Behavior Change Theories

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Behavioral change theories

- These theories explain the reasons behind alterations in individuals' behavioral patterns.
- These theories serve to understand better those factors associated with maximizing adherence to positive physical activity and lifestyle behaviors at the individual, community and population levels.
Theories of behaviour change

- They cite environmental, personal, and behavioral characteristics as the major factors in behavioral determination.

- These theories have attracted growing attention as the negative consequences of unhealthy lifestyle behaviors have become increasingly apparent.

- They are pertinent to the development of effective interventions in the field of health and physical activity.
## The Key elements of Behavior Change

<table>
<thead>
<tr>
<th>Key Element</th>
<th>Definition</th>
<th>Strategies</th>
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<tbody>
<tr>
<td>Threat</td>
<td>A danger or a harmful event of which people may or may not be aware.</td>
<td>raise awareness that the threat exists, focusing on severity and susceptibility.</td>
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<tr>
<td>Fear</td>
<td>Emotional arousal caused by perceiving a significant and personally relevant threat.</td>
<td>Channeling fear in the appropriate way, can motivate people to seek information, but it can also cause people to deny they are at-risk.</td>
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<td>Response Efficacy</td>
<td>Perception that a recommended response will prevent the threat from happening.</td>
<td>Provide evidence of examples that the recommended response will avert the threat.</td>
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<tr>
<td>Self-Efficacy</td>
<td>An individual’s perception of or confidence in their ability to perform a recommended response.</td>
<td>Raise individuals’ confidence that they can perform response and help ensure they can avert the threat.</td>
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Self-efficacy

- **Self-efficacy** means individual’s impression of their own ability to perform a demanding or challenging task such as facing an exam or undergoing surgery.

- **Self-efficacy** is based on factors like the individual’s prior success in the tasks, physiological state, and outside sources of persuasion.

- **Self-efficacy** is an important element of many of the theories, including: the Health Belief Model, the Theory of Planned Behavior and the Health Action Process Approach.
Theories of behavior change

Understanding behavioral change will improve the services offered in the areas of:

- health,
- education,
- criminology,
- energy, and
- international development.
General Theories & Models:

- Learning theories/ behavioral analytic theories of change
- Social learning/ social cognitive theory
- Theory of Reasoned Action
- Theory of Planned Behavior
- Transtheoretical theory/ Stages of Change Model
- Health Action Process approach
Learning theories/behavior analytic theories of change

• Derived from the school of behaviorism (Pavlov, Skinner, Watson)
• These theories utilize learning principles to bring about behavior change.
• State that complex behavior is learned gradually through modification of simpler behaviors.
• As each simple behavior is established through imitation and reinforcement, the complex behavior develops.
Learning theories/behavior analytic theories of change

Techniques and Strategies Used In Behavior Analysis:

**Chaining**: 1

Involves breaking a task down into smaller components. The simplest or first task in the process is taught first. Once that task has been learned, the next task can be taught. This continues until the entire sequence is chained together.
Learning theories/behavior analytic theories of change

Techniques and Strategies Used In Behavior Analysis:

2. **Prompting:**

   Involves using prompt to trigger a desired response.
   This might involve issues a verbal cue, such as telling the person what to do, or a visual cue, such as displaying a picture designed to cue the response.
Learning theories/behavior analytic theories of change

Techniques and Strategies Used In Behavior Analysis:

3. **Shaping**: Involves gradually altering a behavior, rewarding closer and closer approximations of the desired behavior.
Social cognitive theory is a learning theory based on the idea that people learn by observing others. People learn by observing others, with the environment, behavior, and cognition all as the chief factors in influencing development in a reciprocal triadic relationship. For example, each behavior witnessed can change a person's way of thinking (cognition). Similarly, the environment one is raised in may influence later behaviors.
Bandura's schema shows how the reproduction of an observed behavior is influenced by the interaction of the following three determinants:

**Personal**: Whether the individual has high or low self-efficacy toward the behavior.

**Behavioral**: The response an individual receives after performing a behavior.

**Environmental**: Aspects of the environment or setting that influence the individual's ability to successfully complete a behavior.
Theory of Reasoned Action

- The theory is one of the three classic models of persuasion.
- The theory aims to explain the relationship between attitudes and behaviors within human action.
- How individuals will behave based on their pre-existing attitudes and behavioral intention.
Theory of Reasoned Action

- Individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior.
- **Intention** is an important factor in determining behavior and behavioral change.
- Personal attitude and **social pressure** shape intention.
Theory of Planned Behavior

- Represents an expansion upon the theory of reasoned action.
- It states that behavior performance is proportional to the amount of control an individual possesses over the behavior and the strength of the individual's intention in performing the behavior.
- The theory holds that only specific attitudes toward the behavior in question can be expected to predict that behavior.
- Perceived behavioral control influences intentions.
Theory of Planned Behavior

- **Perceived behavioral control** refers to people's perceptions of their ability to perform a given behavior. These predictors lead to **intention**.
- The more favorable the attitude and the subjective norm, and the greater the perceived control the stronger should the person’s intention to perform the behavior in question.
- Intended to cover cases in which a person is not in control of all factors affecting the actual performance of a behavior.
Health Action Process approach

- Designed as a sequence of two continuous self-regulatory processes:
  A. a goal-setting phase (motivational phase, intention)
  B. a goal-pursuit phase (volition), subdivided into:
     ➢ a pre-action phase and (A)
     ➢ an action phase (B)
- Motivational self-efficacy, outcome-expectancies and risk perceptions are assumed to be predictors of intentions, the motivational phase.
- The effects of intentions are assumed to be mediated by planning, Action phase (B).
These theories propose an integrated stage-based model in which behavior change is viewed as a cyclical process that involves five stages of:

- awareness of the problem and a need to change
- motivation to make a change
- skill development to prepare for the change
- initial adoption of the new activity or behavior
- maintenance of the new activity and integration into the lifestyle.
Stages of Change Model
(Transtheoretical Model)

- Behavioral change is a *five-step process*.
- The five stages, between which individuals may oscillate before achieving complete change, are:
  - Precontemplation,
  - Contemplation,
  - Preparation,
  - Action, and
  - Maintenance.
Stage Theories of Behaviour Change

**Precontemplation:**
In this stage, there is no intent on the part of the individual to change his or her behavior in the foreseeable future.

**Contemplation:**
People are aware that a problem exists and are seriously considering taking some action to address the problem.
Stage Theories of Behaviour Change

**Preparation:**
Involves both intention to change and some behaviour, usually minor, and often meeting with limited success.

**Action:**
Individuals actually modify their behavior in order to overcome their problems or to meet their goals.
Stage Theories of Behaviour Change

Maintenance:
People work to prevent relapse and consolidate the gains attained in the action stage.
Stage Theories of Behaviour Change

- The pattern of movement through the 5 stages is neither unitary or linear, but rather, *cyclical*, involving a pattern of:
  - adoption,
  - maintenance,
  - relapse, and
  - readoption over time.
Applications of Stage Theories of Behaviour Change

- Health Care
- Education
- Criminology
- Energy Consumption Behaviour
Health Care

• Behavioral change theories explain health-related behaviors and provide insight into methods that would encourage individuals to develop and maintain healthy lifestyles.

• Include the development of programs promoting active lifestyles and programs reducing the spread of diseases like AIDS.
Behavioral change theories have been applied successfully in:

- psychotherapeutic interventions,
- smoking cessation,
- substance abuse programs,
- understanding patterns of physical activity participation and exercise adherence.
Models of behavior change specific to health applications include:

- The Health Belief? Health Action Model,
- Relapse Prevention Model,
- the Health Action Process Approach, and
- the I-Change Model.
The Health Belief Model (Health Action Model), states that individuals will alter health-related behavior according to the perceived severity of the threat to their health.

The Relapse Prevention Model concentrates on promoting prolonged healthy behavior by making distinctions between lapses and relapses in an attempt to encourage individuals to maintain healthy lifestyles.
Health Care

• The I-Change Model:
An integrated Model for explaining motivational and behavioral change derived from the: Attitude – Social influence – Self-Efficacy Model.
Assumes that three phases in the behavioral change process:
1. Awareness
2. Motivation
3. Action.
Education

• Behavioral change theories provide insight into the formulation of effective teaching methods that tap into the mechanisms of behavioral change.

• Social Learning Theory and Theory of Planned Behavior, were developed as attempts to improve health education.
The general theories of behavioral change suggest possible explanations to criminal behavior and methods of correcting deviant behavior.

Understanding of behavioral change can facilitate the adoption of effective correctional methods in policy-making.

Specific theories that have been applied to criminology include the Social Learning Theory and Differential Association Theory.
The understanding that deviant behavior like stealing may be learned. A behavior resulting from reinforcers like hunger satisfaction that are unrelated to criminal behavior, can aid the development of social controls that address this underlying issue rather than merely the resultant behavior.
Energy

• Intervention programs aimed at the change of energy consumption patterns need to take into account that behavioral change is best achieved and maintained if supported by tailored information and changes in context, for example supportive social networks, policies or technologies.

• Focus should be on broadening social interaction, lifestyles, norms and values as well as technologies and policies—all enabling or constraining behavioral change, and not only individual behavior.
Rogers Stage-Based Theory:

- Explains how new ideas or innovations are disseminated and adopted at the community and population levels.
- Rogers identified five distinct stages in the process of diffusion of any new initiative or innovation:
  - knowledge,
  - persuasion,
  - decision,
  - implementation,
  - confirmation.