SBCC Theory and the Social – Ecological Model

Interpersonal Level (*also used at community level*)
Diffusion of Innovations Theory

Individual

Health Belief
Model

Theory of
Planned
Behavior

Stages of
Change

Theory of
Human
Motivation

Interpersonal

Dialogical
Approaches or
Theories

Social Learning
Theory

*Diffusion of
Innovations*

*Community/
Social*

Social
Movement
Theory

Social Network
Theory

Media
Theories

Social
Convention
Theory

Theory of
Gender and
Power

Summary-Focus

The Diffusion of Innovations Theory addresses how new ideas, products, and social practices spread within an organization, community, or society, or from one society to another. The theory addresses how ideas, products, and social practices that are perceived as "new" spread throughout a society or from one society to another.

According to Everett Rogers, diffusion of innovations is:
> "the process by which an *innovation* is communicated through certain *channels* over *time* among the members of a *social system*."

Diffusion Theory has been used to study the adoption of a wide range of health behaviors and programs, including condom use, smoking cessation, and use of new tests and technologies by health practitioners. Diffusion of innovations that prevent disease and promote health requires a multilevel change process that usually takes place in diverse settings, through different strategies. At the individual level, adopting a health behavior innovation usually involves lifestyle change. At the organizational level, it may entail starting programs, changing regulations, or altering personnel roles. At a community level, diffusion can include using the media, advancing policies, or starting initiatives. According to Rogers, a number of factors determine how quickly, and to what extent an innovation will be adopted and diffused. By considering the benefits of an innovation, practitioners can position it effectively, thereby maximizing its appeal.

Key Concepts

- **Relative advantage:** *This is the degree to which an innovation is perceived as better than the idea it supersedes*
- **Compatibility:** This is the degree to which an innovation is perceived as being consistent with the values, past experiences, and needs of potential adopters.
- **Complexity:** This is the degree to which an innovation is perceived as difficult to understand and use.
- **Trialability:** This is the degree to which an innovation can be experimented with on a limited basis.
- **Observability:** The easier it is for individuals to see the results of an innovation, the more likely they are to adopt it.
- **Reinvention:** The adaptation of an innovation by adopters to better meet their needs.
- **Opinion leaders** well-connected individuals to spread new ideas through their own social networks or **"peer networks"**

References; Rogers, 2003; Glanz, 2005; Robinson, 2009.