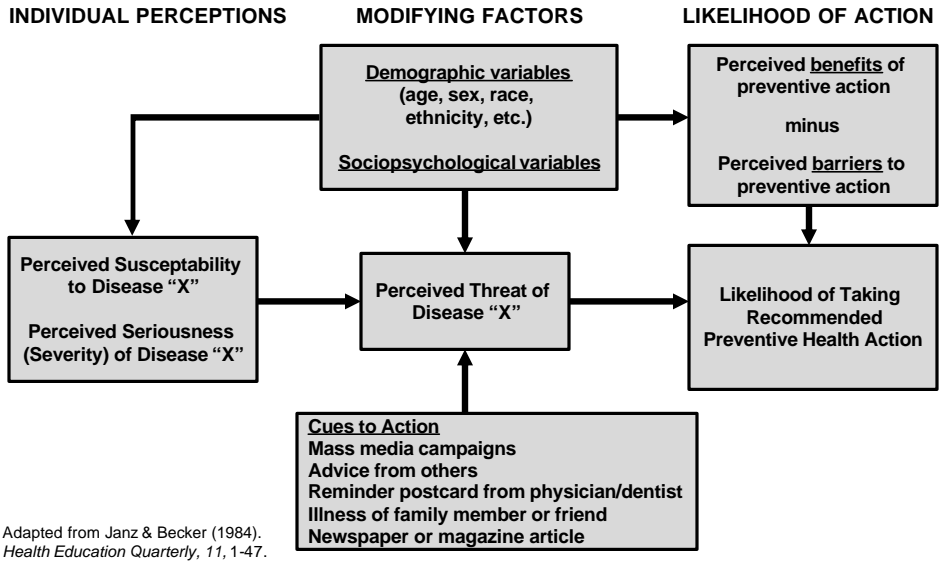


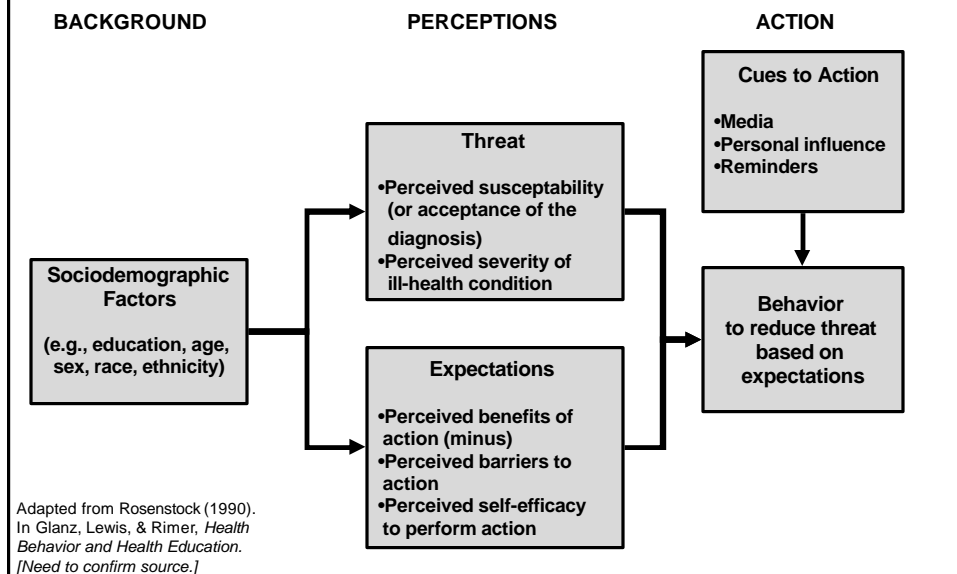
# Health Belief Model

(Becker, 1974, 1988; Janz & Becker, 1984)



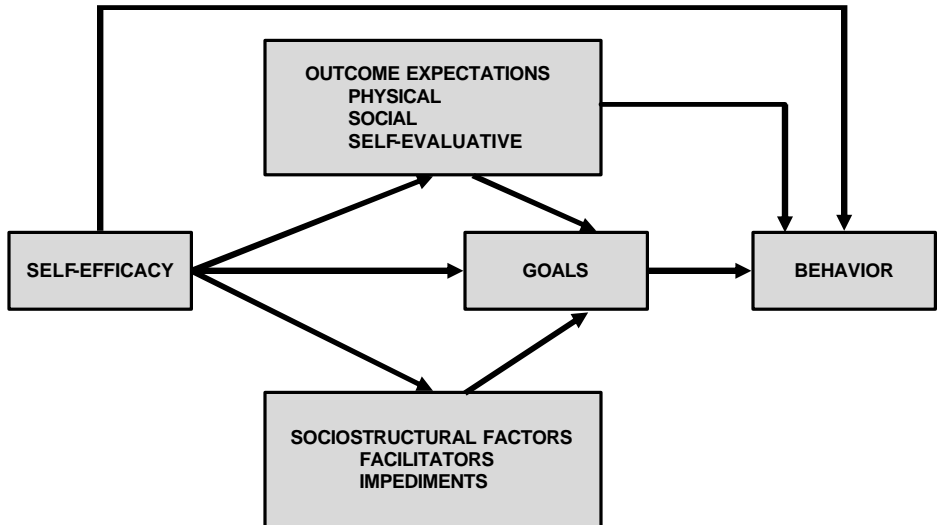
# Health Belief Model -- Revised

(Rosenstock, Strecher, & Becker, 1988)



# Social Cognitive Theory

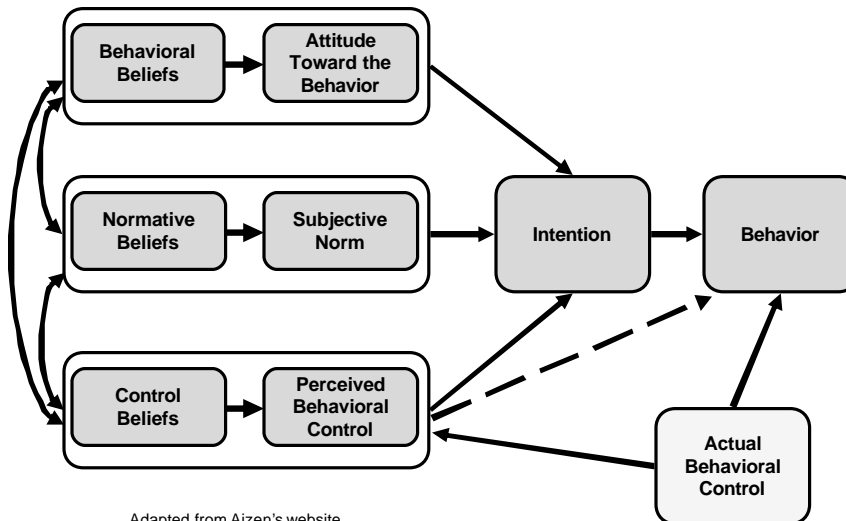
(Bandura, 1986, 2004)



Adapted from Bandura (2004).  
*Health Education & Behavior*, 31, 143-164.

# Theory of Planned Behavior

(Ajzen, 1991, 2002)



Adapted from Ajzen's website  
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<http://www-unix.oit.umass.edu/~ajzen/tpb.diag.html>

# Transtheoretical Model

(Prochaska & DiClemente, 1982, 1983)

## Stages of Change in Which Particular Processes Are Emphasized

Precontemplation → Contemplation → Preparation → Action → Maintenance

Consciousness Raising  
Dramatic Relief  
Environmental Reevaluation

Self-Reevaluation

Self-Liberation

Reinforcement Management  
Helping Relationships  
Counterconditioning  
Stimulus Control

Adapted from Prochaska, DiClemente, & Norcross (1992).  
*American Psychologist*, 47, 1102-1114.