

## The Health Belief Model

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## Introduction of the Health Belief Model (HMB)

- Model for individual health behaviour change
- Attempts to explain the thought process behind individual's decisions related to health behaviour change and maintenance
- Acts as a guiding framework for health behaviour interventions
- Developed by Social Psychologists in the 1950s by the US Public Health Service in an effort to explain lack of participation in programs.

## Key Constructs of the HBM

- This model suggests that individuals determine the feasibility, benefits and costs related to an intervention or behaviour change based on the following 6 constructs:

1. Perceived Susceptibility
2. Perceived Severity
3. Perceived Benefits
4. Perceived Barriers
5. Cues to action
6. Self-Efficacy

Glanz, 2008

## HBM Construct Definitions

Construct	Definition	Application
Perceived Susceptibility	beliefs about the likelihood of getting a disease/condition	Make perceived susceptibility more consistent with individual's actual risk
Perceived Severity	beliefs about the seriousness/consequences of the condition	Specify consequences of risks and conditions
Perceived Benefits	belief that a certain action will reduce risk / seriousness of impact	Define action to take how, where, when; clarify the positive effects to be expected
Perceived Barriers	belief about costs/negative aspects of the action	Identify and reduce perceived barriers through reassurance, correction of misinformation, incentives, assistance
Cues to Action	instigators to readiness	Provide how-to information, promote awareness, use appropriate reminder systems
Self-Efficacy	belief in one's ability to take action to produce desired outcomes	Provide training, goal setting, verbal reinforcement, role modeling, reduce anxiety

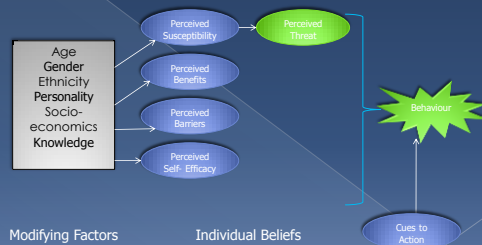
## Modifying Factors

- Other factors influence behaviour change, intervention adoption, and the ability to maintain the new behaviour
  - Demographics
  - Psychosocial variables
  - Structural variables
- These factors influence individual's perceptions related to the 6 key constructs and which in turn influences their decision making process

## HBM Construct Relationships

### Health Belief Model Components and Linkages

Champion & Skinner, in Glanz et al., 2008



## Final Thoughts

- Construct definitions should be aligned with original theory
- Measures should be specific to behaviour & relevant to target population
- Content validity – must be sure to address all factors related to the behaviour
- Appropriateness and relevance
- Comparing with other models

Glanz, 2008