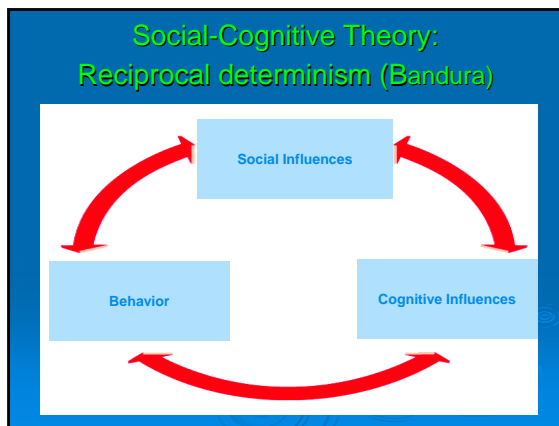
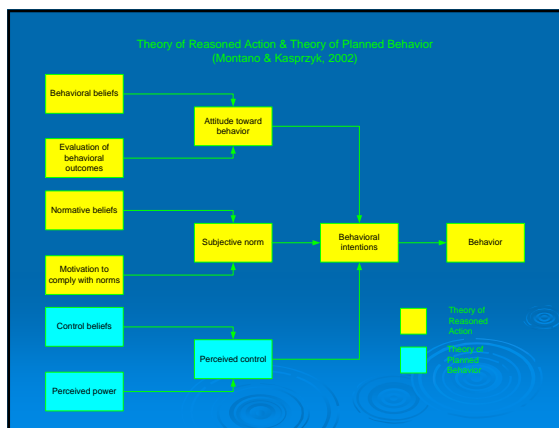


## Health Promotion Practice: Behaviour change theories, models, & integrating frameworks

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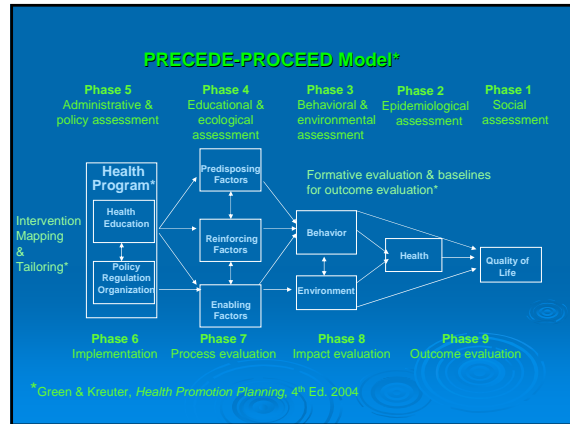
- ## Common theories of behavior change
1. **Health Belief Model** (Hochbaum et al., 1958)
  2. **Theory of Reasoned Action & Theory of Planned Behavior** (TRA; Fishbein & Ajzen, 1967; TPB: Ajzen, 1986)
  3. **Transtheoretical (Stages of Change) Model** (DiClemente & Prochaska, 1982)
  4. **Social Learning Theory; Social Cognitive Theory** (Bandura, 1962; 1986)
  5. **Precede/Procede Framework** (Green, 1970's, 1991, 2004)



### The PRECEDE/PROCEED Model

Lawrence W. Green & Marshall W. Kreuter

|   |  |
|---|--|
| <p><b>PRECEDE</b></p> <p>P = predisposing<br/>R = reinforcing &amp;<br/>E = enabling<br/>C = constructs in<br/>E = educational/<br/>ecological<br/>D = diagnosis &amp;<br/>E = evaluation</p> | <p><b>PROCEED</b></p> <p>P = policy<br/>R = regulatory &amp;<br/>O = organizational<br/>C = constructs<br/>E = educational &amp;<br/>E = environmental<br/>D = development</p> |
|---|--|



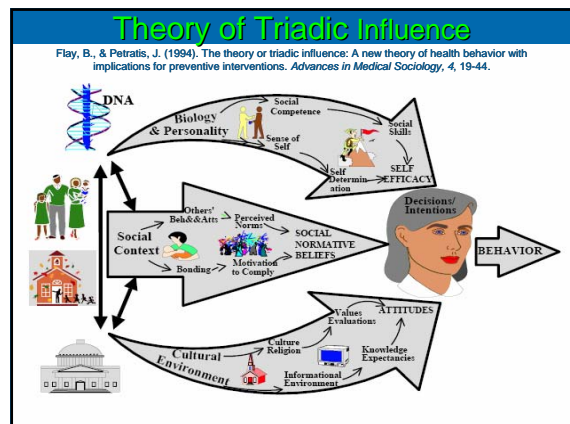
- ### Integrating frameworks
1. Integrated Model of Intrapersonal Theories of Behavior (Rimer, 2002)
  2. Bandura (2004)
  3. Theory of Triadic Influence (Flay & Petraitis, 1994)
  4. Ecological models (McLeroy et al., 1988)

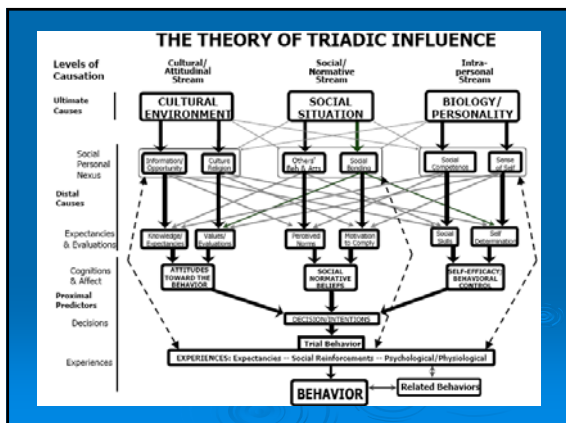


### Summary of the main socio-cognitive determinants & their areas of overlap in different conceptual models of health behavior

(Bandura, A. (2004). *Health Promotion by Social Cognitive Means*. *Health Education & Behavior*, 31(2), 143-164)

| DETERMINANT                | PERSONAL/ENVIRONMENTAL DETERMINANTS OF HEALTH BEHAVIOR |                        |        |               |          |      |                |
|----------------------------|--|------------------------|--------|---------------|----------|------|----------------|
|                            | SELF-EFFICACY  | OUTCOMING EXPECTANCIES |        |               | CUES     |      | REINFORCEMENTS |
|                            |  | Physical               | Social | Self-efficacy | Physical | Cues |                |
| Social Cognitive Model     | ✓  | ✓                      | ✓      | ✓             | ✓        | ✓    | ✓              |
| Health Belief Model        |  | ✓                      | ✓      |               |          | ✓    | ✓              |
| Theory of Reasoned Action  |  | ✓                      | ✓      |               | ✓        |      |                |
| Theory of Planned Behavior | ✓  | ✓                      | ✓      |               | ✓        |      |                |
| Ecological Model           | ✓  | ✓                      |        |               |          |      |                |





### Ecological perspective on health promotion programs

(McLeroy et al, Health Ed. Quarterly, 1988)

- Focus on both individual & social environmental factors

  1. Intrapersonal
  2. Interpersonal
  3. Organizational
  4. Community
  5. Socio-political culture

- Mutual inter-relationships among factors

