



Program Planning Module 3: Health Behavior Approaches

Presented by:

**The California-Nevada
Public Health Training Center**

Funded by Grant #UB6HP20202 from the Health Resources and
Services Administration, U.S. Department of Health and Human Services

Objectives

- Define key concepts for health behavior change
- Describe 5 models of behavior change

What is Health Promotion?

- The **process** of working in a collaborative relationship with people in order to **enhance support** for actions and conditions of living that are *conducive to health*.
- The **process** of **enabling** people to increase control over the **determinants** of **health**

Health Behavior - Key Concepts

- Selection
- Observation
- Plan Development
- Plan Application
- Maintenance



Key Terms

- **Antecedents**
 - Settings, triggers, stimulating events
- **Consequences**
 - Results of behavior, affecting if the behavior continues, or how it will change
- **Reinforcers**
 - Consequence that promotes a behavior
 - Money for work, candy for grades, award for performance, etc.



Social Behavioral Change Models

- Individual health behavior is influenced by
 - **Personal factors:**
 - Thinking processes, personality characteristics
 - **Social factors:**
 - Family and cultural norms, peer influence
 - **Environmental factors:**
 - Community resources, programs, economics
- Several theories exist to explain how these elements work together to produce a behavior

Health Belief Model

- **Premise:**

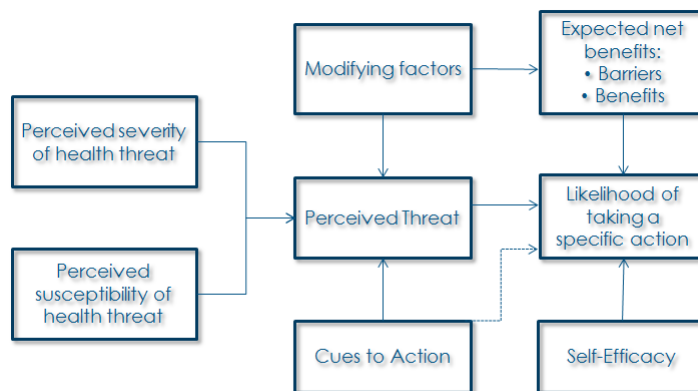
Behavior toward health (seeking treatment, taking precaution) results from two types of beliefs:

- Perceived Severity - severity of the threat of illness
- Perceived Susceptibility - estimate of personal risk

- **Other concepts:**

- Expectations of benefit of taking action
- Self-Efficacy - Perception of ability to successfully take action

Health Belief Model

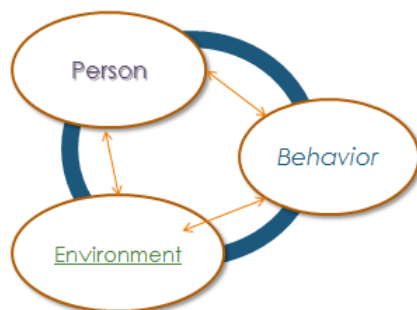


Source: Becker, M. H., ed. (1974). "The Health Belief Model and Personal Health Behavior." *Health Education Monographs* 2, 324-473.

Social Cognitive Theory

- Emphasizes behavior maintenance through self-regulation
- Environment provides consequences and reinforcers of behavior
- Key Concept: Reciprocal determinism
 - Feedback for self-regulatory behavior provided by observation of the person (personality, traits), environment (social experience), and behavior (goal-based decisions)
- Goal: Conscious, pro-active, self-directed behavior

Social Cognitive Theory



Reciprocal determinism

- **Person:** unique personality traits, experiences, learned behavior
- **Behavior:** responses aimed at short- and long-term goals.
- **Environment:** social experience, with potential reinforcers and stimuli

Source: Simons-Morton, B. J., McLeroy, K. R., and Wendel, M. L. Behavior Theory in Health Promotion Practice and Research, (2012). Jones & Bartlett Learning.

Theory of Reasoned Action

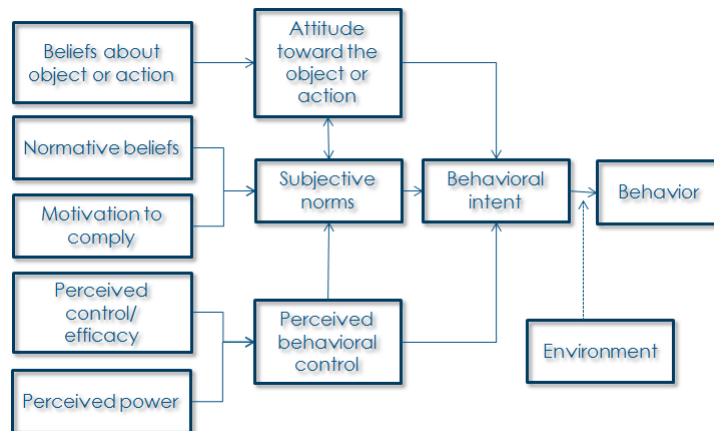
- **Assumptions**

- Behavior is intentional, rational, based on attitudes

- **Key Concepts**

- Emphasis on individual's belief of ability to control own behavior
 - i.e., ability to perform behavior in relation to environmental barriers or resources

Theory of Reasoned Action



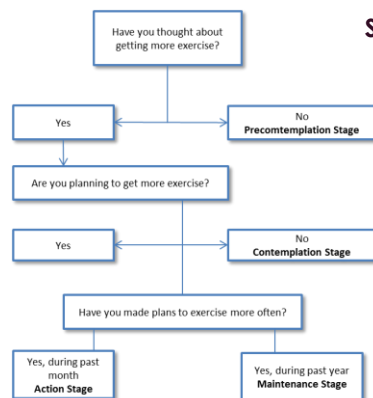
Trans-Theoretical Model

Assumptions

1. Behavior change is complicated.
2. Change takes time.
3. Stages are flexible.
4. Change takes motivation.
5. Action requires adequate preparation.
6. Some stages require specific changes.
7. Self-control is central.
8. Stages must not be skipped.
9. Insight ≠ change.
10. Action – insight = temporary change.



Trans-Theoretical Model



Stages

- 1. Pre-Contemplation**
 - No interest in changing
- 2. Contemplation**
 - Considering changing a behavior
- 3. Preparation for Action**
 - Thinking seriously, may lack skills or resources
- 4. Action**
 - Significant change made in past 6 months
- 5. Maintenance**
 - Prevention of relapse, maintain gains