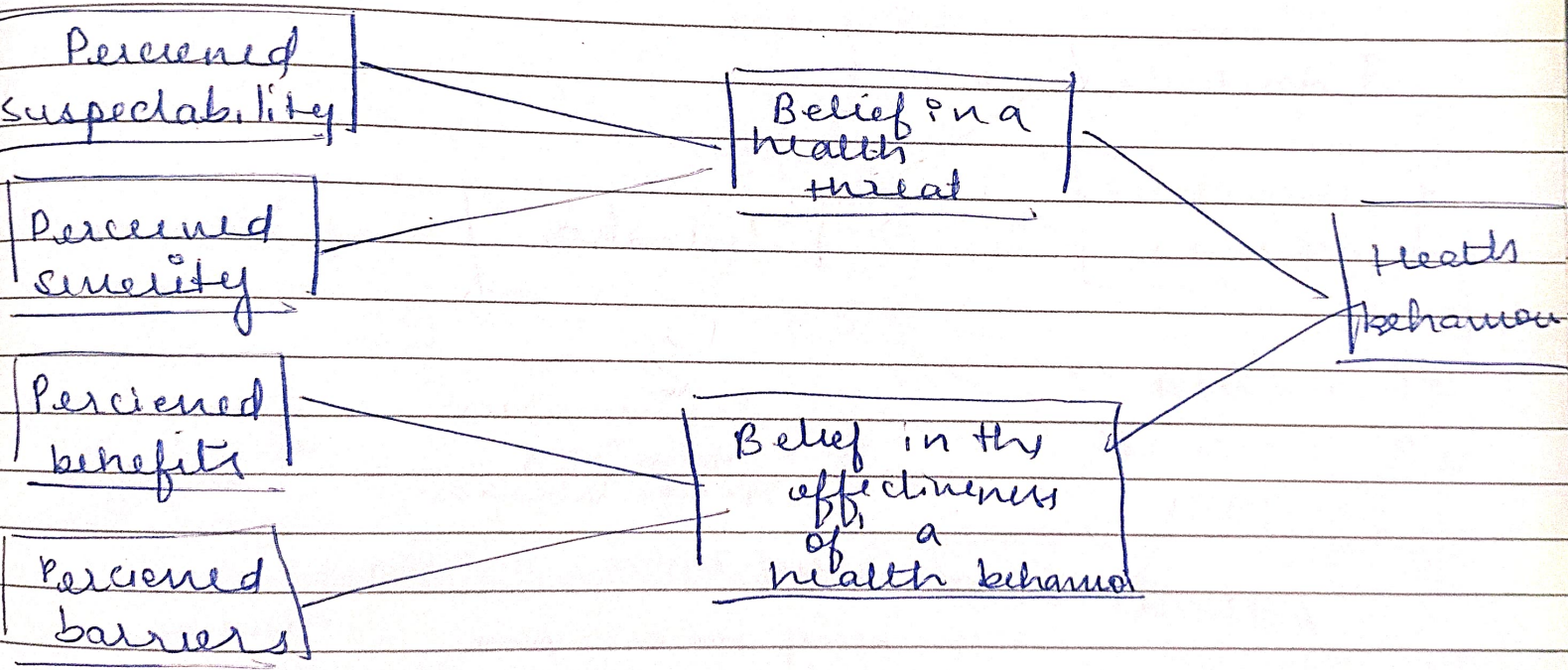


Health Belief Systems & Models.

Page No. _____
Date _____

① Health Belief Model.

- widely recognized and studied theoretically
- helps explain and predict health-related behaviour
- 1950 - social psychologists M Rosenstock, Godfrey M Hochbaum and Stephen Kegels
- based on the idea that individuals believe on the health-related issue can ~~can~~ influence their behaviour.



Theory of reasoned action
↓
extended to

Attitude

Intention

Behaviour

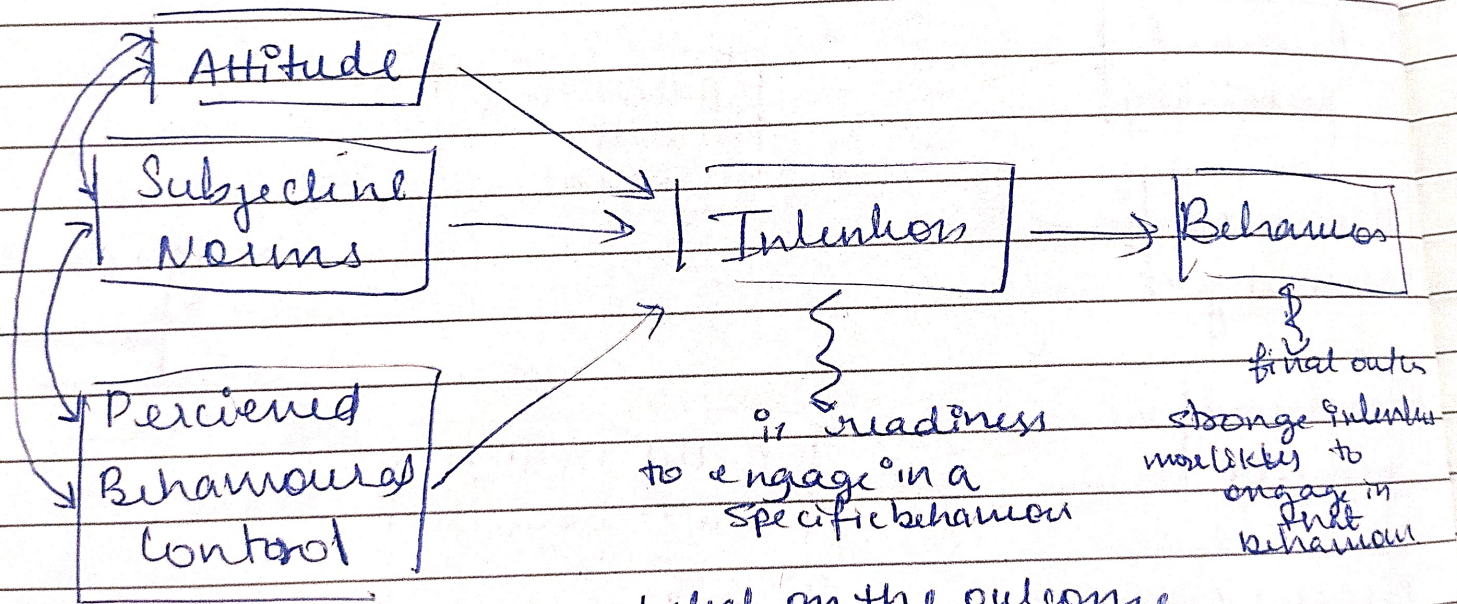
Subjective norms

→ Theory of Planned Behaviour

- widely recognized model
- explains how people's attitudes, subjective norms and perceived behavioural control influence their intention and subsequent behaviour

- developed by Icek Ajzen & Martin Fishbein in late 1970's

an extension of Theory of reasoned action

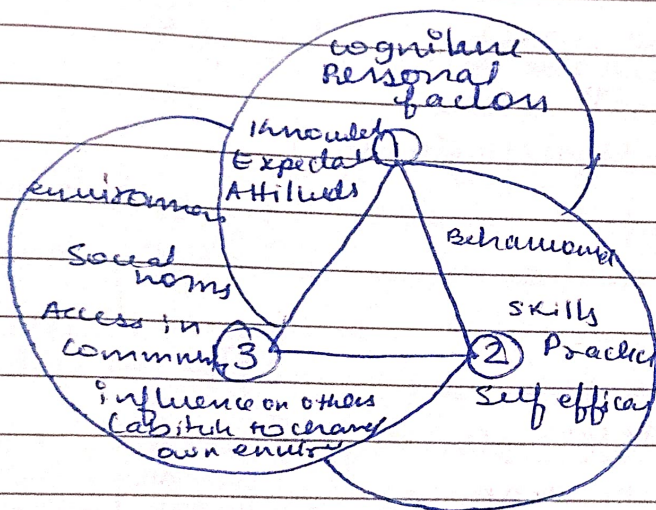


- Attitude
 - belief on the outcome
 - belief on outcome
 - positive
 - negative
- Subjective norms
 - normative beliefs (others' belief about them)
 - motivation to comply (inclination to conform)

Perceived Behavioural Control
control - Induced perceptions to the ability to perform the behaviour
influence → factor hinders the behaviour
self-efficacy

Social Cognitive Theory

- developed by Albert Bandura
- to understand beliefs, behaviours and outcomes
- emphasises the interplay b/w personal, behavioural and environmental factors and importance of observational learning, self regulation and self efficacy in shaping health related behaviours

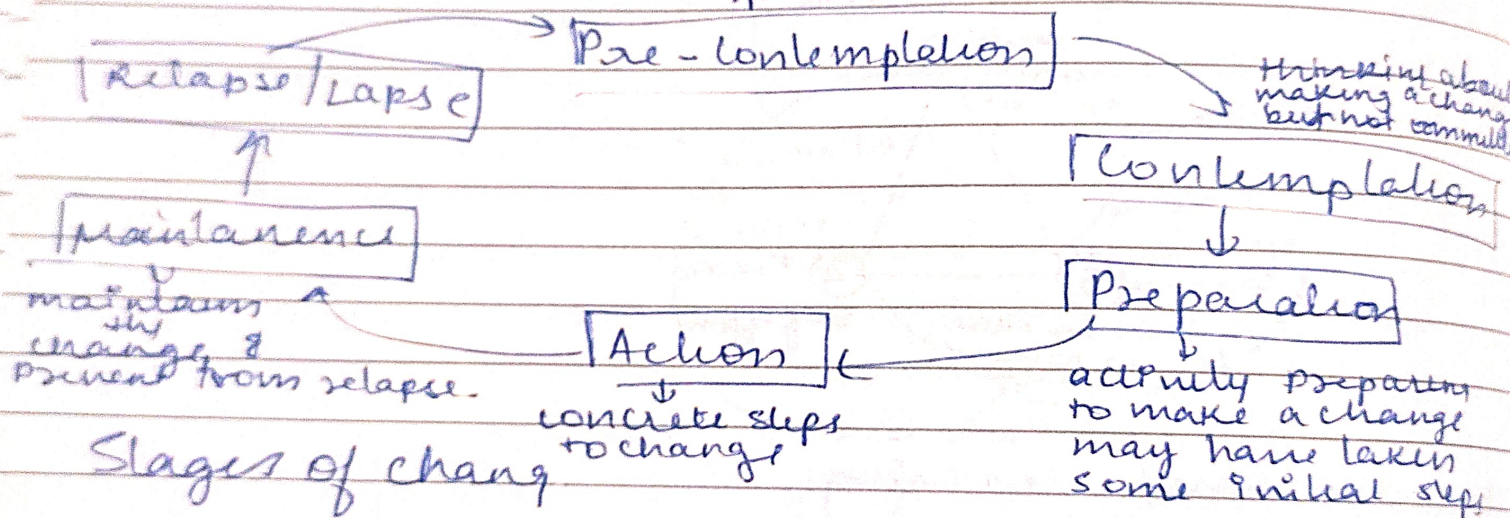


- Observational learning
- Self efficacy
- Reciprocal determinism - 3 interact and influence each other | change in one lead to change in other
- Behavioural regulation - imp. of self regulation, setting goals, self monitoring progress & using self control strategies to achieve health related behaviour
- Outcome expectancy - belief about likely consequences of their actions
- Behavioural capability - individuals acquire new knowledge & skills to engage in health behaviour

Trans-Theoretical Model.

- also known as stages of change model
- widely used
- By James O. Prochaska & Carlo C. DiClemente in late 1970's
- describes how individual go through various stages when making behaviour changes
- TIM relevant in areas like smoking, substance abuse treatment, physical activity phenomena.

not considering change
maybe unaware of the
need of it



Processes of change — various process that individual use at different stages to help them change their behaviours

2 types

o Cognitive Processes - changing individual thoughts & understandings - awareness

o Behavioural Process - involves taking action to change behaviour - self monitoring, reinforcement management.

Self efficacy.