Individual (Intrapersonal) level theories

- Health Belief Model (HBM)
- Transtheoretical Model (TTM) – Stages of Change
- Theory of Planned Behavior (TPB)

**Health Belief Model (HBM)**
- Developed in 1950’s by social psychologists
- Value-expectancy theory
- Main constructs
  - Perceived susceptibility: feeling about the chances of experiencing a risk
  - Perceived severity: belief about how serious a condition is and what its consequences are
  - Perceived benefits: beliefs about benefits of the advised action
  - Perceived barriers: beliefs about negative aspects of the advised action
  - Cues to action: Factors that activate “readiness to change”
  - Self-efficacy: confidence in one’s ability to take action

**Individual Perceptions**
- Age, sex, ethnicity
- Personality
- Socioeconomics

**Modifying Factors**
- Knowledge
- Perceived benefits minus perceived barriers to behavior change

**Likelihood of Action**
- Perceived threat of disease
- Cues to action: Education, Symptoms, Illness, Media information
- Perceived susceptibility/susceptibility of disease

**Concept**
- Measurement example
  - Perceived susceptibility: My chances of getting testicular cancer are great if I fail to perform testicular self-examination
  - Perceived severity: The thought of testicular cancer scares me
  - Perceived benefits: I have a lot to gain by doing testicular self-examinations
  - Perceived barriers: Testicular self-examinations can be painful
  - Cues to action: Campaigns (e.g., posters, media – press, TV, radio etc.) prompted me to do testicular self-examinations. Symptoms (e.g., soreness, size/shape change) prompted me to do testicular self-examination
  - Self-efficacy: If you are going to do testicular self-examination how easy is it for you to do it correctly?
Individual (Intrapersonal) level theories

- Transtheoretical Model (TTM) – Stages of Change
  - Main concepts
    - Stage Definition
      - Precontemplation: No intention to take action within the next 6 months
      - Contemplation: Intends to take a specific action within the next 6 months
      - Preparation: Intends to take the action within the next 30 days and has taken some behavioral steps in this direction
      - Action stage: Has changed overt behavior for less than 6 months
      - Maintenance: the person has changed overt behavior for less than 6 months
      - Termination: No temptation to relapse

Individual (Intrapersonal) level theories

- Transtheoretical Model (TTM) – Stages of Change
  - Example
    - Drinking and driving (Drunk driving) is defined as operating a motor vehicle while under the influence of alcohol. Have you ever engaged in drinking and driving according to this definition?

Trans-theoretical Model

- Regular Exercise is any planned physical activity (e.g., brisk walking, aerobics, jogging, bicycling, swimming, rowing, etc.) performed to increase physical fitness. Such activity should be performed 3 to 5 times per week for 20-60 minutes per session. Exercise does not have to be painful to be effective but should be done at a level that increases your breathing rate and causes you to break a sweat.

Question:

- Do you exercise regularly according to that definition?

  - Yes, I have been for MORE than 6 months.
  - Yes, I have been for LESS than 6 months.
  - No, but I intend to in the next 30 days.
  - No, but I intend to in the next 6 months.
  - No, and I do NOT intend to in the next 6 months.
No, and I do NOT intend to in the next 6 months.

- Pre-contemplation
  - Increase perception of risks and problems with current behaviors

No, but I intend to in the next 6 months.

- Contemplation
  - Decisional balance of pros and cons
  - Work on barriers

No, but I intend to in the next 30 days.

- Preparation
  - Goal setting
  - Developing a change plan
  - Developing coping skills

Yes, I have been for LESS than 6 months.

- Action
  - Reinforcement
  - Evaluation of high risk situations

Yes, I have been for MORE than 6 months.

- Maintenance
  - Support
  - Reinforcement

Individual (Intrapersonal) level theories

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

Theory of Planned Behavior (TPB)

- Behavioral intention
  - Perceived likelihood of performing behavior
- Attitude
  - Personal evaluation of the behavior
- Subjective norms
  - Beliefs about whether key people approve or disapprove of the behavior; motivation to behave in a way that gains their approval.
- Perceived behavioral control
  - Belief that one has, and can exercise, control over performing the behavior

Concepts Measurement

- Behavioral intention
  - Intend to perform testicular self-examination once a month. (Very likely – Very unlikely)
- Attitude
  - My performing testicular self-examination in the next month would be harmful/beneficial
- Subjective norms
  - Most people who are important to me think that I should perform testicular self-examination in the next month.
- Perceived control
  - Performing testicular self-examination in the next month is beyond my control

Interpersonal level theory

Social Cognitive Theory (SCT)
Social Cognitive Theory (SCT)

- Concept: Reciprocal determinism
  - Definition: The dynamic interaction of the person, behavior, and the environment in which the behavior is performed.

- Concept: Behavioral capability
  - Definition: Knowledge and skill to perform a given behavior.

- Concept: Expectations
  - Definition: Anticipated outcomes of a behavior.

- Concept: Self-efficacy
  - Definition: Beliefs about personal ability to perform behaviors that bring desired outcomes.

- Concept: Observational learning (modeling)
  - Definition: Behavioral acquisition that occurs by watching the actions and outcomes of others' behavior.

- Concept: Reinforcement
  - Definition: Responses to a person's behavior that increases or decreases the likelihood of recurrence.

- Example: Teaching healthy cooking and exercise skills.

- Application:
  - Behavioral capability: Teaching healthy cooking and exercise skills.
  - Expectations: Healthy diet and exercise will benefit.
  - Self-efficacy: Create contracts to set incremental goals.
  - Observational learning: Respected congregation members as role models.
  - Reinforcement: Incentives and relaxing time.
  - Reciprocal determinism: People bring healthier foods to church, reinforcing their healthy habits.

Community level theory

- Concept: Diffusion of Innovations – Key concepts
  - Definition:
    - Innovation: An idea, object, or practice that is thought to be new by an individual, organization, or community.
    - Communication channels: The means of transmitting the new idea from one person to another.
    - Social system: A group of individuals who together adopt the innovation.
    - Time: How long it takes to adopt the innovation.
Diffusion of Innovation

Characteristics of Individual Adopters
- Innovators – venturesome; shortest time between awareness and adoption; reached by media
- Early adopters – opinion leaders
- Early majority – deliberators; reached by interpersonal channel
- Late majority – skeptical; reached by interpersonal channel and increased outreach
- Laggards – traditional; need more potent outreach and incentives

Community level Theory
- Characteristics of innovations
  - Attribute
  - Key Benefits
    - Relative advantage
    - Is the innovation better than what it will replace?
    - Compatibility
    - Does the innovation fit with the intended audience?
    - Complexity
    - Is the innovation easy to use?
    - Trialability
    - Can the innovation be tried before making a decision to adopt?
    - Observability
    - Are the results of the innovation observable and easily measurable?

Conclusion
- Theory is important in understanding health behaviors.
- You have now learned how to apply theory at the individual, intrapersonal, and community levels.

“There is nothing so practical as a good theory.”
-Kurt Lewin, 1951