

# Using the tools available to encourage behavior change (or at least using more of them)

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# What are examples of a Change Agent?

Parents, grandparents

Spouses, family members

Neighbors

Extension agents, non-profit educators, peer to peer farmers

Private consultants

Community organization members and leadership

Policy researchers, lobbyists, elected officials, staff, voters

Activists, protestors, supporters

Influencers

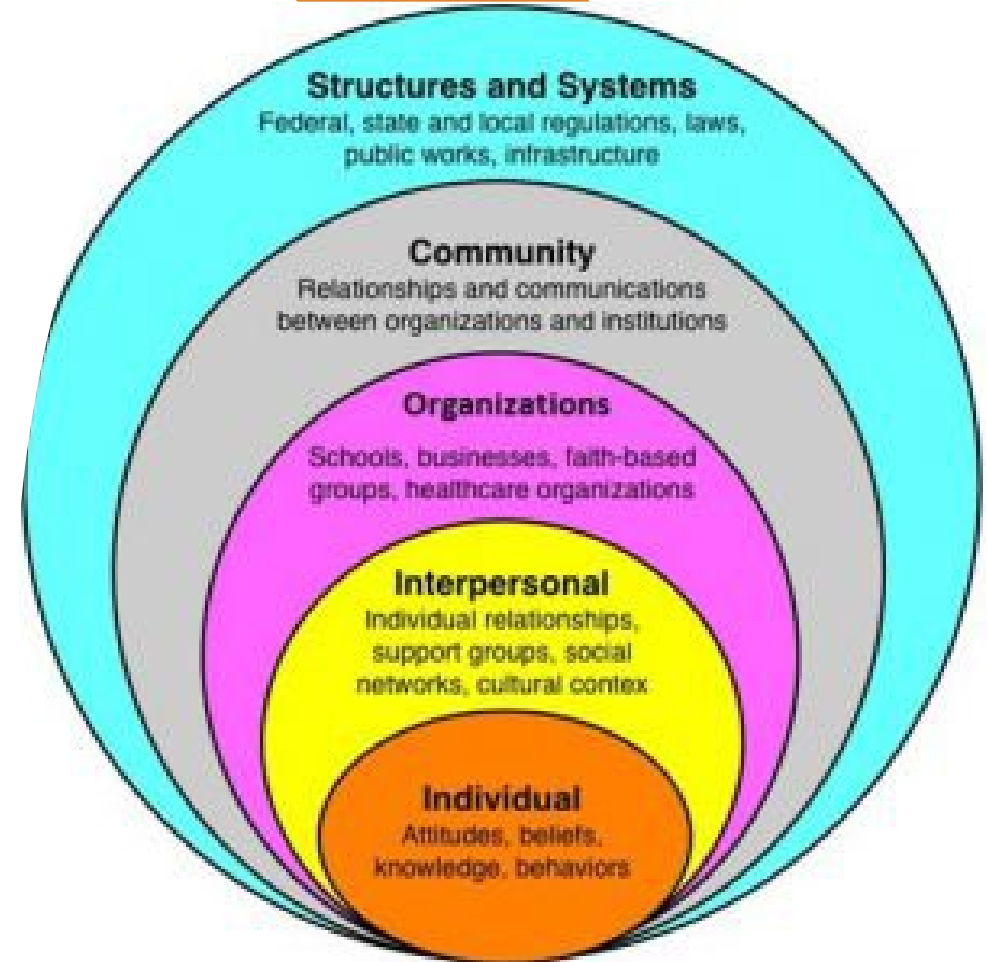
# What are some tools to create change and impact social issues?

1. Activism
2. Technology
3. Science (including social science)
4. Laws, policies, enforcement, political movements
5. Modifying infrastructure & built environment
6. Schools, churches, families, neighborhoods
7. Education (formal and non-formal)
8. Media, news, internet, advertising,
9. Wars, disasters, crises, pandemics
10. Doing nothing or not doing enough
11. Opposing change or slowing it down

**What tools are you using to influence change?**

# A useful tool: The Socio-Ecological Model Adapted from Public Health

- Have a model or concept of what influences behavior and what may need to be addressed to change behavior
- Helps think about why people/farmers/groups/organizations don't easily change
- Use your model to target these populations at different levels, build partnerships, and conceptualize change differently

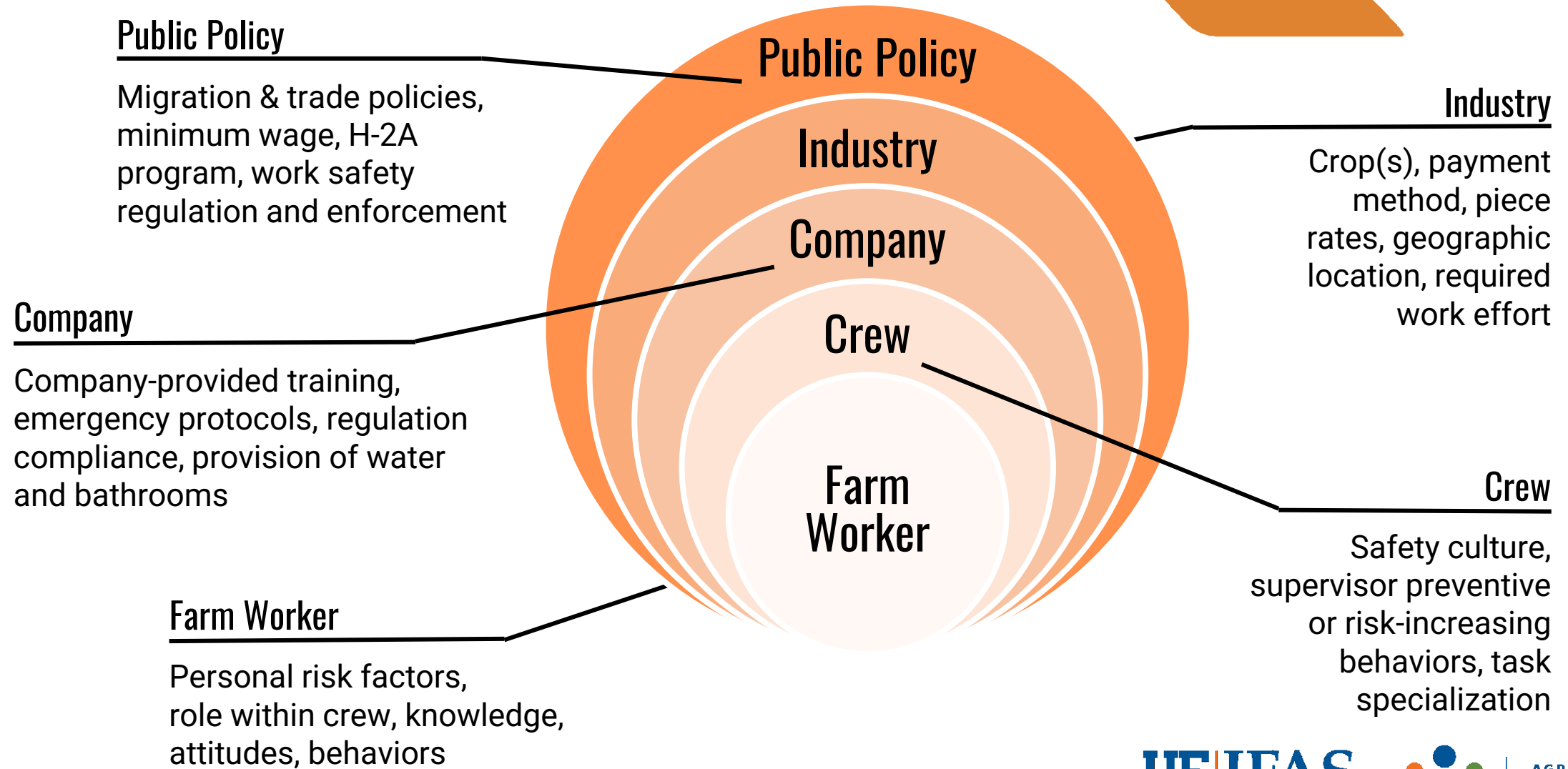




# How to improve hydration practices among harvesters in hot humid conditions?



# Conceptual Framework







# Public Policy

- Migration policies and programs
  - H-2A program
- Global and national trade policies
- Minimum wage
- Work safety regulation & enforcement

## Work/Rest and Water Consumption Table

Applies to average sized, heat-acclimated Soldier wearing ACU, hot weather. (See TB MED 507 for further guidance.)

Easy Work	Moderate Work	Hard Work
<ul style="list-style-type: none"> <li>• Weapon Maintenance</li> <li>• Walking Hard Surface at 2.5 mph, &lt; 30 lb Load</li> <li>• Marksmanship Training</li> <li>• Drill and Ceremony</li> <li>• Manual of Arms</li> </ul>	<ul style="list-style-type: none"> <li>• Walking Loose Sand at 2.5 mph, No Load</li> <li>• Walking Hard Surface at 3.5 mph, &lt; 40 lb Load</li> <li>• Calisthenics</li> <li>• Patrolling</li> <li>• Individual Movement Techniques, i.e., Low Crawl or High Crawl</li> <li>• Defensive Position Construction</li> </ul>	<ul style="list-style-type: none"> <li>• Walking Hard Surface at 3.5 mph, ≥ 40 lb Load</li> <li>• Walking Loose Sand at 2.5 mph with Load</li> <li>• Field Assaults</li> </ul>

Heat Category	WBGT Index, F°	Easy Work		Moderate Work		Hard Work	
		Work/Rest (min)	Water Intake (qt/hr)	Work/Rest (min)	Water Intake (qt/hr)	Work/Rest (min)	Water Intake (qt/hr)
1	78° - 81.9°	NL	½	NL	¾	40/20 min	¾
2 (green)	82° - 84.9°	NL	¾	50/10 min	¾	30/30 min	1
3 (yellow)	85° - 87.9°	NL	¾	40/20 min	¾	30/30 min	1
4 (red)	88° - 89.9°	NL	¾	30/30 min	¾	20/40 min	1
5 (black)	> 90°	50/10 min	1	20/40 min	1	10/50 min	1

- The work/rest times and fluid replacement volumes will sustain performance and hydration for at least 4 hrs of work in the specified heat category. Fluid needs can vary based on individual differences (± ¼ qt/hr) and exposure to full sun or full shade (± ¼ qt/hr).
- NL = no limit to work time per hr.
- Rest = minimal physical activity (sitting or standing) accomplished in shade if possible.
- **CAUTION: Hourly fluid intake should not exceed 1½ qts. Daily fluid intake should not exceed 12 qts.**
- If wearing body armor, add 5°F to WBGT index in humid climates.
- If doing Easy Work and wearing NBC (MOPP 4) clothing, add 10°F to WBGT index.
- If doing Moderate or Hard Work and wearing NBC (MOPP 4) clothing, add 20°F to WBGT index.

For additional copies, contact: U.S. Army Public Health Command Health Information Operations Division at (800) 222-9698 or USAPHC - Health Information Operations@apg.amedd.army.mil. For electronic versions, see <http://chppm-www.apgea.army.mil/heat>. Distribution unlimited. Local reproduction is authorized. CP-033-0811





# Industry

Risks can be shaped by **interacting factors** such as crop type and method of payment.

- **Piece rates** disincentivize preventive behaviors.
- Different crops present different kinds of risks which **may compete for priority** against HRI prevention.
- Specific crops are often concentrated in **geographic locations**.
- **Work effort** (e.g., lifting crates, bending to cut herbs) differs across crop types.





- Company-provided training
- Emergency protocols
- Regulation compliance
- Provision of water & bathrooms
- Provision of PPE (e.g., cooling shirts)

# Company

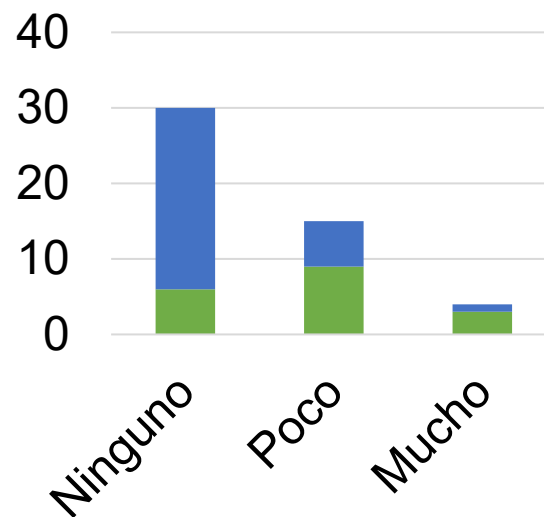




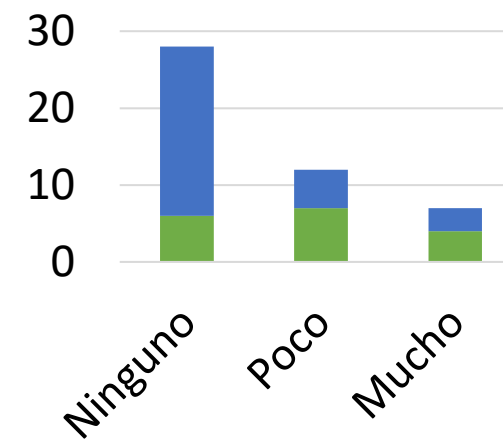
# Crew

## Influences on preventive behaviors

### Coworkers

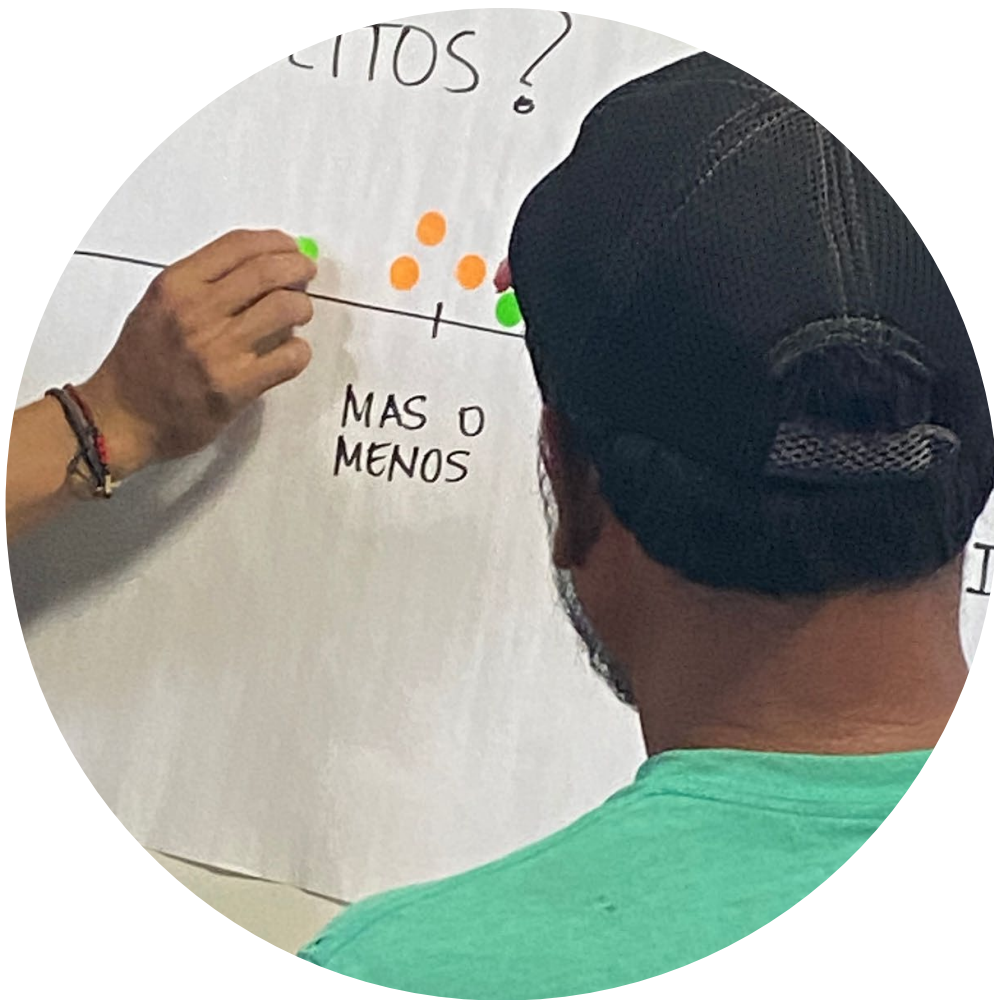


### Boss or supervisor



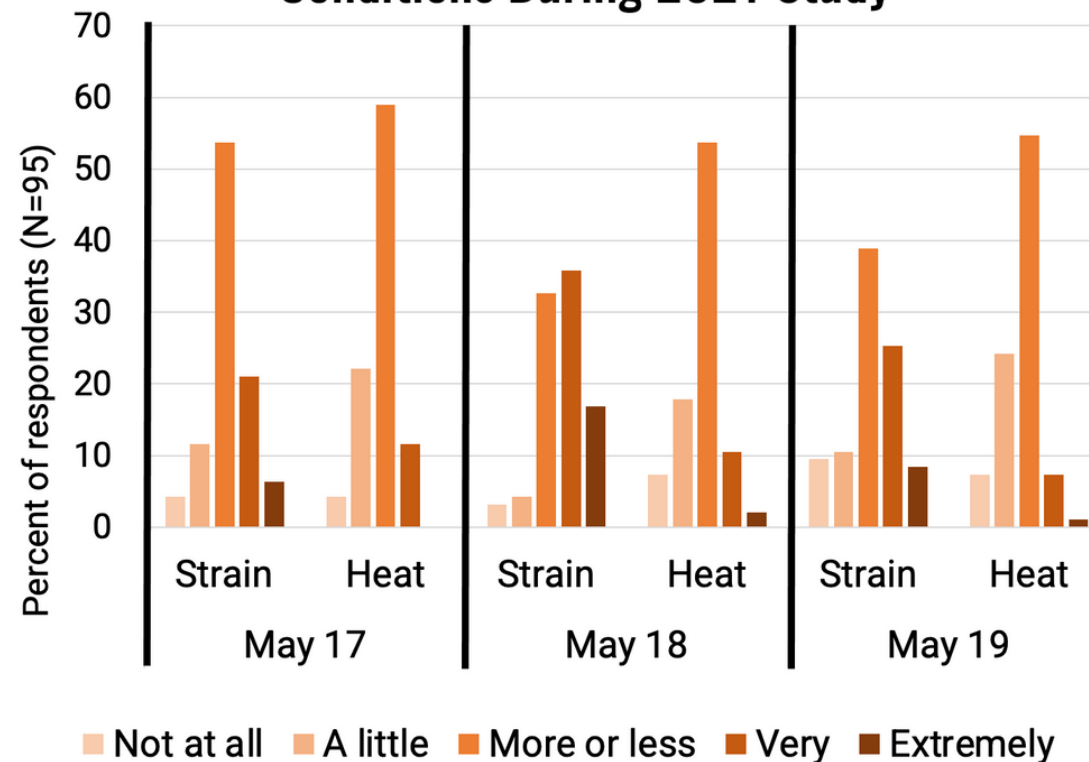
■ Comparison ■ Intervention

Participants in the intervention were more likely to report a higher influence of coworkers and boss/supervisor on preventive behaviors than comparison respondents.



# Farm Worker

## Participant Perceptions of Working Conditions During 2021 Study



- Personal risk factors
- Role within crew
- Knowledge, attitudes, behaviors



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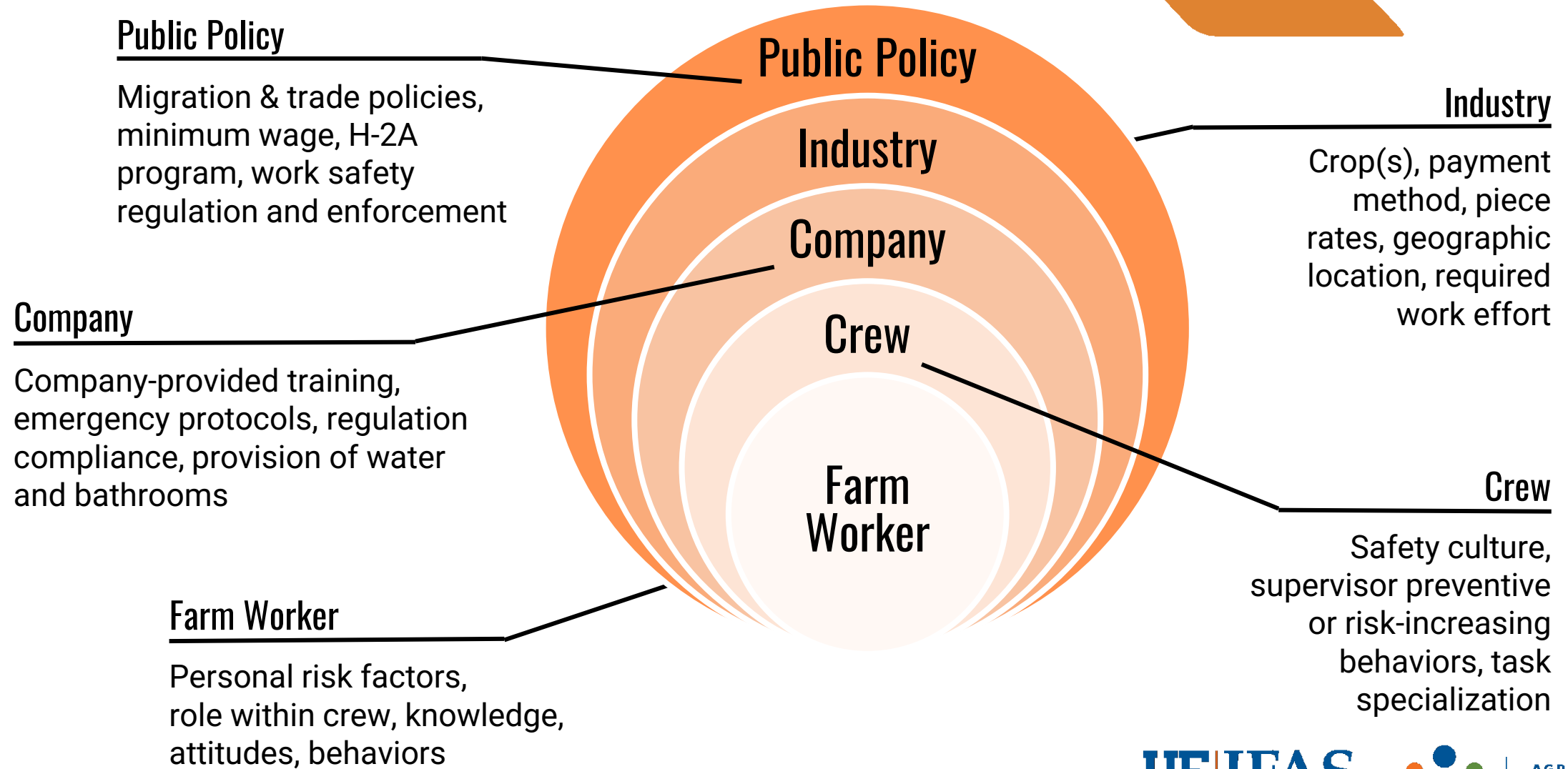




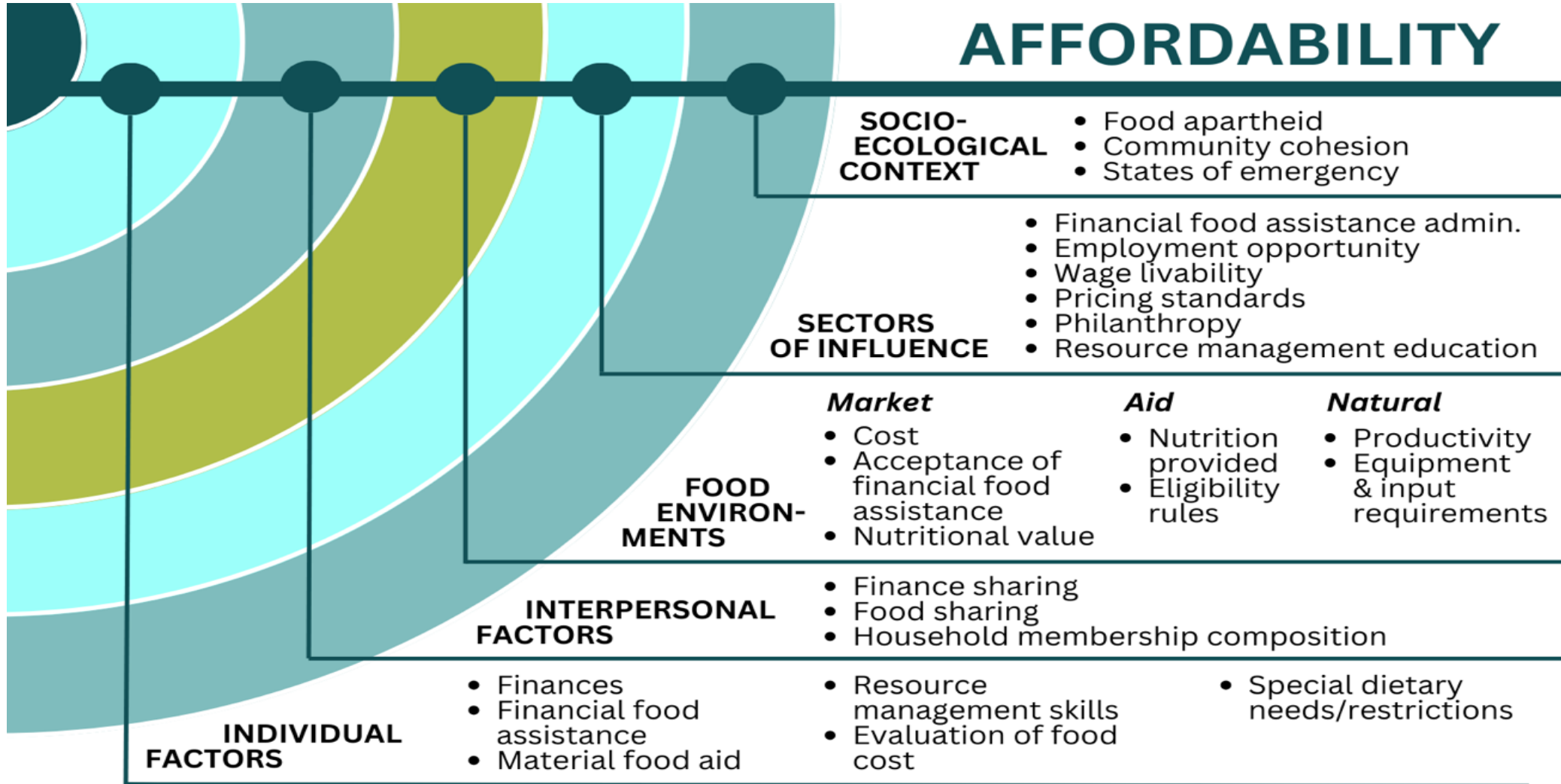




# Conceptual Framework



# Healthy Food Affordability is more than prices and income

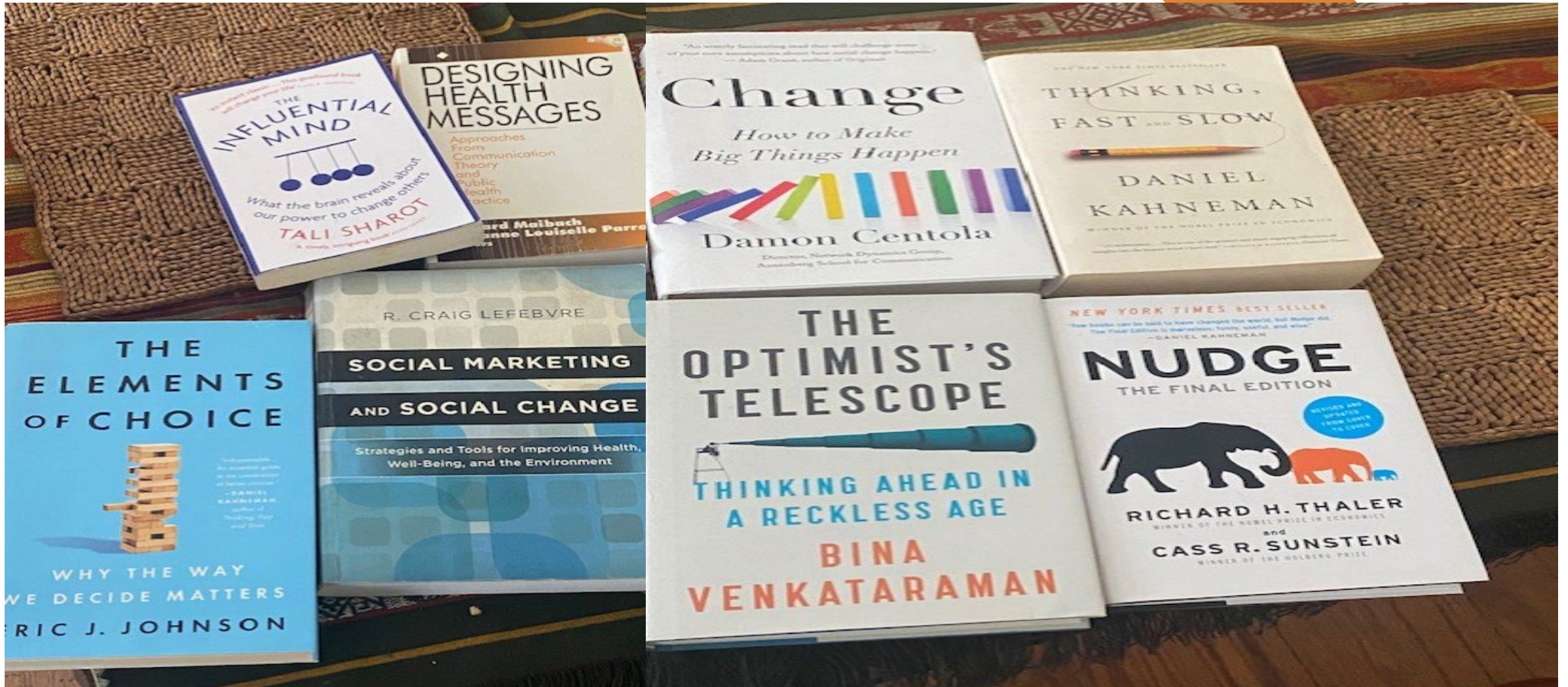


# THE 8 STEPS USED BY SOCIAL MARKETERS TO INFLUENCE SOCIAL CHANGE (adapted from Weinreich, 2011)

1. Engage **partners** to help understand the audience and respond to their issues
2. Identify **policies** that may influence behavioral outcomes
3. Select the **target audience** you want to influence
4. Specify the **behavior** you want the audience to adopt
5. Offer **benefits** that the target audience really wants
6. Recognize and reduce the **barriers** to adopting the behavior
7. Make the behavior **easy** and **convenient**
8. Use best practices for **promoting** the behavior



Another tool is to become a student of change research, case studies, podcasts and books



# Questions and Comments

THANK YOU

You can contact me at

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