

# The Precaution Process Adoption Model (PAPM)

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Health Promotion Strategies  
February 1<sup>st</sup>, 2011

## Similarity to Transtheoretical Model

- PAPM and TTM look similar on the surface: both have stages with the same names
- But, similarities end there
- Do not have the same number of stages
- Even stages with similar names have different criteria
  - ie: PAPM refers to mental states
  - TTM emphasizes days or months until intended action
- There is no research directly comparing the two theories' predictions

(Glanz et al., 2008)

## About PAPM

- Aim:
  - To identify all the stages involved when people start health protective behaviours
  - To determine the factors that make people move from one stage to another
- How aims are achieved:
  - By use of 4 key elements and assumptions
  - 1. A category system to define the stages
  - 2. An ordering of the stages
  - 3. Common barriers to change facing people in the same stage
  - 4. Different barriers to change facing people in different stages

(Glanz et al., 2008)

## About PAPM cont' d

- Stage theory model must have
  - Criteria that define stages
  - AND
  - Factors for movement between stages
- Definitions of each stage refer to behaviours
- Issues that create barriers to progress can be behaviour- or hazard- specific
  - ie: factors towards decision to lose weight vs. those that affect decisions to use condoms

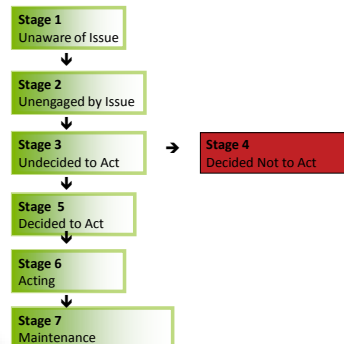
(Glanz et al., 2008)

## Description of PAPM

- Explains how a person comes to a decision to take action and how he/she translates that decision into action
- Has 7 stages: range from lack of awareness → action

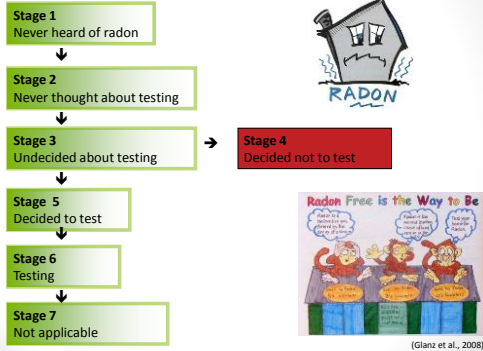
(Glanz et al., 2008)

## Description of PAPM cont' d



(Glanz et al., 2008)

## Example: Radon Testing



## Testing of PAPM Theory

- Weak/ common strategy: using cross-sectional data to look for differences among people thought to be in different categories
- Limitation: finding differences among people at different levels is not particularly helpful as non-stage processes can produce the same results.
- Intervention Research- a stronger approach is to measure what stages people are at and then follow-up to determine the variables that did/did not effect whether they acted

(Glanz et al., 2008)

## Matched/Mismatched Example of PAPM Test

- Test topic: Radon
- Experiment focused on two stages of transition
  - 3 -5 (Being Undecided about testing home for Radon- Deciding to Test)
    - Intervention: information dissemination re: local radon risk, rebuttal to myths of invulnerability
  - 5-6 (Decided to Test- Ordering a Test)
    - Intervention: lowering barriers/increasing ease of testing, information of do-it-yourself kits, and order form



(Glanz et al., 2008)

## Experimental Conditions

- High Likelihood Conditions
  - 5-min video re: high radon risk in Columbus homes and cover letter
- Low-Effort Condition
  - 5-min video: How to test your home for radon, cover letter, AMA test order form
- Combination
  - 10-min combination video, same cover letter and order form from Low-Effort Condition
- Control
  - A letter stating further assistance with the study was not needed

(Glanz et al., 2008)

## Results

- According to PAPM: people who are undecided have to decide before acting
- High-Likelihood treatment far more effective for people who had not yet decided, than for people who had
- Low-effort treatment was expected to be more helpful for people who had already decided to test, which it was for low-effort and combination groups.

Prevention Stage	Control	High-Likelihood	Low-Effort	Combination
Undecided	18.8	41.7	36.4	54.5
Decided to Test	8	10.4	32.5	35.8

(Glanz et al., 2008)

## Study Implications

- Study supports theory in that distinct stages involve different barriers to overcome in order to move from one stage to the next stage.
- Information about risk was successful at getting people to decide to act, even if they did not end up acting.
- Information regarding perceived or actual ease of acting can have a positive influence on getting people to act.
- Supports the idea that stages may exist, and different factors will be important at each stage.

(Glanz et al., 2008)

## PAPM Confusion and Recommendations

- Usually interpreted incorrectly as a model focused on risk perception, when in fact it seeks to illuminate mental stages regarding health actions.
- When interpreting/analyzing the data, confusion arises as the change in stage has produced the change in the variable, however this might be interpreted as the change in the variable producing a change in the stage.
- Some authors group stages, which is not how the theory works.
- Researchers should define stages in terms of concrete behaviors, e.g. wearing a hat vs. protecting oneself from the sun.
- Research needs to be done to decide how to incorporate people with past actions, e.g. fruit intake, smoking.

(Glanz et al., 2008)

## Criteria for Using PAPM

- Are stage interventions more effective than generic messages?
  - With Radon example it was found that people are more likely to act if the intervention matches their stage.
- Is it possible to identify the stages efficiently and effectively?
- What is the feasibility to deliver stage-targeted messages?
  - Costs, time, medium?
  - When behavior change is difficult and resistance is high there is a greater need for stage intervention.

(Glanz et al., 2008)

Thank You!