

Theories of human behavior

1 – Theory of planned behavior

Complete lack of control \longrightarrow total control

Total control achieved when people have :-

1 – Resources

2 – Support

3 – Skills needed for a certain behavior

2 – Theory of social behavior

It introduces the concept of habit in that it distinguishes behavior under the individual's control from behavior that has become automatic or habit .

Behavior under control



Behavior become habit

Health & human behavior theories

1. Health belief model

It is well known because of its emphasis on predicting individual preventive health behavior

Health B.M suggests that a person's susceptibility to a health threat and its seriousness influence the decision to engage in a preventive health behavior

2. Trans theoretical model of behavior change (TTM)

It was included that changes in health behaviors progress through five stages that contain three elements :-

1. thought

2.action

3. time

The stages

1. precontemplation

2 . contemplation

3 . preparation

4 . action

5 . maintenance

3 .Protection motivation theory (fear- driven model)

**It is oriented more
toward disease
prevention than health
promotion.**

Models for groups , organizations , communities

Most theories and models for behavior change and health have focused largely on the individual except a few that consider groups , families communities , and even nations in making changes for healthier environment

1 - The consumer information processing model (CIP) :-

It incorporates concepts related to the use of information and the motivational effect of using this information in making choices .

EX : Information which is presented to consumers regarding food .

Health promotion information needs to be :-

1 – available 2 – useful 3 – designed for convenient cognitive processing

2 . Diffusion of innovation model

It addresses how new ideas , products ,and social practices spread within a society or from one society to another .

Decisions by organizations and communities to adopt new programs or practices (innovations) depend on :-

how successful they were in other areas.

Factors enhance the likelihood of practice adoption

- 1 – involving community leaders**
- 2 – using mass media**
- 3 – choosing interpersonal modes of communication**

3 . Precede –proceed model

It evolved from two separate frameworks to guide the development of health promotion programs for groups , communities , states , nations .

It shifted from health education programs planning to health promoting planning

Health promotion models

1 .Pender model

Psychologist & nurse educator Dr. Pender proposed a model integrates perspectives from the areas of behavioral science and nursing .

2 . O'Donnell model of health promotion behavior

It is a combination of several previous models , or it is a composite of Planned Behavior Theory , Social Behavior Theory , Health Belief Model , Pender's Health Promotion Model.

Summery

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2 . Theory of social behavior

Health & human behavior theories :-

1 . Health belief model

2 .Protection motivation theory (fear- driven model

***3 . Trans theoretical model of behavior change
(TTM)***

Summery

Models for groups , organizations , communities: -

- 1 . The consumer information processing model (CIP)***
- 2 . Diffusion of innovation model***
- 3 .Precede –proceed model :***

Health promotion models :-

- 1 . Pender model***
- 2 .O'Donnell model of health promotion behavior***