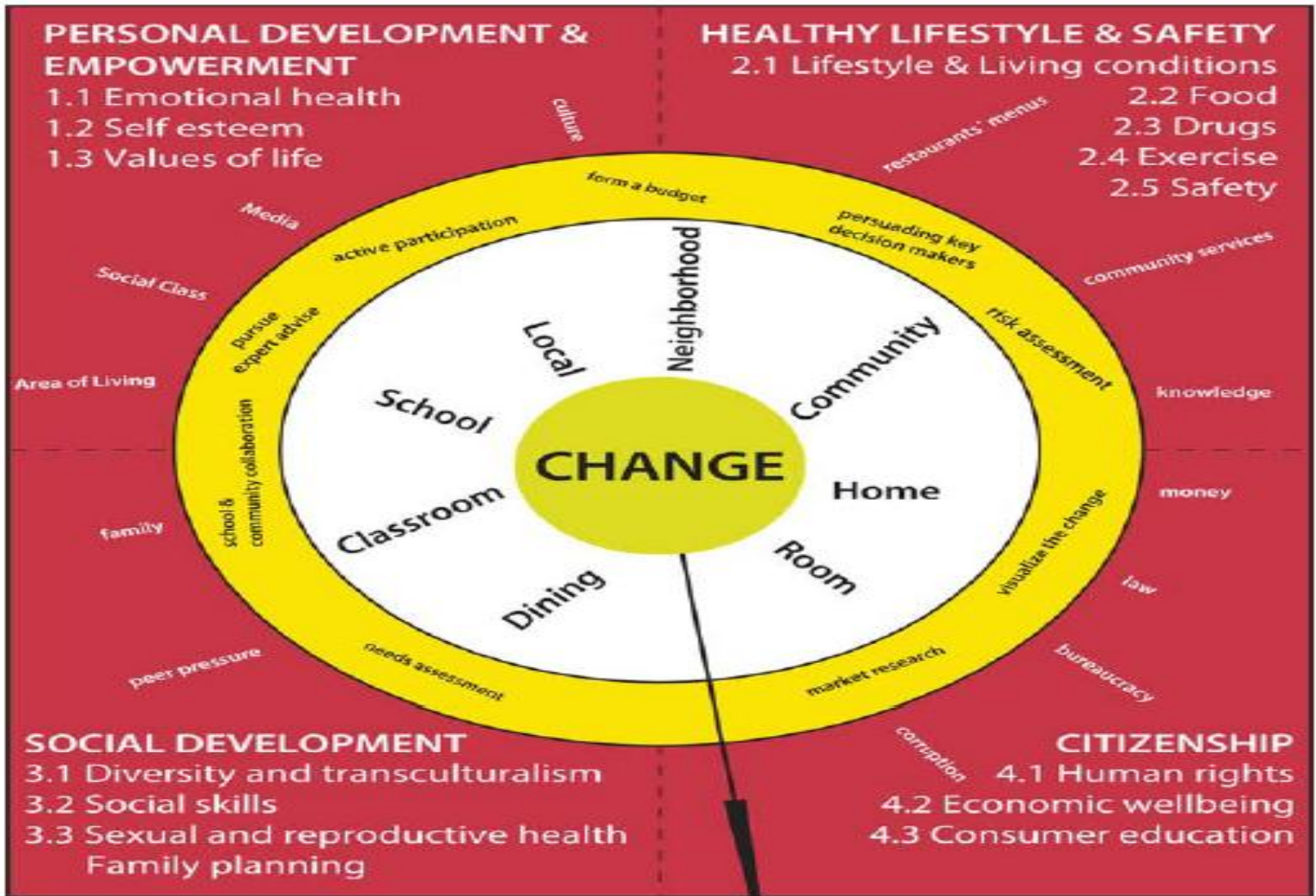


Theories and Models of behaviour change

Health education model



Levels of a health education programme

- The programme's main purpose is in the center of the chart.
- The first level is called "Identification of health factor determinants"
- The second level is called "Practicing actions to improve the abilities of health achievement"
- The third level is called "Promotion and achievement of health"

Identification of health factor determinants

Learning objectives

- Update on the interactions of economic, political, social, cultural and environmental factors affecting health
- Identification and discussion of the factors affecting health

Practicing actions to improve the abilities of health achievement

- Development of the possibility for action
- Empowering students to induce changes in health-related behaviours
- Cooperation with parents and local agencies to create actions
- Learning objectives
 - Contact with society
 - Developing behaviour change skills

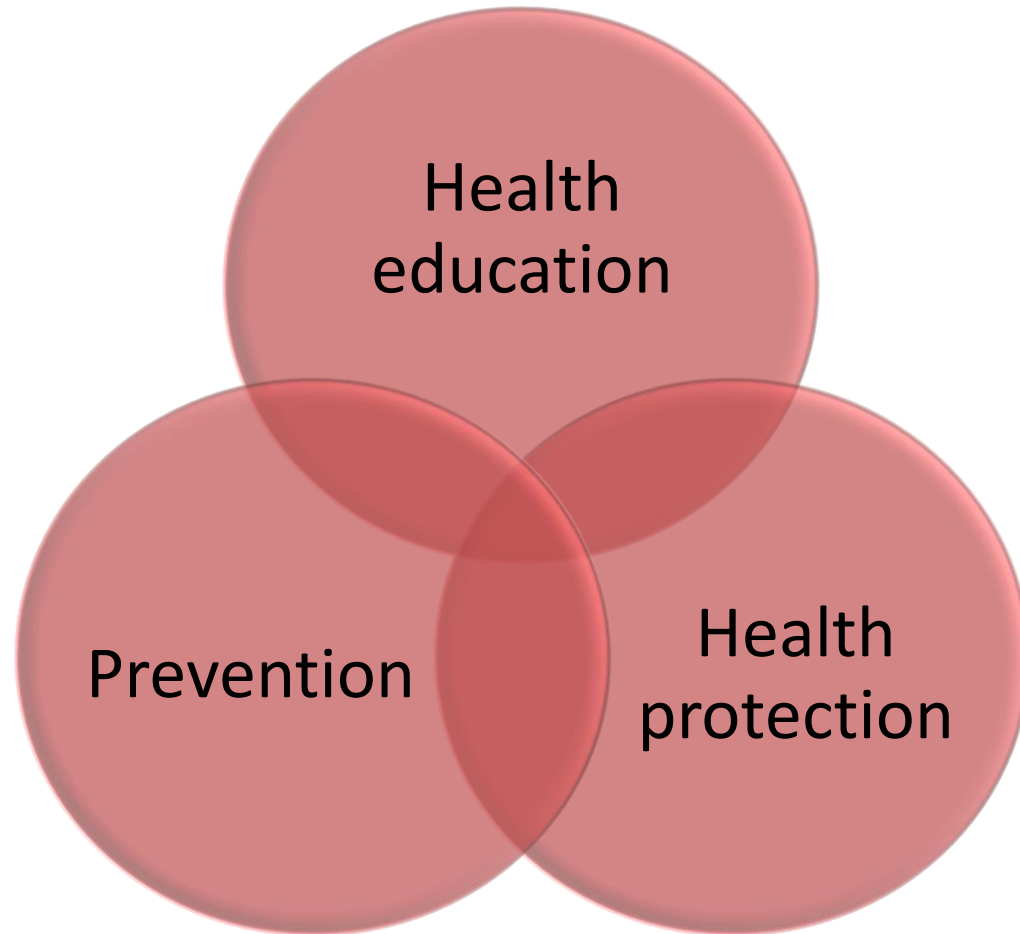
Promotion and achievement of health

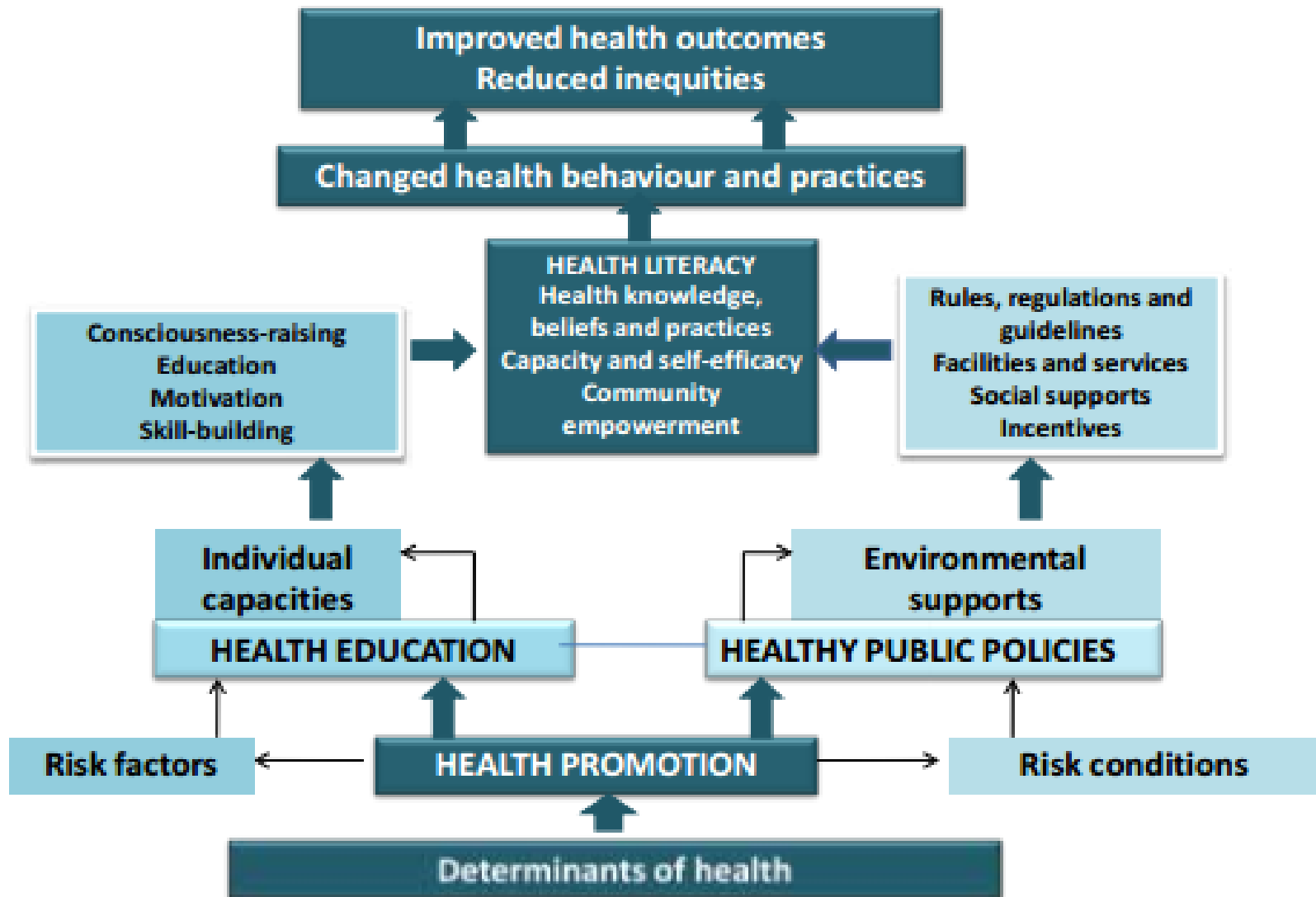
- Changes that improve health
- Learning objectives
 - Practicing behaviours indicative of change
 - Application of behaviours indicative of change

Programme content

- Development and strengthening of self
- Development of healthy and safe lifestyles
- Development and improvement of social self
- Creating active citizens

From Health Education to Health Promotion





Inhibiting factors of exercise

- ▶ **Structural:** Accessibility (infrastructure, finances, time etc.)
- ▶ **Interpersonal:** Inadequate socialization, isolation
- ▶ **Personal:** Personal characteristics of the individual

Dealing with the inhibiting factors

- Creating habits
- Behaviour change models
- Behaviour enhancement models
- Persuasion models
- Actions of the community



Positive living habits

- The habits acquired during adolescence are more likely to be maintained into adulthood

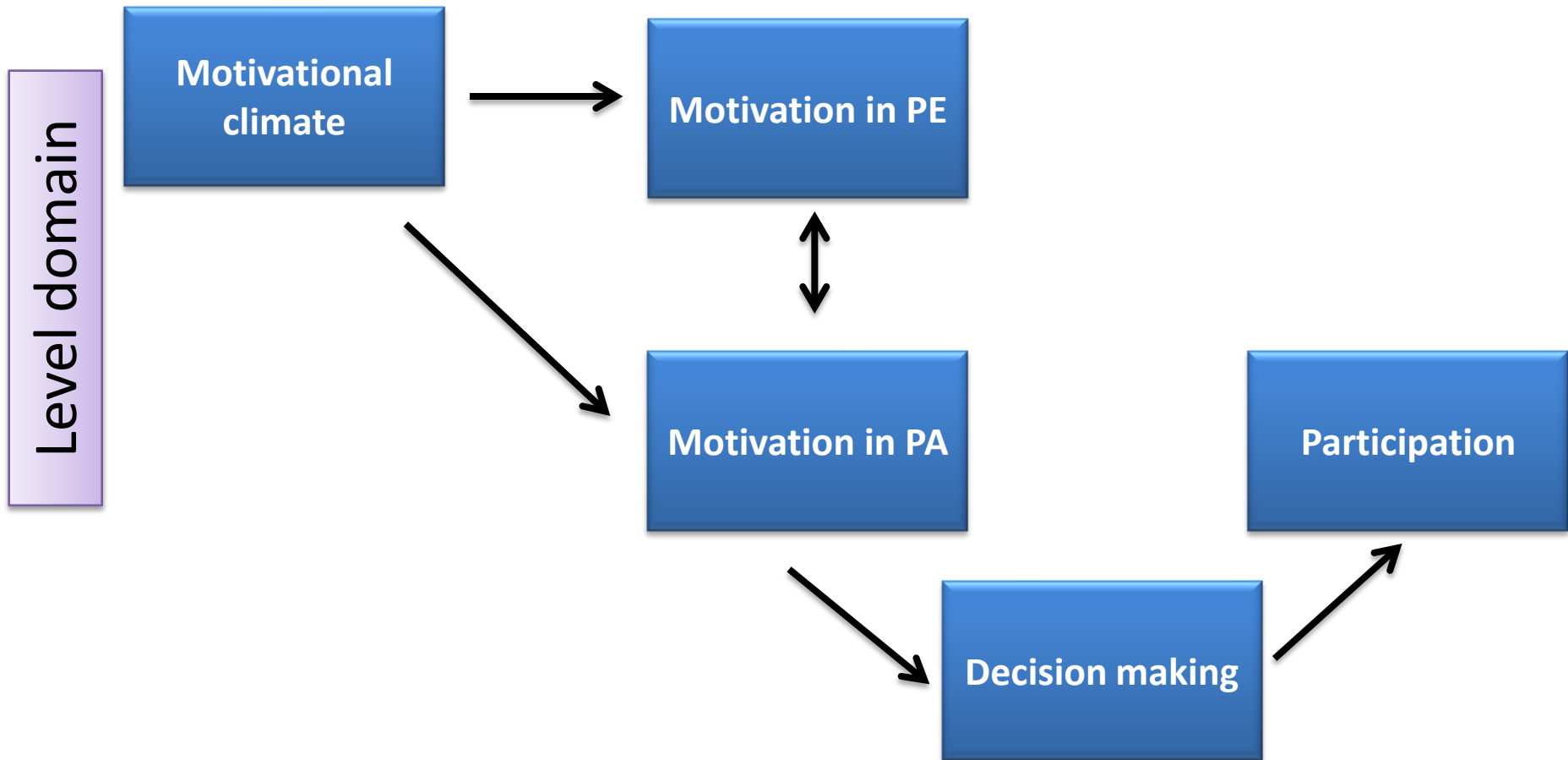


Physical education in schools and physical activity

- Physical education in schools is the only way in which the state can influence the exercise habits of children/adolescents.
- Can PE affect extracurricular physical activity?

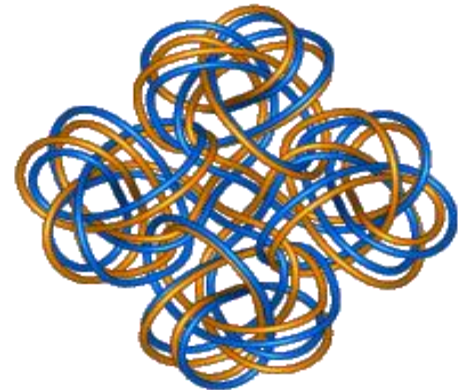


Trans-contextual model of motivation



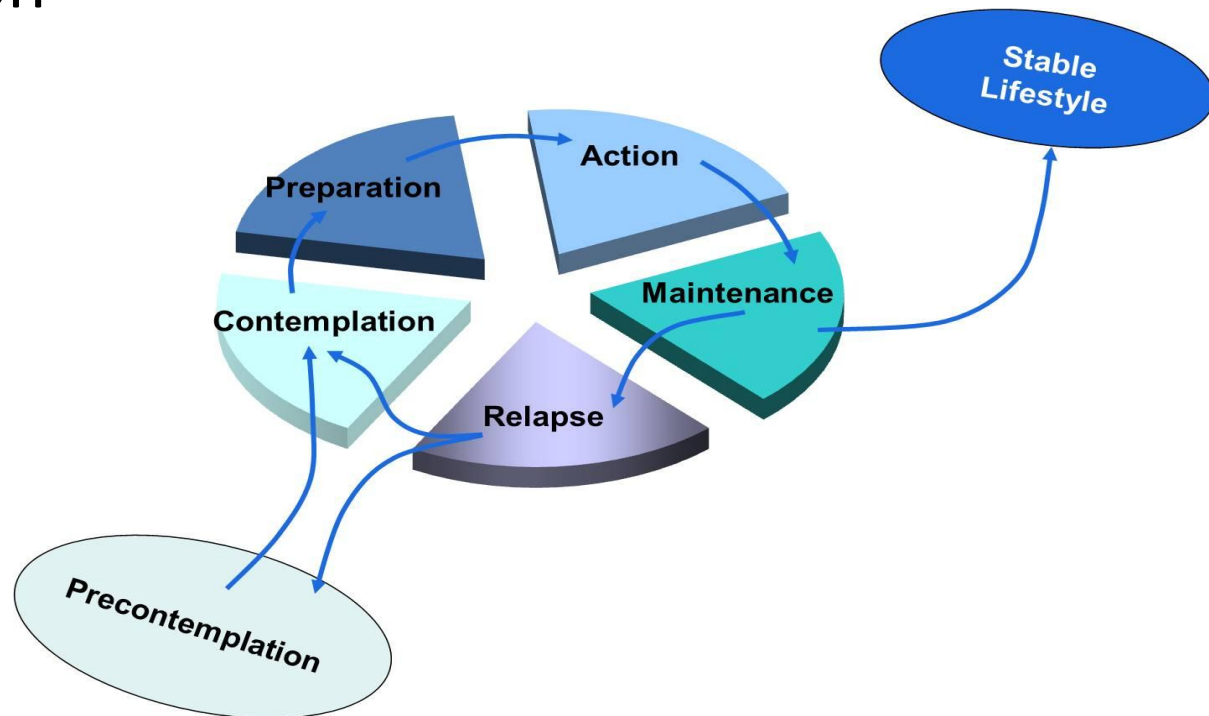
Behaviour change and enhancement models

- Transtheoretical model
- Health belief model
- Theory of triadic influence
- Self-determination theory



The Transtheoretical model

- Five stages of involution to behaviour:
 - Precontemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance



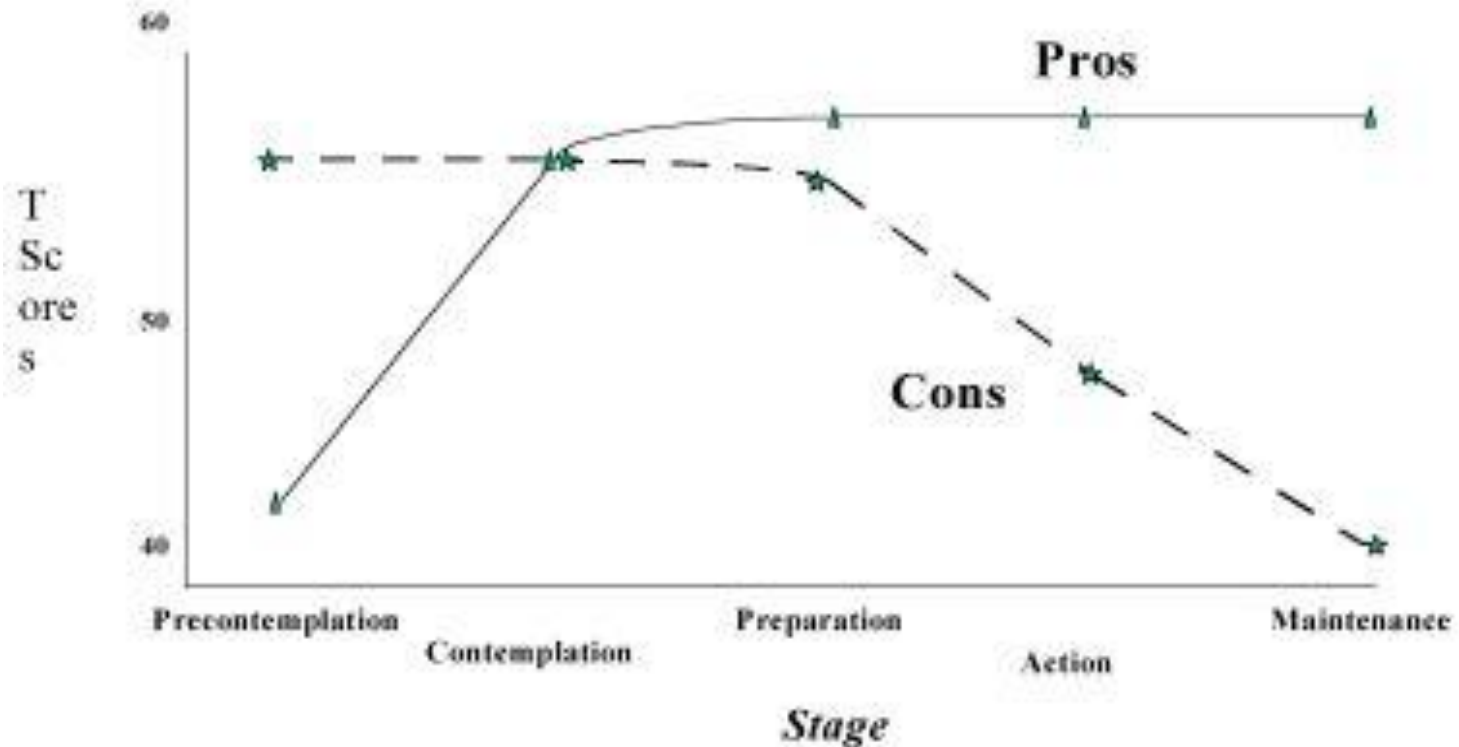
Processes of Change

- **Experiential Processes**
 - Consciousness Raising
 - Relief
 - Environmental Reevaluation
 - Self-Reevaluation
 - Social Liberation

- **Behavioural Processes**
 - Counter Conditioning
 - Supportive Relationships
 - Reinforcement Management
 - Self-Determination
 - Stimulus Control

Balance in decision making

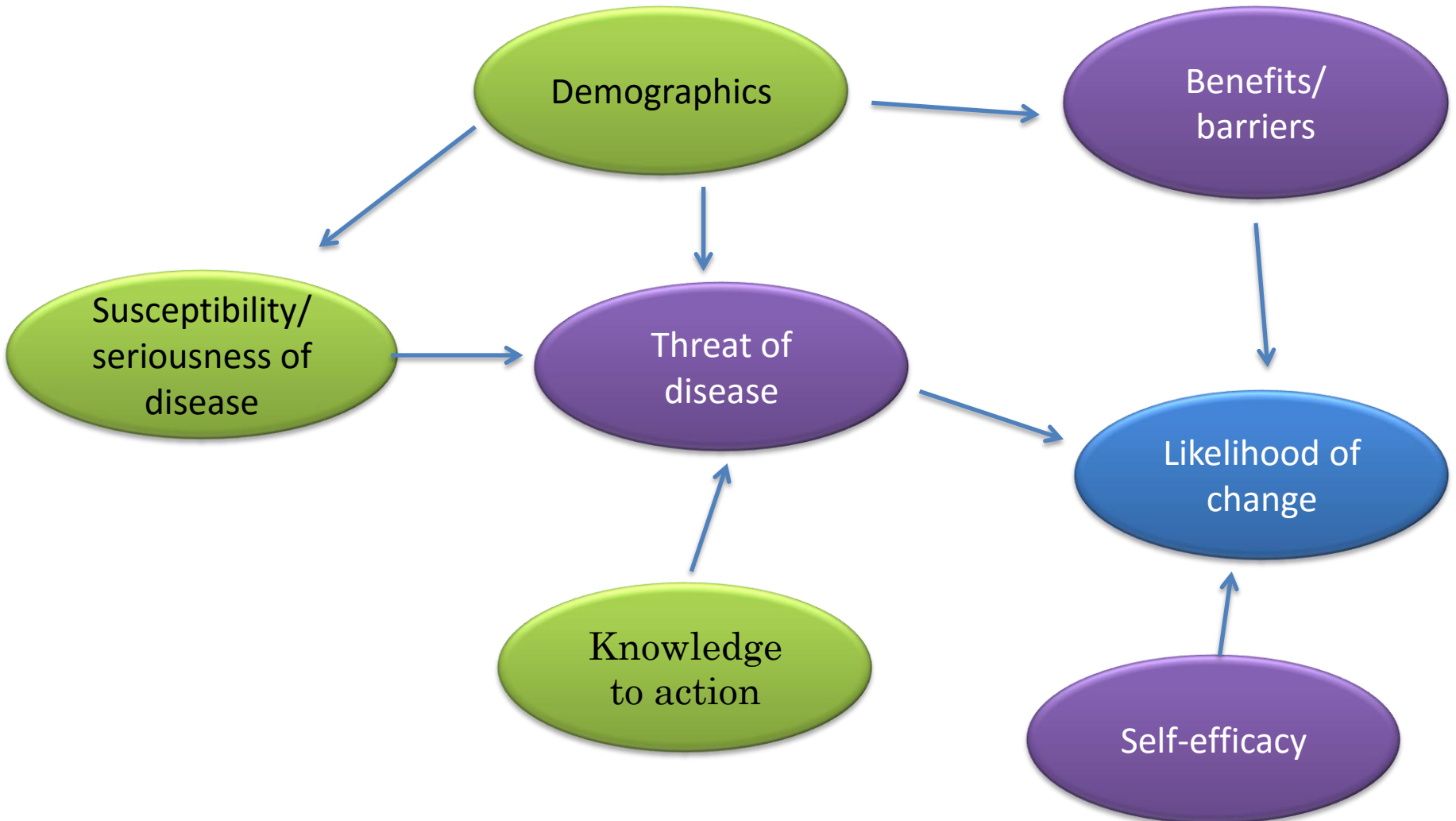
- The gravity that benefits and drawbacks of change have to a person



Health belief model

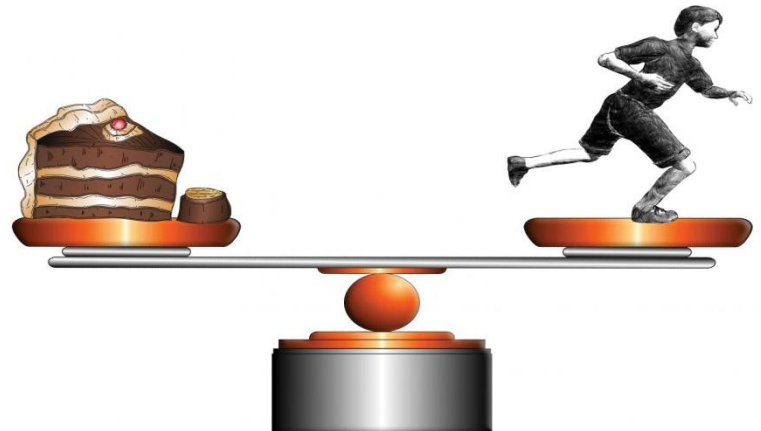
- Perceived susceptibility
- Perceived severity of disease
- Perceived benefits
- Perceived barriers
- Cues to action
- Self-efficacy

Health belief model



Health beliefs

- **Biased optimism**
 - I'm not going to get sick
- **Compensatory health beliefs**
 - Let's eat a dessert, then I'll go for a run

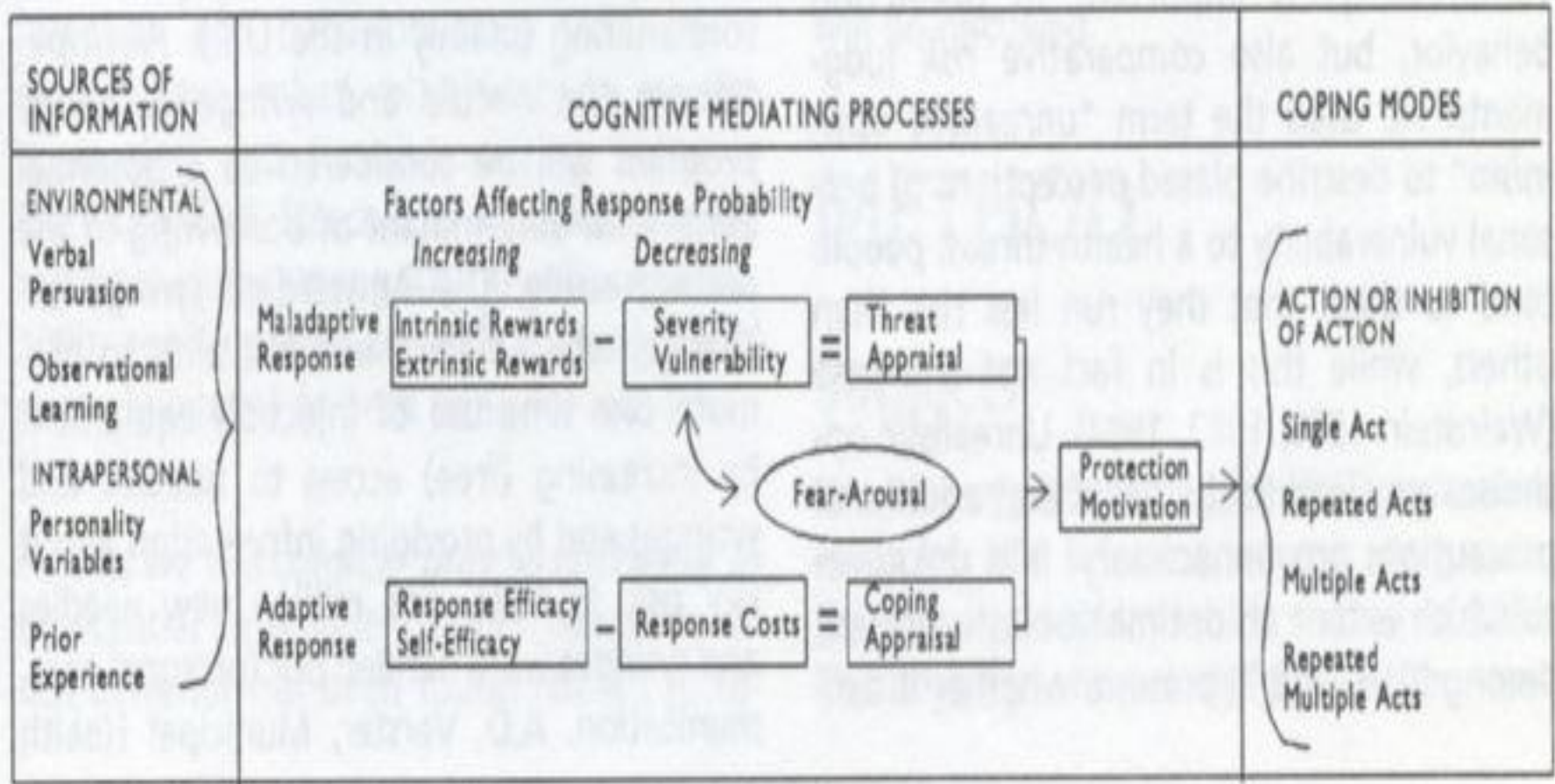


Protection motivation theory

- The intention to behaviour change is affected by:
 - Severity of a threatening event
 - Perceived vulnerability
 - Efficacy of behaviour change
 - Perceived self-efficacy

Figure 1

Protection motivation theory (adapted from Rogers, 1983)

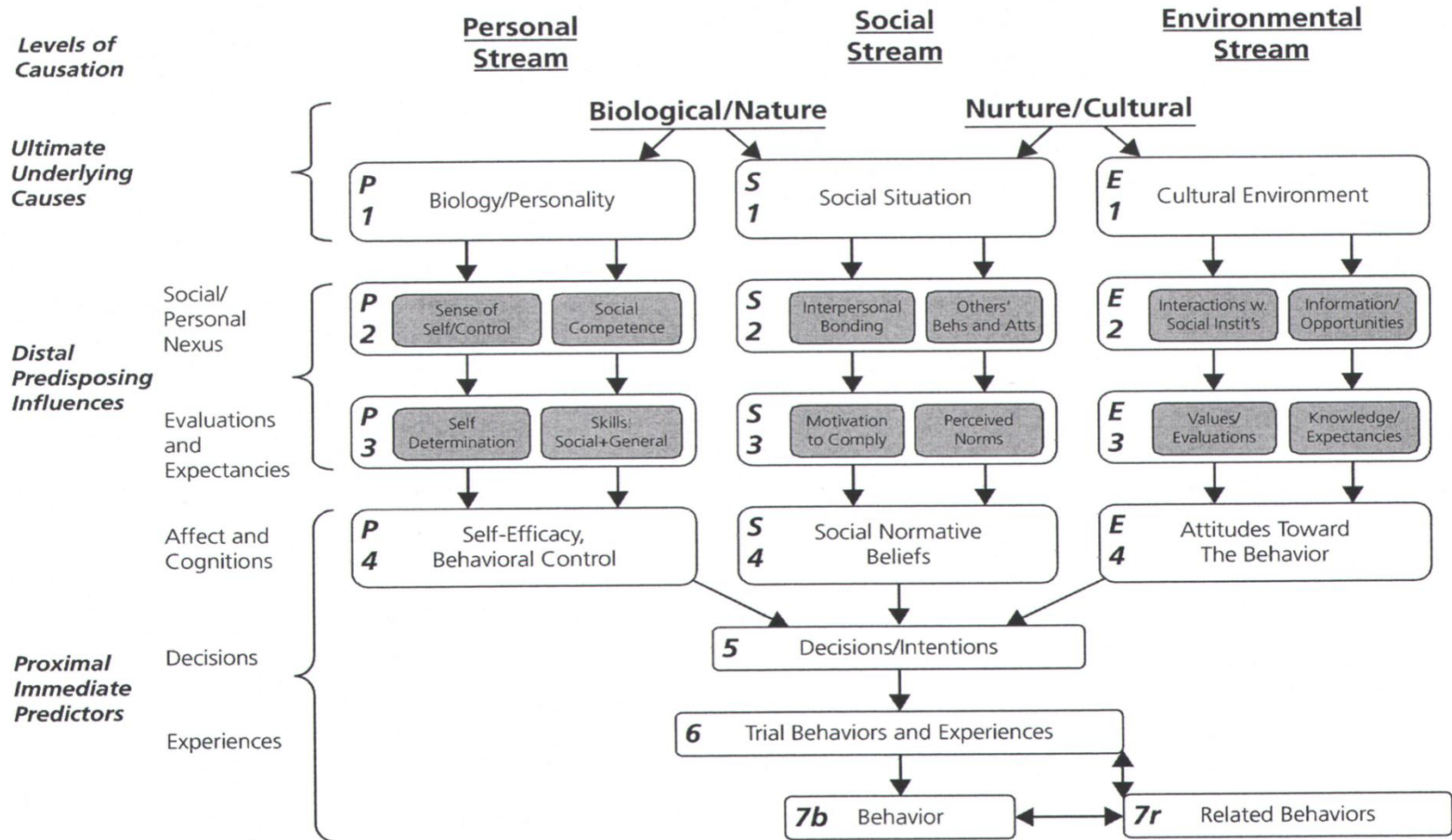


Protection Motivation

Theory of triadic influence

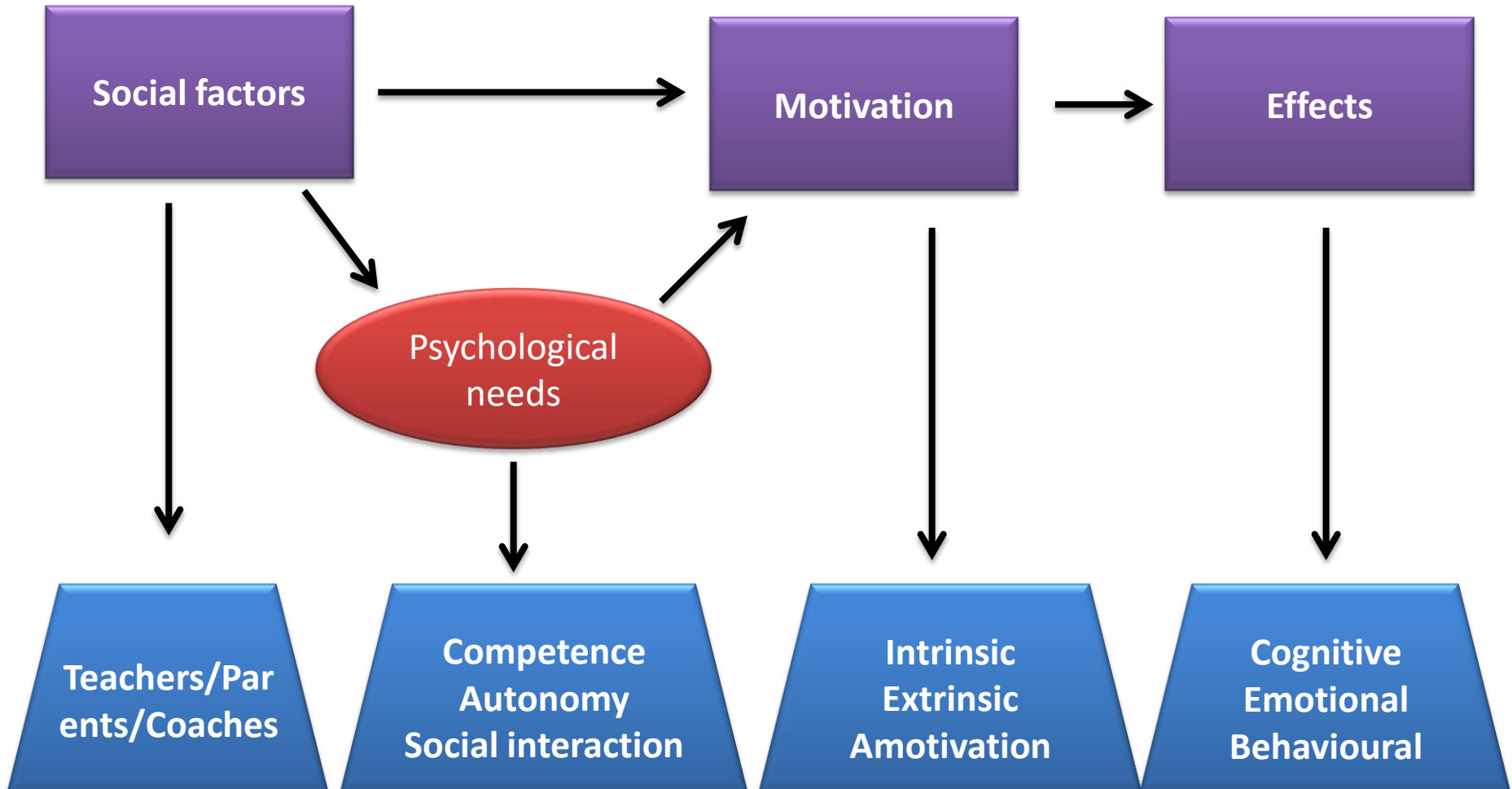
Basic View of the Theory of Triadic Influence Showing Many Mediated Pathways

THE THEORY OF TRIADIC INFLUENCE



Note: In this chapter, we consider the three streams and six substreams in the reverse order, or mirror image, compared to our previous presentations. This is in response to suggestions from others that it is a little easier for many people to think from persons outward to the environment and illustratively from left to right.

Self-determination theory



Persuasion models

- How to convince for the benefits of the change?
- Elaboration likelihood model
- Self-affirmation theory

Elaboration likelihood model

- Focus on attitudes change
- Two ways of persuasion and change:
 - Central (information processing)
 - Peripheral (reduced processing)
- Editing includes processes such as evaluation, recall of information, and critical evaluation

Elaboration likelihood model

- Who carries the message?
 - Reliability/Attractiveness
- Message content
 - Logic or emotion
 - Cognitive dissonance
 - Display Order of stimulus
- Way of communication
- Recipient of the message

Self-affirmation theory

- Individual integrity reflects the experience of the self as “adaptively and morally adequate”

(Steele 1988)

- Values (e.g. religion)
- Social identity (e.g. I am a good friend)
- Roles (e.g. I am a good father)
- Basic perceptions (e.g. I am sports fan)
- Goals (e.g. I am healthy)

Self-affirmation theory

- The affirmation of self in a field reduces the need for defensive attitude when experiencing threat in another, less important, field



Applications of self-affirmation

The self-affirmation is effective in:

- a) increasing the acceptance of the message
- b) reducing the insulting sense of the message
- c) increasing the negative feeling after the health message
- d) increasing the readiness for adoption of the message

(Harris & Epton 2009)