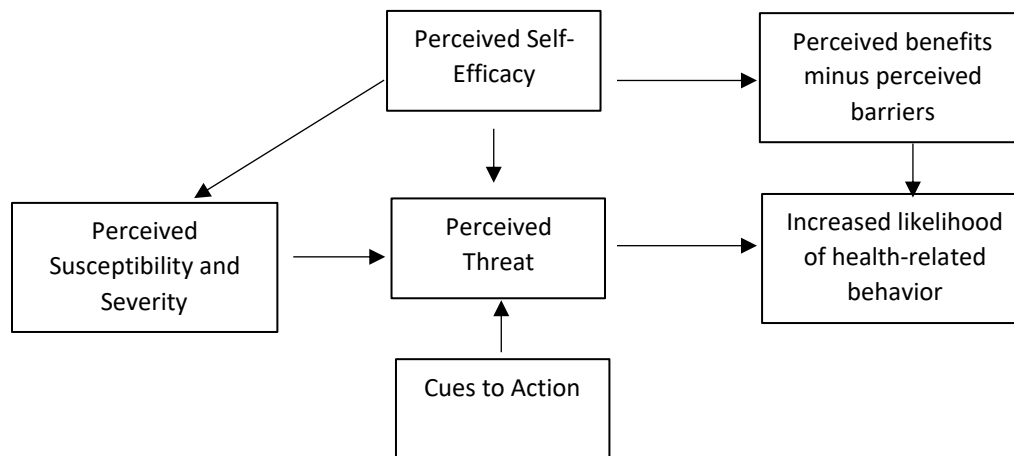


Health Belief Model

The health belief model presents a behavior change framework for understanding why individuals engage in healthy behaviors and how to promote the likelihood of engaging in healthy behaviors (Rosenstock, 1966). This framework comprises a person's perceived susceptibility and severity to health-related problems, perceived self-efficacy, cues to action that influence behavior acceptance, and perceived benefits minus barriers (Janz & Becker, 1984). These variables will influence the likelihood of a person engaging in healthy behaviors. Figure 6 shows the health belief model.



Primary Source: Rosenstock (1966).