

# Social Network Diffusion of Individual Behavior Change Interventions Workshop

National Institute on Aging Division of Behavioral and Social Research (NIA BSR)



March 2, 2022  
10:30 AM – 3:30 PM EST

March 3, 2022  
11:00 AM – 3:30 PM EST

March 4, 2022  
11:00 AM – 2:30 PM EST  
(Closed Session)

**Meeting Chairs:**

[Brea Louise Perry](#), PhD; *Indiana University*  
[Thomas Valente](#), PhD; *University of Southern California*

**NIA Planning Committee**

[Liz Necka](#), PhD, Chair  
[Laura Major](#), Chair  
[Allie Walker](#), Coordinator

Large-scale behavior change is often conceptualized as resulting from widespread dissemination and implementation of behavioral interventions that have been developed for individuals or other small social units, such as the dyad or family. Efforts prioritize direct administration of an intervention to all individuals within a target population. An alluring but underexamined alternative model for producing large-scale behavior change involves leveraging social network dynamics across the lifespan. By strategically administering interventions that draw upon our understanding of social networks and social influence within them, we may effectively change behavior in people who themselves never directly received the intervention. This workshop will focus on gaps, opportunities, and strategies for leveraging or strengthening social networks to enhance the reach of individual behavior change interventions to promote healthy aging, slow cognitive decline and prevent Alzheimer’s Disease and Related Dementias (AD/ADRD), and improve outcomes for persons living with AD/ADRD and their care partners.

## Schedule at a Glance

### Day 1 (March 2)

10:30 AM – 11:00 AM	<b>Welcome Session &amp; Meeting Charge</b>
11:00 AM – 1:00 PM	<b>Session 1: Characterizing Social Networks and Social Network Processes in Aging</b>
1:00 PM – 1:30 PM	Break
1:30 PM – 3:30 PM	<b>Session 2: Mapping Social Network Diffusion Processes</b>

### Day 2 (March 3)

11:00 AM – 1:00 PM	<b>Session 3: Characterizing Social Networks and Social Network Processes in Aging</b>
1:00 PM – 1:30 PM	Break
1:00 PM – 3:30 PM	<b>Session 4: Mapping Social Network Diffusion Processes</b>

### Day 3 (March 4) Closed Session

11:00 AM – 11:45 AM	<b>Day 1 &amp; 2 Recap</b>
11:45 AM – 12:30 PM	<b>Breakout group discussions</b>
12:30 PM – 1:00 PM	Break
1:00 PM – 2:20 PM	<b>Large Group Discussion</b>
2:20 PM – 2:30 PM	<b>Closing Remarks</b>

# Schedule in Detail

## Day 1 (March 2)

**Welcome Session**  
10:30 AM – 11:00 AM

- 10:30 AM – 10:35 AM **Welcome and Introductory Remarks**  
[Lis Nielsen](#), PhD; Director, Division of Behavioral and Social Research, NIA
- 10:35 AM – 10:45 AM **Goal Setting**  
NIA Planning Committee Chairs  
[Laura Major](#); National Institute on Aging  
[Liz Necka](#), PhD; National Institute on Aging
- 10:45 AM – 11:00 AM **Meeting Charge**  
Meeting Chairs  
[Brea Perry](#), PhD; Indiana University  
[Thomas Valente](#), PhD; University of Southern California

### Characterizing Social Networks and Social Network Processes in Aging

**Session 1**  
11:00 AM – 1:00 PM

- |                     |   |   |
|---------------------|---|---|
| 11:00 AM – 11:20 AM | <b>Network bridging and bonding in older adults: Lessons from cognitive aging</b><br><a href="#">Brea Perry</a> , PhD; Indiana University                                 | <b>Questions speakers will address:</b><br><i>How do social networks and the ways that people leverage them change over the life course? How do older adults use their social networks? What are major issues in older adult social networks?</i> |
| 11:20 AM – 11:40 AM | <b>Older Adults' Core Networks: Composition, Geographical Distance, and Turnover</b><br><a href="#">Markus Schafer</a> , PhD; University of Toronto                       |   |
| 11:40 AM – 12:00 PM | <b>Social Networks in a Season of Loss and Change</b><br><a href="#">Stacy Torres</a> , PhD; University of California, San Francisco                                      |   |
| 12:00 PM – 12:20 PM | <b>Social Networks, Age and Potential for Intervention: What we know and what need to know more about</b><br><a href="#">Toni Antonucci</a> , PhD; University of Michigan |   |
| 12:20 PM – 1:00 PM  | <b>Discussion</b><br>Moderator: <a href="#">Liz Necka</a> , PhD; NIA BSR  |   |

1:00 PM – 1:30 PM Break

### Mapping Social Network Diffusion Processes

**Session 2**  
1:30 PM – 3:30 PM

- |                   |  |   |
|-------------------|--|---|
| 1:30 PM – 1:50 PM | <b>Network Interventions: Past, Present, and Future</b><br><a href="#">Thomas Valente</a> , PhD; University of Southern California   | <b>Questions speakers will address:</b><br><i>How does behavior change spread across a network (and what are the methods and means by which we can study it)? What are the network dynamics that influence uptake of behaviors?</i> |
| 1:50 PM – 2:10 PM | <b>Network Features affecting Behavior Diffusion</b><br><a href="#">James Moody</a> , PhD; Duke University   |   |
| 2:10 PM – 2:30 PM | <b>Network interventions to disseminate and diffuse; ingredients and measuring effectiveness</b><br><a href="#">Reza Yousefi Nooraie</a> , PhD; University of Rochester  |   |
| 2:30 PM – 2:50 PM | <b>Facilitating engagement in risk-reducing behaviors among relatives of persons living with Alzheimer's Disease and related dementias</b><br><a href="#">Laura Koehly</a> , PhD; National Human Genome Research Institute |   |
| 2:50 PM – 3:30 PM | <b>Discussion</b><br>Moderator: <a href="#">Laura Major</a> ; NIA BSR  |   |

## Day 2 (March 3)

### Adapting Existing Social Network Interventions to Aging Populations

<b>Session 3</b> <i>11:00 AM – 1:00 PM</i>	11:00 AM – 11:05 AM	<b>Welcome Back</b> Meeting Chairs and NIA Planning Committee	<b>Questions speakers will address:</b> <i>How have existing social network interventions been used to modify behavior? What are the essential ingredients that make social network interventions successful?</i>
	11:05 AM – 11:25 AM	<b>Personal network study and behavior change: What can we learn from observational studies and interventions among disadvantaged populations</b> <a href="#">Carl Latkin</a> , PhD; <i>Johns Hopkins University</i>	
	11:25 AM – 11:45 PM	<b>Network-based interventions: lessons learned</b> <a href="#">Kar-Hai Chu</a> , PhD; <i>University of Pittsburgh</i>	
	11:45 PM – 12:05 PM	<b>Network and systems approaches for promoting healthy eating and physical activity among at-risk families and communities</b> <a href="#">Kayla de la Haye</a> , PhD; <i>University of Southern California</i>	
	12:05 PM – 12:25 PM	<b>Practical Magic: Use of Social Network Analysis-Based Strategies for Scaling Up Improvements in Long-Term Care</b> <a href="#">James Dearing</a> , PhD; <i>Michigan State University</i>	
	12:25 PM – 1:00 PM	<b>Discussion</b> Moderator: <a href="#">Emerald Nguyen</a> , PhD; <i>NIA BSR</i>	
1:00 PM – 1:30 PM Break			

### Leveraging Social Network Dynamics to Enhance the Reach of Individual Behavior Change Interventions

<b>Session 4</b> <i>1:30 PM – 3:30 PM</i>	1:30 PM – 1:50 PM	<b>Understanding which intervention components work and how they work: The multiphase optimization strategy (MOST)</b> <a href="#">Linda Collins</a> , PhD; <i>New York University</i>	<b>Questions speakers will address:</b> <i>How do we identify essential ingredients of a behavior change intervention within an experimental medicine approach? How do social relationships influence health behaviors and outcomes?</i>
	1:50 PM – 2:10 PM	<b>Promoting behavior change and restructuring personal networks with the Motivational Network Intervention</b> <a href="#">David Kennedy</a> , PhD; <i>RAND Corporation</i>	
	2:10 PM – 2:30 PM	<b>Interventions for Social Connection in Later Life: State of the Science</b> <a href="#">Kimberly Van Orden</a> , PhD; <i>University of Rochester</i>	
	2:30 PM – 2:50 PM	<b>Building patient-centered network interventions in neurology</b> <a href="#">Amar Dhand</a> , MD; <i>Brigham &amp; Women’s Hospital</i>	
	2:50 PM – 3:25 PM	<b>Discussion</b> Moderator: <a href="#">Lisa Onken</a> , PhD; <i>NIA BSR</i>	
	3:25 PM – 3:30 PM	<b>Interim Closing Remarks</b> NIA Planning Committee	

---

**Day 3 (March 4)**  
**Closed Session**

---

**Discussion**  
11:00 AM –  
12:30 PM

11:00 AM – 11:45 AM **Day 1 & 2 Recap**  
Meeting Chairs  
11:45 AM – 12:30 PM **Breakout group discussions**  
All participants

---

12:30 PM – 1:00 PM Break

---

**Discussion**  
1:00 PM –  
2:30 PM

1:00 PM – 2:20 PM **Large Group Discussion**  
*Moderators:* Meeting Chairs  
2:20 PM – 2:30 PM **Closing Remarks**  
Meeting Chairs and NIA Planning Committee

---

---

### Breakout Session Panelists

---

---

[Jimi Adams](#), PhD *University of Colorado Denver*  
[Steven Albert](#), PhD *University of Pittsburgh*  
[Sato Ashida](#), PhD *University of Iowa*  
[Elizabeth Bouchard](#), PhD *Roswell Park*  
[Thomas Cudjoe](#), MD *Johns Hopkins University*  
[Robert Faris](#), PhD *University of California, Davis*  
[Esther Friedman](#), PhD *University of Michigan*  
[Lauren Gaydosh](#), PhD *University of Texas at Austin*  
[Ruth Hunter](#), PhD *Queen's University Belfast*  
[Mariano Kanamori](#), PhD *University of Miami*  
[Ashwin Kotwal](#), MD *University of California, San Francisco*  
[Anne Krendl](#), PhD *Indiana University Bloomington*  
[Elizabeth McGee Hassrick](#), PhD *Drexel University*  
[Tara McKay](#), PhD *Vanderbilt University*  
[Alexander Rothman](#), PhD *University of Minnesota*  
[George Vega Yon](#), PhD *University of Utah*  
[Peter Wyman](#), PhD *University of Rochester*