



# Theory and Measurement in CBPR

Janine Lewis, MPH, PhC  
Westside Health Authority  
Lewis Health Solutions

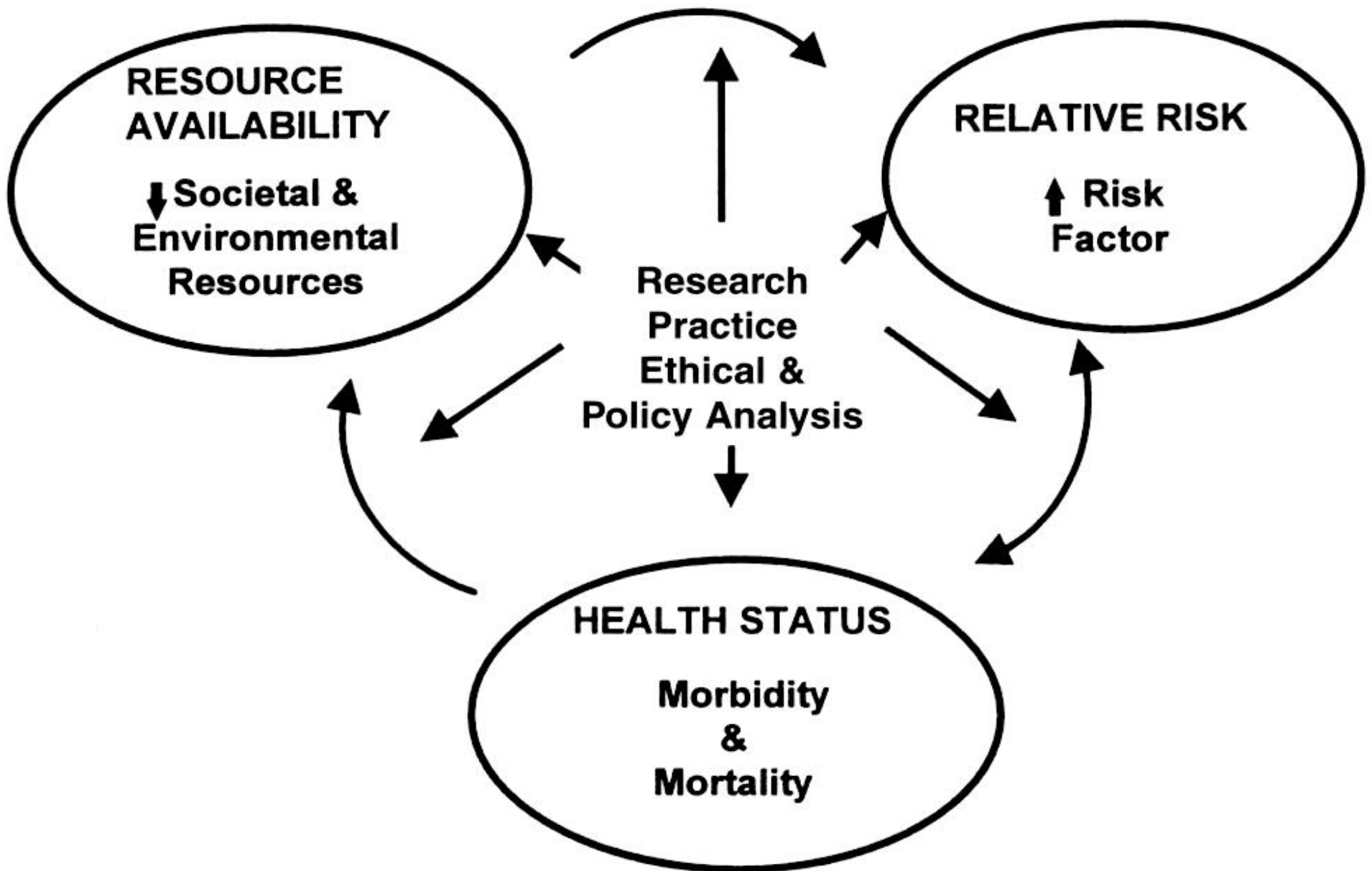


FIGURE 1. Vulnerable Populations Conceptual Model for research and practice.  
*From:* Flaskerud: Nurs Res, Volume 47(2).March/April 1998.69-78



# Common Theories Used in CBPR

- Theory of diffusion of innovation
  - How, why, and at what rate new ideas and technologies spread through cultures
- Health belief model
  - Psychological model that attempts to explain and predict health behaviors – looks at attitudes and beliefs of individuals
- Social cognitive theory
  - Learning theory based on ideas that people learn by watching others' actions, & human thought process are central to understanding personality



# Common Theories Used in CBPR

- Social learning theory
  - People learn from one another, via observation, imitation and modeling
- Transtheoretical model of behavior change
  - Behavior change is not a 1 step process, but rather an effort that occurs in stages, from precontemplation to maintenance

# How can theory be used to guide CBPR projects?

- Can inform intervention evaluations
- Specifies mechanisms via which intervention should work (mechanisms of change)
- Provides structure for focusing on the most important questions
- Tool: theory matrix  
(Helitzer et al, 2006)
  
- Important to educate community partners on importance of theory in developing research/intervention programs

# How to choose appropriate theory to guide your CBPR efforts?

- Strengths/weaknesses of each theory under consideration—which can you live with/can't live without?
- What constructs are relevant/necessary to include in instrument? Why?
- What is the “local theory based on the lived experience of the people involved” (Israel et al, 1998)?
  - How is information shared within target population?



# Measurement Issues for Consideration

- Are questions/response sets written in culturally appropriate manner?
  - Likert scales- culturally biased? (Flaskerud, 1988)
- Are questions/response sets easily understood by respondents/target population?
  - Lost in translation? Idiomatic equivalence