Community Change Models

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Community/Social Change

*The Functionalist View*

- Social change occurs when parts of the system break down or are no longer able to contribute to system maintenance—or when external or environmental changes overwhelm the system.

- Social norms change, providing new rules of conduct to help reform and maintain the system.
The Conflict View

- Change occurs when one of several interests in a system gains ascendancy.
- Social norms also play a role in this perspective—not as a basis of consensus but as a foundation for coercion.
The Conflict View

Those who control parts of the system (economic, political, etc) are seen as the ones who establish and enforce the norms, and attempts to change norms are thought to be resisted strongly by these controlling interests
The Conflict View

A change in social norms from this perspective will result when an opposing interest group is able to exert more influence over the system or parts of the system that the existing controlling interests
Rothman’s Models of Community Change

- Social policy planning
- Locality development
- Social action
- Social mobilization
Models of Community Change

*Rothman*

- **Social Policy Planning**
  - Experts design programs for communities (resembles empirical-rational change), provide leadership

- **Community action**
  - Community members organize themselves to redress imbalances in power, distribution/access of resources
Models of Community Change

Rothman

- **Community Development**
  - Self-help through mobilization of local resources (resembles normative re-educative change)

- **Community Mobilization**
  - Programs are externally designed, but community members are expected to contribute resources
Social Policy Planning

- Typical agency-centered (expert) approach
- Empirical-rational in philosophy
- Prime example is city and regional planning authorities
Social Policy Planning

- In health, we observe rates, outbreaks, and trends—and plan programs to address those
- Planning about the problem, not about the people
- Appeals to ready responders
- These days, relies on social marketing
Community Action
(A Conflict Perspective)

- Redresses imbalances of power, resource allocation within a community
- Concerns empowerment
- Acknowledging that empowerment is something people do for themselves
Community Action
(A Conflict Perspective)

- A power-coercive approach to change
- Change agent as organizer helps the community identify pressure points
- Media advocacy plays a role in getting the attention of decision makers
Community action
Locality Development

- Normative re-educative in approach
- Builds on community capacity
- Goal is for problem-solving ability to be sustained
- Emphasizes community control
Locality Development

- Change agent is a facilitator
  - Primary expertise in process
- Emphasizes indigenous knowledge
  - Offer mechanisms to organize for change
  - Local technologies to enable change
Community Mobilization

- Also expert/agency-oriented
- Broad scale effort to bring people together for action
  - Specific program/goal orientation
  - For example, immunization campaign and coverage
Community Mobilization

• Emphasizes contributions from
  – Other agencies
  – Community members and social groups themselves

• Related to social marketing (creating a demand)
  – Issue of manipulation arises
Forms of Community Change

Process

- The community is part of the process of change, part of what changes
- New structures, new norms, new relationships that strengthen the community’s problem adaptation and/or solving capacity
Forms of Community Change

Process

– For sustainability, this form of community change can build on the strengths of indigenous community-based organizations (CBOs), recognizing that such organizations are already engaged in the development and maintenance of the community
Forms of Community Change

- **Process**
  - Strategies include community organization and advocacy, based on social learning and community capacity theories
Forms of Community Change

- **Content**
  - The community is the context for individual change
  - Using existing organizations, social networks, and communication channels to promote specific/targeted behavior changes of individual community members

Continued
Forms of Community Change

- Strategies include
  - Community mobilization
  - Social marketing
  - Based on diffusion theory
## Source of Resources and Leadership

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