Health Belief Model, Social Learning Theory

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Section A

Theories in Practice
Common Models and Theories
*In Health Education Research*

- **Stages**: 50
- **TRA**: 66
- **SE**: 74
- **SLT**: 74
- **HBM**: 100

**Theories in Practice**
The Health Belief Model

- **Basic components**
  - A recommended (health) action
  - Perception of (disease) threat
    - Susceptibility
    - Seriousness
The Health Belief Model

Basic components

– Perceived benefits/constraints to that action
  • Perceived efficacy
  • Perceived costs
– Social and structural modifiers
– Cues to action
The Health Belief Model

- Background issues
  - Draws heavily on Lewin's force field
  - Value expectancies inherent in benefit-constraint analysis
  - Decision making paradigm—Some element of rationality, but
The Health Belief Model

Background issues
- Key word is “perception”
- Disease threat central concept
  - Need to add cultural aspect of disease perception: What is disease? What is illness?
Modifying Factors:
- knowledge "in blood"
- low econ status
- household roles
- ed levels low

Perceived Threat of guinea worm = HIGH

Perceived Susceptibility:
HIGH – already in body

Perceived Seriousness:
HIGH – disability well known

Benefits:
- filters remove dirt
- available (VHW)
- elastic band easy

Constraints:
- doubt efficacy
- alternatives cheap
- 2nd rate viz wells

Cues to action:
- VHWs promote
- neighbors buy
- see g.w. sufferers

Likelihood of Filtering = Moderate - Low
Modifying Factors
- local knowledge
- low economic status
- HH gender roles
- social values

Perceived Susceptibility
HIGH - causes common, i.e. sun, dust

Perceived Seriousness
LOW - minor inconvenience

Perceived Threat
= LOW

BENEFITS
+ warmth in rains
+ privacy in bed
+ less insect nuisance
+ beautifies home
+ keeps bed clean

CONSTRAINTS
- hot in dry season
- costly
- retreatment costs too
- can’t prevent malaria

Cues to Action
- sleepless nights
- neighbors buy net
- promotional activities

Likelihood of buying nets
- Moderate
Perceived Susceptibility
moderate-low complications viewed as a different illness

Perceived Seriousness
viewed as minor indisposition, but parent miss work

Perceived Threat of Malaria complications in child = LOW

Modifying Factors
• access to care alternatives
• low economic status
• HH gender roles in care
• low educational levels
• household structure

BENEFITS
+ convenient drug shops
+ believe safe prepackaged
+ orth drugs faster, safer for child
+ saves time

CONSTRAINTS
- difficult measure dose
- herbs sweat out disease
- time waste at clinic
- some side effects - itching

Cues to Action
• VHWs promote sales
• advice from neighbors
• previous medicine experience
• mass media drug adverts

Likelihood of Seeking prompt treatment with CQ product
- Moderate
**Perceived Susceptibility:**
low - pregnancy is considered “normal” - fate or spirits caused, if problems

**Perceived Seriousness:**
consequences would be serious, maternal loss work

**Perceived Threat of Pregnancy Complications**
= LOW

**Modifying Factors**
- knowledge preg. risks
- low economic status
- age, parity occupation
- low educational levels
- household structure

**BENEFITS:**
+ safe delivery, healthy baby
+ normal pregnancy
+ good health of mother
+ short hospital stay

**CONSTRAINTS:**
- cost of care, lack of time
- distance, transport problems
- reluctant to reveal preg.
- provider attitude? ability?

**Cues to Action**
- previous pregnancy experiences
- current symptoms, feelings
- experiences of friends, sisters
- advice from mother, m-in-law
- health worker communication

**Likelihood of attending ANC in a timely & consistent manner**
is moderate to low
Note

Role of Explanatory in Constructing Theoretical

- **Beliefs about pregnancy**
  - Normal, keeps it hidden = Don’t register ANC early

- **Beliefs about malaria**
  - Caused by sun, heat = Nets won’t prevent
Note

Role of Explanatory in Constructing Theoretical

Beliefs about medicines
- Good medicines make one sweat out the disease
- Modern medicines cause no sweat and have side effects

Beliefs about guinea worm
- In the blood = Filters can’t prevent, remove
HBM Lessons

- Threat of guinea worm high with both high susceptibility and seriousness
  - But people do not perceive efficacy of filtering
  - Therefore, likelihood of action low
HBM Lessons

 Threat of complications during pregnancy seen as low, as few believe they are susceptible
  - But benefits seen in attending ANC like immunizations, drugs, social
  - Therefore, likelihood of action moderate to high
Section B

Social Learning / Cognitive Theory
Social Learning/Cognitive Theory

Environment

Person  Behavior
Social Learning/Cognitive Theory: Basic Components

- Reciprocal determinism
- Environmental context
  - Social, economic, geographical, political
- The individual
  - Personal and cognitive characteristics

Continued
Social Learning/Cognitive Theory: Basic Components

- The behavior
  - Nature and dimensions
- Self-efficacy
- Value expectancies
Details on Self-Efficacy

- The state of belief in one’s ability is a good predictor of motivation and behavior
- The person’s confidence in performing a particular behavior

Implications
- Approach behavior change in small steps
- Seek specificity about the change sought
Self-Efficacy Beliefs

Self-efficacy beliefs can be enhanced through:

- Performance mastery
- Modeling
- Reinterpretation of physiological symptoms, and
- Social persuasion (information, encouragement)
Self-Efficacy

- Enhanced self-efficacy leads to improved behaviors, motivation, thinking patterns, and emotional well-being.
- Not concerned with the skills one has but judgments of what one can do with skills one possesses.
- Also enhances perceptions of well-being as in cases of chronic illness.
The Component Processes

*Underlying Observational Learning*

- **Attention**
  - Including modeled events (distinctiveness, effective valence, complexity, prevalence, and functional value) and observer characteristics (sensory capacities, arousal level, perceptual set, and past reinforcement)
The Component Processes

Underlying Observational Learning

- **Retention**
  - Including symbolic coding, cognitive organization, symbolic rehearsal, and motor rehearsal

- **Motor reproduction**
  - Including physical capabilities, self-observation of reproduction, and accuracy of feedback
The Component Processes
Underlying Observational Learning

Motivation
– Including external, vicarious, and self-reinforcement
Motorcycle Drivers

- Motorcycle taxis are a main form of transportation
- Drivers don’t wear helmets; speed to make more trips; carry extra loads, etc.
Motorcycle taxi drivers

ENVIRONMENT
- drivers code of conduct
- passengers demand
- regulations/enforcement
- road conditions
- community beliefs/acid.
- econ conditions

Observational Learning
- other drivers, older brothers

PERSON
- younger age
- risk taker
- gender-male
- educated, no job

Value
- Expectancies
  - save life, waste time/money

BEHAVIOR
- self-efficacy
  - feel capable
- safe driving: proper speed, stopping, etc.
Alcohol and women
Women drinking alcohol

Observational Learning
friends, spouse, boyfriends

ENVIRONMENT
• social norms frown on women who drink
• available cheaply in neighborhood, discretely
• free flow of drinks at ceremonies on weekend

PERSON
age, marital status, being a mother, econ status/occu. = purchase power, religion

Value Expectancies
less stress, more friends, but bad reputation, hurt children

BEHAVIOR
refuse drinks or take moderate amounts

Self-Efficacy
feel capable refusing or moderate
Women Are Usually Responsible for Collecting and Filtering Water

Fitting the filter on the water pot

Washing filter when it’s dirty
Filter Use for Guinea Worm

Observational Learning
VHW, watch neighbors

ENVIRONMENT
• social roles, women’s domestic roles
• perceptions about water quality and disease causes
• concepts of filtering/sieving
• water container designs

PERSON
wife, mother, low ed status, occupation, passive within extended family

Value
Expectancies
removes dirt, but can’t prevent gw

BEHAVIOR
filtering water each time collect from pond

Self-Efficacy
feel capable of sieving
Breastfeeding Is Normal in the Villages, But …

- Colostrum is suspected
- People believe babies, like other people, need water
- Herbal teas are given to prevent problems

Source: The Basics
Exclusive Breast Feeding

Observational Learning
sisters, mothers, friends, nurses

PERSON
age, educational level, econ status (afford alternative), assertive or passive

ENVIRONMENT
• breastfeeding normal
• economic austerity
• extended family house
• formula advertised
• community beliefs about herbs, baby’s needs

Value Expectancies
safe, clean, but mother weak, baby thirsty

BEHAVIOUR
only give breast milk first 4 months of life

Self-Efficacy
feel capable to BF but not sustained EBF
Lessons

- Different configuration of components for each situation
  - EBF—unlikely because
    - Doubt ability to sustain, not enough food for oneself
    - Doubt will satisfy baby
    - No role models
Lessons

- Different configuration of components for each situation
  - Motorcycle driver’s safety—Might try
    - Feel capable, but
    - Costs outweigh benefits
    - Observe: Safer drivers are older, already established
Lessons

Different configuration of components for each situation

- Filtering to prevent guinea worm—doubts outweigh confidence
  - Feel confident can filter
  - Doubt filtering will prevent, takes extra time