Understanding Effective Models of Health Promotion

Learning Outcomes Addressed:

* Examine models and theories of health promotion
* Discuss the effectiveness of health promotion strategies

\*\*Use our class google sheet (found on the “health” page of awakenedlearning) as well as the handout (also linked on blog post) to complete the work and answer the questions below:

1. On a separate sheet of paper, draw the Theory of Reasoned Action
2. Using the google doc, explain why the McMasters and Lee (1991) study supports the Theory of Reasoned Action of health promotion?
3. What did the Jones, et al. (2016) study find to be an effective health campaign?
4. Explain why Rogers et al. (1995) supports the Self Efficacy (social cognitive) theory of health promotion?

Bandura writes, “There are many psychosocial models of health behavior. They are founded on the common meta-theory that psychosocial factors are heavy contributors to human health. For the most part, the models include overlapping determinants but under different names. In addition, facets of a higher order construct are often split into seemingly different determinants, as when different forms of anticipated outcomes of behavioral change are included as different constructs under the name of attitudes, normative influences, and outcome expectations. Following the timeless dictum that the more the better, some researchers overload their studies with a host of factors that contribute only trivially to health habits because of redundancy. Figure 2 shows the factors the various health models select and their overlap with determinants in social cognitive theory.

Figure 2 is found on the handout and the other linked document on this blog post.

Sum up, in your own words, what bandura is saying about other health promotion models:

1. Cite a study in support of bandura’s Social Cognitive / Self efficacy model
2. What is “self efficacy” ?
3. What is “social cognitive theory” ?
4. RESEARCH ON YOUR OWN::: Identify 3 successful health campaigns