

# Health Belief Model

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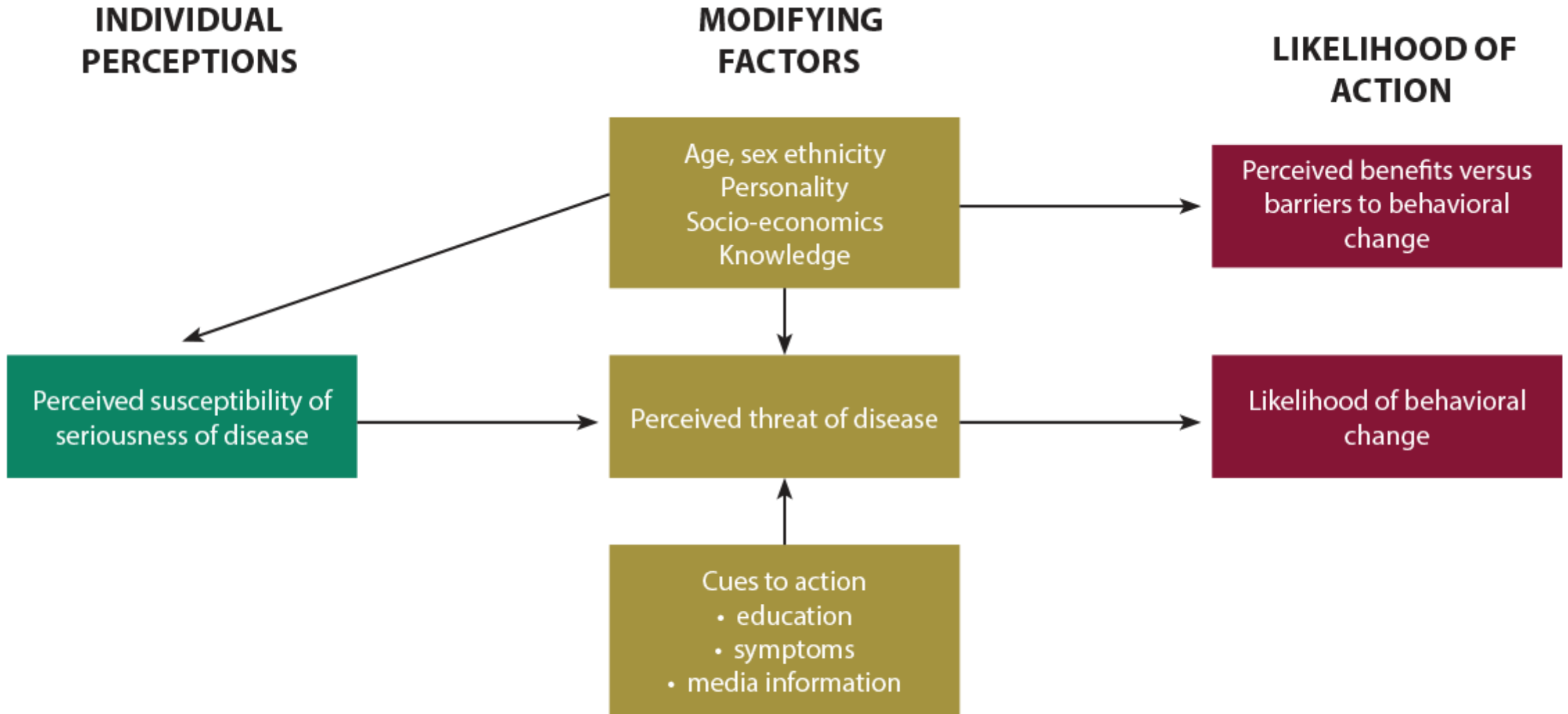
## Health Belief Model

A social and psychological health behavior change model developed to explain and predict health-related behaviors in relation to the adoption of health services

Developed by a social psychologist at the U.S. Public Health Administration in the 1950s

one of the most well-known and most widely used theories in health behavior research

# Health Belief Model



# Questionnaire

Perceived vulnerability - the degree to which you perceive yourself as highly likely to contract the disorder

Perceived severity - measures how serious you feel about the expected consequences of contracting a disorder

Perceived Benefits - Benefits or Effectiveness of vaccinations

Perceived Disorders - Factors that hinder vaccination

# Pros and Cons

- Developed with Theory of Planned Behavior
- Most widely used as a conceptual framework for health behavior for more than 40 years
- Seriousness has not been shown to be an important predictor.
- Self-efficacy was not applicable as a variable but was later added to the HBM.