

Theories of Health Behavior & Theory of Behavior Change

Chapter Four  
PSY3405  
Prof. Almond

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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!)

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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?

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## Social Cognitive Theory (SCT)

**Learning** about the health behavior from experience:

**Direct:** engaging in the behavior

**Vicarious:** observe others engaging in the behavior

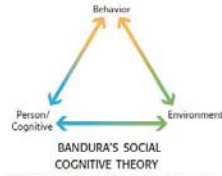
**Persuasory:** judgments of others about the behavior (implicit)

**Inferred:** comes to conclusion on your own (deduction)

**Self Efficacy**

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

**Reciprocal Determinism** →




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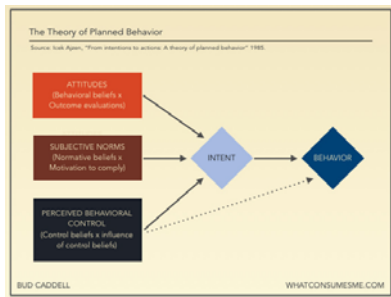
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## Theory of Planned Behavior (TPB)




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## 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.

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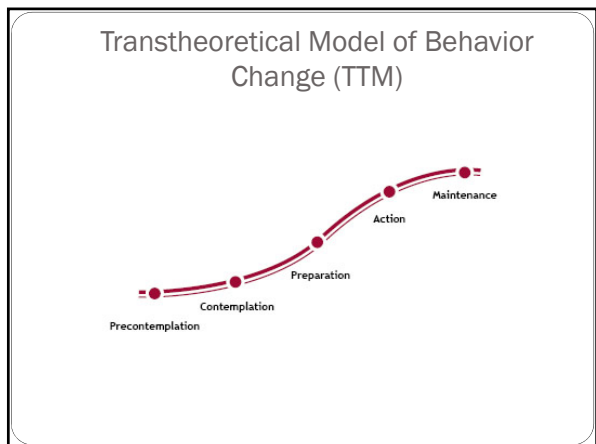
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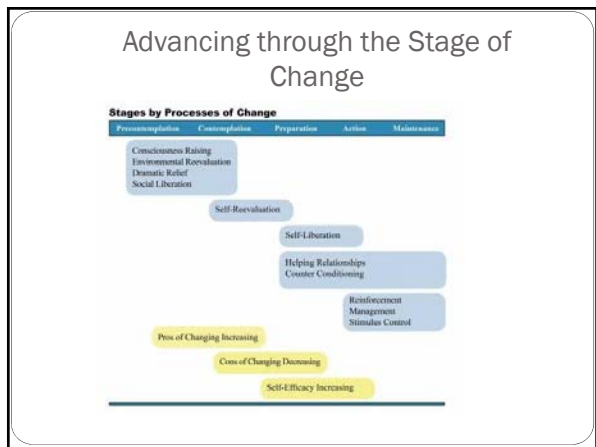
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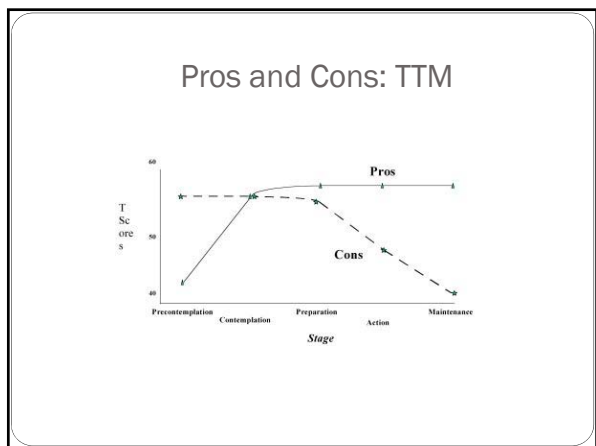
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### Society and the Promotion of Health Behaviors

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!

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### 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

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