

Lobby Question

In general, how would you rate your comfort with change?



Not a fan

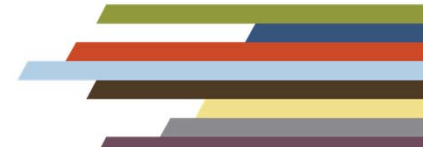
Bring it on!



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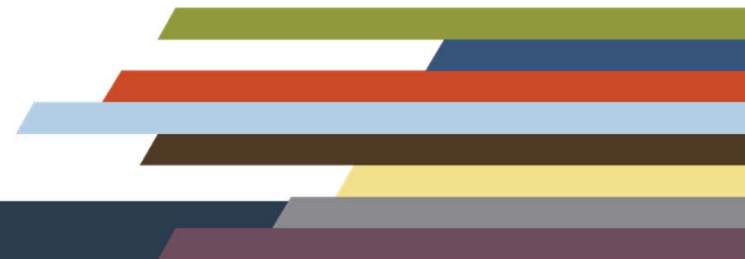
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Change as an Opportunity for Growth

What's Going On?

Ivy Jones-Turner, MPA, CPS, Training and Technical Assistance (TTA) Specialist,
Education Development Center

Jessica Goldberg, MSW, MPH, CPS, TTA Specialist, EDC



Technical Information

This webinar is being recorded. Following the event, we will share the recording with participants.

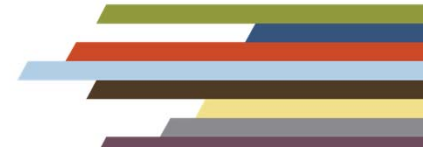
Please contact the facilitators if you have any concerns or questions.

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Presenters



Jessica Goldberg

T/TA Specialist
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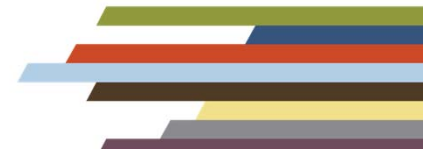
Ivy Jones-Turner

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Region 2 PTTC



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Learning Objectives

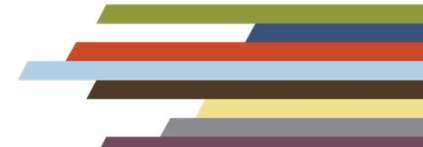
- Explore change as a normal experience – and goal – of life, and of prevention!
- Identify theories of change used to guide prevention efforts.
- Describe how to apply theories of change in prevention across multiple contexts, including at the individual- and interpersonal levels.



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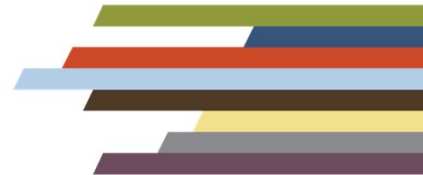
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Change

Question

**When you hear the word
“change”, what thoughts
come to mind**



What Comes to Mind When You Hear the Word 'Change'?

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CHANGE
GROWTH

Why Discuss Change?

If you do not change direction, you might end up where you are heading.

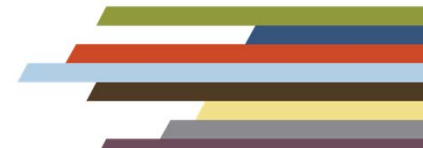
- Lao Tzu



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change

/CHānj/

See definitions in:

All

Motoring

Astronomy

Clothing

Baseball

Numismatics

Bellringing



verb

1. make (someone or something) different; alter or modify.
"both parties voted against proposals to change the law"
2. replace (something) with something else, especially something of the same kind that is newer or better; substitute one thing for (another).
"she decided to change her name"

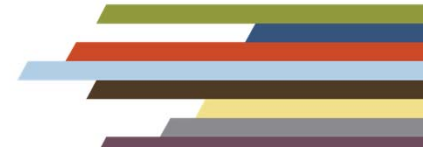
noun



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Common Reactions to Change

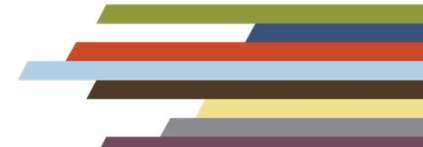
- Depend upon:
 - Whether the change is perceived as positive or negative
 - An individual's level of readiness for change
 - The rate or frequency of changes encountered
 - The amount of uncertainty or ambiguity involved
- Can include:
 - Stress
 - Discomfort
 - Fear
 - Loss
 - Overwhelm
 - Resistance
 - Isolation
 - Immobilization
 - Concern
 - Interest
 - Excitement
 - Enthusiasm



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Change's Relationship to Prevention

Prevention is defined as “interventions that occur prior to the onset of a disorder and are intended to prevent or reduce risk for the disorder.



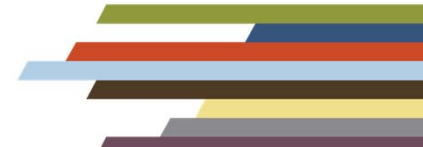
CHANGE



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Prevention *is*

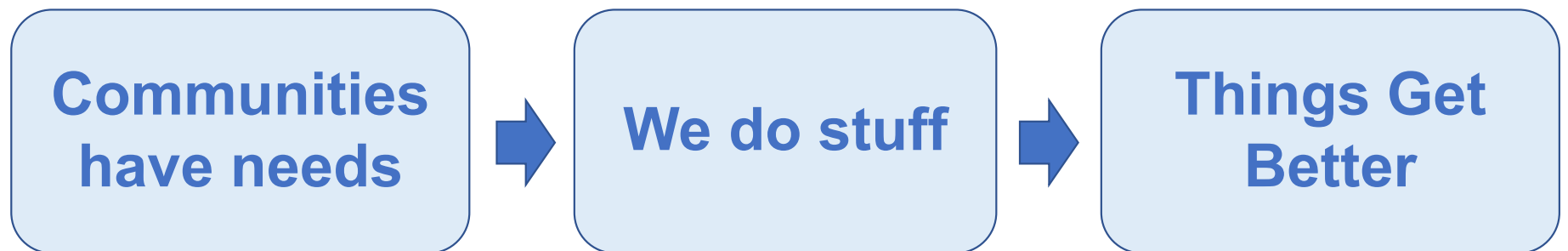
Change

Question

**What are you currently
working to change in your
community**



Prevention's (Very Simple) Theory of Change (TOC)



- Consumption
- Consequences
- Risk and protective factors

Strategies/
Interventions

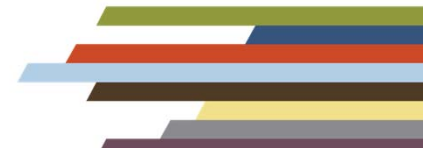
Short, Intermediate
and Long-Term
Outcomes



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Sample TOCs

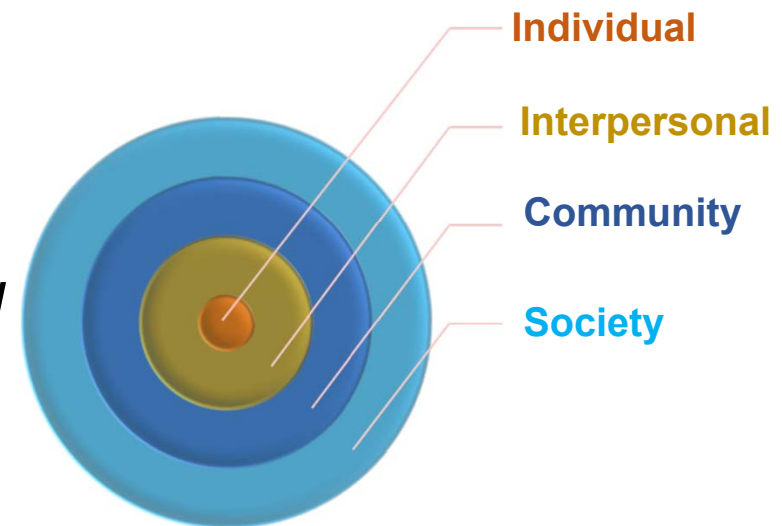
Logic Models



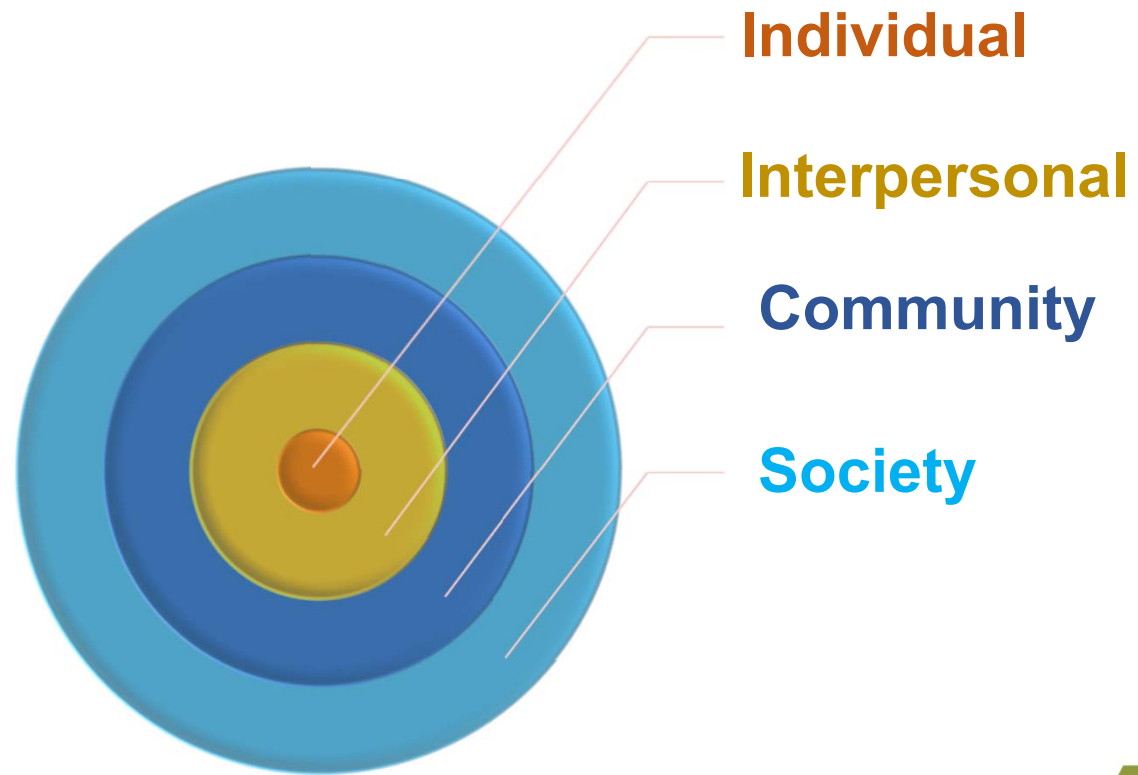
The Strategic Prevention Framework



Socio-ecological Model



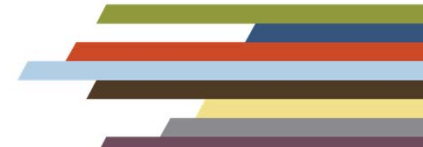
The Socio-Ecological Model



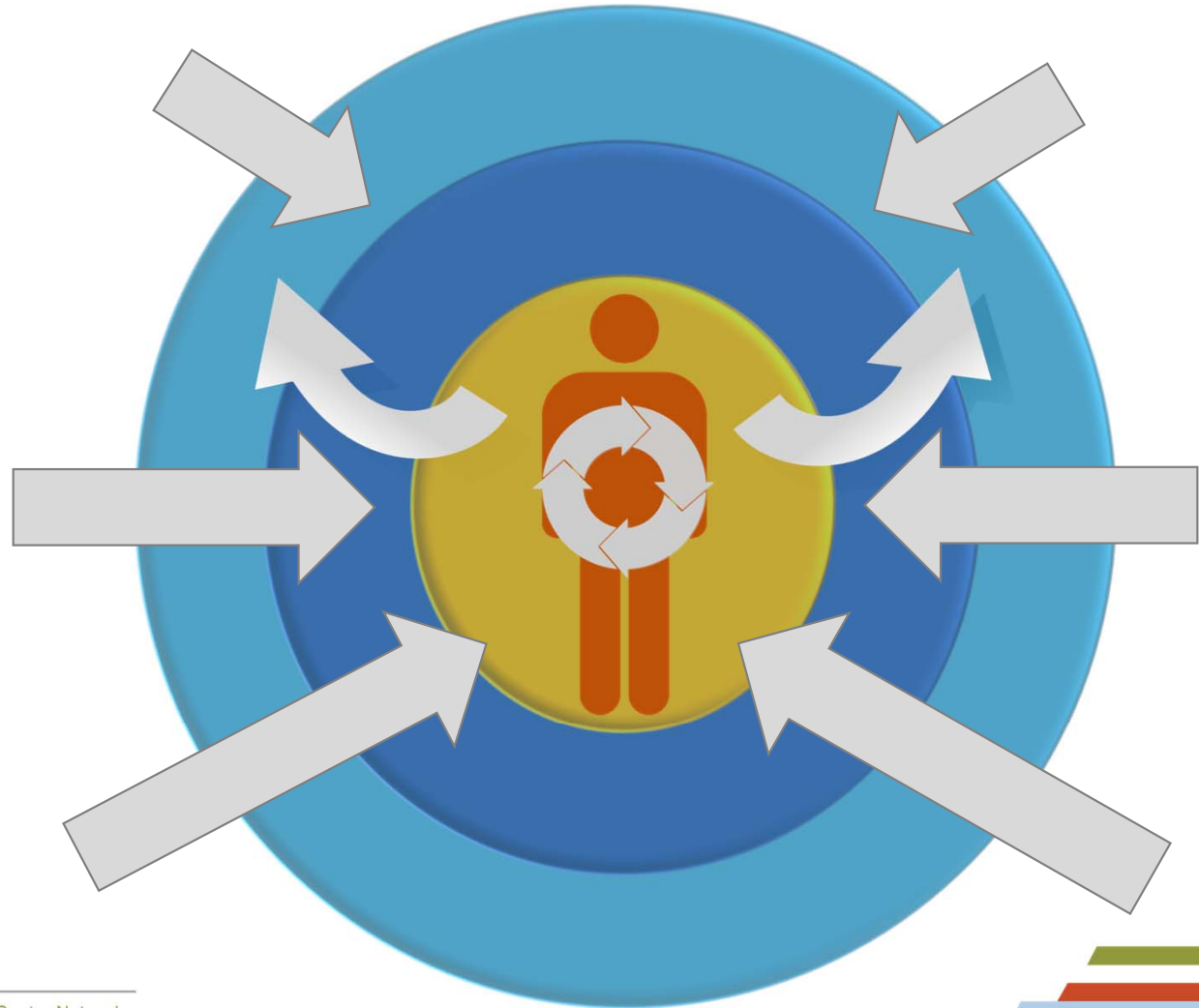
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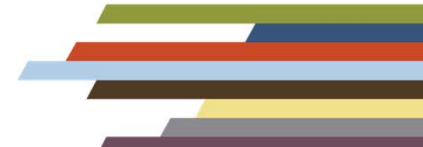
The Prevention Practitioner and Change



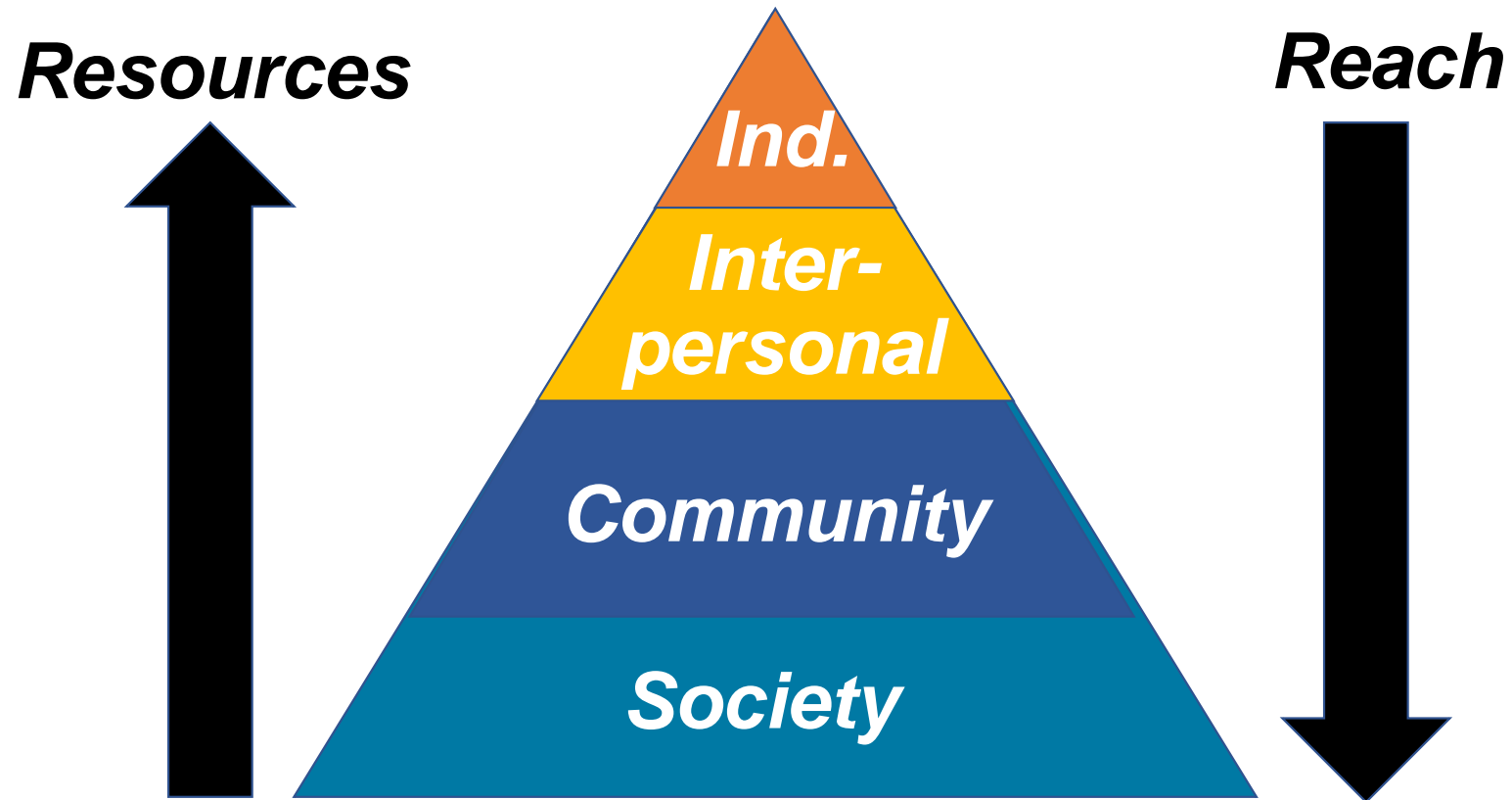
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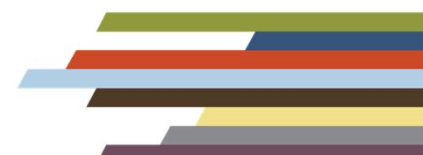


Prevention Across the Socio-Ecological Model



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Change

At the Individual Level

Question

**How do you engage with
individuals in your
prevention efforts**

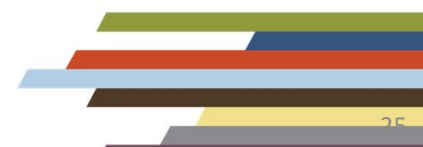
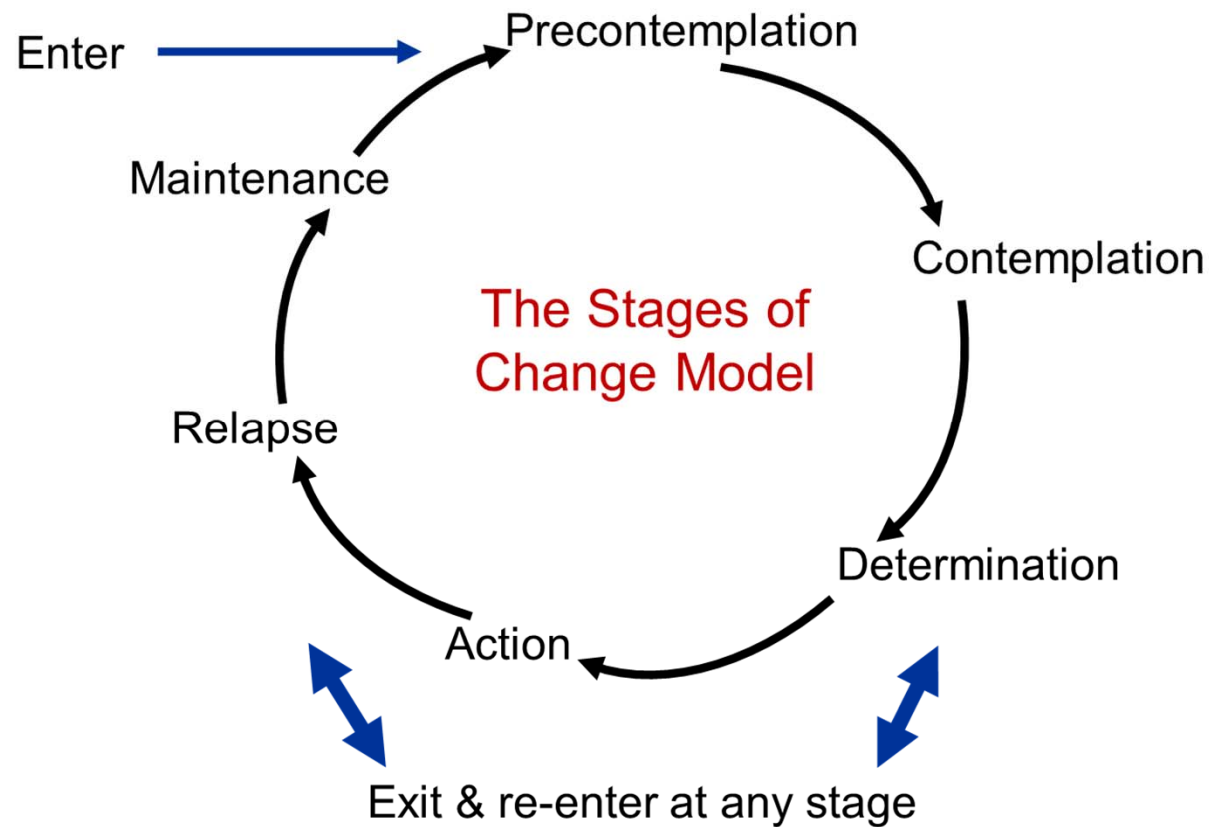


A top-down view of a sandy beach with various seashells and starfish. In the upper right, there is a large red starfish, a purple and white striped scallop, and several white and grey shells. In the lower right, there is another red starfish, a large orange and yellow scallop, and a large white and red striped scallop. The text "In Defense of Individual Change" is centered over a dark green horizontal band.

In Defense of Individual Change

Individual-Level TOCs

The “Stages of Change” Model¹



Individual-Level TOCs

The Health Belief Model^{2, 4}

An individual model that addresses an individual's perceptions of:

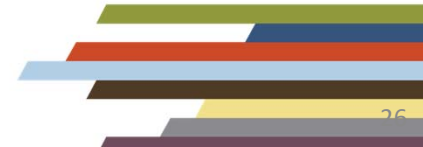
- 1) The threat posed by a health problem,*
- 2) The benefits of avoiding the threat, and*
- 3) Factors influencing their decision to act.*



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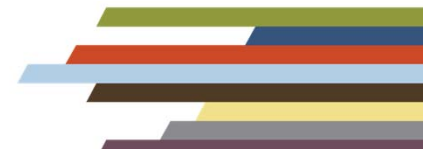
Examples of Individual-Level Prevention Strategies

- School- and community-based education programs, including curriculum programs meant to bolster protective factors and social-emotional competencies
- Youth mentoring programs
- Motivational interviewing
- Screening, brief intervention and referral (SBIRT)



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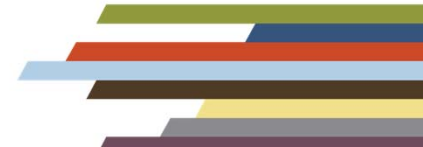


A Closer Look: Motivational Interviewing⁴



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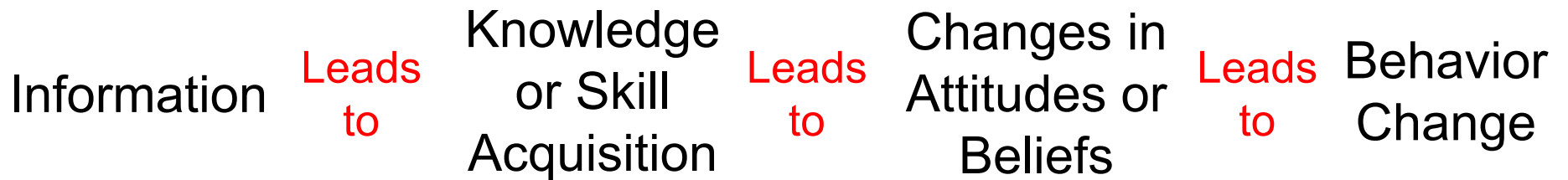
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Key Take-Away

Information \neq Behavior Change

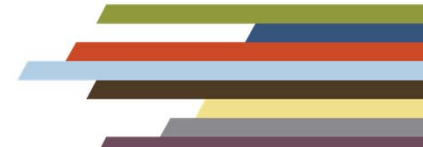
Sometimes, it does, but more often...



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The word "Change" is rendered in a large, bold, white sans-serif font. It is set against a background of multiple, semi-transparent blue 3D rectangular blocks that are stacked and slightly offset from each other, creating a sense of depth and movement. The entire graphic is centered on a black background.

Change

At the Interpersonal Level

Question

**How do relationships factor
into your efforts to create
change**



Relationships Matter



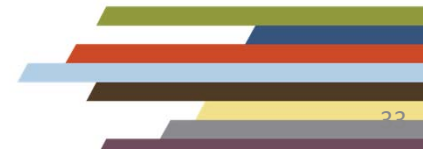
Interpersonal-Level TOCs

Family Systems Theory⁵

Families are complex and family members influence each other's behavior.

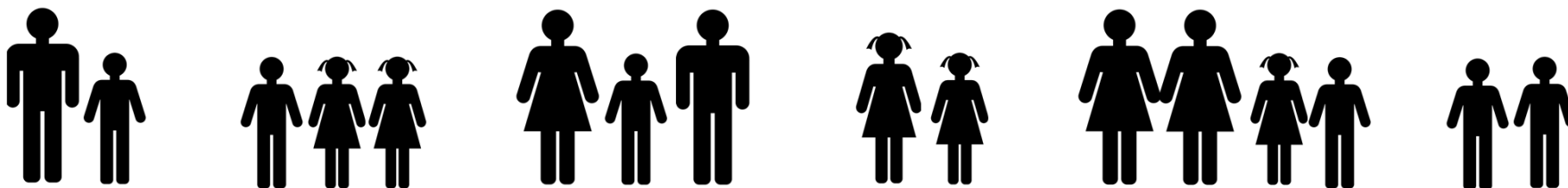
Social Cognitive Theory^{4, 6, 7}

Behavior is determined by a series of internal and external factors that influence each other.



Examples of Interpersonal-Level Prevention Strategies

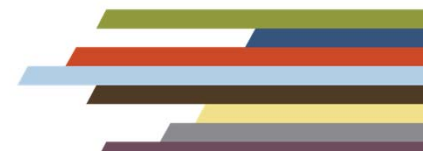
- Family programs
- Parent education programs
- Youth mentoring and relationships with “trusted adults”
- Peer education / social groups
- Social marketing and norms campaigns



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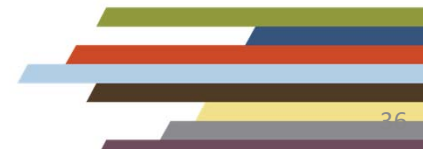
A Closer Look: Family Programs





Key Take-Away

Understanding relationship dynamics is essential, as is recognizing the power individuals have to change or reinforce those dynamics.



My Changes as a Prevention Professional

Individual Level

- Training & professional Development – knowledge of field, ethical behavior
- Changes to language – person affirming

Relationship Level

- Cultural responsiveness of organization
- Reduce deficit focus



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Reflections

What is one thing you can envision changing on the individual level in your personal or professional life?



What is one change you could make at the interpersonal level?

What questions does this bring up for you?

Looking Back and Looking Forward

This time, we discussed **individual- and interpersonal-** level change in the context of prevention, which are resource-intensive and typically have smaller reaches, but are effective and important parts of a comprehensive prevention strategy.

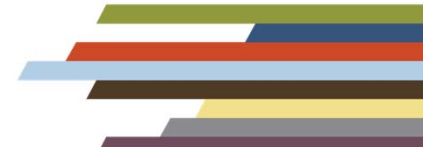
Next time, we will look at **community- and societal-** level change that tends to be larger scale and more sustainable over time.



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Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=923515>



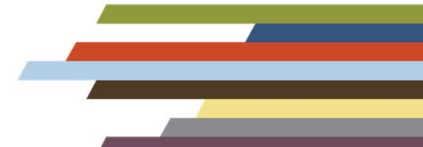
Your feedback is appreciated!



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Thank You!

If you have questions or comments, don't hesitate to contact:

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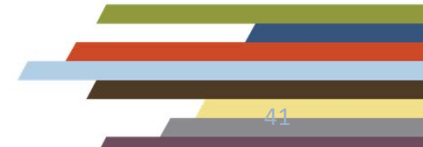
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References

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2. <https://sphweb.bumc.bu.edu/otlt/mph-modules/sb/behavioralchangetheories/BehavioralChangeTheories2.html>
3. https://www.umass.edu/studentlife/sites/default/files/documents/pdf/Motivational_Interviewing_Definition_Principles_Approach.pdf
4. <https://cf.son.umaryland.edu/NRSG780/module9/subtopic2.htm>
5. <https://www.sciencedirect.com/topics/medicine-and-dentistry/family-systems-theory>
6. https://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories5.html#headingtaglink_1
7. <https://www.ruralhealthinfo.org/toolkits/health-promotion/2/theories-and-models/social-cognitive>



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