Part 6:

PRACTICE: FIND THE THEORY IN A MALARIA MESSAGE

Find the theory

So now . . .

Let's play . . .

Annie Anopheles & IPT (Zambia)

Watch the video on the next slide and see if you can identify any of the elements from one or more of the theoretical perspective we have been discussing. Does any one framework stand out more than the others?

Reasoned action	Social learning	Threat management	Diffusion
• Beliefs about consequences • Attitudes toward the behavior • Subjective norms • Intention • Control beliefs	• Positive & negative role models • Observing & evaluating consequences • Self-other comparison • Self-efficacy	• Interaction between cognition & emotion • Perceived severity • Perceived susceptibility • Response efficacy • Self-efficacy	• Observability • Relative advantage • Compatibility • Trialability • Complexity • Opinion leader • Social networks

Annie Anopheles and Intermittent Preventive Treatment (IPT) during Pregnancy

Find the theories in the video

Some possible theories you may have seen in the narrative

Role modeling
- Husband and wife are positive role models; they go to clinic together during pregnancy

Perceived consequences
- They are worried she will feel sick from the side effects of Fansidar

Self-efficacy
- The doctor explains how to avoid the side effects

Perceived benefits
- The doctor explains how treatment adds protection that bed net use cannot

Risk perception
- They say they didn't know that the risk starts immediately when a woman becomes pregnant, even before symptoms appear

Intention
- They say they will definitely come for Fansidar at the right times

Significant others (doctor)
- The doctor is someone whose opinions they trust and with whom they are motivated to comply

In summary . . . Create and use your own program theory

1. Develop your "program theory"
2. Check it against available data (collect more data, if needed; see the formative research module of this series)
3. Identify environmental constraints/barriers
4. Identify skills or knowledge needed to perform the behavior
5. Identify best channel/activities for delivering messages
6. Using your model, identify causal pathways most likely to affect behavior
7. Develop messages and materials
8. Evaluate the program using your model (see the evaluation module of this series)

Additional Resources

- The prologue of this manual provides an overview of several health communication theories:
  - http://www.jhuccp.org/sites/all/files/How%20to%20Write%20Radio%20Serial%20Drama%20for%20Soc%20Develop%20.pdf

- These toolkits contains several readings on health communication theory:
  - http://www.k4health.org/toolkits/tanzania-ace/communication-theory-readings
  - http://www.k4health.org/toolkits/uganda-fpcommunication/communication-theories-and-models-0

- Social learning theory (Bandura):
  - http://people.oregonstate.edu/~flayb/MY%20COURSES/H671%20Advanced%20Theories%20of%20Health%20Behavior%20-%20Fall%202012/Readings/Bandura%2004%20HP%20by%20social%20cognitive%20means.pdf

- Threat management (Witte & Cho):
  - http://hpp.sagepub.com/content/6/4/482.full.pdf

- Diffusion theory (Rogers & Kinkaid):
  - http://www.k4health.org/toolkits/tanzania-ace/reading-6a-chapter-1-%E2%80%9C-miracle-oryu-li%E2%80%9D-chapter-2-%E2%80%9C-convergence-model

- Theory of planned behavior (Ajzen):
  - http://people.umass.edu/aizen/tpb.html