

Health Belief Model

*Perceived
Susceptibility*

*Perceived
Severity*

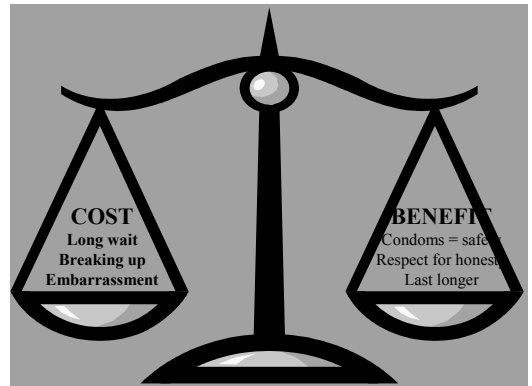
I'm safe – I only
have "clean"
partners.

Having an STD
might really affect
me...



Harlem Health Promotion Center/Center for Community Health and Education

Health Belief Model



Cue to Action



Theory of Reasoned Action

Beliefs about behavior → Attitude toward behavior

Normative beliefs about
Behavior → Subjective Norm

Intention

Normative Pressure



Harlem Health Promotion Center/Center for Community Health and Education

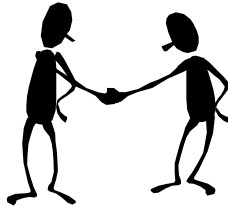
Social Cognitive Theory



Harlem Health Promotion Center/Center for Community Health and Education

Consensus Model: key ingredients of BEHAVIOR CHANGE

1. Intention
2. Absence of environmental constraints
3. Necessary skills
4. Benefits outweigh costs
5. Social support
6. Self-efficacy
7. Consistent with self-standards
8. Positive affect



Harlem Health Promotion Center/Center for Community Health and Education

Intention

*"I will ask my boyfriend to use a condom **every time** we have sexual intercourse."*

Harlem Health Promotion Center/Center for Community Health and Education

Absence of environmental constraints

"I can get condoms at the pharmacy."

Harlem Health Promotion Center/Center for Community Health and Education

Skills

"I know how to use a condom."

Harlem Health Promotion Center/Center for Community Health and Education

Positive Attitude (benefits outweigh costs)

"Using a condom every time I have sex is a good thing to do."

Harlem Health Promotion Center/Center for Community Health and Education

Perceived norms

"Most people who are important to me think I should use condoms."

Harlem Health Promotion Center/Center for Community Health and Education

Self-efficacy (confidence)

“Even though my boyfriend doesn't like condoms, I'm confident I can get him to use them every time.”

Harlem Health Promotion Center/Center for Community Health and Education

Self-standards

*“‘Real men’ **always** uses condoms when they have intercourse.”*

Harlem Health Promotion Center/Center for Community Health and Education

Emotional reactions

“When I think of using a condom, I feel anxious...”

How easily the same task becomes difficult because ideas, beliefs, fears all impinge on performance, disrupting even those goals strongly desired.”

--Milton Erickson, MD

“Stages of Change” Model (change is an ongoing process)



- **Precontemplation**
- **Contemplation**
- **Preparation**
- **Action**
- **Maintenance**

“Habit is habit, and not to be flung out of the window, but coaxed down the stairs a step at a time”

--Mark Twain