



English for Public Health

Unit 5: Health Behavior



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Unit 5

Contents:

1. Definition of health behaviors
2. Measurement of health behaviors
3. Health behaviors and promotion
4. Giving instructions and advice



Health Behavior

- Well behavior
- Symptom-based behavior
- Sick-role behavior



Practicing Health Behavior

- Health behavior practices
- Gender, sociocultural, and age differences
- Consistency in health behaviors

Preventing Illness

- **Primary Prevention**
- **Secondary Prevention**
- **Tertiary Prevention**

Problems in Promoting Wellness

- **The Individual**
- **Interpersonal / Social Factors**
- **Community Factors**
- **Cultural Factors**

Determinants of Health-Related Behavior

- **Heredity**
- **Learning**
- **Social, Personality, & Emotional Factors**
- **Perception & Cognition**

Beliefs and Intentions

- Health Belief Model
 - Likelihood that individuals will take preventive action function of two assessments:
 - *Threat* of the health problem
 - *Pros & Cons* of taking action

Beliefs and Intentions

- The Theory of Planned Behavior
 - Intentions are the best predictors of what people will do
 - Determinants of intentions
 - Attitude regarding the behavior
 - Subjective norm
 - Perceived behavioral control

Beliefs and Intentions

- **Stages of Change Model**
 - Precontemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance

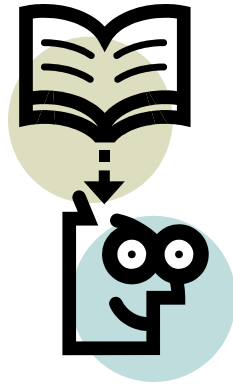
Nonrational Processes

- **Motivated Reasoning**
- **Emotional Factors**
 - Conflict Theory
 - Challenge or opportunity
 - Cognitive sequence
 - “No, it is not a challenge “
 - “Yes, it is a challenge”

Methods for Promoting Health

- Information
- Behavioral Methods
- Promoting Health in Schools
- Worksite Wellness Programs
- Community Wellness Programs

Summary



Any questions?



**Thank You
For your Attention**



See you later next week

