1.1 Health Behavior Theories

1.2 Learning Objectives

- Describe some of the most common health behavior theories
- Understand theories that are applied to different health outcomes
- Understand the components that make up theories and the ways these components impact health

1.3 Outline

- Introduction to theories
- Intrapersonal theories
- Interpersonal theories
- Community theories
- Comprehensive theories
- Focus for this course

1.4 Introduction to theory

- What is theory?
  - “A systematic way of understanding events or situations” (Rimer & Glanz, 2005, p. 4)

- Why is it important?
  - Provides an understanding of health and the factors that influence health and health behaviors
  - Used to guide why people behave in a specific way, what we should know, and what should be done to change human behavior
1.5 Introduction to theory

- **Concepts**
  - Primary elements of a theory

- **Constructs**
  - Key components or ideas of a given theory

- **Variables**
  - The operational forms of constructs (how we measure the concept)

- **Models**
  - Often draw on a number of theories to help understand a particular problem

1.6 Introduction to theory

- **Explanatory theory vs Change theory**
  - **Explanatory Theory**
    - Describe the reasons why a problem exist
    - Search for factors that contribute to a problem
  - **Change Theory**
    - Guides the development of health interventions
    - Explains how to change health behaviors
    - Involves assumptions

1.7 Individual (Intrapersonal) level

- **Health Belief Model (HBM)**

- **Transtheoretical Model (TTM) - Stages of Change**

- **Theory of Planned Behavior (TPB)**

1.8 Individual (Intrapersonal) level

- **Health Belief Model (HBM)**
  - Often related to health issues
  - Originally designed to study our use of health services
  - Applies our feelings and thoughts about a health issue to how we adjust our behavior to deal with it

<table>
<thead>
<tr>
<th>Concept</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Perceived severity</td>
<td>belief about how serious a condition is and what its consequences are</td>
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<tr>
<td>Perceived benefits</td>
<td>beliefs about benefits of the advised action</td>
</tr>
<tr>
<td>Perceived barriers</td>
<td>beliefs about negative aspects of the advised action</td>
</tr>
<tr>
<td>Cues to action</td>
<td>Factors that activate &quot;readiness to change&quot;</td>
</tr>
<tr>
<td>Self-efficacy</td>
<td>confidence in one's ability to take action</td>
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1.9 Individual (Intrapersonal) level

- Transtheoretical Model (TTM) - Stages of Change
  - Assesses a person’s readiness to change
  - Often applied to health behaviors (adopting good behaviors, or stopping unhealthy behaviors)

<table>
<thead>
<tr>
<th>Stage</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Precontemplation</td>
<td>No intention to take action within the next 6 months</td>
</tr>
<tr>
<td>Contemplation</td>
<td>Intends to take a specific action within the next 6 months</td>
</tr>
<tr>
<td>Preparation</td>
<td>Intends to take the action within the next 30 days and has taken some behavioral steps in this direction</td>
</tr>
<tr>
<td>Action stage</td>
<td>Has changed overt behavior for less than 6 months</td>
</tr>
<tr>
<td>Maintenance</td>
<td>The person changed overt behavior for less than 6 months</td>
</tr>
<tr>
<td>Termination</td>
<td>No temptation to relapse</td>
</tr>
</tbody>
</table>

1.10 Individual (Intrapersonal) level

- Transtheoretical Model (TTM) - Stages of Change

1.11 Individual (Intrapersonal) level

- Theory of Reasoned Action (TRA) & Theory of Planned Behavior (TPB)
  - Concerned with individual motivational determinants of the likelihood of performing a specific behavior
  - The best predictor of a behavior is behavioral intention
  - Theory of Planned Behavior (TPB) was developed by Ajzen and colleagues (1991) through adding perceived behavioral control to (TRA).

1.12 Individual (Intrapersonal) level

- Theory of Reasoned Action/Planned Behavior

<table>
<thead>
<tr>
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<tr>
<td>Behavioral Intention</td>
<td>Perceived likelihood of performing the behavior</td>
</tr>
<tr>
<td>Attitude</td>
<td>Personal evaluation of the behavior</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>Believes about whether key people approve or disapprove of the behavior; motivation to behave in a way that gains their approval</td>
</tr>
<tr>
<td>Perceived Behavioral Control</td>
<td>Belief that one has, and can exercise, control over performing the behavior</td>
</tr>
</tbody>
</table>
1.13 Individual (Intrapersonal) level

- Theory of Reasoned Action (TRA) & Theory of Planned Behavior (TPB)

1.14 INTERPERSONAL LEVEL THEORY

INTERPERSONAL LEVEL THEORY
Social Cognitive Theory

1.15 Interpersonal Level Theory

- Social Cognitive Theory (SCT)
  - Applies to learning new behavior

1.16 COMMUNITY LEVEL THEORY

COMMUNITY LEVEL THEORY
Diffusion of Innovation
1.17 Community level Theory

- Diffusion of Innovations - Key concepts
  - Applies to the use of new innovations
  - How new ideas, products, etc. “spread” through society

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Innovation</td>
<td>An idea, object, or practice that is thought to be new by an individual, organization, or community</td>
</tr>
<tr>
<td>Communication Channels</td>
<td>The means of transmitting the new idea from one person to another</td>
</tr>
<tr>
<td>Social System</td>
<td>A group of individuals who together adopt the innovation</td>
</tr>
<tr>
<td>Time</td>
<td>How long it takes to adopt the innovation</td>
</tr>
<tr>
<td>Observability</td>
<td>Are the results of the innovation observable and easily measurable?</td>
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</table>

1.18 Community level Theory

- Characteristics of innovations
  - People make decisions about new products or behaviors by evaluating several things:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Key Question</th>
</tr>
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<tbody>
<tr>
<td>Relative Advantage</td>
<td>Is the innovation better than what it will replace?</td>
</tr>
<tr>
<td>Compatibility</td>
<td>Does the innovation fit with the intended audience?</td>
</tr>
<tr>
<td>Complexity</td>
<td>Is the innovation easy to use?</td>
</tr>
<tr>
<td>Trialability</td>
<td>Can the innovation be tried before making a decision to adopt?</td>
</tr>
<tr>
<td>Observability</td>
<td>Are the results of the innovation observable and easily measurable?</td>
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1.19 Comprehensive Theory

- Socio-ecological model
  - Looks at health issues from a variety of different levels
  - All levels interact with the others to influence health outcomes

1.20 Socio-ecological Model
1.25 Socio-ecological Model: Interpersonal

1.26 Socio-ecological Model - Organizational/Institutional

1.27 Socio-ecological Model: Community

1.28 Socio-ecological Model: Societal/Political
1.29 References
