

From Campaigns to Conversations

Presenter: Suzanne Bronheim, PhD bronheis@georgetown.edu

Presentation Objectives

- Describe National Action Partnership to Promote Safe Sleep
- Understand how Ajzen's Theory of Behavior Change relates to safe sleep
- Describe the key components of a Conversations Approach

Highlights (including quotes, charts, graphs)

Topic 1 *What drives behavior change (Ajzen's model)?*

- Positive perceptions of the behavior, the actions required, and the advantages.
- Others' beliefs about the behavior ("normative beliefs" held by others who are important to the individual, such as friends, family members, colleagues, even societal norms and pressures).
- Personal perceptions of one's own ability, level of control, and self-efficacy to perform or change the behavior.

Topic 2 *How do we communicate to support behavior change?*

- Diffusion is the process in which an innovation is communicated through certain channels over time among members of a social system. This is a two-way communication that leads to diffusion. (Conversations!)

Topic 3 *What is a Conversations Approach?*

- One of the most crucial aspects of shifting to a conversations approach is shifting our attitudes about our roles and our perspectives. For many people who talk with families about safe sleep and breastfeeding their professional training and definition of their roles have typically focused on their expertise. This perception of one's role as an expert who tells families what they should implement is antithetical to a conversations approach. In the conversations approach there is a shift from being an expert who makes recommendations to being a resource who supports families in making their own informed decisions.
- Key knowledge and skills are needed to implement the approach.

Resources

- NAPPS Website <http://www.napss.org/>