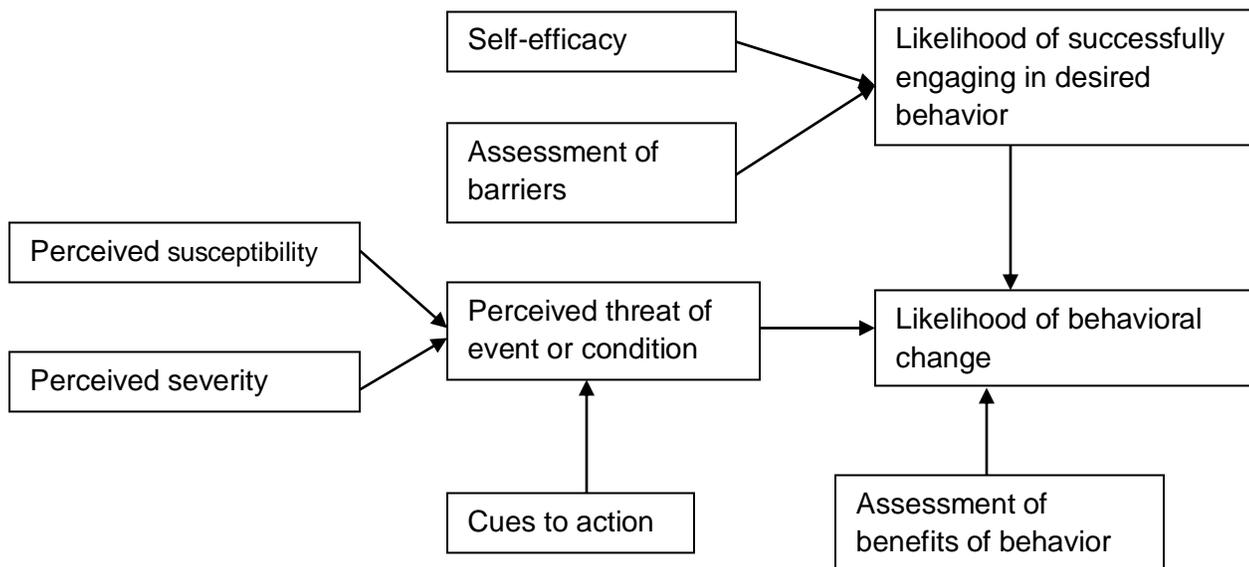


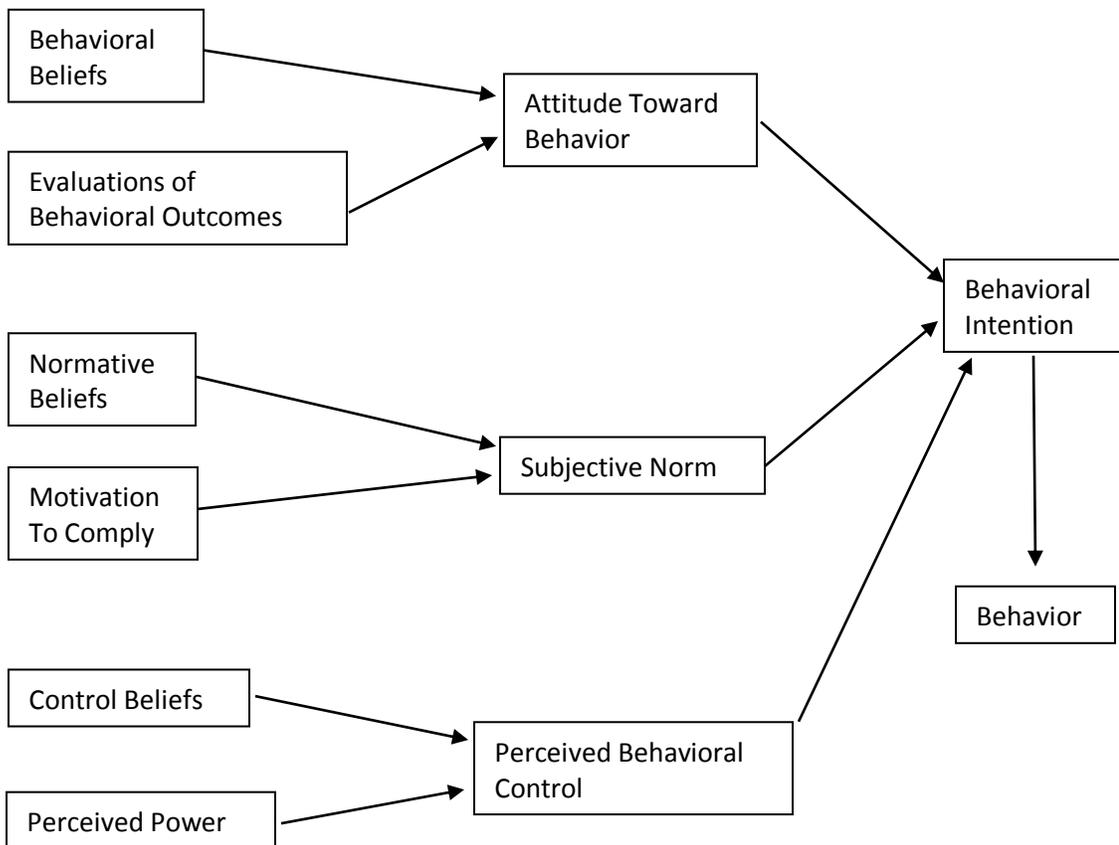
## Behavioral Belief Model

Construct	Definition
Perceived susceptibility	One's perception of the probability s/he is susceptible to an undesirable condition or event (e.g., that a hurricane will strike his/her house or getting diabetes)
Perceived severity	One's perception of how serious the event or condition will be and its likely consequences for the individual (e.g., cat 1 or cat 4 hurricane, disease will be uncomfortable versus deadly)
Assessment of benefit	One's evaluation of the efficacy of advised behavior changes or actions that can be taken to reduce risk or seriousness of impact (e.g., a hurricane preparedness plan will help me survive, if I lose weight now I will live longer)
Assessment of barriers	One's assessment of the tangible and psychological costs of advised actions or behaviors (e.g., there will be horrible traffic jams or I will gain weight if I quit smoking)
Cues to action	Events or other "signals" that activate one's "readiness" to act (e.g., hurricane advisory, health warning on cigarettes)
Self-efficacy	One's confidence in one's ability to successfully engage in the advised action or behavior (e.g., I don't have enough money to evacuate; I can reduce my fat consumption)



## Theory of Planned Behavior

Summative Constructs	Primary Constructs	Definition
Attitude toward behavior		Overall evaluation of the behavior
	Behavioral belief	Belief that behavioral performance is associated with certain attributes or outcomes
	Evaluation	Value attached to a behavioral outcome or attribute
Subjective norm		Belief about whether most people approve or disapprove of the behavior
	Normative belief	Belief about whether each referent approves or disapproves of the behavior
	Motivation to comply	Motivation to do what each referent thinks
Perceived behavioral control		Overall measure of perceived control over the behavior
	Control Beliefs	Perceived likelihood of occurrence of each facilitating or constraining condition
	Perceived Power	Perceived effect of each condition in making behavioral performance difficult or easy
Behavioral intention		Perceived likelihood of performing the behavior



## Trans-theoretical Model of Individual Behavior Change

Summative Construct	Primary Construct	Definition
Stages of change	Precontemplation	Has 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 and has taken some behavioral steps in this direction
	Action	Has changed overt behavior for less than 6 months
	Maintenance	Has changed overt behavior for more than 6 months
Decisional balance	Pros	Benefits of changing behavior
	Cons	Costs of changing behavior
Self-efficacy	Confidence	Confidence that one can engage in desired behavior across different challenging situations
	Temptation	Temptation to engage in the undesirable behavior across different challenging situations
Process of change	Consciousness raising	Finding and learning new facts and ideas tips that support the behavior change
	Dramatic relief	Experiencing the negative emotions (fear, anxiety, worry) that go along with behavioral change
	Self-reevaluation	Realizing that the behavior change is an important part of one's identity as a person
	Environmental reevaluation	Realizing the negative impact of the undesirable behavior or the positive impact of the desirable behavior on one's proximal social and physical environment
	Self-liberation	Making a firm commitment to change
	Helping relationships	Seeking and using social support for the behavior change
	Counter-conditioning	Substituting desirable alternative behaviors and cognitions for the undesirable behavior
	Reinforcement management	Increasing the rewards for the positive behavior change and decreasing the rewards of the undesirable behavior
	Stimulus control	Removing reminders or cues to engage in the undesirable behavior and adding cues or reminders to engage in the desired behavior
	Social liberation	Realizing that the social norms are changing in the direction of supporting the behavior change

### *Stages of Change*

	<b>Precontem- plation</b>	<b>Contem- plation</b>	<b>Preparation</b>	<b>Action</b>	<b>Maintenance</b>
<b>P r o c e s s</b>	Consciousness raising				
	Dramatic relief				
	Environmental reevaluation				
			Self-reevaluation		
				Self-liberation	
					Counter-conditioning
					Helping relationships
					Reinforcement management
					Stimulus control