

WORKSHEET 8: APPLYING BEHAVIOR CHANGE THEORIES

This worksheet will help you to identify information you might need to gather and give you a starting point from which to build your messages around a theoretical framework. Select one theory, or take appropriate elements from more than one.

1. Health Belief Model

a. What is the level of perceived susceptibility among your target audience to the problem you are addressing?

High

Medium

Low

b. How severe does the target audience think the consequences of the problem are?

Very severe

Somewhat severe

Not severe

c. Does the target audience believe that engaging in the preventive behavior will lower its risk of the problem?

Yes

Uncertain

No

d. What are the benefits and barriers of engaging in the behavior, as perceived by the target audience?

Benefits:

Barriers:

e. How can you help the target audience believe it can perform the behavior correctly (self-efficacy)?

f. What "cue to action" will you use?

g. How can you address the above elements to motivate behavior change?

2. Theory of Planned Behavior

- a. What are the positive consequences target audience members expect from the behavior, and how important is each to them?

Consequence

Importance (high, medium, or low)

- b. What are the negative consequences target audience members expect from the behavior, and how important is each to them?

Consequence

Importance (high, medium, or low)

- c. Who are the most socially influential people in the target audience members' lives, and how does the target audience think they perceive the behavior?

Person/Type of Person

Perception of Behavior

(positive, negative, or neutral)

- d. What external factors make it easier or more difficult to carry out the behavior?

Factor

Perception of Factor

(easier or more difficult)

- e. Based on your answers to the above, how can you increase the target audience's intention to perform the behavior?

(Continued)

(Continued)

3. Social Cognitive Learning Theory

a. Based on the above lists of expected positive and negative consequences of performing the behavior (Items 2a and 2b), which outweighs the other?

- Positives Negatives About equal

b. Does the target audience possess the skills needed to perform the behavior?

- Yes Uncertain No

c. Does the target audience believe that it has the skills and ability to perform the behavior?

- Yes Uncertain No

d. How can you teach the skills or have someone model the behavior for your target audience?

4. Transtheoretical Model (Stages of Change Theory)

a. If the target audience is in the precontemplation stage, how can you raise its awareness of the problem?

b. If the target audience is in the contemplation stage, which benefits should you emphasize, and how can you increase the perceived social pressure regarding the behavior?

Benefits:

Increase social pressure by the following:

c. If the target audience is in the preparation stage, how can you remove the perceived barriers and teach the necessary skills to perform the behavior?

Remove barriers by the following:

Teach skills by the following:

d. If the target audience is in the action stage, how can you reinforce the behavior to make it likely that it will be repeated?

e. If target audience members are in the maintenance stage, how can you help them to continue their commitment?

5. Diffusion of Innovations

a. Who are the main opinion leaders for your target audience, and what peer-to-peer networks can you use to spread your message?

b. How is the desired behavior better than what the target audience is already doing?

c. Is the behavior easy to perform or understand?

Yes

Somewhat

No

(Continued)

(Continued)

d. What experiences have others in the peer group had with performing the behavior?

e. How can you make the behavior fit in with the target audience's value system and self-image?

f. How can you reduce the monetary or emotional risk or level of commitment required for the target audience to adopt the behavior?

6. Extended Parallel Process Model (Fear Appeals)

a. Does your message evoke fear due to the problem or its negative consequences?

Yes, strongly

Yes, somewhat

No

b. What is the level of perceived susceptibility among your target audience to the problem you are addressing?

High

Medium

Low

c. How severe does the target audience think the consequences of the problem are?

Very severe

Somewhat severe

Not severe

d. Does the target audience believe that engaging in the preventive behavior will lower its risk of the problem?

Yes

Uncertain

No

e. How will you demonstrate that the solution you propose is effective?
