



LINGUISTIC COMPETENCE IN HEALTH PROMOTION TRAINING

GROUP ACTIVITY – APPLYING THE HEALTH BELIEF MODEL

The DVD Chapter 3 - *The Health Belief Model*, provides the audience an opportunity to apply the concept they will be implementing in the health promotion training. This model is based upon the work of Rosenstock, Strecher and Becker, 1994. The entire group or small groups can use the following checklist to discuss what they know about the population they want to reach and the topic they want to address. Suggest that the audience members should first consider their own ideas about each aspect of the health belief model. This will enable them to identify their own beliefs and recognize that the individuals and families they hope to train may have different beliefs.

PRE-TRAINING CHECKLIST APPLYING THE HEALTH BELIEF MODEL

When designing risk reduction training for a specific group, it is helpful to consider factors that facilitate or hinder behavioral change for the intended audience. The following checklist is based on the health belief model (Rosenstock, Strecher and Becker, 1994). For each area, discuss what you know and how you know it. If you do not know about the perceptions of the population(s) you want to reach, then strategize a way to learn more about them.

Does the intended audience:

- Perceive that the issue is a threat—can it happen to them? yes no
- Is it a serious problem? yes no
- Perceive the benefits of the risk reduction action? yes no
- Perceive barriers to taking the risk reduction action?
List barriers: yes no
- Respond to cues to action they have experienced?
List cues that have been provided: yes no