

CONCEPT: UNDERSTANDING BEHAVIOR CHANGE

◆ **Behavior Change:** a process of developing _____ habits while overcoming ____ healthy ones.

- These are the top _____ models of behavior change that are theorized:

1 - Health Belief model.

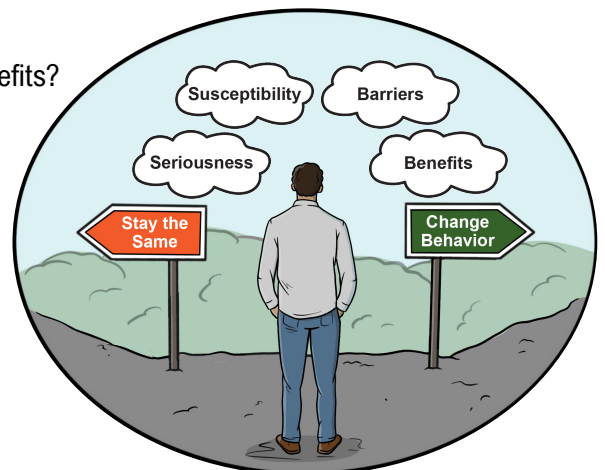
2 - Transtheoretical model (Stages of Change).



1. Health Belief Model (HBM)

◆ 4 _____ influence our health behaviors.

- Perceived **seriousness**: how _____ or dangerous are the consequences if no change?
- Perceived **susceptibility**: what are your _____ of experiencing these consequences?
- Perceived **benefits**: will the behavior change benefit _____?
- Perceived **barriers**: are barriers _____ than potential benefits?



EXAMPLE

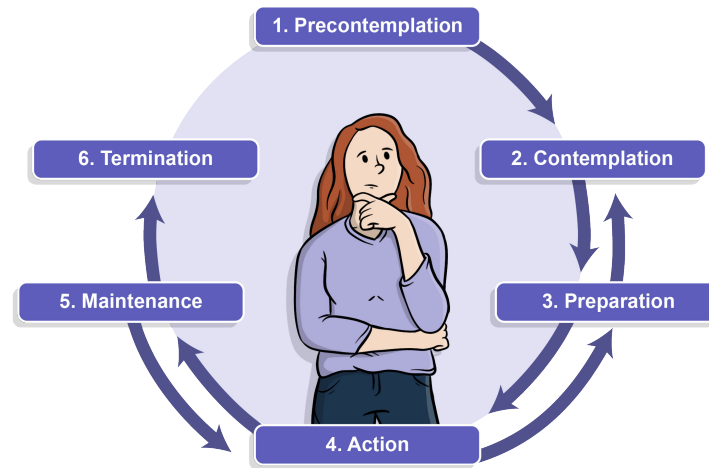
Leana, a college student, decides that she does not need to wear sunscreen while going to the beach during a spring break. She believes that skin cancer is a disease of older individuals. This belief illustrates which Health Belief model factor?

- perceived seriousness.
- perceived susceptibility.
- perceived benefits.
- perceived barriers.

CONCEPT: UNDERSTANDING BEHAVIOR CHANGE

2. Transtheoretical model

♦ In the process of **altering behavior**, we go through ____ stages. They are ____ sequential and can ____.



Transtheoretical Model		
Stages	Description	Example
1 Precontemplation	♦ _____ of a problem or no intention to change.	Person leads a sedentary lifestyle, doesn't see the need for exercise.
2 Contemplation	♦ Acknowledging a problem, _____ to make a change within 6 months.	Start to notice they're always tired and out of shape. Consider the value of regular exercise.
3 Preparation	♦ Planning & setting a _____ to take action within 1 month.	Buys walking shoes, looks for walking trails. Sets a goal to walk 15 mins each day.
4 Action	♦ _____ implementing the behavior change.	Starts to go on walks, adjusts walking times.
5 Maintenance	♦ New behavior has been _____ for at least 6 months.	Even though relapses occurred, they got back into walking each time.
6 Termination	♦ New behavior is _____ into daily life; - With no or little temptation to _____ to old behavior.	Walking has become an essential part of the day.

EXAMPLE

In the Transtheoretical model, which stage is characterized by an individual working to sustain the changes they made and prevent relapses?

- | | | |
|------------------|----------------|---------------------|
| a) action | c) termination | e) precontemplation |
| b) contemplation | d) maintenance | f) preparation |

CONCEPT: UNDERSTANDING BEHAVIOR CHANGE

PRACTICE

How do the Health Belief model and Transtheoretical mode differ in their approach to behavior change?

- a) HBM assesses perceived threats and benefits, whereas the Transtheoretical model outlines the stages of change individuals experience.
- b) Both models prioritize knowledge and awareness as the key motivators for behavior change.
- c) HBM suggests that people move back and forth between the stages, while Transtheoretical model assumes behavior change is linear.
- d) Both models illustrate how deep-rooted beliefs affect human behavior change.