

## The Health Belief Model

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## Introduction to the Health Belief Model (HBM)

### Introduction of the Health Belief Model (HBM)



- 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

### Health Belief Model in a Nutshell

- Suggests that whether or not an individual changes and/or maintains a behaviour is influenced by:

- Perceptions of the feasibility and benefits of the "new" behaviour weight against the perceived costs (Becker, 1974)

- Thus, individuals' behaviour changes (or lack of changes!) are influenced by these perceptions

- Example: Do I perceive that it is worth it for me to change?



Glanz, 2008

## Key Constructs of HBM

### 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	Operationalization
Perceived Susceptibility	beliefs about the likelihood of getting a disease/condition	A woman believes she is at low risk of acquiring an STI because she is in a monogamous relationship, so she neglects to use condoms with her partner
Perceived Severity	beliefs about the seriousness/consequences of the condition	A teenage boy engages in binge drinking with his friends because he thinks that getting drunk is no big deal
Perceived Benefits	belief that a certain action will reduce risk / seriousness of impact	A middle-aged man has a heart condition, but is skeptical that diet and exercise will actually have any long-term impact on his health
Perceived Barriers	belief about costs/negative aspects of the action	A young mother would like to feed her children healthy meals, but thinks that fruits and vegetables are too expensive and time-consuming to prepare
Cues to Action	instigators to readiness	A national radio campaign reminds party-goers to arrange a ride home for New Year's Eve
Self Efficacy	belief in one's ability to take action to produce desired outcomes	A young man wants to lose weight, but has little belief in his ability to exercise control over his diet and find the motivation to exercise

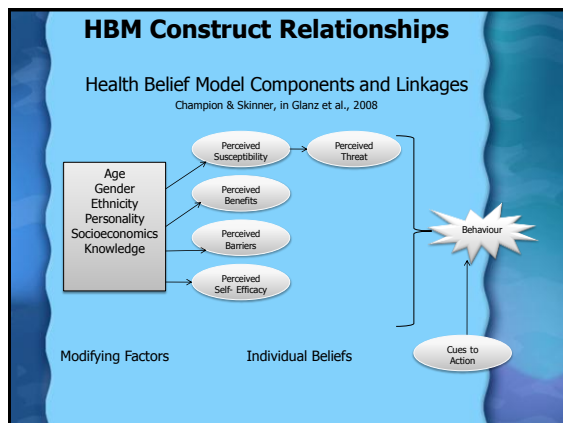
### Other Modifying Variables

- 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

## Health Belief Model Relationships between Constructs




### Example: Texting while Driving


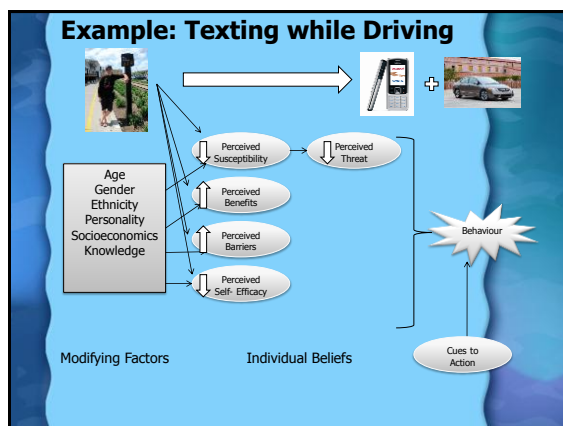
Kristin

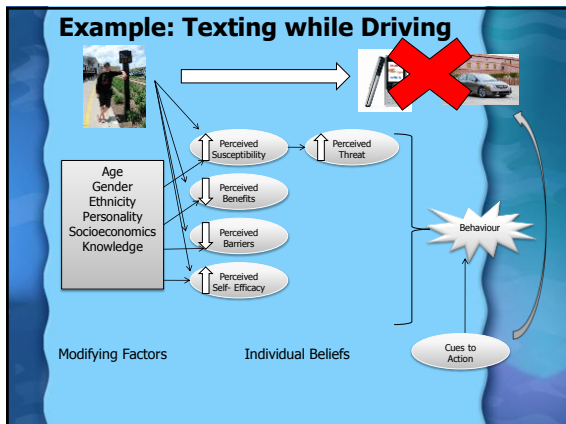


Kristin's phone



Kristin's car

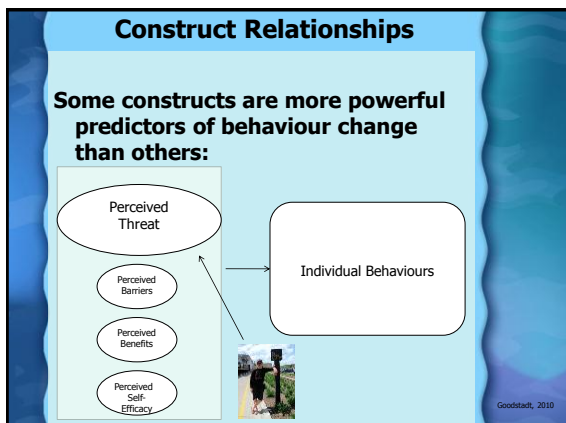





### Construct Relationships

- HBM identifies that constructs lead to outcome behaviours
- Relationships between and amongst these constructs has not been defined (but need to be considered for effective intervention)

Glanz, 2008



### HBM Measurement and Limitations

### Measuring HBM Constructs

- 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

Glanz, 2008

### Limitations of HBM Constructs

- Relationships between constructs not well understood
- No emotional construct (i.e.. fear)
- We don't understand impact of "cues to action"

Glanz, 2008