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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 than 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

Forms of Community Change

✦ Strategies include

- Community mobilization
- Social marketing
- Based on diffusion theory

Source of Resources and Leadership

Resources	Leadership	
	Internal	External
Internal	Locality Development	Social Mobilization
External	Social Action	Social Policy Planning