

Theories of Health Behavior & Theory of Behavior Change

Chapter Four
PSY3405
Prof. Almond

What is a “health behavior?”

Smoking

Exercise

Eating

Hydrating

Washing hands

Condom use

Wearing seatbelt

Taking the stairs

Using cell phone while driving

Going to the doctor

Getting a vaccination

Just about anything you can think of (or do!)

Theories:

- Theories of health behavior explain why we may engage in a behavior:
 - Social cognitive
 - Health belief model
 - Theory of planned behavior
- A theory of behavior change explains how we change behavior:
 - Transtheoretical model of change (TTM)

What is the #1 reason why people don't change their behavior?

Social Cognitive Theory (SCT)

Learning about the health behavior from experience:

Direct: engaging in the behavior

Vicarious: observe others engaging in the behavior

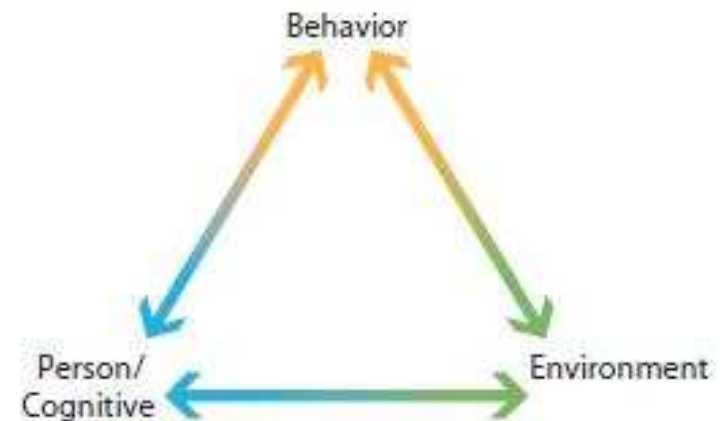
Persuasory: judgments of others about the behavior (implicit)

Inferred: comes to conclusion on your own (deduction)

Self Efficacy

-how we judge our ability to engage in the behavior successfully

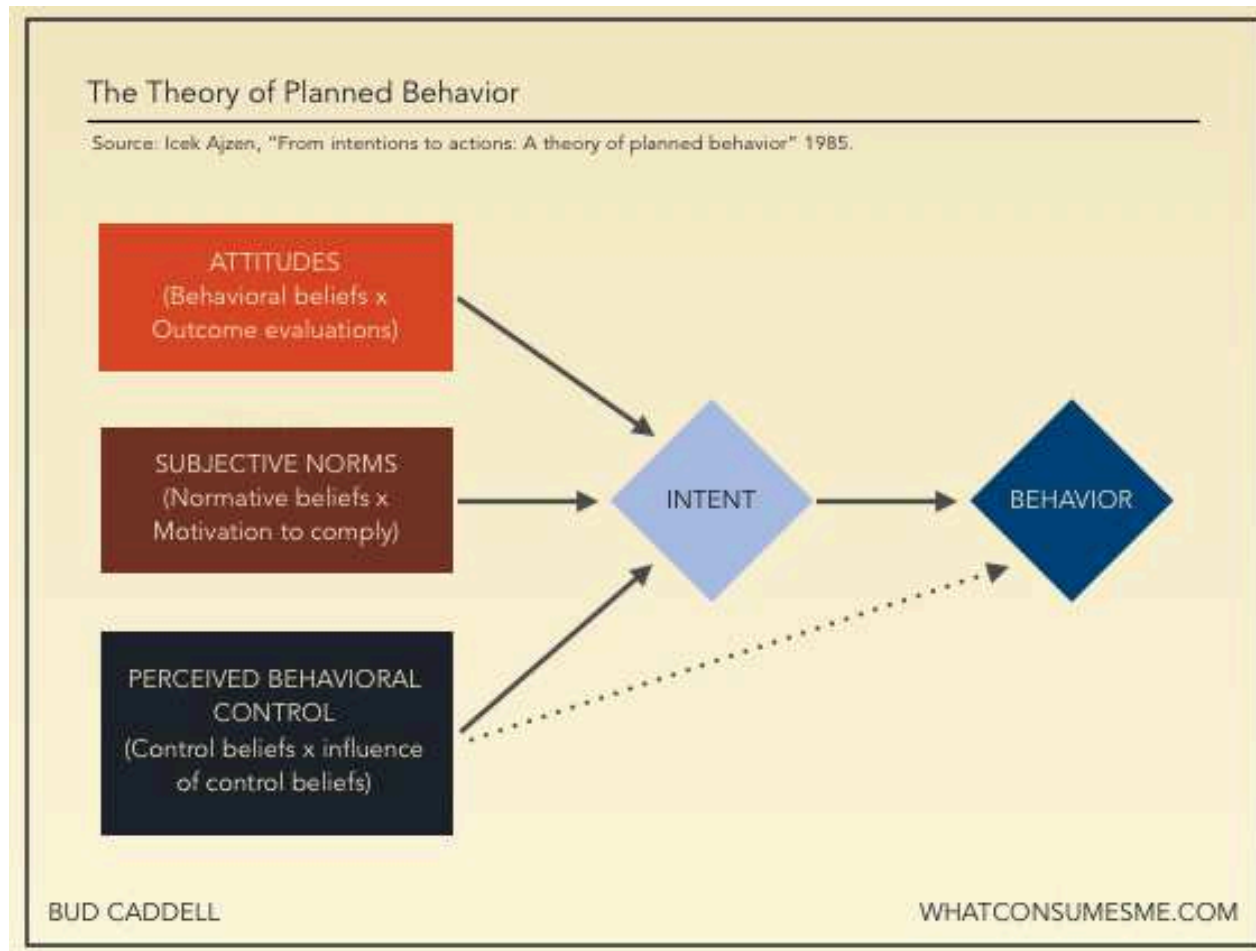
Reciprocal Determinism →



BANDURA'S SOCIAL COGNITIVE THEORY

Bandura's social cognitive theory emphasizes reciprocal influences of behavior, environment, and person/cognitive factors.

Theory of Planned Behavior (TPB)



Health Belief Model (HBM)

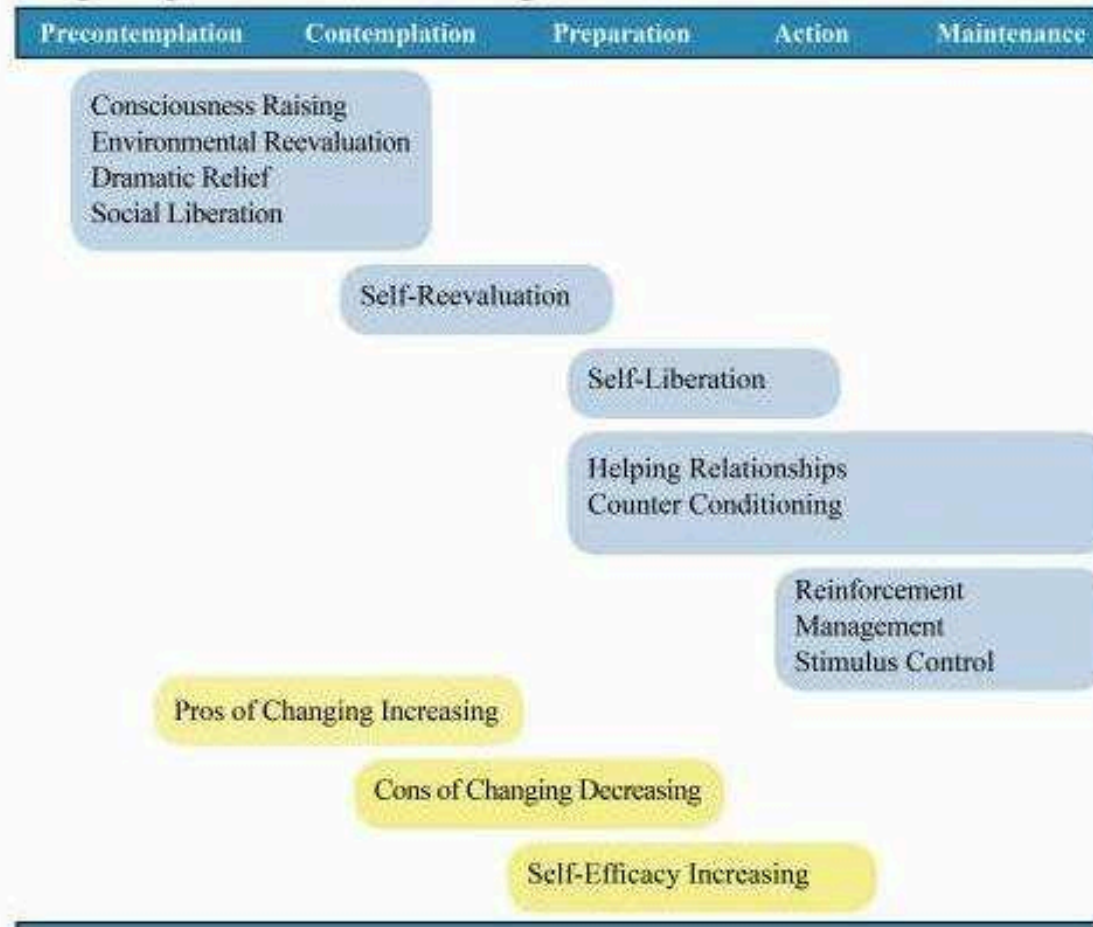
Concept	Definition	Application
Perceived Susceptibility	One's opinion of chances of getting a condition	Define population(s) at risk, risk levels; personalize risk based on a person's features or behavior; heighten perceived susceptibility if too low.
Perceived Severity	One's opinion of how serious a condition and its consequences are	Specify consequences of the risk and the condition
Perceived Benefits	One's belief in the efficacy of the advised action to reduce risk or seriousness of impact	Define action to take; how, where, when; clarify the positive effects to be expected.
Perceived Barriers	One's opinion of the tangible and psychological costs of the advised action	Identify and reduce barriers through reassurance, incentives, assistance.
Cues to Action	Strategies to activate "readiness"	Provide how-to information, promote awareness, reminders.
Self-Efficacy	Confidence in one's ability to take action	Provide training, guidance in performing action.

Transtheoretical Model of Behavior Change (TTM)

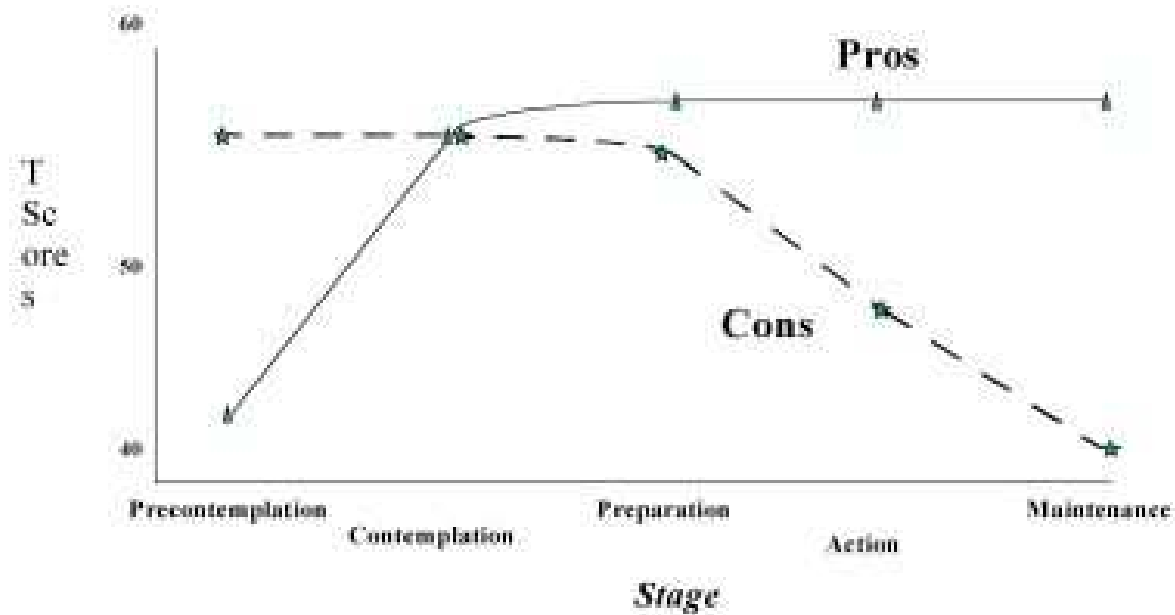


Advancing through the Stage of Change

Stages by Processes of Change



Pros and Cons: TTM



Society and the Promotion of Health Behaviors

Goal: “encourage people to adopt a belief that will lead to behavior change”

- Four P's:
 - Promotion (who to target)
 - Product (what are we promoting?)
 - Place (where are we promoting?)
 - Price (at what cost?)

****Extra Credit Assignment via Instagram****

Does NYCCT promote health behavior? How? Show me!

Ecological Approach: Other factors that influence health behaviors

- Individual/personality
- Gender
- Knowledge
- Peer groups/social networks
- Media exposure
- Policies
- Health care systems
- Superfund/hazardous waste site