

The Precaution Adoption Process Model

(PAPM)

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PAPM: An Overview

- Individual-level theory
- Stage theory which seeks to understand adoption of health adaptive behaviours
- Focus on “Precaution Taking”

PAPM: A Brief History



• 1977 – Irving Janis & Leon Mann (top left)

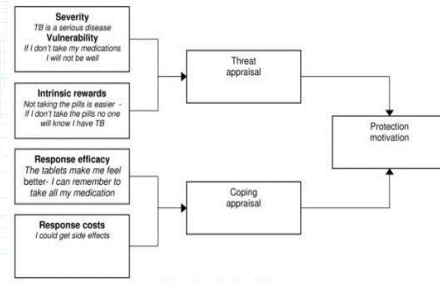
• 1988 – Neil D. Weinstein



• 1992 – Peter Sandman (bottom left)

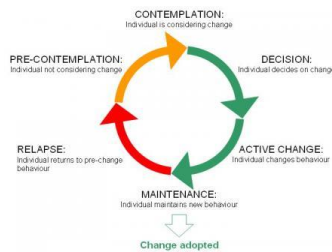
PAPM: Theoretical Underpinnings

Protection Motivation Theory (PMT)



PAPM: Theoretical Underpinnings

Transtheoretical Model of Behaviour Change (TTM)



PAPM: The Model

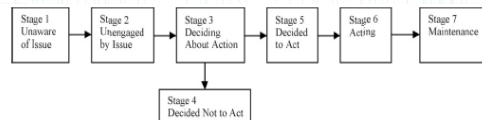
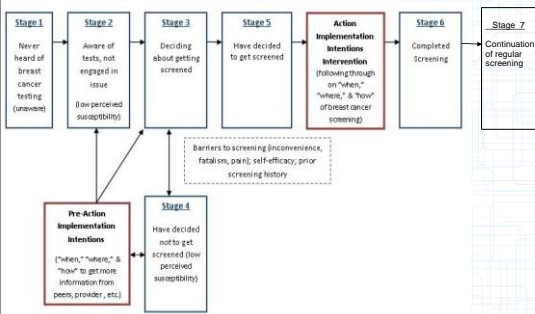


Figure 1 Stages of the Precaution Adoption Process Model (source: Ref. [32]).

PAPM: An Example



PAPM: Criticisms

- PAPM does not provide detailed information about the barriers at each stage
- Theory does not explain the commencement of risky behaviours

Thank You