

Health Education

Health Behavioral Theories

Second Semester 2023-2024

Intended Learning Outcomes

On completion of this discussion, you will be able to:

1. Identify the different types of learning theories.
2. Explain the five constructs of the Health Belief Model.
3. Recognize the importance of Health Belief Model in health education.

Intended Learning Outcomes

On completion of this discussion, you will be able to:

- 4. Explain the stages of changing the client's behaviors (Prochaska Model).**
- 5. Correlate the personal dimensions of an illness to the changing behavior of a client.**
- 6. Apply locus of control theory to individuals' health perception.**



Definitions

- **Theory: it's a set of concepts and propositions that are interrelated to describe, explain, control and predict phenomenon.**



Definitions

- **A learning theory: is a systematic and integrated look into the nature of the process whereby people relate to their surroundings in such ways as to enhance their ability to use both themselves and their surroundings more effectively.**

Types of learning theories

Learning theories can be grouped into four broad categories:

Behaviorist Theories

Cognitive Learning Theories

Social Learning Theories

Humanistic Theories

1- Behavioral Learning Theories

- known as stimulus-response or conditioning theory
- Essentially, to a behavioralist, learning is a behavioral change- a response to certain stimuli.
- The behavioristic teacher seeks to significantly change learners' behaviors through a series of selected stimuli.

A- Classic Conditioning

- It emphasizes that whatever come before a behavior influences that behavior.
- Pavlov is a famous for his classic work with a hungry dog. He emphasized that certain causes (stimuli) evoke certain effects (responses).

B- Operant Conditioning

- **It is the relationship between behaviors and their consequences.**
- **Reinforcement theorists: Skinner used positive reinforcement following a certain behavior to increases the probability that the behavior will be repeated under similar condition.**
- **Positive reinforcement is often called a reward.**

2- Cognitive Learning Theories (Gestalt Psychology)

- In cognitive theory, learning is the development of insights or understandings that provide a potential guide for behavior.
- Learning is an active, constructive process rather than a passive reflex as proposed by the behaviorists.

Examples of Cognitive Learning Theories

- Piaget: He believed that cognitive development is an interactive process in which a variety of new experiences must exist before intellectual abilities can develop.
- The Gestalt-field family defined learning as "reorganization of the learner's perceptual or psychological world".

3- Humanistic Learning Theories

- Humanistic theories assume that there is a natural tendency for people to learn and that learning flourishes in an encouraging environment.
- Maslow developed the classic hierarchy of human needs in the 1940s

3- Humanistic Learning Theories

- Carl Rogers suggesting that the learning environment be learner centered in which students become more self-directed and guide their own learning.

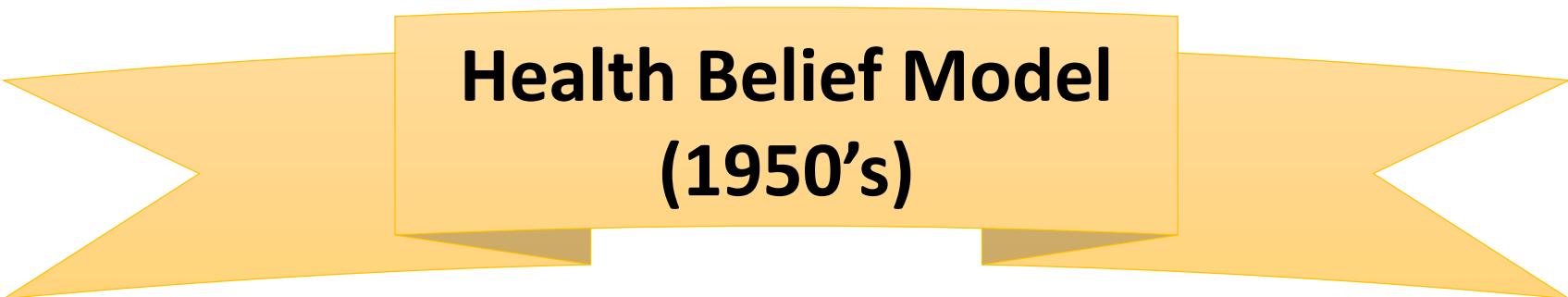


4- Social Learning Theories

- Social learning theory focuses on the learners.
- They benefit from role models, building self-confidence, and personal mastery.
- Bandura pointed out that apparent but not real relationships are dysfunctional, producing undesirable or inappropriate behavior.
- Self-efficacy can lead to the desired behaviors and outcomes.

Why do we need to start with Foundation and Theories?

- Theory is a logical place to begin.
- It provides structure and a systematic way of understanding events or situations



Health Belief Model (1950's)

- Originally developed by social psychologists in the 1950s to explain the failure of people to participate in programs to prevent disease (TB screening)
- Focuses on the individual's perceptions of the threat a health problem poses.
- It involves five main constructs that influence people's decisions related to health behaviors

Advantages of Health Belief model

- It Defines “Why” People Learn. It examine why people were not taking advantage of public health services that were being offered free and in their neighborhood.
- Helps determine if someone is ready to act.

Advantages of Health Belief model

- Helps guide your assessment in order to determine what and when education needs to be planned and delivered for an individual or family.

The Model

- **Perceived Threat** - combination of perceived susceptibility and severity
- **Perceived Susceptibility**: One's subjective perception of the risk of contracting a health condition

The Model

- **Perceived Severity:** Feelings concerning the seriousness of contracting an illness or of leaving it untreated
- **Perceived Benefits:** The believed effectiveness of strategies designed to reduce the threat of illness.

The model Cont.

- **Perceived Barriers:** The potential negative consequences that may result from taking particular health actions, including physical, psychological, and financial demands.

The model Cont.

- **Cues to Action: Events, either bodily (e.g. physical symptoms of a health condition) or environmental (e.g., media publicity) that motivate people to take action.**

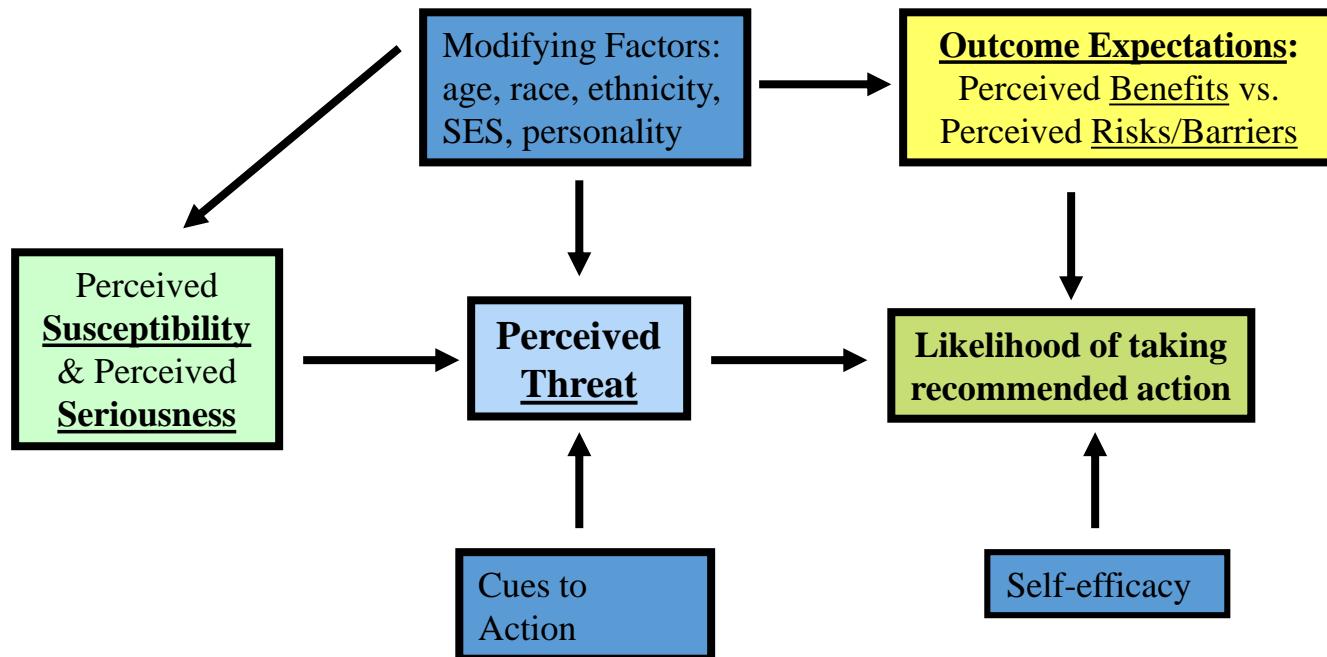
The model Cont.

- **Self-Efficacy: The belief in being able to successfully execute the behavior required to produce the desired outcomes. (This concept was introduced by Bandura in 1977.)**

The model Cont.

- **Other Variables:** Diverse demographic, sociopsychological and structural variables that affect an individual's perceptions and thus indirectly influence health-related behavior.

Health Belief Model



Example

Breast self examination among women

Susceptibility

- 1. It is extremely likely I will get breast cancer in the future.**
- 2. I feel I will get breast cancer in the future.**
- 3. There is a good possibility I will get breast cancer in the next 10 years.**
- 4. My chances of getting breast cancer are great.**
- 5. I am more likely than the average women to get breast cancer.**

Seriousness

- 1. The thought of breast cancer scares me.**
- 2. When I think about breast cancer, my heart beats faster.**
- 3. Breast cancer would threaten a relationship with my boyfriend, husband or partner.**
- 4. If I had breast cancer my whole life would change.**
- 5. If I developed breast cancer, I would not live longer than 5 years.**

Benefits

- 1. When I do breast self-examination I feel good about myself.**
- 2. Completing breast self-examination each month will allow me to find lumps early.**
- 3. If I complete breast self-examination monthly during the next year, I will decrease my chance of dying from breast cancer.**
- 4. If I complete breast self-examination monthly, I will decrease my chances of requiring radical or disfiguring surgery if breast cancer occurs.**

Barriers

- 1. I feel funny doing breast self-examination.**
- 2. Breast self-examination will be embarrassing to me.**
- 3. Doing breast self-examination will take too much time.**
- 4. Doing breast self-examination will be unpleasant.**
- 5. I do not have enough privacy to do breast self-examination.**

Self efficacy

1. I know how to perform breast self-examination.
2. I can use the correct part of my fingers when I examine my breasts.
3. I am able to find a breast lump if I practice breast self-examination.
4. I am able to find a breast lump which is the size of a pea.
5. I am sure of the steps to follow for doing breast self-examination.

Significance of the HBM

How is it used?

- *To develop health promotion strategies*
- *For research*
- *In the consultation*

Relevance to us

- Compliance
- Screening
- Stopping smoking
- Alcohol counselling

Transtheoretical Model

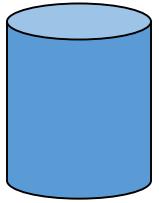
- One of the most successful models for conceptualizing health behavior change originated with the work of Prochaska and his colleagues.
- Transtheoretical Model (TTM), explains how an individual or organization integrates new behaviors, goals, and program at various levels.
- At each stage, different intervention strategies will help people progress to the next stage.

Stages of Change

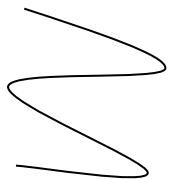
- **Precontemplation: No intention to take action within the next 6 months**
- **Contemplation: Intends to take action within the next 6 months**
- **Preparation: Intends to take action within the next 30 days.**

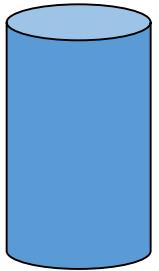
Stages of Change

- **Action:** Has changed overt behavior for less than 6 months.
- **Maintenance:** Has changed overt behavior for more than 6 months.
- **Termination:** There is no desire to return to prior negative behaviors.

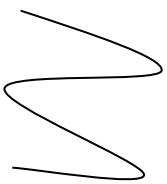


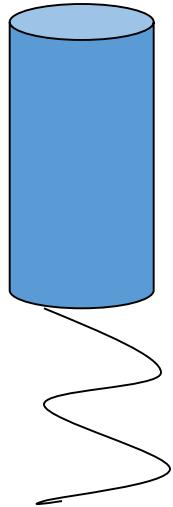
Precontemplation: changing a behavior has not been considered; person might not realize that change is possible or that it might be of interest to them



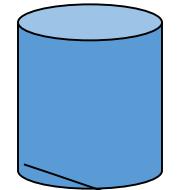


Contemplation: something happens to prompt the person to start thinking about change - perhaps hearing that someone has made changes - or something else has changed - resulting in the need for further change

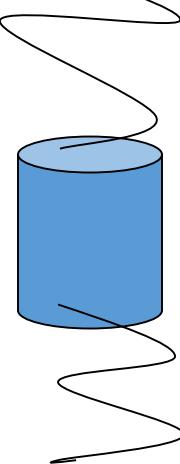




Preparation: person prepares to undertake the desired change - requires gathering information, finding out how to achieve the change, ascertaining skills necessary, deciding when change should take place - may include talking with others to see how they feel about the likely change, considering impact change will have and who will be affected



Maintenance: practice required for the new behavior to be consistently maintained, incorporated the repertoire of behaviors available to a person at any one time



Action: people make changes, acting on previous decisions, experience, information, new skills, and motivations for making the change

Stages of Changing Behavior Model

Stage of change	Statement example
1st stage Precontemplation (Who cares? Ignorance is bliss)	<p>I currently do not exercise and I do not intend to start in the next six months</p> <p>No, I am not thinking of quitting smoking and I do not intend to quit in the next six months</p>

Stages of Change Model (cont.)

Stage of change	Statement example
2nd Stage Contemplation (Do I really want to do this?)	<p>I currently do not exercise but I am thinking about starting to exercise within the next six months</p> <p>I am thinking about quitting smoking within the next six months</p>

Stages of Change Model (cont.)

Stage of change	Statement example
3rd Stage Preparation (Okay, I want to try to do things differently. Now what?)	<p>I bought a membership at a near club.</p> <p>I bought a pairs of sinkers.</p> <p>I will attend a class about exercise benefits next month</p> <p>I bought a nicotine gum</p> <p>I registered at class of smoking harm effect.</p>

Stages of Change Model (cont.)

Stage of change	Statement example
4th Stage Action (Let's try and see how this goes)	<p>I currently exercise regularly, but have only begun doing so within the past six months.</p> <p>I currently not smoking, but have only done so within the past six months.</p>

Stages of Change Model (cont.)

Stage of change	Statement example
5 th Stage Maintenance (Continuation, Can I sustain this change?)	<p>I currently exercise regularly, and have done so for longer than six months.</p> <p>I currently not smoking, and have done so for longer than six months.</p>

Stages of Change Model (cont.)

Stage of change	Statement example
6th Stage Termination (I have done it.)	<p>Exercise becomes a self- reinforcing habit in my life.</p> <p>I cant imagine my life with smoking</p>

Significance of TTM

- Quitting Smoking
- Alcohol and Drugs
- Exercise
- Safe sex
- Mammography

Locus of Control Theory

It refers to an individuals' perception about the underlying main causes of events in their lives.

Internal



External

Belief that a person's actions and decisions can bring about a positive outcome

Belief that events are a result of luck, fate, or other factors that are beyond one's control

Individuals can fluctuate to anywhere on the continuum

Applying Locus of Control Theory on Health

Health related locus of control is multidimensional and identified three independent constructs of :

- Internal: an individual controls their own health.
- Powerful others: the belief that important people such as doctors and nurses can control their health.
- Chance: belief that fate, luck, or chance controls their health.

Examples of Internal Locus of Control

- **Internal locus of control is a personal trait that every successful person has.**
- **People who have internal locus of control feel responsible for the outcomes they get in their lives.**

Examples of Internal Locus of Control

- A person who has internal locus of control will never say something like "I failed because the exam was hard" but instead he takes responsibility by asking himself questions such as "what was the wrong thing i did" and "how can i prevent that from happening the next time"

Examples of Internal Locus of Control

- The person who has internal locus of control never says something like “I didn't find work because of the high unemployment rate at the country I live in” but instead tries to find out how can he improve his chances of getting a better job .

Examples of Internal Locus of Control

- In short the person with internal locus of control does not claim that the world is a rosy place as he knows that things might be unfair sometimes but instead he focuses on solutions that he can come up with rather than blaming other factors for his failures.

Examples of External Locus of Control

- The person who has external locus of control is the opposite of the one who has internal locus of control.
- That person believes that the whole world is plotting against him, that luck exists and that life is unfair.

Examples of External Locus of Control

- The main reason that person believes in luck is to explain how are there people around him succeeding while he can't.
- The person who has external locus of control always blames other factors for his failures such as god's will, bad economy or lack of luck.