

Health Belief Model & Stages of Change Model

The **Health Belief Model** was first introduced by Becker to explain utilization of health services and has been widely applied to other health-related behaviours. The model tries to explain health actions through the interaction of three sets of beliefs:

- perceived susceptibility
- perceived seriousness
- perceived benefits and disadvantages

Stages of Change Model, also called the Transtheoretical Model (Prochaska and DiClemente, 1992) proposes that an individual goes through the following of stages before taking action.

- *Pre-contemplation* - the person is unaware of the behaviour and not interested in changing
- *Contemplation* - the person has heard of the practice and is thinking of change.
- *Trial* - the person is ready for change and willing to try it out.
- *Maintenance* - the person incorporates the change into their lifestyle.
- *Relapse* - a person tries it out but then returns to original practices.

Activity 3.3

Apply the health belief model and stages of change model to one of the following behaviours:

- bringing a child for MMR immunization
- taking exercise to prevent heart disease
- wearing eye protection goggles in a workplace.

What kinds of health promotion actions does each model suggest you should apply?
Which model do you think is the most useful for your health topic?