

CHAPTER THREE

BEHAVIORAL THEORIES AND MODELS

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Learning objectives

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At the end of this chapter the students are expected to:

- ❖ *Define What is theory?*
- ❖ *Differentiate among intrapersonal, interpersonal & community level models*
- ❖ *Discuss HBM, TTM, SCT & DOI*

What is theory?

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- ❖ Is a set of inter-related concepts, definitions, and prepositions that describe, explain, predict, or control behavior. Theories explain why, what, how, and when a particular behavior occurs
- ❖ It is a general explanation of why people **act or do not** act to **maintain and or promote** the health of themselves, their families, organizations and communities.

What is theory?...

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- ❖ Like empty coffee cups, theories have shapes and boundaries, but nothing inside.
- ❖ They become useful when filled with practical topics, goals, and problems.

MODELS :

- ❖ A model is a subclass of a theory. Models draw a number of theories to help people understand a specific problem in a particular setting or context.

Concepts, Constructs and Variables

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- ❖ *Concepts* are the building blocks—the primary elements—of a theory.
- ❖ *Constructs* are concepts developed or adopted for use in a particular theory.
- ❖ The key concepts of a given theory are its constructs.
- ❖ *Variables* are the operational forms of constructs.

Importance of theories and models in HE

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- ❖ All determinant factors can not be considered for intervention and the most important ones should be *identified and prioritized*.
- ❖ So it is important to propose a working set of determinants which are considered to be *the most important factors affecting behaviors*
- ❖ When trying to understand health behavior or design a program to change the health behavior of an individual or group, it is useful to have a theoretical model as a starting point.

Fitting theories to the field of practice

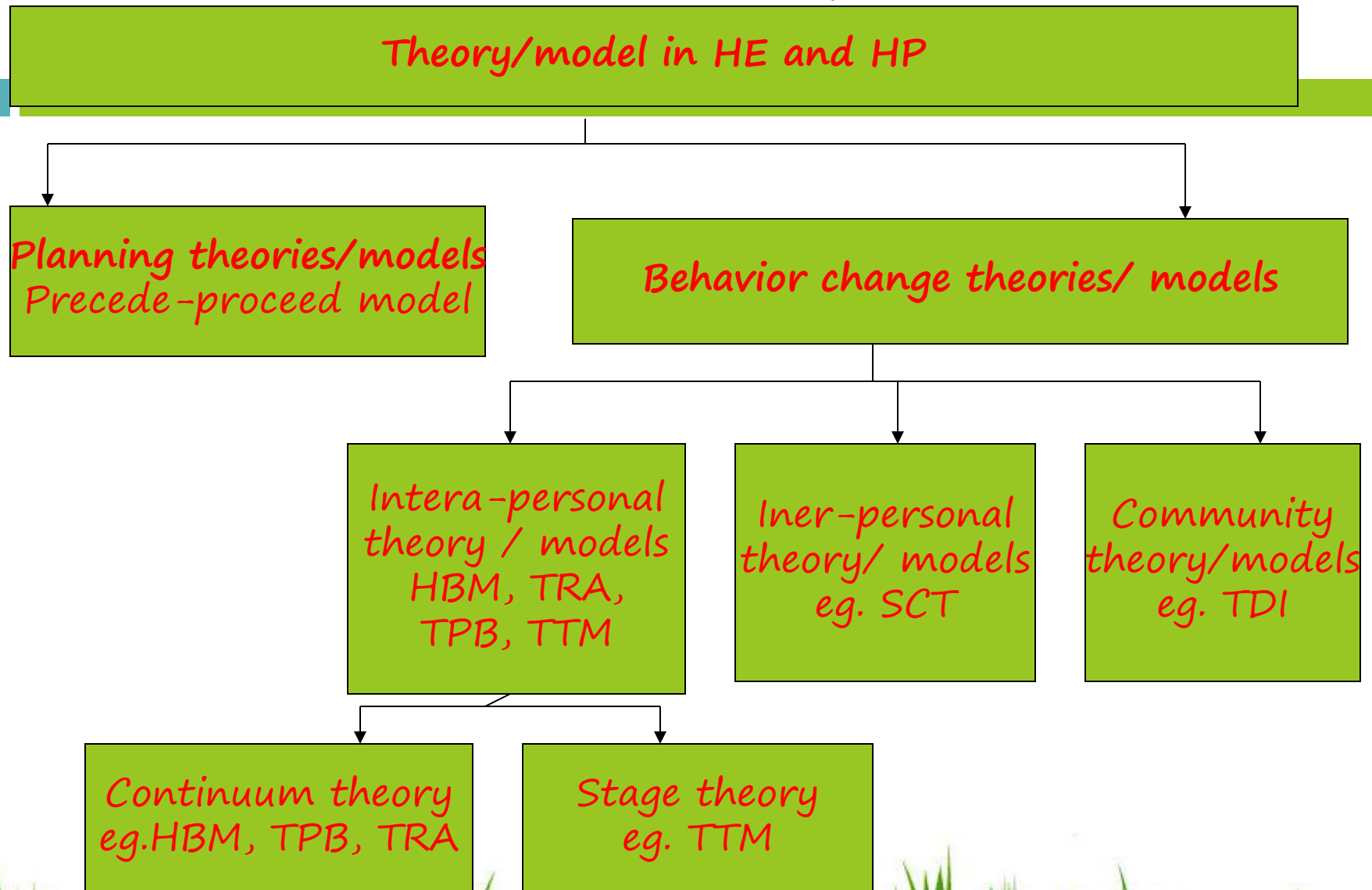
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A Good Fit: Characteristics of a Useful Theory

- ❖ Logical (consistent levels of influence)
- ❖ Consistent with everyday observations;
- ❖ Similar to those used in previous successful programs; and
- ❖ Supported by past research in the same area or related ideas.

An over view of the theories and models used in Health Education/promotion

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Intrapersonal theories and Models



some of these are:-

1. Health belief model (HBM)
2. Trans theoretical model (TTM)

The Health belief Model (HBM)

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- ❖ The HBM was developed initially in the 1950s in the U.S. PHS to explain the widespread failure of people to participate in programs to prevent and detect disease (Hochbaum, 1958; Rosenstock, 1960, 1974).
- ❖ Since then the HBM has been one of the most widely used conceptual framework
 - To explain change and maintenance of health-related behaviors and
 - As a guiding framework for health b/r interventions.