HSC 4211
Health Behavior and Society

# Social Environment – Part I

Presented by Nichole Murray, MSW, MPH

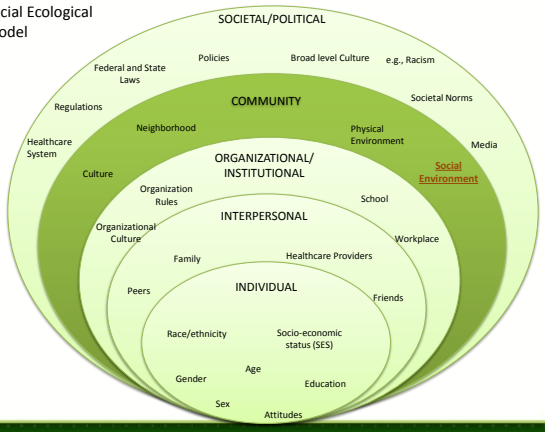


## Learning Objectives

- Understand the role that social environment plays in the
  - Social Ecological Model
- Describe characteristics of the social environment and its impact on health
- Discuss how the social environment can influence change in physical activity
- Apply the social environment to the condition of obesity



Social Ecological Model






## Community Level

- Physical Environment
- Social Environment







## Community Level

- Physical Environment
- Social Environment







## The Social Environment

- Social areas are more than the sum of individuals living in them
- There are features of areas that strengthen or weaken social support or cohesion
- Social characteristics of an area are not simply a result of geographic location

## The Social Environment & Health

- The social environment can…
  - Serve as a medium for disease transmission
  - Operate as a stressor
  - Function as a source of safety or danger
  - Serve as an enabler of health behavior



## Factors that Affect Health

- Social support
- Social climate in families
- Social climate in organizations
- Cultural and religious beliefs and practices
- Health communications and media
- Political instability



**Social environment related to physical activity and obesity**



## Social Environments

- Social Networks
- Social Norms
- Social Capital
- Social Supports



## Social Networks

- Interactions
- Frequency of contacts
- Diversity
- Quality and types of support





## Social Networks

**YOUR TURN:** How can social networks be used by health care organizations?

## Social Networks

- How can social networks be used by health care organizations?
  - Reach stakeholders
  - Aggregate information
  - Leverage collaboration



## Social networks and Health

**YOUR TURN:** How can we utilize social networking to address obesity and promote healthy behavior choices?



## Social networks and Health

- How can we utilize social networking to address obesity and promote healthy behavior choices?
  - Target
  - Strategy
  - Desired outcome





## Social networks and Health






## Social Norms

**YOUR TURN:** Can you list a few social norms or violations of social norms?



## Social Norms

- Can you list a few social norms or violations of social norms?
  - Say hello to everyone
  - Face the back of the elevator
  - Raise your hand and request permission before speaking
  - Never eat soup with a fork
  - Always say hello when you answer the phone

## Social Norms



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## Social Norms

- Perceived norm
  - What we think our peers believe and do
- Actual norm
  - Our peers' real beliefs and actions

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## Social Norms

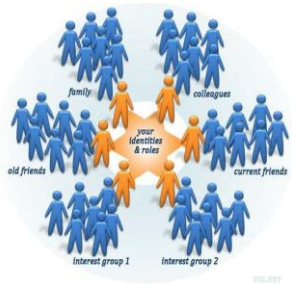
- Changing social norms
  - Shift in ideals about health
  - Exercise
  - Food choices



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## Social Capital

- Facilitates a flow of information
- Resides in relationships
- Mutual expectations and trust
- Shared values




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## Social Capital Video

- http://www.youtube.com/watch?v=tTvbf1WVYFE&list=PLFcO0E-CuF-4nAjzuhv5bnyyR40PCtNCK

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## Social support

- Participated and completed physical activity
- Was encouraging
- Discourage (stay and watch tv)



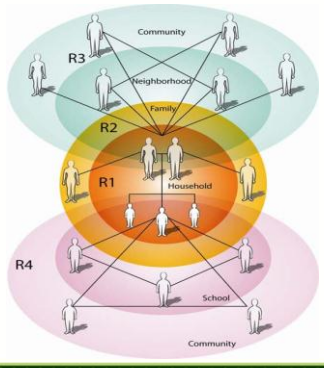
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## Interventions at the Social Environmental level

- Family at home
- Family outside the home
- Neighborhood/community
- Social network



## Interventions





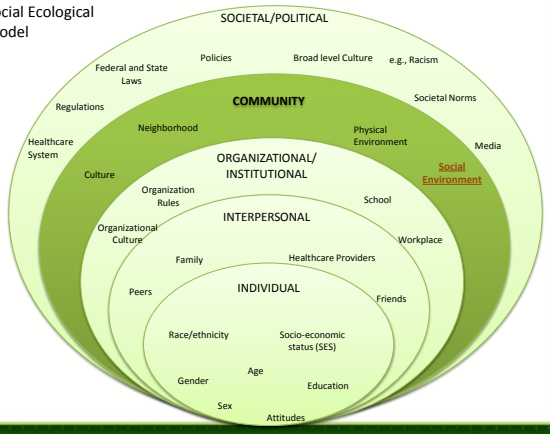

## What works?

- Universal healthy weight promotion programs
  - School-based programs
- Obesity prevention programs
  - Individual family based





Social Ecological Model




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