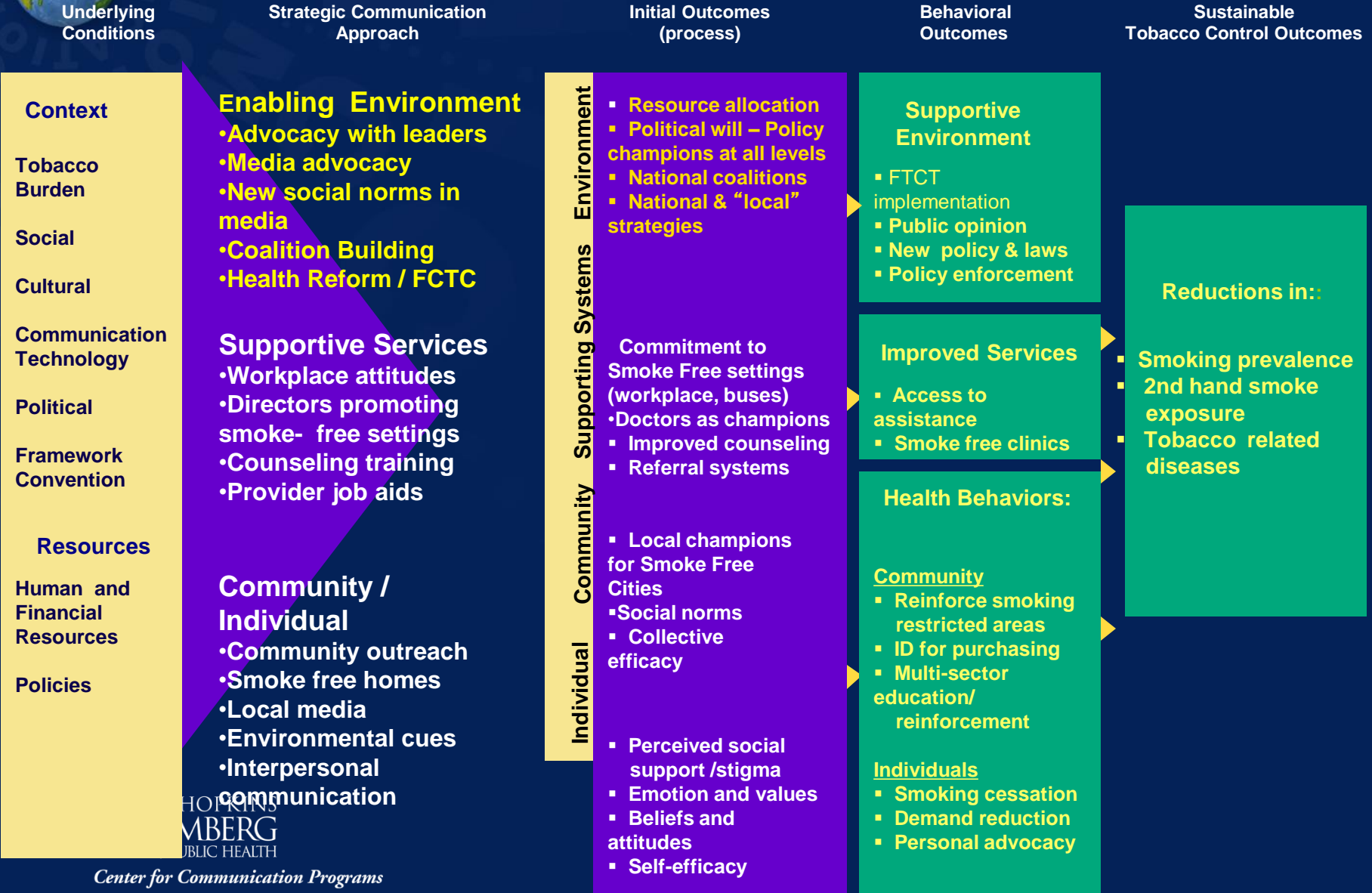


Pathways™ to Family Planning, Maternal & Child Health



Conceptual Framework

Communication Pathways to a Smoke-Free Society



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

Norms

- 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

Services

- Increase Access:ART, PMTCT
- Treatment adherence
- Community support & Referrals
- Promote testing

Systems Strengthening

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

Sustainable Health Outcomes

- Reduced Stigma
- Increase Use of HIV Services
- Reduced HIV Transmissions

