
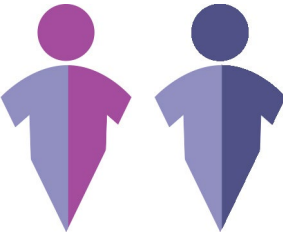





Handout 4.1.1: Common SBCC Theories

Individual	Health Belief Model	<i>Individual's perception of the threat of a health problem and the appraisal of recommended behavior(s) for preventing or managing the problem.</i>
	Theory of Planned Behavior	<i>Individual's behavioral intention is the most important determinant of behavior.</i>
	Stages of Change	<i>Individual's readiness to change or attempt to change toward health behaviors.</i>
	Extended Parallel Processing	<i>Individual's response to fear in an attempt to persuade an individual to adopt a healthy behavior.</i>
Interpersonal	Social Cognitive Theory	<i>Knowledge acquisition can be directly related to observing others modeling the behavior and the consequences of that behavior within the context of social interactions and experiences.</i>
	Theory of Social Learning	<i>Behavior is explained via a three-way, dynamic reciprocal theory in which personal factors, environmental influences and behavior continually interact.</i>
Community	Ideation	<i>Refers to how new ways of thinking (or new behaviors) are diffused through a community by means of communication and social interaction among individuals and groups.</i>
	Diffusion of Innovation	<i>Addresses how new ideas, products and social practices spread within a society or from one society to another.</i>
Structural	Organizational Development Theory	<i>Examines how organizations align to rapidly changing and complex environments. Organizational theory looks at organization climate, culture and strategies.</i>