

# Lecture 4

Health behavior theories-fin  
Hard to reach populations -  
beginning



Social Studies of Health 06/10/20



## Today's lecture

- ⦿ Health belief model
- ⦿ Theory of planned behavior
- ⦿ **Transtheoretical model of behavior change**
- ⦿ Diffusion of innovations theory



## Today's lecture

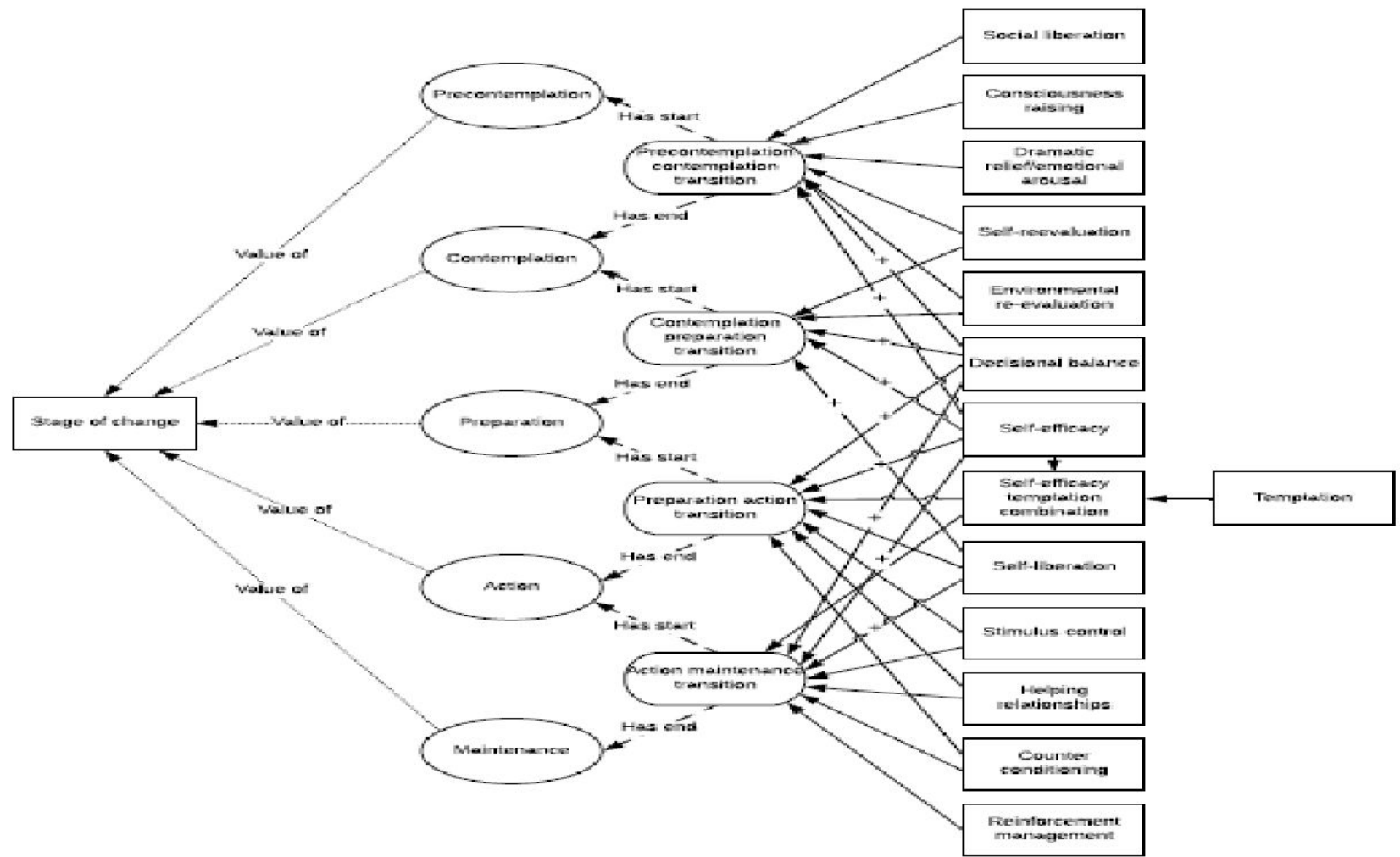
- ⦿ Health belief model
- ⦿ Theory of planned behavior
- ⦿ **Transtheoretical model of stages of behavior change**
- ⦿ Diffusion of innovations theory



## Transtheoretical model

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- Based on analysis of psychotherapy models (more than 300)
- DiClemente and Prochaska, 1982
- <https://www.youtube.com/watch?v=8XUaq2iqzAO> (c 4.20)



**Termination**  
Behavior  
Permanently  
changed

**Relapse**  
Falling back into  
old, unhealthy  
eating patterns

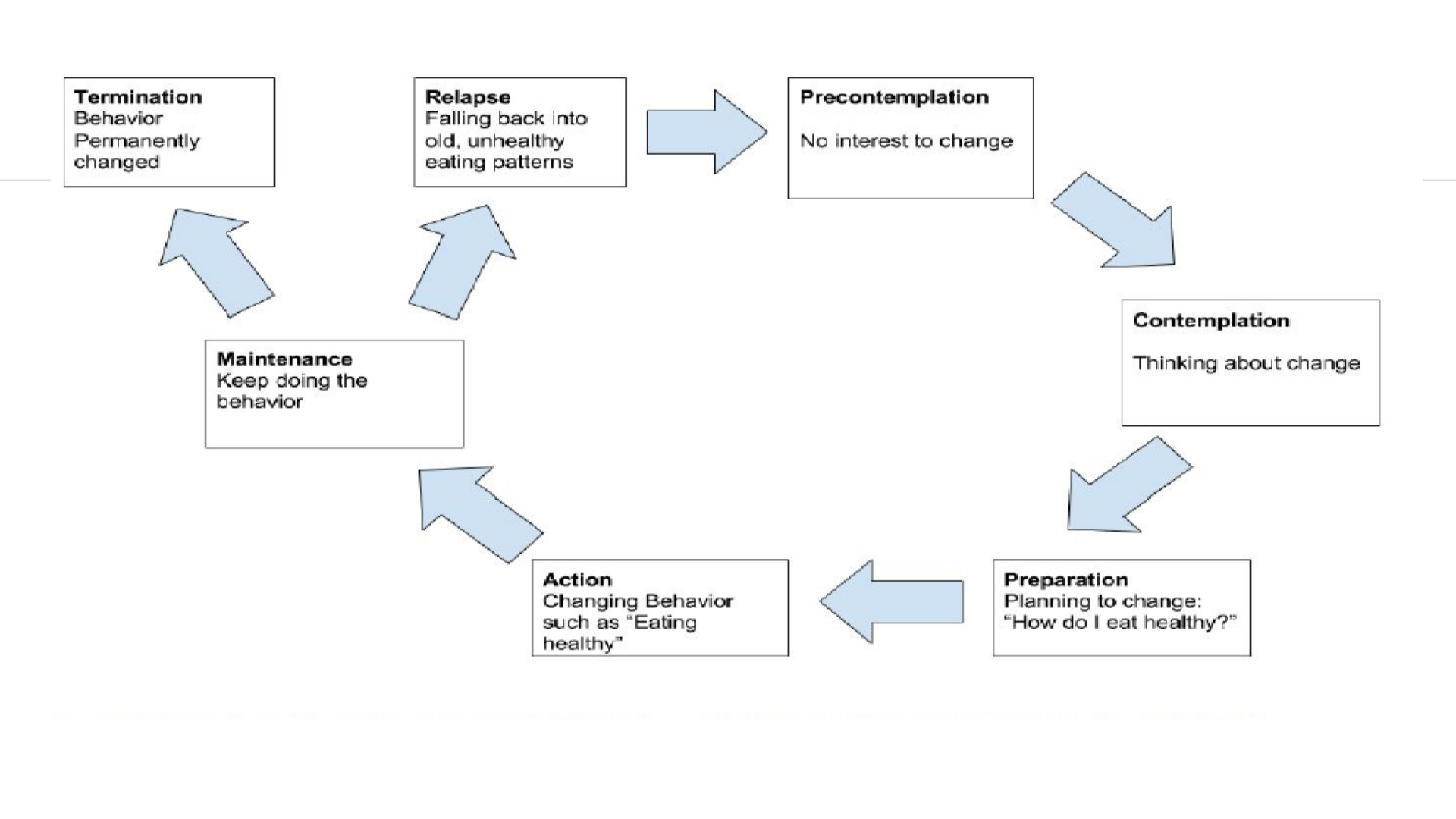
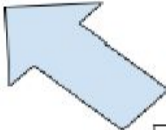
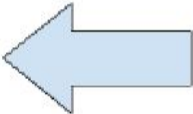
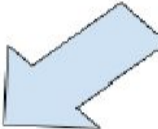
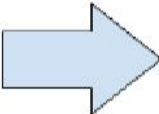
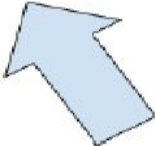
**Precontemplation**  
No interest to change

**Contemplation**  
Thinking about change

**Maintenance**  
Keep doing the  
behavior

**Action**  
Changing Behavior  
such as "Eating  
healthy"

**Preparation**  
Planning to change:  
"How do I eat healthy?"





## Constructs

## Description

### *Stages of Change*

Precontemplation	No intention to take action within the next 6 months
Contemplation	Intends to take action within the next 6 months
Preparation	Intends to take action within the next 30 days and has taken some behavioral steps in this direction
Action	Changed overt behavior for less than 6 months
Maintenance	Changed overt behavior for more than 6 months
Termination	No temptation to relapse and 100% confidence

**Precontemplation   Contemplation   Preparation   Action   Maintenance**

<b>Processes</b>	Consciousness raising Dramatic relief Environmental reevaluation				
		Self-reevaluation			
			Self-liberation		
				Counterconditioning Helping relationships Reinforcement management Stimulus control	

Note: Social liberation was omitted due to its unclear relationship to the stages.



Constructs	Description
<b><i>Processes of Change</i></b>	
Consciousness raising	Finding and learning new facts, ideas, and tips that support the healthy behavior change
Dramatic relief	Experiencing the negative emotions (fear, anxiety, worry) that go along with unhealthy behavioral risks
Self-reevaluation	Realizing that the behavior change is an important part of one's identity as a person
Environmental reevaluation	Realizing the negative impact of the unhealthy behavior or the positive impact of the healthy behavior on one's proximal social and/or physical environment
Self-liberation	Making a firm commitment to change
Helping relationships	Seeking and using social support for the healthy behavior change
Counterconditioning	Substitution of healthier alternative behaviors and cognitions for the unhealthy behavior
Reinforcement management	Increasing the rewards for the positive behavior change and decreasing the rewards of the unhealthy behavior
Stimulus control	Removing reminders or cues to engage in the unhealthy behavior and adding cues or reminders to engage in the healthy behavior
Social liberation	Realizing that the social norms are changing in the direction of supporting the healthy behavior change

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**Precontemplation   Contemplation   Preparation   Action   Maintenance**

***Processes***

Consciousness  
raising

Dramatic relief

Environmental  
reevaluation

Self-reevaluation

Self-liberation

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**Precontemplation   Contemplation   Preparation   Action   Maintenance**

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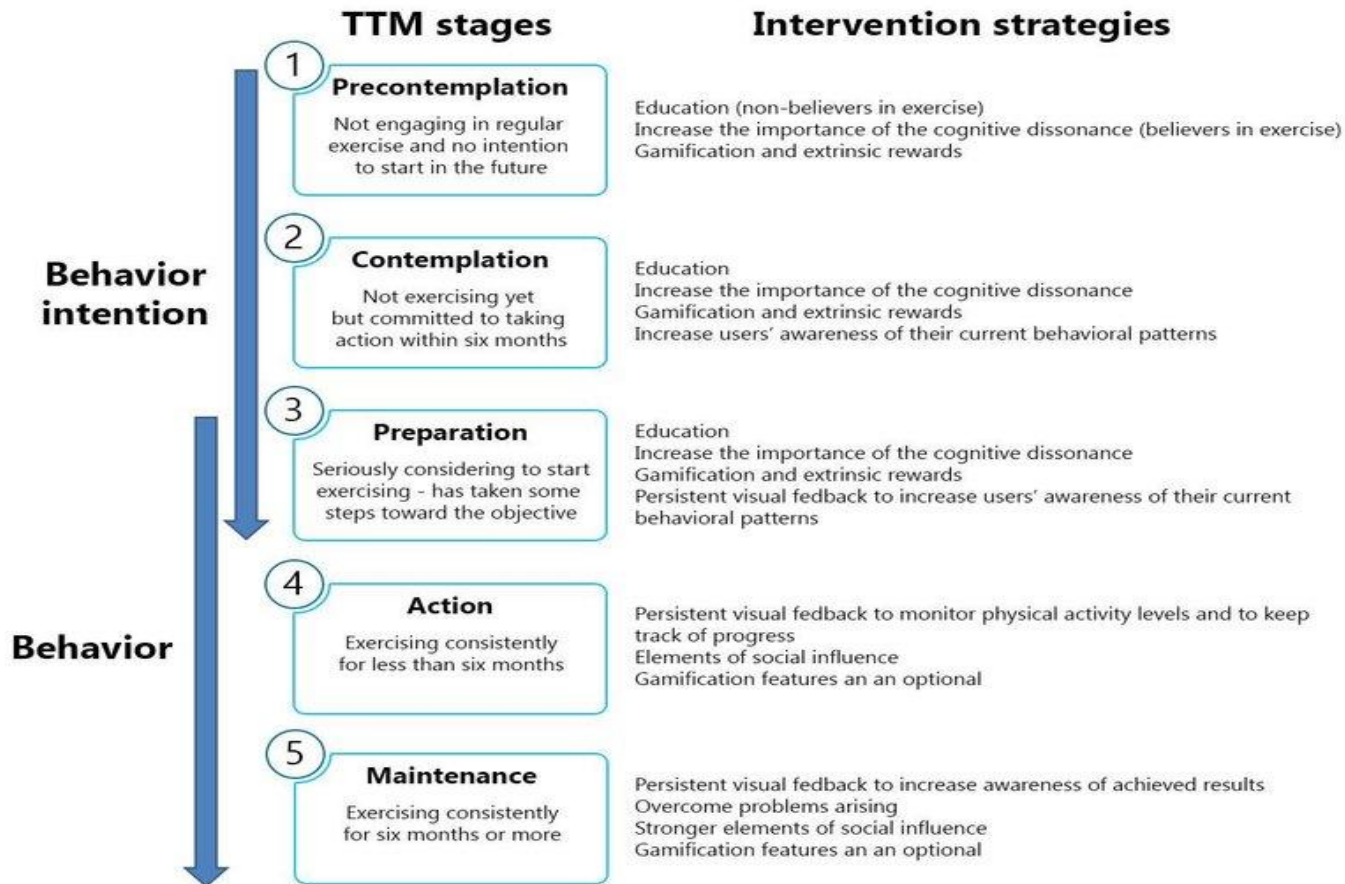


### ***Decisional Balance***

Pros	Benefits of changing
Cons	Costs of changing

### ***Self-Efficacy***

Confidence	Confidence that one can engage in the healthy behavior across different challenging situations
Temptation	Temptation to engage in the unhealthy behavior across different challenging situations





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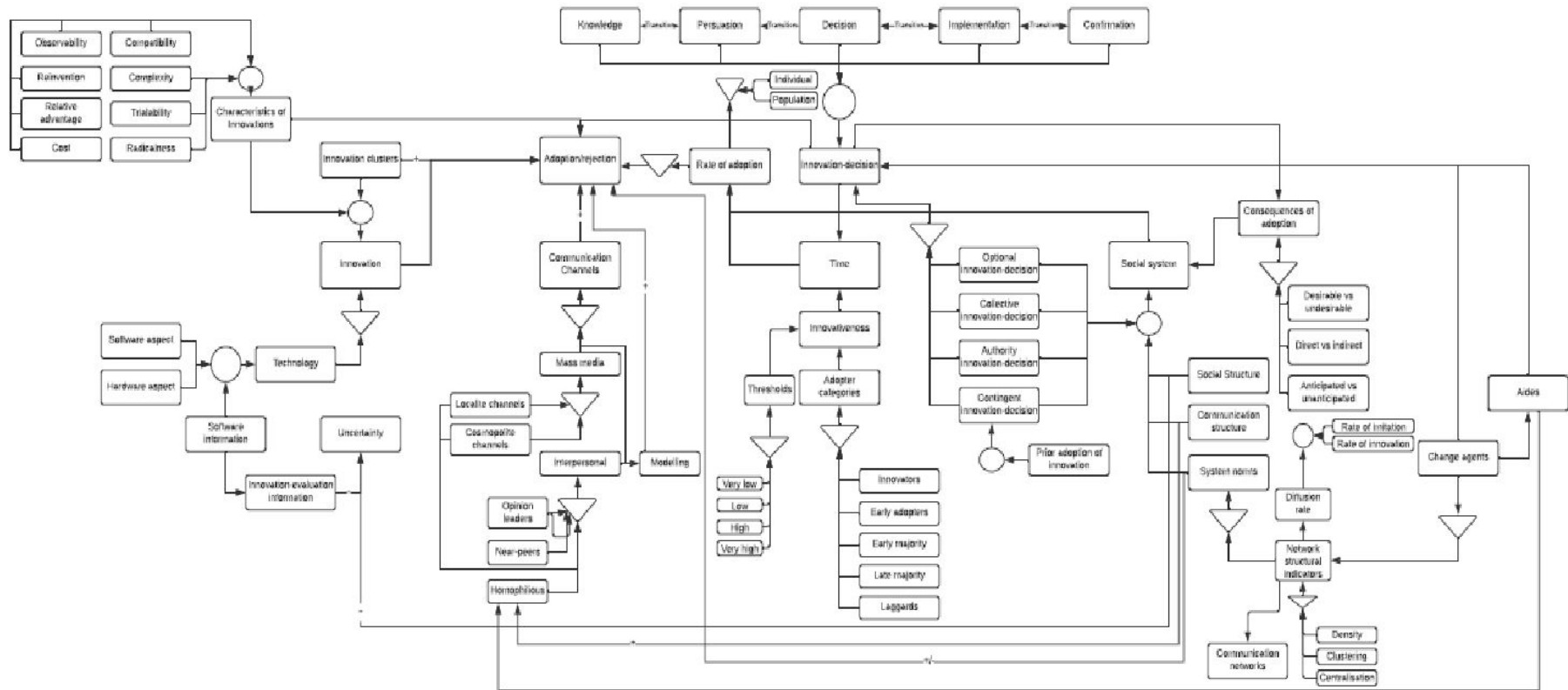


## **Diffusion of innovations**

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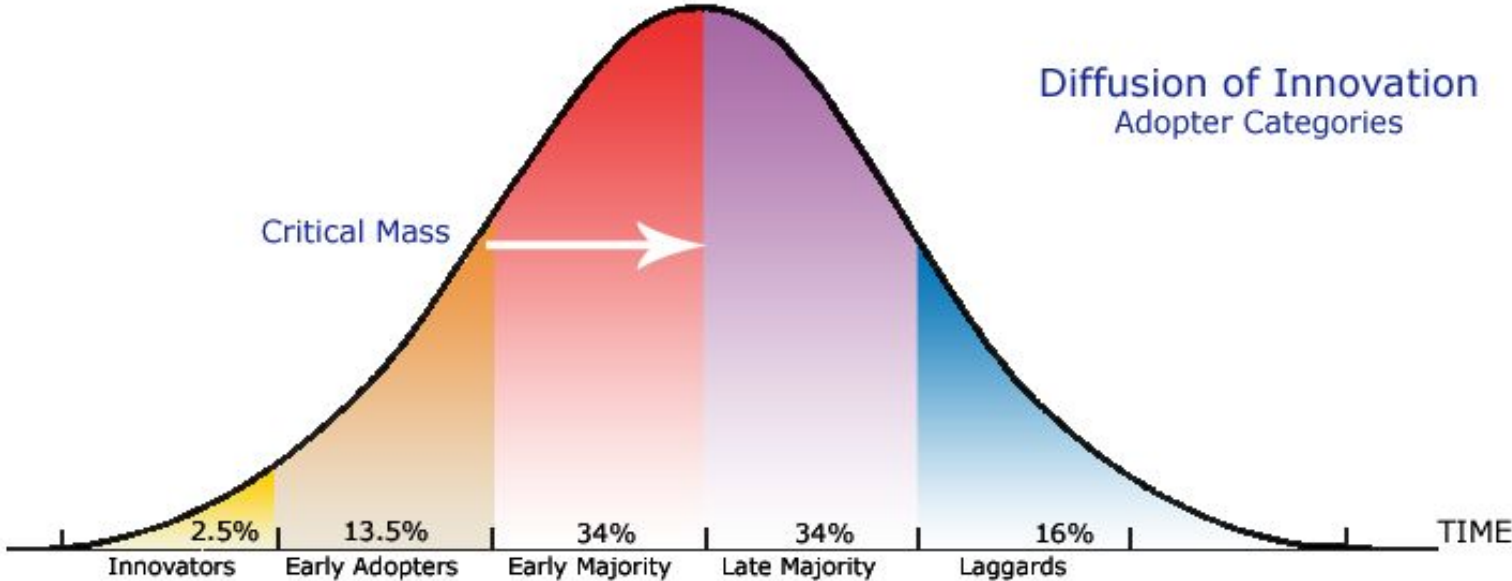
- Everett M. Rogers, 1957
- First – in agriculture





# Diffusion of Innovation Adopter Categories

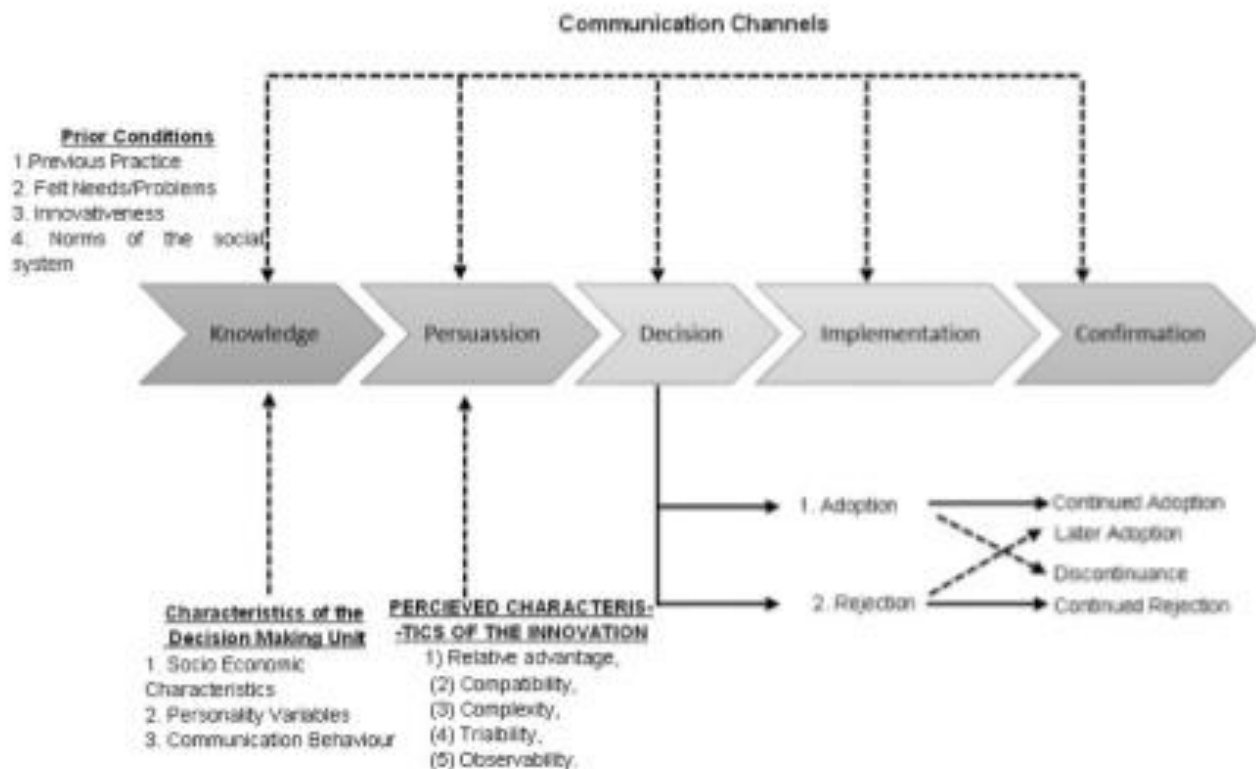
Critical Mass



Diffusion	The overall spread of an innovation, the process by which an innovation is communicated through certain channels over time among the members of a social system.
Dissemination	The planned, systematic efforts designed to make a program or innovation more widely available. Diffusion is the direct or indirect outcome of those efforts.
Innovation	An idea, practice, or object that is perceived as new by an individual or other unit of adoption.
Communication Channels	Means by which messages are spread, including mass media, interpersonal channels, and electronic communications.
Social System	Set of interrelated units that are engaged in joint problem solving to accomplish a common goal. Social systems have structure, including norms and leadership.
Innovation Development	All the decisions and activities (and their impacts) that occur from the early stage of an idea to its development and production.
Adoption	Uptake of the program or innovation by the target audience.
Implementation	The active, planned efforts to implement an innovation within a defined setting.
Maintenance	The ongoing use of an innovation over time.
Sustainability	The degree to which an innovation or program of change is continued after initial resources are expended.
Institutionalization	Incorporation of the program into the routines of an organization or broader policy and legislation.

**TABLE 14.2. Characteristics of Innovations That Affect Diffusion.**

Attribute	Key Question
Relative advantage	Is the innovation better than what was there before?
Compatibility	Does the innovation fit with the intended audience?
Complexity	Is the innovation easy to use?
Triability	Can the innovation be tried before making a decision to adopt?
Observability	Are the results of the innovation visible and easily measurable?



**Figure 3: A Model of Five Stages in the Innovation-Decision Process**

Source: Diffusion of Innovations, Third Edition by Everett M. Rogers, 1983, p.165.



**All for today** 😊