

The Precaution Adoption Process Model

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A fortune teller : “7.0 EARTHQUAKE
will shake the city”





Scientists:

“Prediction NOT possible”

Headlines:
“EARTHQUAKE ?
PRECAUTION ?”





“I don't care”



“What, if”



“I have a child”



“ I really don't know what to do”



Media:

“ Prediction impossible,
Precaution always
a good practice”



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Of history...

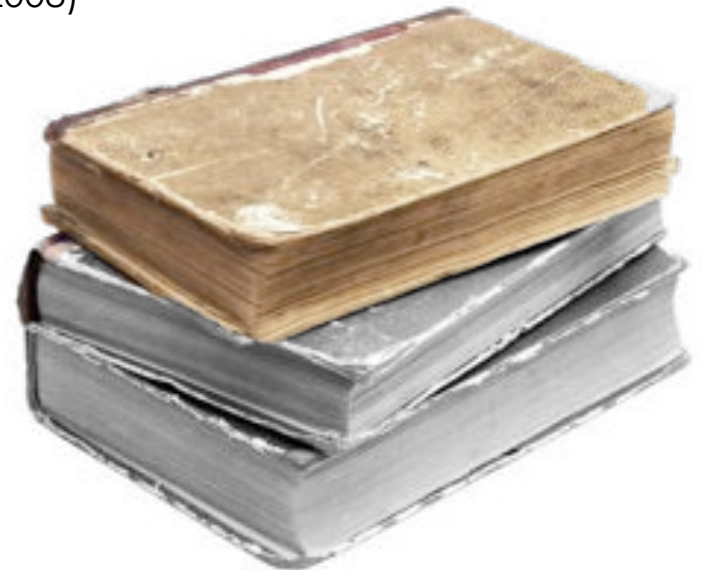
“Initial work was simulated by Janis & Mann (1977) who tried to explain responses to threats by proposing discrete categories determined by people’s belief about their capacity to cope with the threats” (Glanz, et al., 2008)



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Of history...

“Several aspects of PAPM were first discussed by **Weinstein** in 1988, however the latest and current formulation of the model was published by **Weinstein** and **Sandman** in 1992” (Glanz, et al., 2008)



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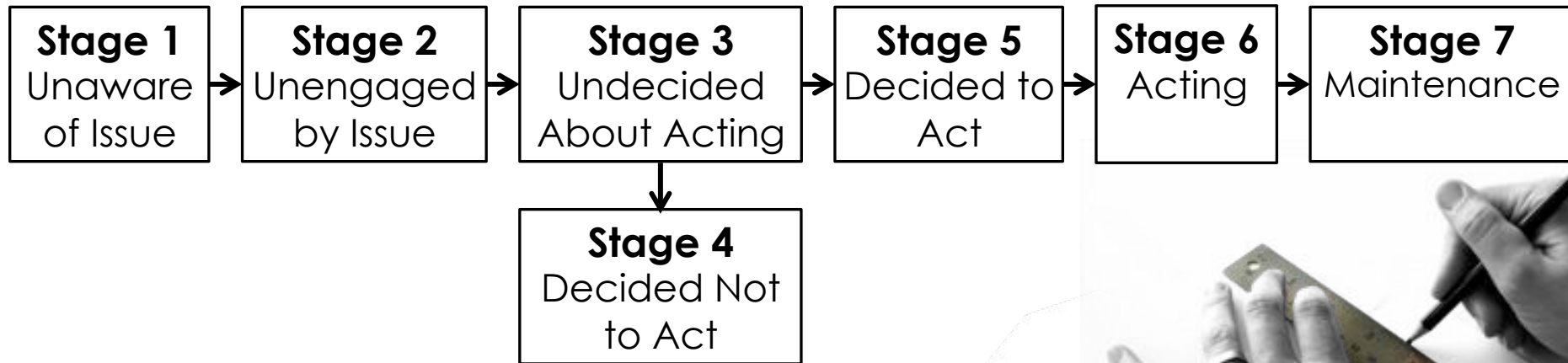
PAPM in a nutshell

“attempts to explain how a person comes to decisions to take action and how he or she translates that decision into action” (Glanz, et al., 2008)



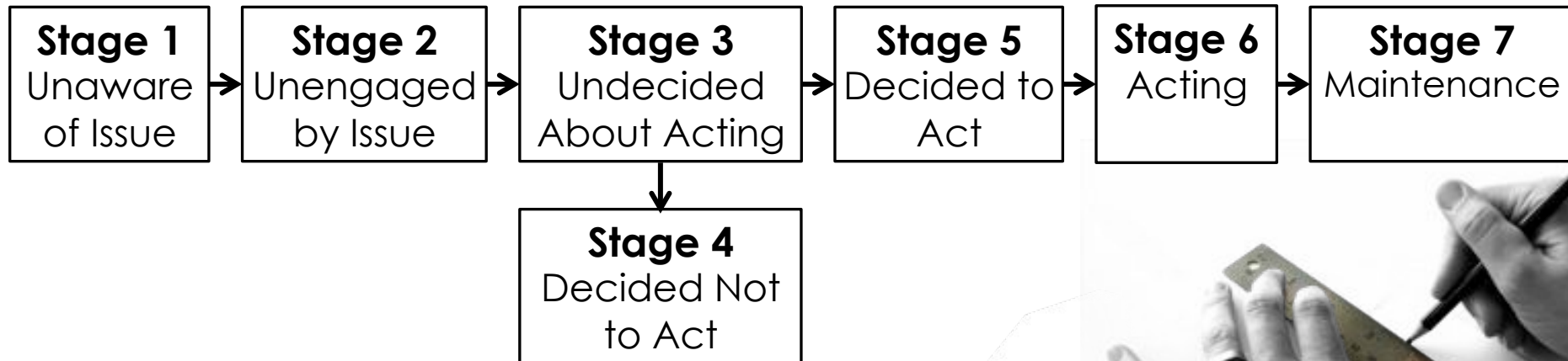
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Stages of PAMP



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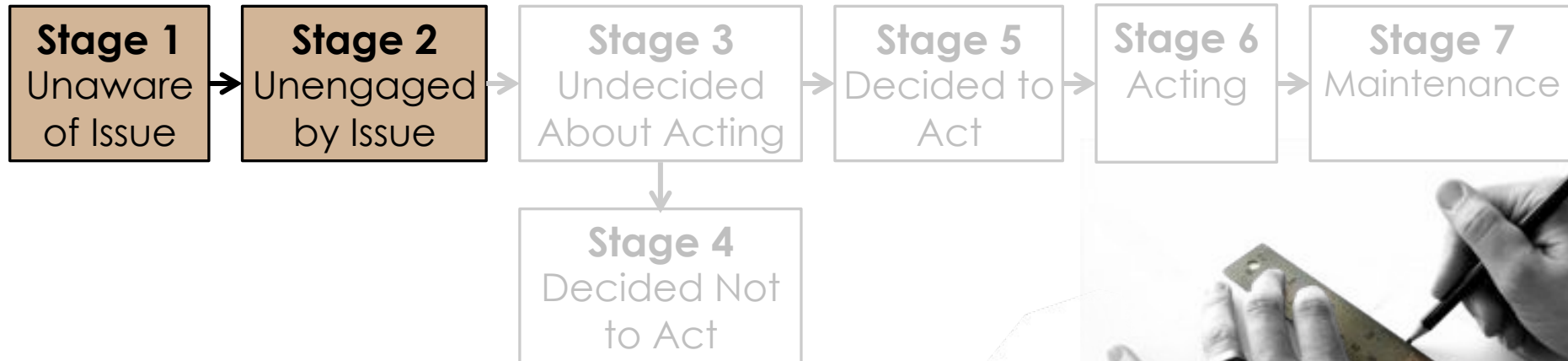
Factors that influence progress between stages



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Factors that influence progress between stages

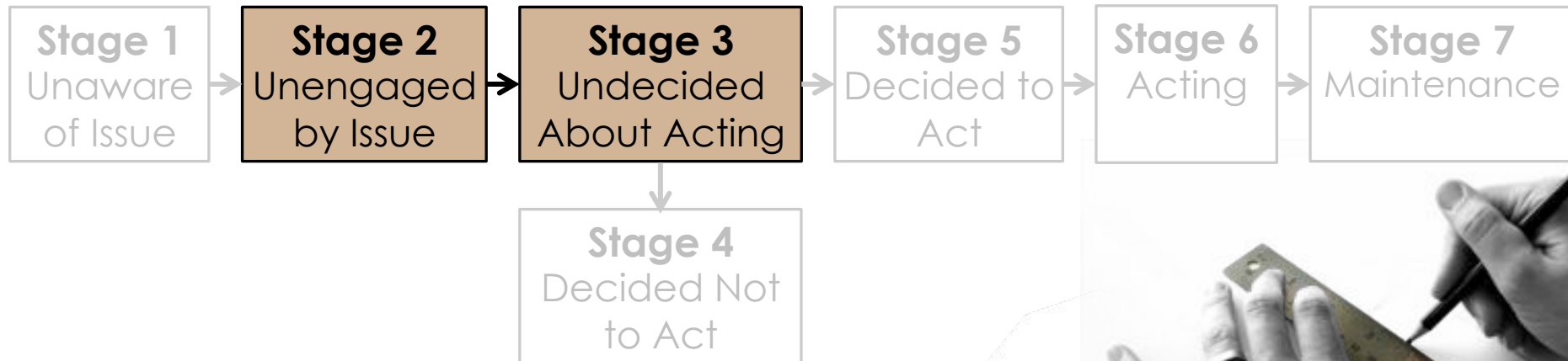
Media messages about the hazard and precaution



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Factors that influence progress between stages

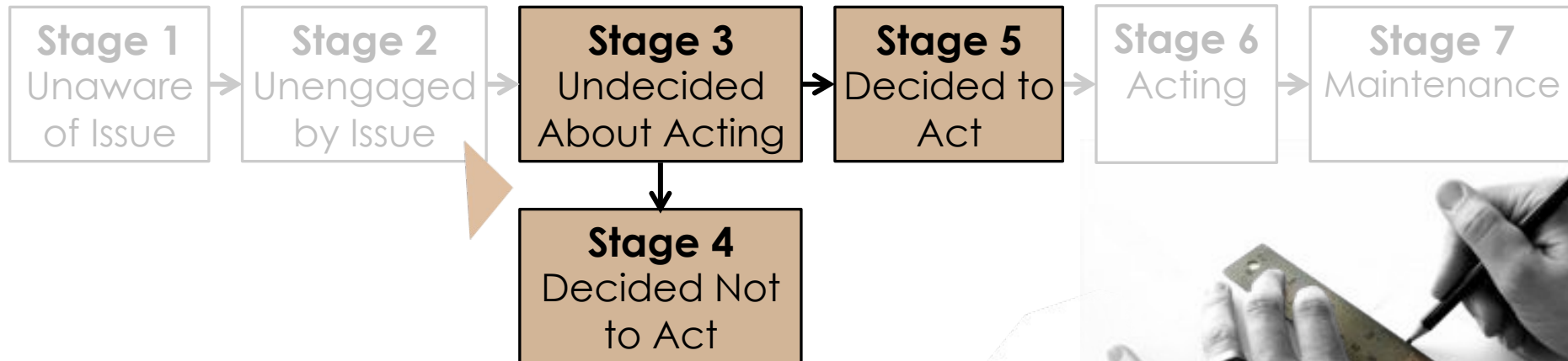
Media messages about hazard and precaution
Communications from significant others
Personal experience with hazard



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Factors that influence progress between stages

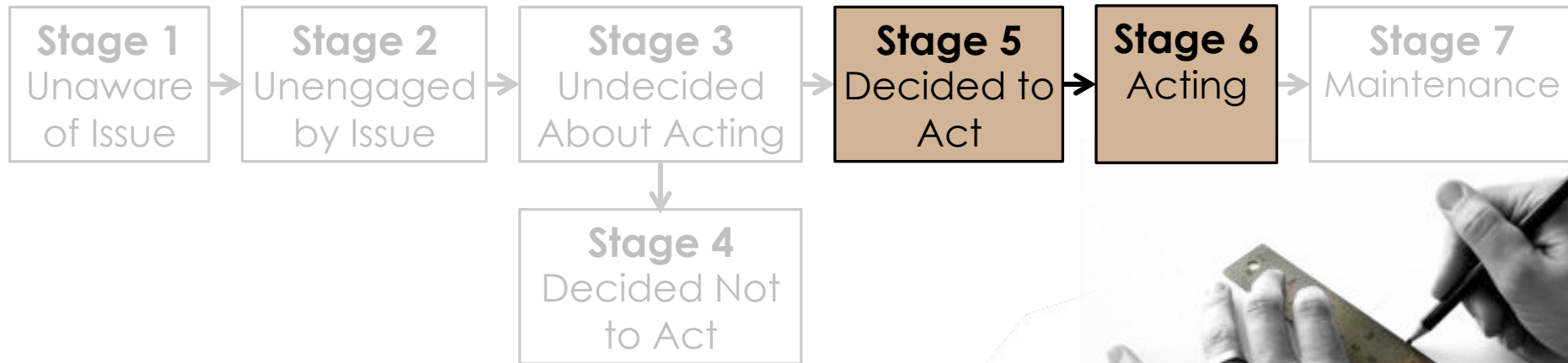
Beliefs about hazards likelihood and severity
Beliefs about personal susceptibility
Beliefs about precaution effectiveness and difficulty
Behaviors and recommendations of others
Perceived social norms
Fear and worry



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Factors that influence progress between stages

Time, effort, and resources needed to act
Detailed “how-to” information
Reminders and other cues to action
Assistance in carrying out action



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HIV/AIDS and PAPM: A closer look

- Toronto's African and Caribbean Council on HIV/AIDS in Ontario (ACCHO)'s has a campaign called **Keep it Alive**
- Encouraging HIV testing was one of the campaign's objectives
- Early on in the campaign (2006) several posters could be found throughout TTC subway stations and trains



HIV affects everyone.
Break the silence.

preventAIDS.ca

CACVO
Le conseil des affaires
et caribbeens sur le
VIH/SIDA en Ontario



ACCHO
African and Caribbean
Council on HIV/AIDS
in Ontario

The main mode of transmission of HIV within African, Caribbean and Black communities in Ontario is through heterosexual sexual contact. Almost 50% of new diagnoses among all women are within our community.

Stage 2

Unaware

- Unaware of HIV or the risks associated with HIV transmission
- Media messages can influence individuals to move from stage 1 to stage 2 (unengaged)



Stage 2

Unengaged

- Aware of the risks associated with HIV transmission, but have never thought about getting tested (i.e. I'm not promiscuous so I'm not at risk)
- Contact with friends and/or family who have considered action can influence a person to move from stage 2 to stage 3.



Stage 3

Undecided

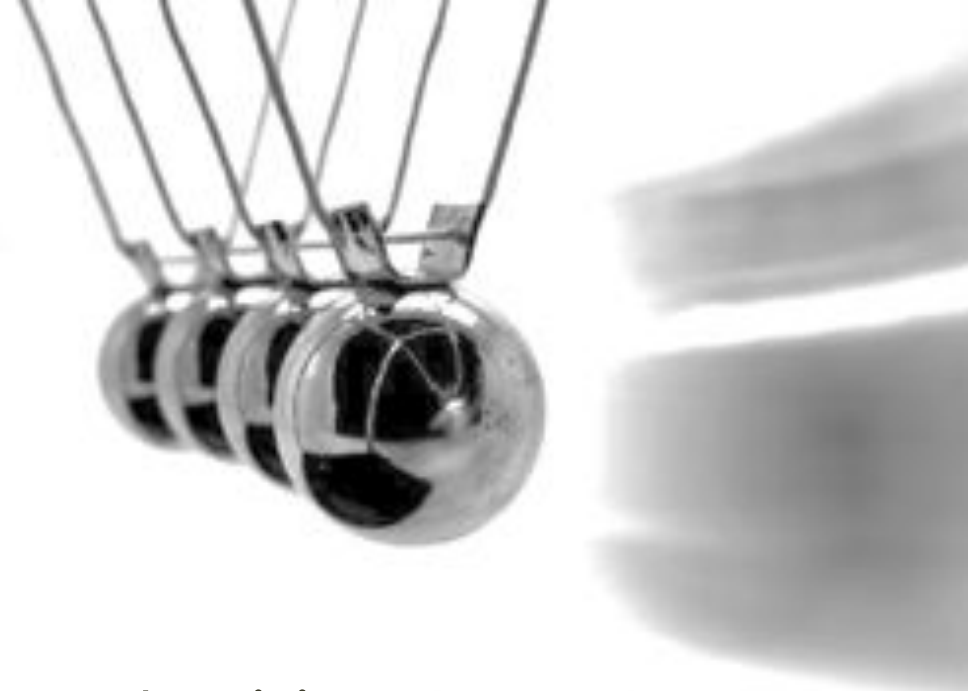
- Should I get tested for HIV or should I just leave the issue alone?
- Decided not to get tested for HIV

Stage 4

Decided Not to Act

Stage 5

Decided to Act



- The individual reaches the decision to get HIV tested.
- A number of mediating factors can influence this stage in the model....
- Example: having had a sexual encounter with someone who is HIV infected

Stage 6

Acting

- Just because one has decided to get tested, doesn't mean that they'll carry through with the action!
- Again, a number of factors influence your decision...As an example, a primary healthcare practitioner may assist you in carrying out the action.



Stage 7

Maintenance

PAPM and TTM

Similarities/Differences



- Both models include the “maintenance” stage
- PAPM differentiates between those who are unaware of an issue and those who are aware of the issue but are simply unengaged (i.e Stage 1 vs stage 2)
- TTM lacks stage 1 completely
- PAPM places individuals in a stage based on their thoughts
- TTM utilizes a timeframe to assign individuals to the particular stages



Luc Montagnier
Nobel Prize winner in
Physiology or Medicine,
2008

A quote for discussion:

"I am very puzzled by the fact that young people are getting infected (with HIV/AIDS) again. They don't take precautions despite an enormous amount of information. It's like riding a race car at 200 kilometers an hour. Some people like the risk."