

# “Health Belief Model”

(Ron Jones, MS, ACSM Health/Fitness Instructor)



...Beliefs That Influence Action...

## **1. Threat of Disease** ☹️

- *Susceptibility of Disease*—“I could get it!”
- *Severity of Disease*—“I’ll get very sick or die.”
  - Have you ever felt threatened by a disease?
  - Did it influence you to change?

## **2. Benefits of Action** 😊

- *What’s good about changing my behavior?*
  - In your own life pick “one” behavior to change that can make you healthier. What would the benefit(s) be to taking this action?

## **3. Barriers to Action** 😐

- *What’s hard about changing my behavior?*
  - What would get in your way with the above personal action?
  - Would anyone close to you be threatened or try to sabotage your efforts?
  - Why do you think anyone would “not” want you to be healthier?

Source: Rosenstock, 1966.  
\* Ron Jones (8-18-03)