

Theories and methods for health promotion

[Health & Medicine](#)



**ASSIGN
BUSTER**

Theories and Methods for Health Promotion Introduction This essay analyzes the three selected theories of health promotion. There are many important theories and models that support health promotion. It would be helpful to make a separation between theories and models. Theory is an incorporated set of suggestions or propositions that acts as a clarification for a phenomenon. It is normally introduced after an observable fact has already exposed a methodical set of uniformities. Theory also refers to a systematic arrangement of essential principles that give a basis for amplification of certain happenings of life. Theories differ from models in that a model is a subclass of a theory. It gives a plan for analyzing and or addressing a phenomenon. Models do not explain the procedures underlying learning; they only represent them. They provide the platform or vehicle for applying theories. The three selected theories include: social cognitive theory, theory of reasoned action and theory of planned behavior. Social cognitive theory is the outcome of reciprocal associations among the personal factors, environment, and features of the behavior itself. Self-efficacy forms the most imperative characteristics that establish behavioral adjustment. This theory key concept involves Self-efficacy, Outcome expectations, Behavioral capability, Reciprocal determinism and Observational learning. This theory is suitable for developing health education centers or health behavioral programs (McKenzie, Neiger, & Thackeray, 2012). Theory of reasoned action states that for behaviors that are within an individual's control behavioral objectives envisage actual conduct. Intentions are verified by two things that is attitude toward the conduct and beliefs concerning other persons' support of the conduct. Behavioral intentions forecast real behavior. The key concepts of this theory

<https://assignbuster.com/theories-and-methods-for-health-promotion/>

involve assessing attitude toward the behavior, which is measured by outcome expectations and value of outcome expectations. The subjective norms involve in this theory is in regards to beliefs of others and desire to comply with others. The third selected theory is the theory of planned behavior argues that people's perceived power over the resources, opportunities, and skills required for executing a behavior affect behavioral objective, as portrayed in the theory of reasoned action. Attitude towards the behavior and subjective norms are affected by perceived behavioral control. The health promotion intervention that can be issued in this theory is to offer gym facilities to move from contemplation to determination. Strength and weaknesses Theory of Reasoned Action (TRA) expresses the drivers of a person's behavior, not how the person makes a choice to accept or decline an innovation. The idea of intention to behave in a certain manner may be helpful to better comprehend adoption decision-making and is an element of the personal issues of the acceptance decision-making model. For instance: intention could for example be related to behaviors' reliability with successful farming. The exploitation of new skill forms part of these characters, thus influencing acceptance behavior. Attitudes, beliefs, and subjective norm are domestic to and therefore part of the person (Glanz, Rimer, & Lewis, 2002). Some weaknesses of the TRA comprise the incapability of the theory, due to its distinctive approach, to regard the role of ecological and structural matters and the linearity of the hypothesis mechanism. Individuals may initially change their conducts and then their attitudes/beliefs about it. Strengths of Social Cognitive Theory include: it has accumulated an inspiring research record also concerned with significant human social characters. It is a developing theory that is open to

<https://assignbuster.com/theories-and-methods-for-health-promotion/>

transformation and focused on essential theoretical issues. It has a reasonable observation of people and apprehension with the social insinuation of the theory (Bandura, 2001). Limitations include; not a completely systematized, combined theory; slackly organized, has many controversial issues, there are areas like lifespan that are ignored and the findings are preliminary. Strength of theory of planned behavior. It covers individual's non-volitional conduct which cannot be clarified by the TRA. Behavioral intention and actual behaviors can be well explained in this theory due to presence of perceived behavioral control unlike TRA. TPB has improved predictability of intention than the TRA in health related fields. The limitation it has is that it is based on cognitive processing and stage of behavior change. It overlooks emotional elements such as fear, threat, mood and pessimistic or positive emotion and evaluates them in a limited manner. The three selected theories are either interpersonal or individualistic approach thus their mission development is almost similar. This is because the core focus is the behavioral conduct and social interaction. The Social Cognitive Theory is pertinent to physical condition communication. First, the theory concerns with cognitive, feeling aspects and aspects of conduct for comprehending behavioral change. Second, the ideas of the SCT offer ways for fresh behavioral study in health education. Finally, concepts for other hypothetical areas like psychology are incorporated. TPB objective was to improve TRA through perceived behavioral control. Evaluation is the assessment of the theories performance against their objectives and models. SCT is a good theory followed by TPB then TRA. References Bandura, A. (2001). Social cognitive theory: An agentic perspective. *Annual Review of Psychology*, 52, 1-26. Glanz, K., Rimer, B. K. & Lewis, F. M. (2002). Health <https://assignbuster.com/theories-and-methods-for-health-promotion/>

Behavior and Health Education. Theory, Research and Practice. San Francisco: Wiley & Sons. McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2012). Planning, implementing, & evaluating health promotion programs: A primer (6th ed.). San Francisco, CA: Benjamin Cummings. ISBN: 978-0321788504.