

There is nothing so practical as a good theory

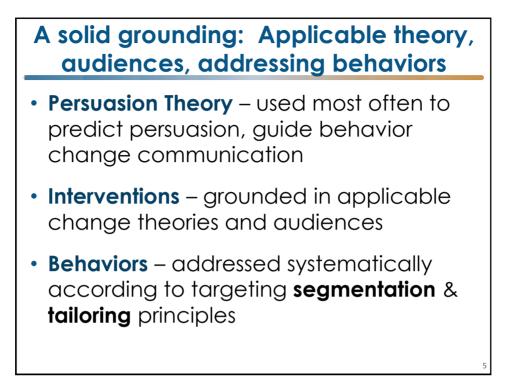
 Professor Kurt Lewin, father of social psychology

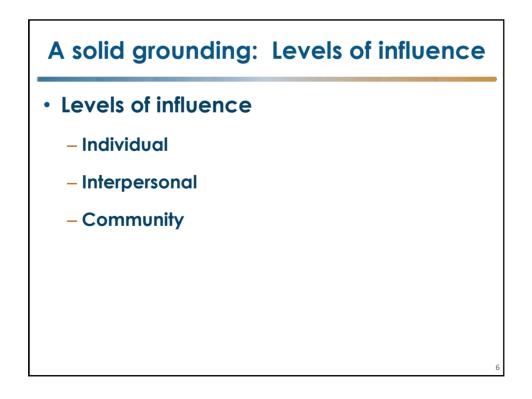


- Compatibility: theory & practice
- What is theory?
 Relies on assumptions
- Health behavior & health promotion theories
- Conceptual or theoretical frameworks

Theoretical constructs

- Concepts Building blocks (primary elements) of a theory
- Constructs Concepts developed/adopted for particular theory. Key concepts are constructs
- Variables Operational forms of constructs
- **Theory** Presents a systematic way of understanding events or situations
- Models May draw on numerous theories





Health Belief Model (Individual level)

• Focus: Individuals' perceptions of threat posed by health problem, benefits of avoiding the threat & factors influencing decision to act

Key Concepts:

- Perceived susceptibility, severity, benefits, barriers
- Cues to action
- Self-efficacy

Transtheoretical Model (Individual level)

• Focus: Individuals' motivation & readiness to change a problem behavior

• Key Concepts (stages):

- 1. Precontemplation
- 2. Contemplation
- 3. Decision/Preparation
- 4. Action
- 5. Maintenance

Precaution Adoption Process Model (Individual level)

• Focus: Individuals' journey from lack of awareness to action & maintenance

• Key concepts (Stages):

- 1. Unaware of issue
- 2. Unengaged by issue
- 3. Deciding about acting
- 4. Deciding not to act
- 5. Deciding to act
- 6. Acting
- 7. Maintenance

Theory of Planned Behavior (Individual level)

• Focus: Individuals' attitudes toward a behavior, perceptions of norms, and beliefs about the ease or difficulty of changing

• Key concepts:

- Behavioral intention
- Attitude
- Subjective norm
- Perceived behavioral control

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Social Cognitive Theory (Interpersonal level)

• Focus: Personal factors, environmental factors & human behavior exert influence on each other

Key Concepts:

- Reciprocal determinism
- Behavioral capability
- Expectations and expectancies
- Self-efficacy
- Observational learning
- Reinforcement

Diffusion of Innovations (Community level)

• Focus: How new ideas, products, & practices spread within a society or from one society to another

Key Concepts:

- Relative advantage
- Compatibility
- Complexity
- Trialability
- Observability

Summary

- Importance of behavior change theory
 - Concepts
 - Constructs
 - Variables
 - Theory

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