

Behaviour Change Theories

REGIONAL PAPE WORKSHOP,

MANILA, 19 OCTOBER, 16

Roots of Health Behavior Theories

- Primary fields from which most current health behavior theories come:
 - Psychology
 - Sociology
 - Anthropology
 - Communications
 - Others...
- There is much overlap between these disciplines in explaining behavior

1. Stages of Change Model (Prochaska, et. al., 1992)

- Precontemplation
 - unaware of problem
- Contemplation
 - thinking about change in near future
- Decision / Determination
 - making a plan to change
- Action
 - implementation of specific action plans
- Maintenance
 - repetition of desired behavior

2. Social Learning / Social Cognition (see Glanz & Rimer, 1995)

- a. Behavioral capability
- b. Expectations
- c. Self-efficacy
- d. Observational learning
- e. Reinforcement
- f. Social support



a. Behavioral Capability

- Knowledge and skills to influence behavior
 - application:
 - provide information and training about new behavior



b. Expectations

- Beliefs about likely results of new behavior
 - application:
 - incorporate information about likely results of behavior in advance

c. Self-efficacy

- Defined: confidence to take action
- Also known as “personal control”
- Dimensions:
 - internal / external
 - globality / specificity
 - stability / instability
- Illusions of control
 - point out strengths
 - use persuasion and encouragement
 - approach behavior change in small steps

d. Observational Learning

- Beliefs based on observing others like self and / or visible physical results
 - application:
 - point out others' experiences, physical changes
 - identify role models to emulate
 - If one of my friend will loose weight, as I am observing the difference, I will also change my behavior and emulate with him

e. Reinforcement

- Responses to person's behavior that increase or decrease changes of recurrence
 - application:
 - provide incentives, rewards, praise
 - decrease possibility of negative response that deter positive changes
 - If someone appreciate my behaviour, I will continue, however, if someone dislike it, I will not continue it in future

f. Social Support

- Defined: communications process that occurs between people, between providers of support and recipients of support, that functions very specifically to help people reduce the uncertainty they face (Albrecht & Adelman, 1987).

3. Diffusion of innovation

- a. Relative advantage
- b. Compatibility
- c. Complexity
- d. Trial-ability
- e. Observability

a. Relative Advantage

- Degree to which change is preferable to status quo or competing behaviors
 - application:
 - point out unique benefits of change: convenience, time saving, prestige, etc.

b. Compatibility

- How consistent new behavior is with values, experience, and needs
 - application:
 - tailor new behavior for the intended audience's values, norms, and situation



c. Complexity

- How difficult new behavior is to understand and / or use
 - application:
 - create behavior to be accomplished, easy to perform and understand

d. Trial-ability

- Extent to which the new behavior can be experimented with before a commitment to adopt is required
 - application:
 - provide opportunities to try on a limited basis with incentives

e. Observability

- Extent to which the new behavior provides tangible or visible results
 - application:
 - give an expected time
 - assure feasibility of desired results
 - If I see the result of my jogging (weight loss) I will continue the behavior