

# Chapters question for essentials of health behavior, social and behavioral theory...

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Chapter questions for essentials of health behavior theory in public health book Chapter 8 questions, 2 and 5 Difference between community intervention and intervention in the community

Community interventions refer to initiatives that target the entire community while interventions in the community refer to initiatives that target a section of the community. A community intervention therefore targets a larger population as compared to interventions in the community. The community interventions are also more diversified and lead to little changes on many members of the community while interventions in the community are more specific and explorative and lead to great changes in a small section of the community (Edberg, p. 93).

Keeping intervention going and the meaning of sustainability

An intervention can be kept going by developing and implementing a good strategy. An example of a strategy that can keep an intervention going consists of a number of measures. The first measure is to ensure that those who are involved in the intervention are trained to properly implement the intervention. This is followed by incorporation of community-based stakeholders who will support the program, followed by search for necessary resources for the intervention. It is also necessary to develop a link with similar intervention programs. This strategy ensures availability of resources and technical knowledge that keep an intervention going (Edberg, p. 100).

Sustainability refers to the property to maintain an objective until its realization (Edberg, p. 100).

Chapter 9 questions, 3 and 4

Political issues that one might face in trying to implement school based

health promotion program

Trying to implement a school based intervention policy faces a number of political issues that needs decision making and influencing others to accept the decision. The approval of the school board is one of the political issues that affect intervention as no policy can be implemented without the board's consent. Successful implementation of an intervention also requires support from the school. This can only be achieved by political means. Similarly, choosing from many policies is another issue because resources are limited and not all policies can be implemented at the same time. Another political issue is acceptance of the policy by external stakeholders such as the community (Edberg, p. 105).

Connections between schools and their communities that might affect selection of programs and connections between workplaces and communities

The connection between schools and their communities that might affect selection of programs is the existence of the community as the schools' environment and as a stakeholder to the schools. Because the schools are within the community, their policies are affected by behavior among students and their parents or guardians who come from the community. Another connection is the community's interest in its children's affairs in schools and the community's future generations (Edberg, p. 104, 105). The major connection between workplace and the community is their ability to affect each other through employees. Workplace conditions affect social well being in the community. Well being in the community and culture also affect productivity at the workplace (Edberg, p. 108, 109).

## Chapter 10 questions, 4 and 5

How formative research help in selecting and using theory

Formative research helps in selecting and using theory by establishing existing knowledge of how such theories have been used and possible effectiveness of each theory. It therefore forms a basis for making right choices of theories and their implementations (Edberg, p. 117).

How diffusion and innovation theory would help

The diffusion and innovation theory would help to explain how exercise was diffused by developing appropriate ways of communicating the message.

The theory would also help in understanding the audience's ability to receive the information, for developing appropriate strategies (Edberg, p. 120).

Works cited

Edberg, Mark. Essentials of health behavior: Social and behavioral theory in public health. Sudbury, MA: Jones & Bartlett Publishers, 2007. Print.