

Selected Behavior Change Theories

Theory	Change paradigm	Key Constructs
Health Belief Model	Behavior is a function of beliefs about behavioral outcomes.	Perceived susceptibility Perceived severity Perceived benefits Perceived barriers Cues to action Self-efficacy
Theory of Planned Behavior	Behavior is predicated on an individual's intention to change.	Attitude Behavioral beliefs Evaluation of behavioral outcomes Subjective norms Normative beliefs Motivation to comply Perceived behavioral control Control beliefs Perceived power

Selected Behavior Change Theories

Theory	Change paradigm	Key Constructs
Transtheoretical Model	Behavior change is based upon an individual's readiness to change.	Stages of change Precontemplation Contemplation Preparation Action Maintenance Processes of change Consciousness raising Dramatic relief Self-reevaluation Environmental reevaluation Self-liberation Helping relationships Counterconditioning Reinforcement management Stimulus Control Social liberation

Selected Behavior Change Theories

Theory	Change paradigm	Key Constructs
Social Cognitive Theory	Behavior is a result of interaction between the individual, their environment, and the behavior.	Observational learning Psychological determinants Environmental determinants Self-regulation Moral disengagement
Communication Theory	Behavior is changed by bridging a knowledge gap.	Sender Message Channel Receiver

Selected Behavior Change Theories

Theory	Change paradigm	Key Constructs
Social Marketing	Behavior is changed by managing an exchange relationship with a client or population.	Product Price Place Promotion
Diffusion of Innovations	Maximize adoption of a “new” idea, practice, or object.	Relative advantage Compatibility Complexity Triability Observability

Worksheet - the Health Belief Model

Health Belief Model	
Perceived susceptibility	
Perceived severity	
Perceived benefits	
Perceived barriers	
Cues to action	
Self-efficacy	

Worksheet - Social Cognitive Theory

Social Cognitive Theory	
Observational learning	
Psychological determinants	
Environmental determinants	
Self regulation	
Moral disengagement	

Worksheet - Diffusion of Innovations

Diffusion of Innovations	
Relative advantage	
Compatibility	
Complexity	
Trialability	
Observability	