

Combining Theory and Practice: Understanding the Impact of Community Health on Patient Outcomes



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Disclosures

- *Non-Declaration Statement: I have no relevant relationships with ineligible companies to disclose within the past 24 months. (Note: Ineligible companies are defined as those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.)*



Educational Objectives

- At the conclusion of this session, participants should be able to:
 - Define the role of health behavior in community health
 - Discuss the definitions and constructs of community engagement
 - Apply the social determinants of health, socioecological model, and diffusion of innovation theory to community health
 - Identify available resources that summarize and highlight community health issues affecting patient health





Health Behavior Theory

What is health behavior theory?

- Health Behavior
 - "Actions taken by individuals that affect health or mortality."
 - "Actions may be intentional or unintentional, and can promote or detract from the health of the actor or others."
- Theory
 - "A set of interrelated concepts, definitions, and propositions that explains or predicts events or situations by specifying relations among variables."

Defining health behavior theory

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- Health Behavior Theory
 - A combination of psychological concepts and public health frameworks that seek to explain or change health behaviors among individuals, communities, populations, or organizations.



Why is health behavior theory important?



Health behavior theory can be used to explain why patients may choose or not choose to adopt recommended changes or treatments.



Health behavior theories and models can also be used to facilitate change and increase the effectiveness of health education programs and interventions.



Theoretical Models/Theories

Types of Health Behavior Theories



Intrapersonal

Focus on the thoughts and actions of the individual



Interpersonal

Evaluates individual thoughts, actions, and their relationships with those around them

- Diffusion of Innovation



Multilevel

Examines the multiple interactions of individuals, relationships, communities, and the larger society

- Social Ecological Model

Community Health




Defining Community Health

- Community health refers to non-clinical approaches for improving health, preventing disease and reducing health disparities through addressing social, behavioral, environmental, economic and medical determinants of health in a geographically defined population.



Why is community health important?

Working at the community level promotes healthy living, helps prevent chronic diseases and brings the greatest health benefits to the greatest number of people in need.



It also helps to reduce health gaps caused by differences in race and ethnicity, location, social status, income, and other factors that can affect health.

Why Discuss Community Health?

PAs in academia, healthcare leadership, or research are in unique roles that have the ability to impact health outcomes on a larger scale.

While health behavior theory has the ability to improve health outcomes on an individual level, the greatest impact is seen when applied on the community and organizational levels.

Community Engagement



Community Engagement

Constructs**Definition**

Community capacity

Community characteristics affecting its ability to identify problems and then mobilize and address them

Empowerment

Social action process for people to gain mastery over their lives and the lives of their communities

Critical consciousness

A consciousness based on the cycle of reflection and action toward making change

Participation and relevance

Community organizing should “start where the people are” and engage community members as equals in their own priorities

Health equity

The opportunity for all to obtain their full health potential regardless of social position or socially determined circumstances



Social Determinants of Health

Social Determinants of Health (SDOH)

Social determinants of health are the non-medical factors that influence health outcomes.

The conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life.

Research has shown that the SDOH have a greater impact on patient outcomes than health care.

Social Determinants of Health (SDOH)



Figure 1

Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

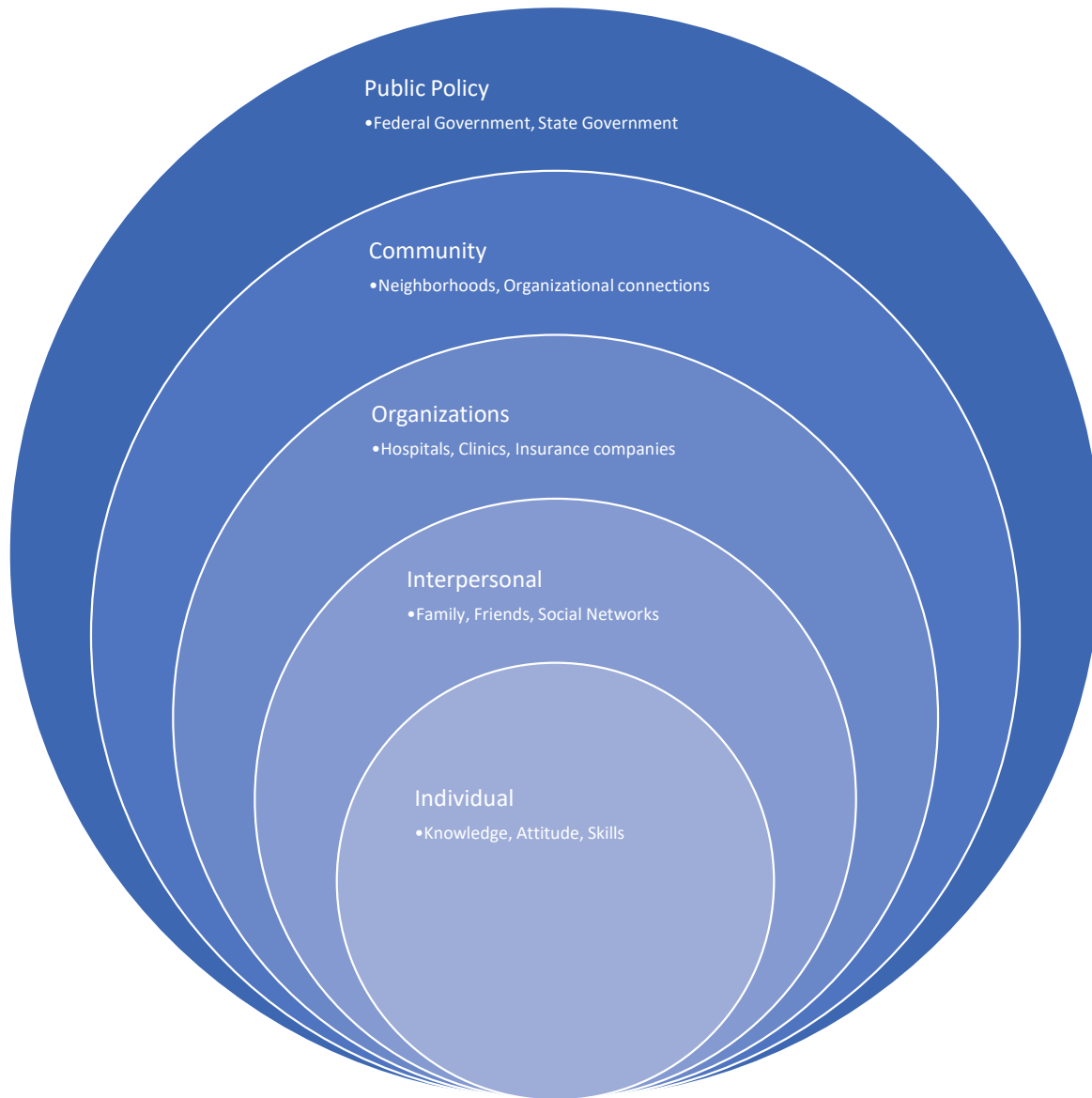
Health Outcomes
 Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations







Social Ecological Model

Social Ecological Model (SEM)

- SEM
 - A model that examines the complex interplay between individual, relationship, community, and societal factors
- Levels of the SEM include:
 - Public Policy
 - Community
 - Organizational
 - Interpersonal
 - Individual (Intrapersonal)



National Institute on Minority Health and Health Disparities Research Framework

		Levels of Influence*			
		Individual	Interpersonal	Community	Societal
Domains of Influence (Over the Lifecourse)	Biological	Biological Vulnerability and Mechanisms	Caregiver–Child Interaction Family Microbiome	Community Illness Exposure Herd Immunity	Sanitation Immunization Pathogen Exposure
	Behavioral	Health Behaviors Coping Strategies	Family Functioning School/Work Functioning	Community Functioning	Policies and Laws
	Physical/Built Environment	Personal Environment	Household Environment School/Work Environment	Community Environment Community Resources	Societal Structure
	Sociocultural Environment	Sociodemographics Limited English Cultural Identity Response to Discrimination	Social Networks Family/Peer Norms Interpersonal Discrimination	Community Norms Local Structural Discrimination	Social Norms Societal Structural Discrimination
	Health Care System	Insurance Coverage Health Literacy Treatment Preferences	Patient–Clinician Relationship Medical Decision-Making	Availability of Services Safety Net Services	Quality of Care Health Care Policies
Health Outcomes		 Individual Health	 Family/ Organizational Health	 Community Health	 Population Health

National Institute on Minority Health and Health Disparities, 2018

*Health Disparity Populations: Race/Ethnicity, Low SES, Rural, Sexual and Gender Minority
Other Fundamental Characteristics: Sex and Gender, Disability, Geographic Region

Social Ecological Model (SEM)



Useful for examining and explaining how multiple factors influence health outcomes.



Helpful for planning and implementing health interventions.



Diffusion of Innovations

Diffusion of Innovations (DOI)

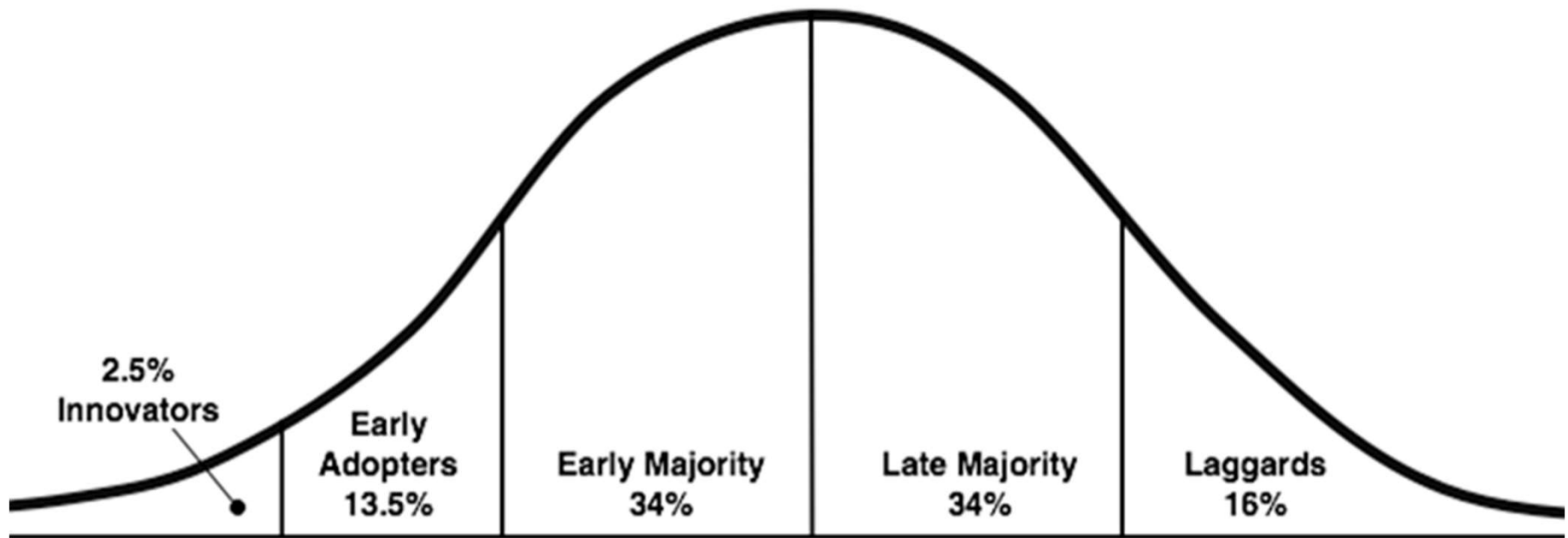


Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962, is one of the oldest social science theories.



It originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system.

Diffusion of Innovations (DOI)



Source: Everett Rogers, Diffusion of innovations model

Diffusion of Innovations

Adopters	Definitions
Innovators	Those who want to be the first to try the innovation. They are venturesome and interested in new ideas. These people are very willing to take risks, and are often the first to develop new ideas. Very little, if anything, needs to be done to appeal to this population.
Early Adopters	Represent opinion leaders. They enjoy leadership roles, and embrace change opportunities. They are already aware of the need to change and so are very comfortable adopting new ideas. Strategies to appeal to this population include how-to manuals and information sheets on implementation. They do not need information to convince them to change.
Early Majority	Rarely leaders, but they do adopt new ideas before the average person. That said, they typically need to see evidence that the innovation works before they are willing to adopt it. Strategies to appeal to this population include success stories and evidence of the innovation's effectiveness.
Late Majority	Skeptical of change, and will only adopt an innovation after it has been tried by the majority. Strategies to appeal to this population include information on how many other people have tried the innovation and have adopted it successfully.
Laggards	Bound by tradition and very conservative. They are very skeptical of change and are the hardest group to bring on board. Strategies to appeal to this population include statistics, fear appeals, and pressure from people in the other adopter groups.

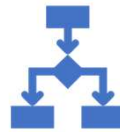
Stages of DOI



Awareness



Persuasion



Decision



Implementation



Confirmation

Diffusion of Innovations

Constructs	Definitions
Awareness	When individuals or organization gains understanding of how an innovation functions or solves a problem after exposure
Persuasion	The process by which an individual or organization develops a favorable or unfavorable attitude toward an innovation
Decision	The early stage adoption when an individual or organization engages in activities that lead to a choice to adopt or reject an innovation
Implementation	The process by which an individual or organization unit puts an innovation to use, which can result in behavior change
Confirmation	The process by which an individual or organization seeks reinforcement of a decision already made. Participants may choose to adopt innovation fully or reject it.

Considerations for Proposing Innovations



Diffusion of Innovations

Concepts	Definitions
Cost	Perceived cost of adopting and implementing innovation
Relative advantage (effectiveness)	The extent to which the innovation works better than that which it will displace
Simplicity	The degree to which the innovation is easy to understand
Compatibility	The fit of the innovation with the intended audience in order to accomplish desired goals
Observability	The extent to which outcomes can be seen and measured
Trialability	The extent to which the innovation can be tried before the adopter commits to full adoption

Clinical Application of DOI




The DOI is critical to mitigating barriers for the uptake of health interventions in communities.



In addition to tailoring interventions to specific populations DOI gives advocates and researchers a framework for explaining their uptake.



Understanding the factors that influence innovation uptake and facilitate behavior change can improve health outcomes.



Using Theory to Improve Patient Outcomes



Improving Healthcare with Research

- Health Interventions
 - Addressing the health needs of communities and populations should be guided by health behavior theory.
 - Health interventions should be data driven and be based on research specific to patient populations.
 - Interventions that are theory driven are more often effective as compared to those without a theoretical framework.
 - Health behavior theory provides context for the patient decision making and allows clinician-researchers to develop or use objective measures for addressing patient needs.

Community Participatory Research



People in an affected population are more liable to be willing to talk and give straight answers to researchers whom they know, or whom they know to be in circumstances similar to their own



People who have actually experienced the effects of an issue – or an intervention – may have ideas and information about aspects of it that wouldn't occur to people outside the community



People who are deeply affected by an issue, or participants in a program, may know intuitively, or more directly, what's important when they see or hear it.



People from the community are on the scene all the time. Their contact both with the issue or intervention and with the population affected by it is constant, and, as a result, they may find information even when they're not officially engaged in research.



Interventions may receive more community support because community members know that the research was conducted by people in the same circumstances as their own

Identifying Resources

- Recommendations
 - Clinicians should partner with public health practitioners or health educators to ensure that proposed health interventions are theory driven.
 - Clinicians should access their local Community Needs Health Assessments (CNHA) to determine the health issues within their communities.

Community Health Needs Assessments

- The Affordable Care Act (ACA) requires nonprofit hospitals to release a Community Health Needs Assessment (CHNA).
- Additionally, CHNAs are also released and published by local public health departments

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Community Health Needs Assessments

- CHNAs can include but are not limited to:
 - Health Priorities
 - Community demographics
 - Disease incidence and prevalence
 - Healthcare utilization
 - Social determinants of health
 - Preventative Health Practices
 - Health Behaviors
 - Stakeholder responses

Main Points

- Understanding the dynamics of communities in which patients resides is necessary to for PAs to be effective advocates, allies, and leaders.
- Identifying and utilizing the appropriate resources for patient populations is required when planning or implementing health service interventions.
- Community health is a complex topic and there is not a one size fits all approach.
- Researching and evaluating community health issues often requires combining multiple theories and frameworks.

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Questions?

