



Lecture 2: Models and Theories of Health Behavior

Course Outline

Lecture 1:

- Overview of health and health education

Lecture 2:

- Models and theories of Health Behaviour

Lecture 3:

- The health education process

Lecture 4:

- School Health

Lecture 5:

- Communication

Session Objectives

By the end of this session you should be able to:

- Review models of health and health promotion
- Describe the two categories of theories and models
- Explain the importance of using theories and models in the Health Education/Promotion process
- Describe some basic behavior change theories and models
- Apply the basic theories and models in their public health interventions during practice

Key Definitions

Theory

- “a set of interrelated concepts, definitions, and propositions that presents a *systematic* view of events or situations by specifying relations among variables in order to *explain* and *predict* the events of the situations” (Glanz, Lewis, & Rimer, 1997, p. 21)

Model

- draws “on a number of theories to help people understand a specific problem in a particular setting or context” (Glanz, Lewis, & Rimer, 1997, p. 24)

Why use theory?

- Help guide the practice of health educators
- “...provides direction and justification for program activities...” (Cowdery et al., 1995, p. 248)
- 4 Uses of Theory
 - Describe
 - Explain
 - Predict
 - Prescribe

Types of Theories/Models

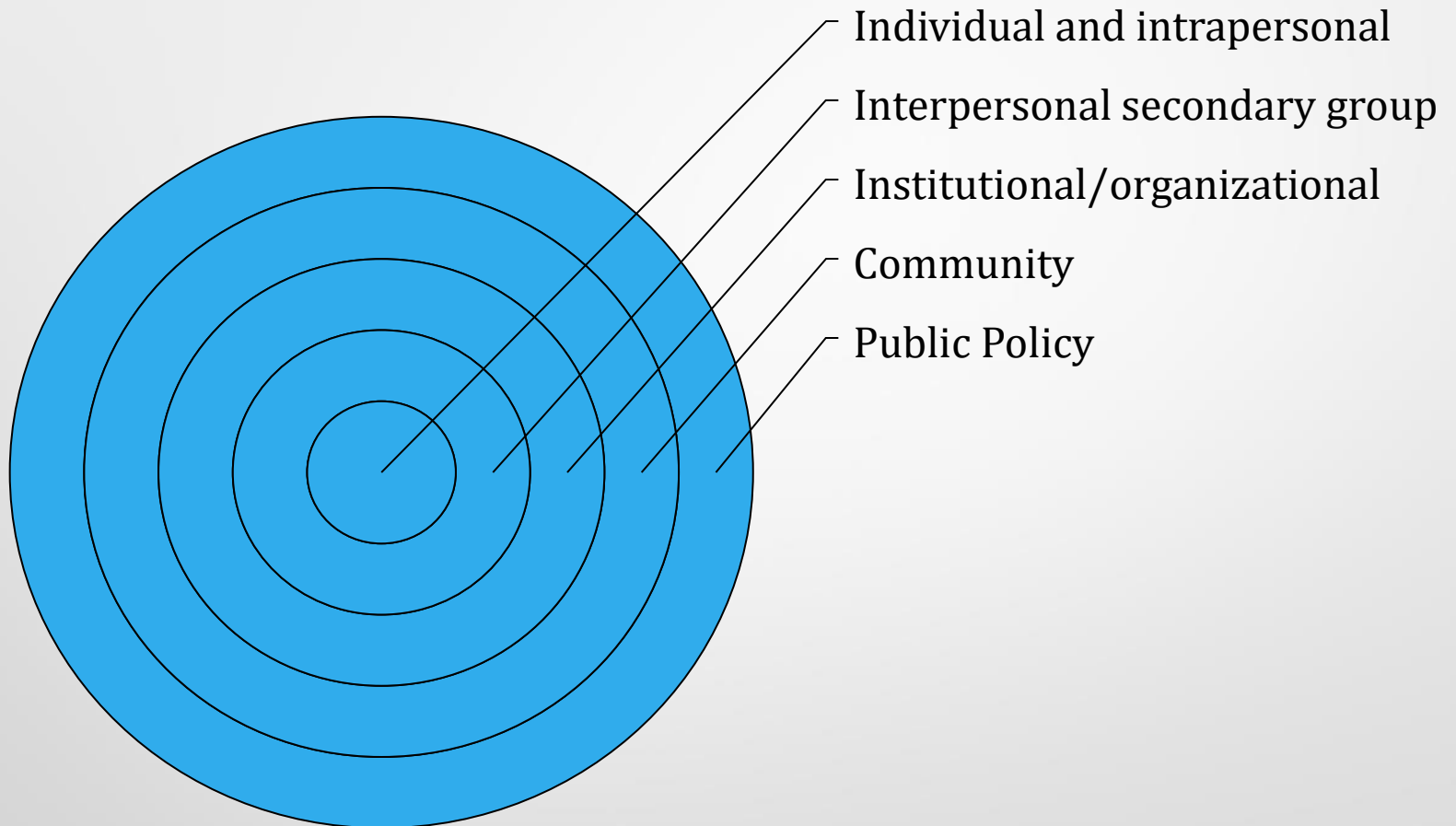
There are two major categories:

- Theories/models of **implementation** also referred to as **planning** models
 - Used for planning, implementation, & evaluation of programmes e.g. PRECEDE-PROCEED
- **Change process** theories referred to as behavior change models
 - For use in behavior change interventions

Behavior Change Theories & Models

- First need to decide on what level to intervene
- Consider the ecological perspective (McLeroy et al., 1988)
 - Intrapersonal, or individual, factors
 - Interpersonal factors
 - Institutional, or organizational, factors
 - Community factors
 - Public policy factors

Social Ecological Model



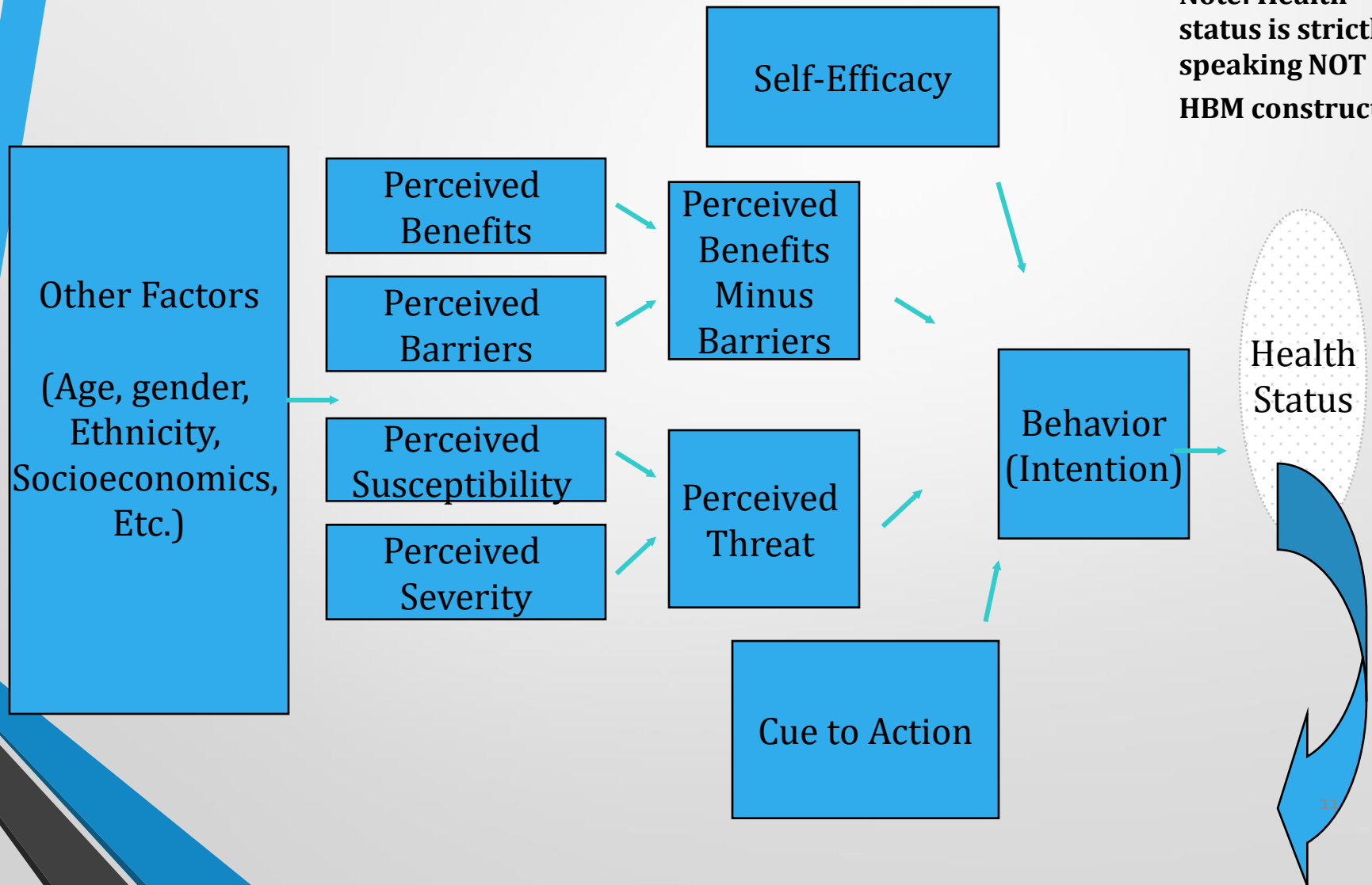
There are five levels of factors that influence health behavior and levels of analysis.

Health Belief Model (HBM)

HBM Conceptual Definitions

- **Perceived susceptibility**
 - Belief about chance or risk of getting condition
- **Perceived severity**
 - Belief of how serious the condition is
- **Perceived benefits**
 - Beliefs about the efficacy of the action in reducing the condition or its consequences
- **Perceived barriers**
 - Beliefs about the costs of the action
- **Cues to action**
 - Stimuli in the environment that triggers the action
- **Self-efficacy**
 - Confidence that one has ability to take the action

Health Belief Model



Note: Health status is strictly speaking NOT HBM construct.

HBM Principles of Prediction

- **Principles**

- Statements about how the world works according to the theory
- People will take a health action (to prevent, screen for, or control a disease) if....
 - They perceive themselves as susceptible to the disease/condition
 - They perceive that the disease is serious
 - They believe the action will be beneficial in reducing susceptibility OR severity
 - They believe the benefits of taking the action outweigh the costs
- Other factors influence behavior indirectly through these perceptions.

Principle of Change in HBM

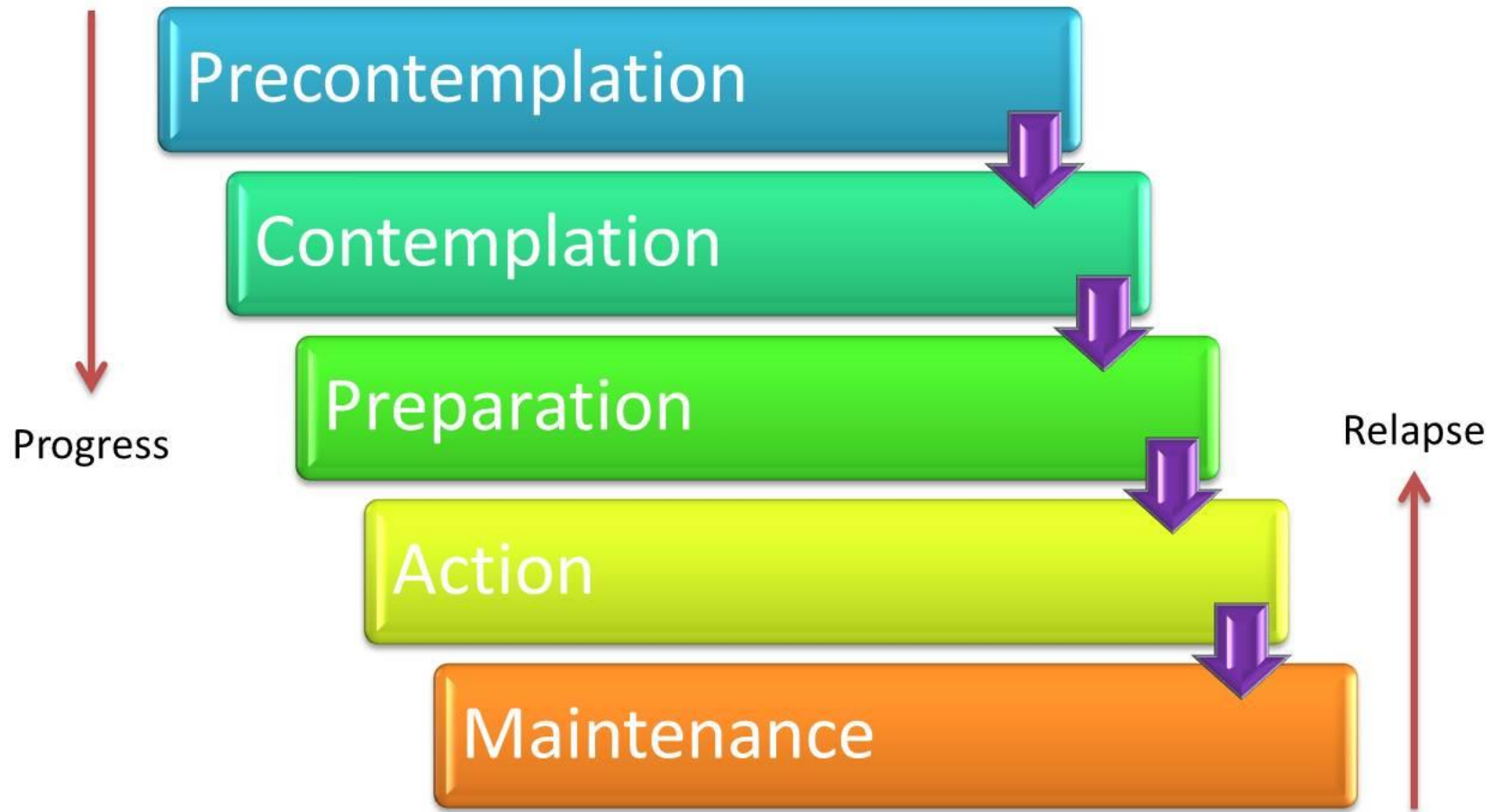
Behavior is changed by addressing one of the four major determinants of behavior, that is by...

- *Increasing* perception of susceptibility to the condition
- *Increasing* perception of severity of the condition
- *Increasing* perceived benefits of the action (particularly that action will address the condition)
- *Decreasing* perceived barriers or costs of action

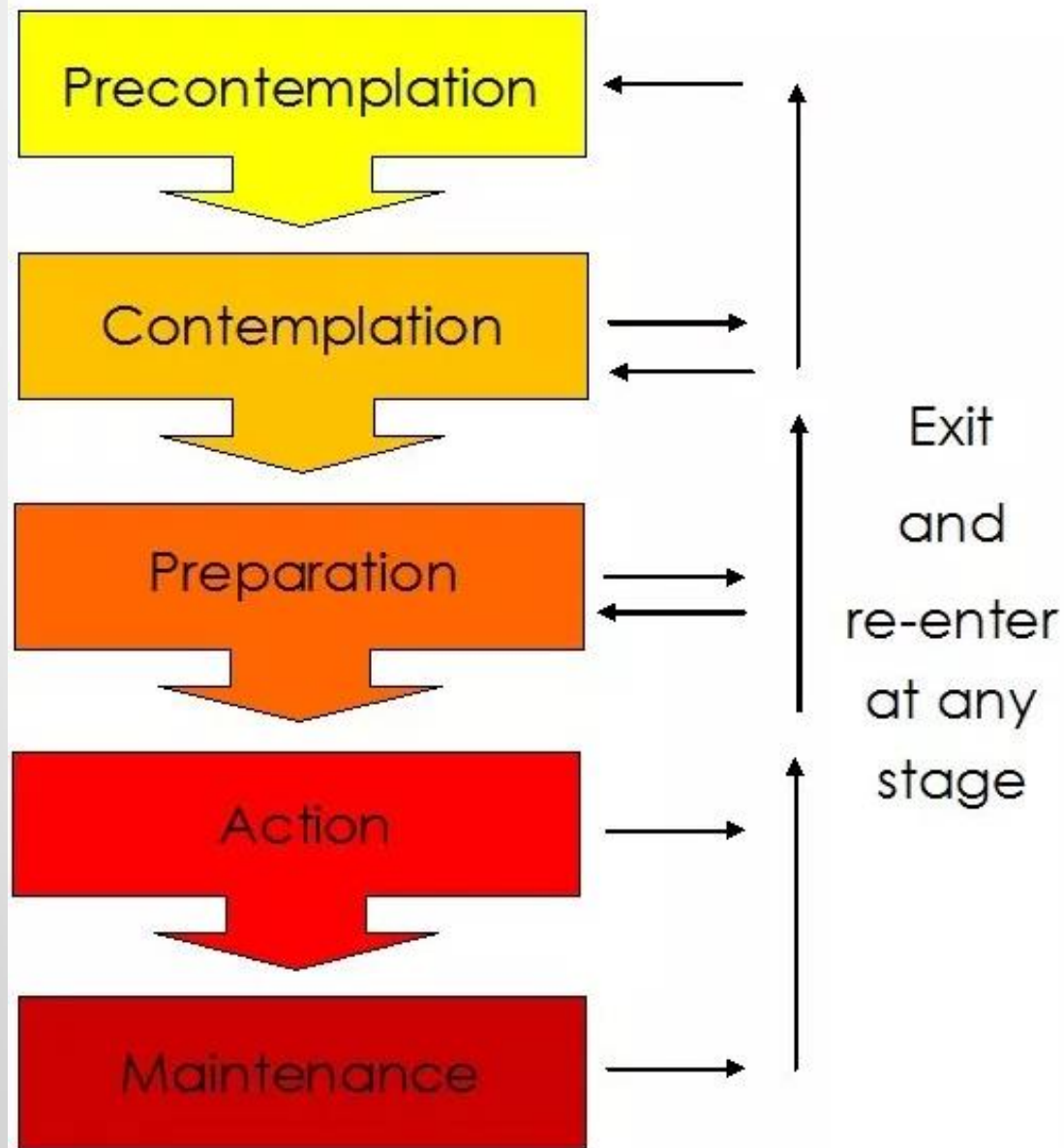
Trans-theoretical Model (TTM)

- TTM is also referred to as Stages of Change Theory
- 5 stages of behavior change
 1. Pre-contemplation
 2. Contemplation
 3. Preparation
 4. Action
 5. Maintenance
 - {Termination}

Trans-Theoretical Model



The Stages of Change Model



Pre-contemplation

- Person is not aware that they have a problem and does not see how unhealthy behavior is effecting their life or health.
- Process of change:
 - Consciousness raising
 - Social liberation
 - Helping relationships

Contemplation

- Person knows that change would be good, but does not have the confidence to change and needs more information.
- Process of change:
 - Self re-evaluation
 - Dramatic relief (emotional arousal)
 - Helping relationships

Preparation

- Person begins preparing for changing unhealthy behavior for new healthy behavior.
- Process of change
 - Self-liberation (commitment)
 - Helping relationships

Action

- Person begins the new healthy behavior.
- Process of change
 - Reinforcement management (Reward)
 - Helping relationships
 - Stimulus control
 - Counter-conditioning

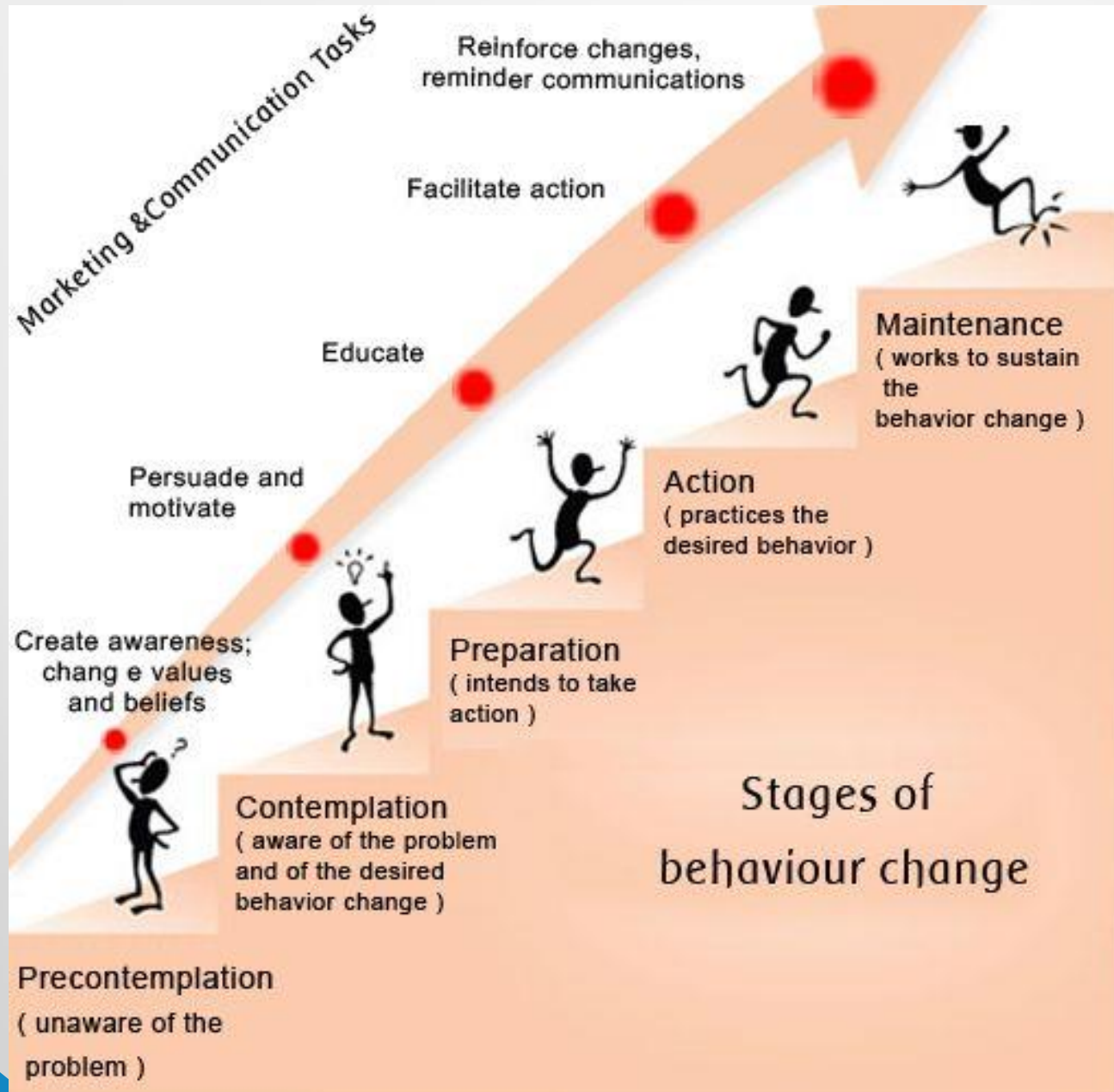
Maintenance

- Person is practicing healthy behavior but may need feedback and a booster to avoid obstacles and temptations.
- Process of change
 - Helping Relationships

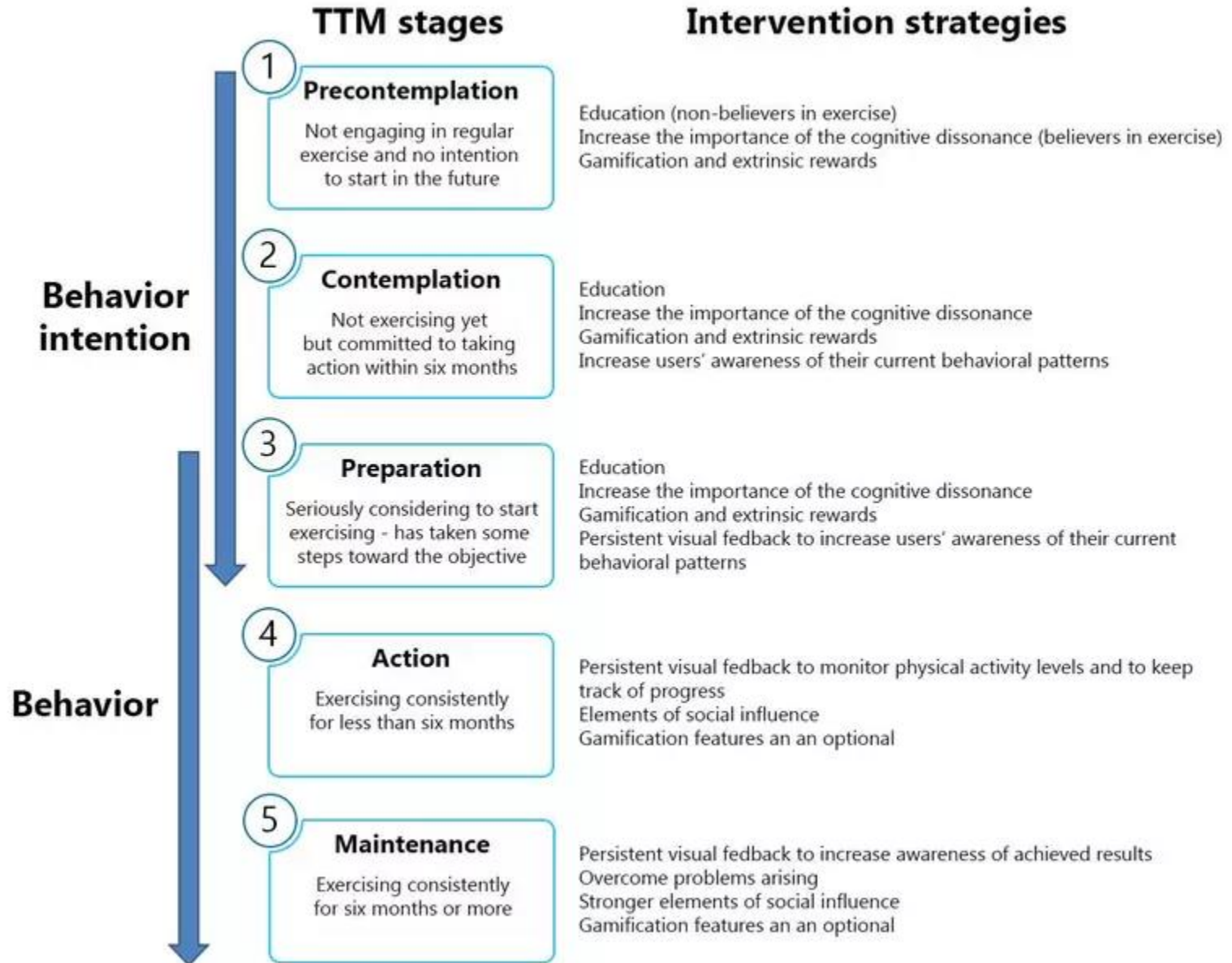
Termination

- **Not one of the stages**
- Person feels that new behavior is a part of their life and they never look back and think about the unhealthy behavior.
 - Helping Relationships

Possible Interventions



Possible Interventions



Questions?

