Move Your Way Community Playbook

Guiding Models of Move Your Way

If you're writing a grant application or presenting at a conference, you may need to describe the theoretical background and evidence base of the campaign. Use or adapt this language to write with authority about the rationale behind your work.

Guiding Models

Engaging with communities is an effective way to create long-term, sustainable, positive change.[1] A community-engaged approach:

- Recognizes and builds on community strengths
- Relies on partnership development
- Focuses on capacity building by developing sustainable skills and resources

Move Your Way community campaigns are guided by 3 models — the social ecological model, the transtheoretical model, and community-based prevention marketing — that explain the why, who, and how of this important work.

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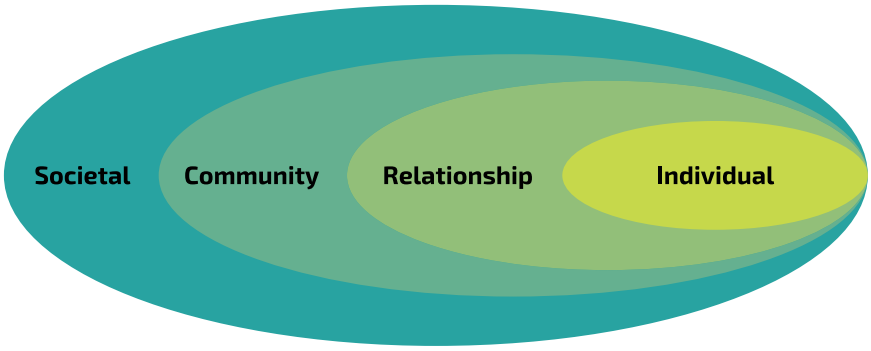
[1] CTSA Community Engagement Key Function Committee Task Force (2011). *Principles of community engagement* (2nd ed.). Bethesda, MD: National Institutes of Health.

Social Ecological Model: The Why

The Office of Disease Prevention and Health Promotion (ODPHP), part of the U.S. Department of Health and Human Services (HHS), used the social ecological model to establish the rationale for the Move Your Way community campaigns. This model describes how layers of influence intersect to shape a person's health behaviors and physical activity choices.[2] The illustration below shows how the layers overlap, interact, and reinforce one another.[3]

By developing tools and resources for communities, the Move Your Way campaign has the potential to impact the physical activity patterns and health outcomes of individuals, families, communities, and society overall.



Transtheoretical Model (Stages of Change): The Who

Although the potential audience for Move Your Way includes all consumers, the campaign specifically targets contemplators. Physical activity contemplators are people who aren't currently meeting the physical activity recommendations, but who are motivated to increase their activity level in the next 6 months. Any increase in activity can have big health benefits for people who aren't currently active.

ODPHP used the transtheoretical model of behavior change (also called stages of change) — along with extensive formative research — to identify and test messages that will resonate with contemplators.[4]

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[2] McLeroy K.R., Bibeau D., Steckler A., & Glanz, K. (1988). An ecological perspective on health promotion programs. *Health Education Quarterly*, *15*(4), 351–77.

[3] Centers for Disease Control and Prevention (2018). The social-ecological model: A framework for prevention. Retrieved from https://www.cdc.gov/violenceprevention/overview/social-ecologicalmodel.html

[4] Prochaska J.O. (2013). Transtheoretical model of behavior change. In Gellman M.D., Turner J.R. (Eds), *Encyclopedia of Behavioral Medicine* (pp. 1997–2000). New York, NY: Springer.

In the contemplation stage, people are considering making a change in their behavior — they are mostly aware of the pros and cons of changing, but the cons continue to outweigh the pros. Behavior change campaigns aim to tip the balance by emphasizing the pros of adopting a new healthy behavior or stopping an unhealthy one.

The Move Your Way campaign focuses on common barriers and facilitators to physical activity to shift the balance and make the pros of being active outweigh the cons. We hope to help those contemplators move into the preparation stage (intending to take action within the next 30 days) and, ultimately, into action.

Community-Based Prevention Marketing: The How

ODPHP used a community-based prevention marketing framework to create a sustainable, community-based campaign that encourages people to meet the physical activity recommendations. This approach uses social marketing and community coalitions to build an initiative to change a targeted behavior — in this case, physical activity.[5]

To implement the Move Your Way campaign, campaign teams form relationships with local partners, hold community meetings with stakeholders, coordinate volunteers, and plan events and initiatives to increase community capacity and drive positive behavior change.

Find more community resources at
health.gov/MoveYourWay/Playbook

[5] Bryant, C. A., McCormack Brown, K. R., McDermott, R. J., Forthofer, M. S., Bumpus, E. C., Calkins, S. A., & Zapata, L. B. (2007). Community-based prevention marketing: Organizing a community for health behavior intervention. *Health Promotion Practice*, *8*(2), 154–163.