Health Belief Model
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

**INDIVIDUAL PERCEPTIONS**
- Perceived susceptibility of seriousness of disease

**MODIFYING FACTORS**
- Age, sex, ethnicity
- Personality
- Socio-economics
- Knowledge

**LIKELIHOOD OF ACTION**
- Perceived benefits versus barriers to behavioral change
- Likelihood of behavioral change

**Cues to action**
- Education
- Symptoms
- Media information
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
Health Belief Model

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.