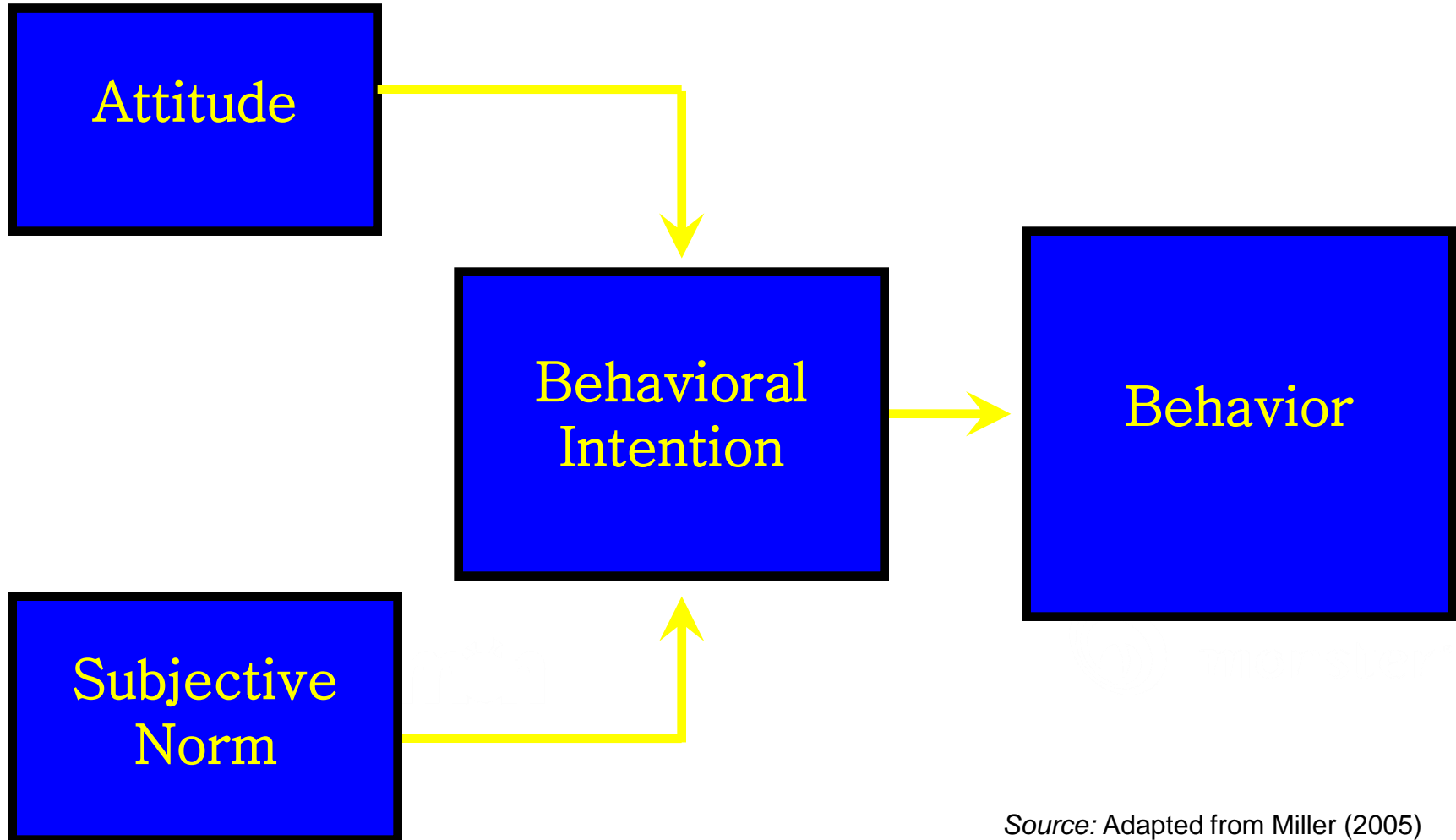


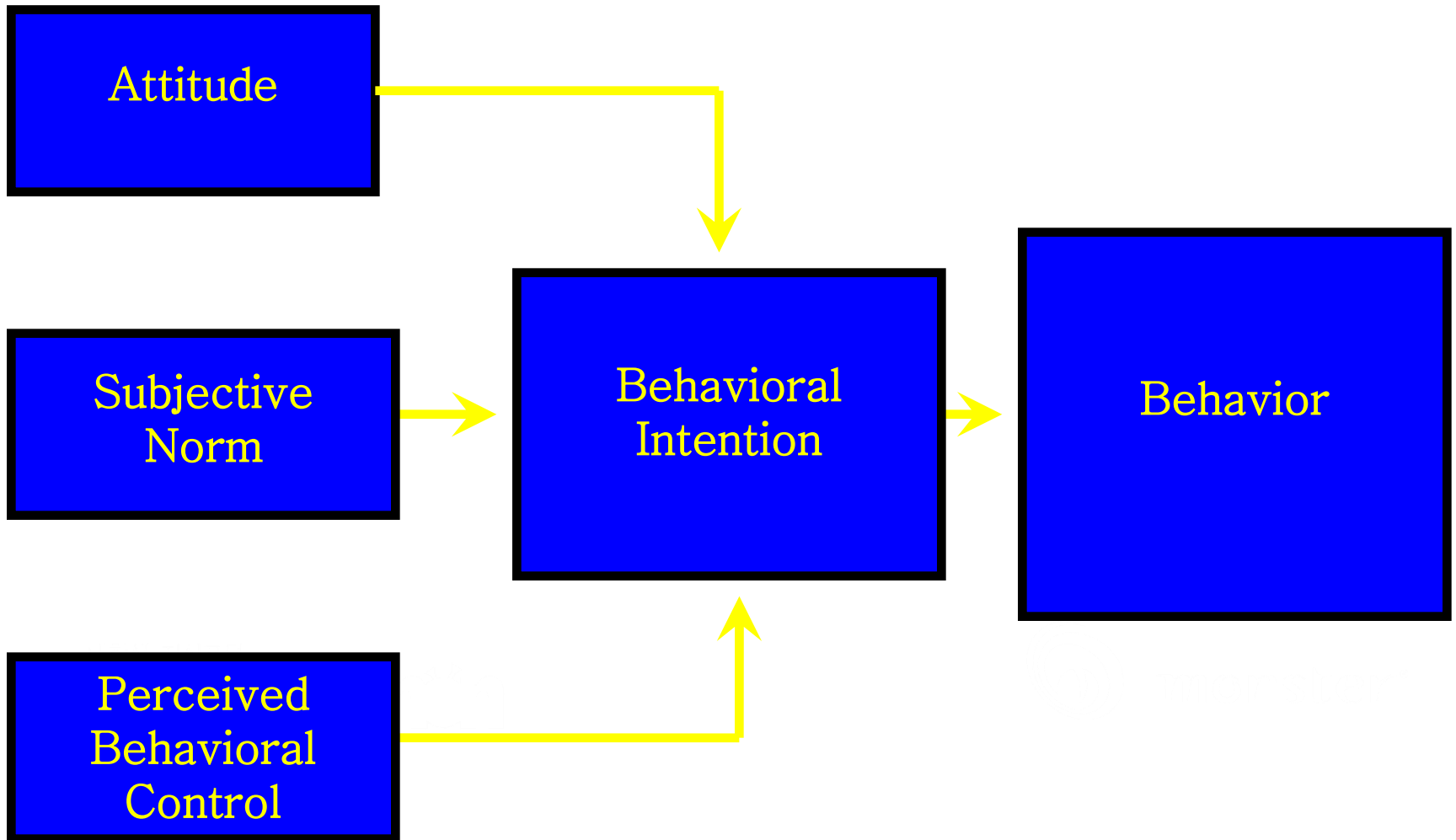
건강증진이론 2

Theory of Reasoned Action



Source: Adapted from Miller (2005)

Theory of Planned Behavior



Pender's Health Promotion Model

- Pender modified the Health Belief Model
- Integrates concepts from HBM and social cognitive theory
- Revised in 2002

Pender's Health Promotion Model

- Concepts grouped in three major categories:
 1. Individual characteristics and experiences
 - Prior-related behavior
 - Personal factors
 2. Behavior-specific cognitions and affect
 - Perceived benefits of action
 - Perceived barriers to action

Pender's Health Promotion Model

- Concepts grouped in three major categories
 3. Perceived self-efficacy
 - Activity related affect
 - Interpersonal influences
 - Situational influences
 - Behavioral outcome

개인의 특성과
경험

행위와 관련된
인지와 감정

행위의 결과

이전의 관련 행위

개인적 요인 :
생물학적, 심리적,
사회문화적

행동의 지각된 이익

행동의 지각된 장애

지각된 자기효능감

행동과 관련된 감정

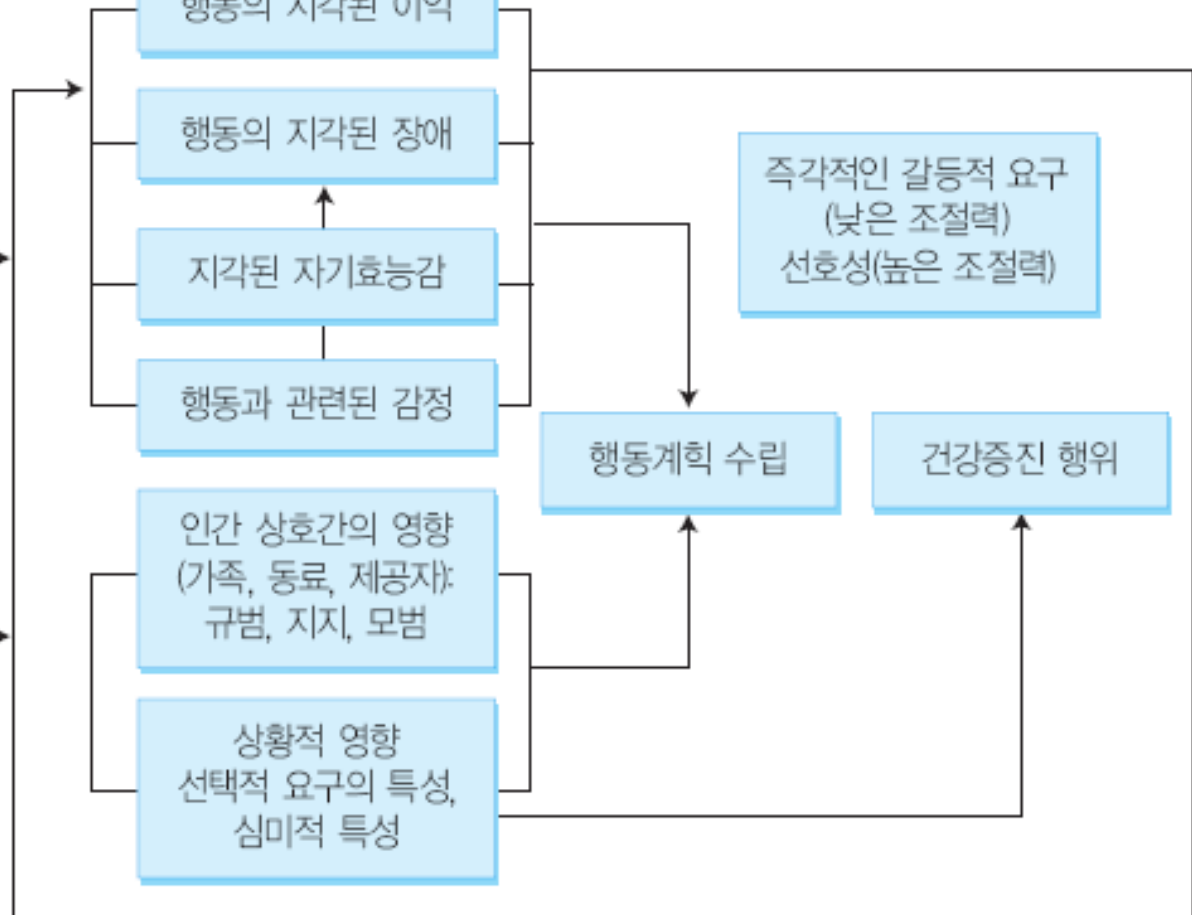
인간 상호간의 영향
(가족, 동료, 제공자):
규범, 지지, 모범

상황적 영향
선택적 요구의 특성,
심미적 특성

즉각적인 갈등적 요구
(낮은 조절력)
선호성(높은 조절력)

행동계획 수립

건강증진 행위



Transtheoretical Model

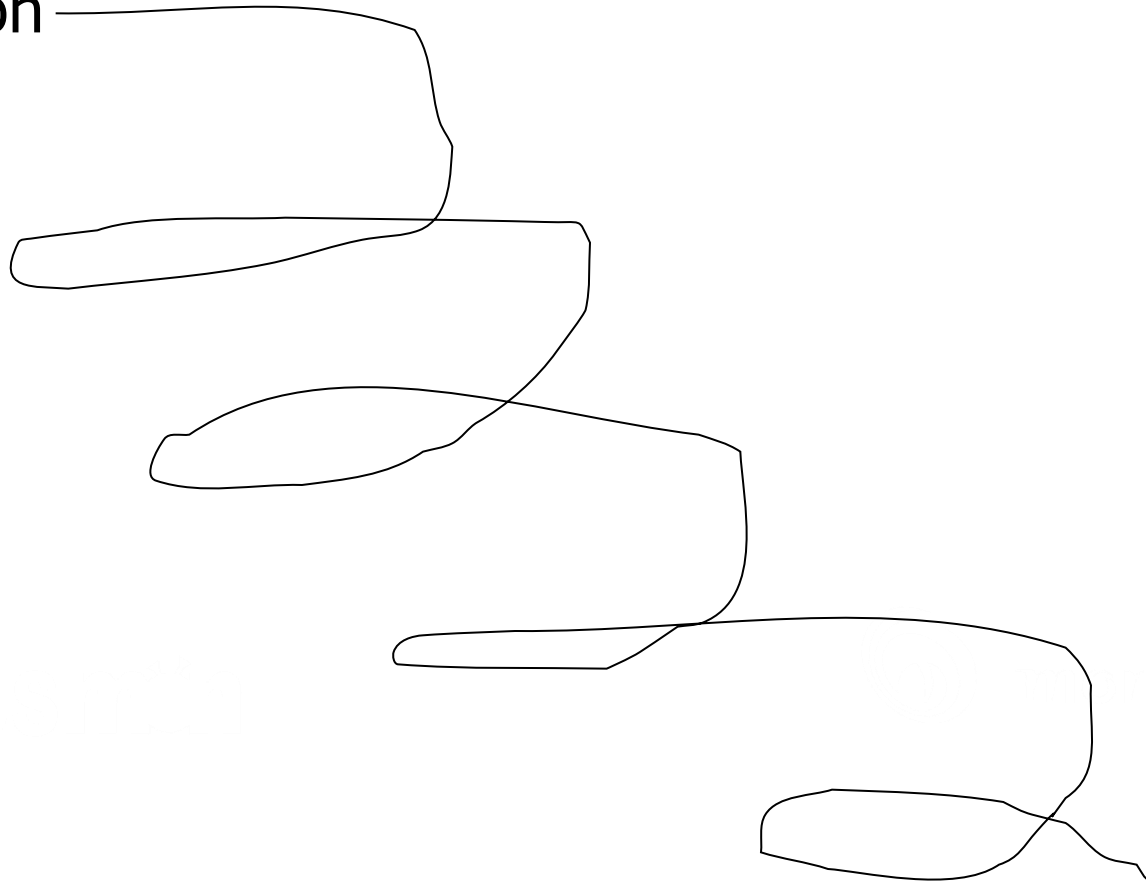
- Stages of Change: temporal dimension
- Processes of Change: covert and overt activities people use to progress through the stages
- Decisional Balance: weighing pros and cons of changing
- Self-Efficacy

Stages of Change

- **Precontemplation:** no intention to act in the near future (six months), due to lack of information or demoralization from past attempts
- **Contemplation:** intention to change in the near future; aware of pros and cons of changing
- **Preparation:** intention to take action in the immediate future (1 month); have a plan of action
- **Action:** overt action taken within the last 6 months
- **Maintenance:** work to prevent relapse; less temptation and more confidence
- **Termination:** no temptation and 100% self efficacy

Stages of Change: Smoking

Precontemplation



Termination

Stages of Change in Which Change Processes Are Most Emphasized

Stages of Change

Precontemplation

Contemplation

Preparation

Action

Maintenance

Consciousness Raising

Dramatic relief

Environmental reevaluation

Self-reevaluation

Self-liberation

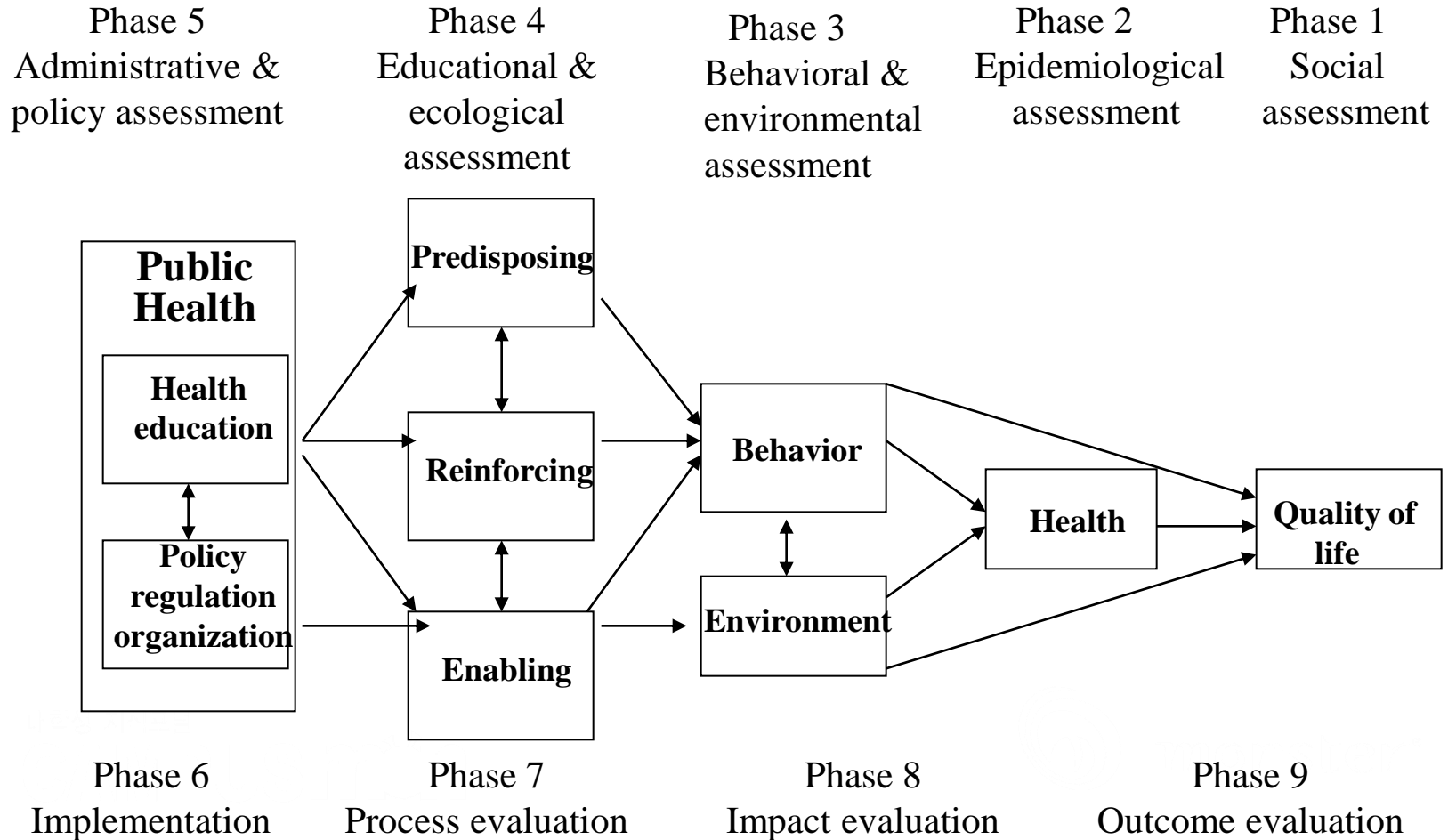
Reinforcement
Management

Helping relationships

Counterconditioning

Stimulus Control

PRECEDE-PROCEED MODEL



Input → Process → Output → Short-term impact → Longer-term health outcome → Short-term social impact → Long-term social impact

*Green & Kreuter, Health Promotion Planning, 3rd ed., 1999.