Health Belief Model
(Becker, 1974, 1988; Janz & Becker, 1984)

INDIVIDUAL PERCEPTIONS
- Perceived Susceptability to Disease “X”
- Perceived Seriousness (Severity) of Disease “X”

MODIFYING FACTORS
- Demographic variables (age, sex, race, ethnicity, etc.)
- Sociopsychological variables

LIKELIHOOD OF ACTION
- Perceived benefits of preventive action minus Perceived barriers to preventive action
- Likelihood of Taking Recommended Preventive Health Action

Cues to Action
- Mass media campaigns
- Advice from others
- Reminder postcard from physician/dentist
- Illness of family member or friend
- Newspaper or magazine article

Health Belief Model -- Revised
(Rosenstock, Strecher, & Becker, 1988)

BACKGROUND
- Sociodemographic Factors (e.g., education, age, sex, race, ethnicity)

PERCEPTIONS
- Threat
  - Perceived susceptibility (or acceptance of the diagnosis)
  - Perceived severity of ill-health condition
- Expectations
  - Perceived benefits of action (minus)
  - Perceived barriers to action
  - Perceived self-efficacy to perform action

ACTION
- Cues to Action
  - Media
  - Personal influence
  - Reminders
- Behavior to reduce threat based on expectations


Adapted from Rosenstock (1990). In Glanz, Lewis, & Rimer, Health Behavior and Health Education. [Need to confirm source.]
Social Cognitive Theory
(Bandura, 1986, 2004)

OUTCOME EXPECTATIONS
   PHYSICAL
   SOCIAL
   SELF-EVALUATIVE

SELF-EFFICACY

GOALS

BEHAVIOR

SOCIOSTRUCTURAL FACTORS
   FACILITATORS
   IMPEDIMENTS

Adapted from Bandura (2004).
Health Education & Behavior, 31, 143-164.

Theory of Planned Behavior

Behavioral Beliefs

Attitude Toward the Behavior

Normative Beliefs

Subjective Norm

Control Beliefs

Perceived Behavioral Control

Intention

Behavior

Actual Behavioral Control

Adapted from Ajzen’s website
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http://www-unix.oit.umass.edu/~aizen/tpb.diag.html
Transtheoretical Model
(Prochaska & DiClemente, 1982, 1983)

Stages of Change in Which Particular Processes Are Emphasized

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