

Theoretical Foundations and Design of Behavioral Interventions in Healthcare

Winter 2022

Schedule of meetings:
Thursdays, October 20, 2022 – February 2, 2023, 10:00a -1:00p

Contact Information

Primary Instructor: Kathleen Gali, PhD (she/her pronouns)
Postdoctoral Fellow
Hamburg Center for Health Economics

Email kathleen.gali@uni-hamburg.de

Office Hours I will be available after class and for virtual office hours by appointment only. Email me and we can set up a date/time to meet over Zoom

Office hours are times you can meet with your instructors to discuss the material being covered in class, questions or concerns you might have, and other related issues.

Course Description and Goals

How to develop theory-based public health interventions?

This course is intended for master students and those interested in learning how to design health interventions. Pulling from different disciplines such as psychology and health economics, this class follows an integrative model to demonstrate similarities and differences between the theoretical approaches. More than just a theory class, you will gain practical skills by focusing on the specifics of needs assessments and intervention development and delivery and how these may vary across community settings, with diverse populations, addressing different behaviors. Together we will develop a foundational understanding of behavior change theory, rigorous research methods, and creative design strategies to advance the health of individuals and communities.

Course Learning Outcomes

Through active engagement with and successful completion of this course, students will be able to:

- 1) Identify and define the central features of theories of health behavior change and thoughtfully critique the scope;
- 2) Apply different theoretical approaches for health behavior change interventions;
- 3) Critique the benefits and constraints of working from a theoretical framework when designing health behavior change programs and interventions;
- 4) Determine and construct objective methods, measures, and analyses for evaluating theory;
- 5) Design a behavioral intervention and identify the theoretical approach(es) most useful for your personal behavior change project.

Course Schedule and Assignment / Assessment Deadlines

COURSE REQUIREMENTS AND EVALUATION:

Course evaluation will be based on the number of points earned for a series of activities: (a) participation in class discussions and reflection pieces (5 points), (b) class assignments (50 points), (c) article presentations (15 points), and (d) final theory-applied behavior change project (30 points).

Weekly Topics

Week 1, Oct 20 part 1	Class Welcome & Overview
Week 1, Oct 20 part 2	Diffusion of Innovations, RE-AIM, and ecological perspective
Week 2, Oct 27	CBPR – approaches and methods
Week 2, part 2 Oct 26	The Art of Health Promotion: Design for Health Initiatives
Week 3, Nov 3, part 1	Health Belief Model
Week 3, Nov 3, part 2	Theory of Reasoned Action (TRA) / Theory of Planned Behavior (TPB)
Week 4, Nov 10	Social Learning Theory (SLT) & Social Cognitive Theory (SCT)
Week 5, Nov 17	Transtheoretical Model, motivational interviewing and practice
Week 6, Nov 24	Discrete-choice experiments
Week 7, Dec 1	Interventions in cancer care
Week 8, Dec 8	Logic Model development
Week 9, Dec 15, Part I	Health interventions, use of different modes
Week 9, Dec 15, Part II	Health communication theory, communication channels, and media effects
Week 10, Dec 22	Health equity
Week 11-12	Winter holidays; no class Dec 29, Jan 5
Week 13, Jan 12, 2023	Program development and evaluation
Week 14, Jan 19	Evaluation and peer feedback
Week 15, Jan 26	Class presentations
Week 16, Feb 2	Final project due

Course Schedule Change Policy

This syllabus may be subject to some change and adjustment throughout the semester to accommodate timely, late-breaking topics and events and to best meet the needs of our group.