

3-5 BEHAVIORAL AND SOCIAL DETERMINANTS

Behavioral and Social Determinants

Behavioral determinants are things that have been proven to influence behavior change. Effective behavioral interventions work by addressing a set of determinants.

Remember: First the determinants change, then the behaviors change.

Definitions:

- ★ **Knowledge**—what we know about the behavior and the health problem.
- ★ **Attitudes and Beliefs**—what we think and believe about the behavior and the health problem, and how that may affect use of risk reduction, including beliefs about the effectiveness of the new behavior (response efficacy) and beliefs about the pros and cons of the behavior.
- ★ **Subjective Norms**—what significant others think about performing the behavior or motivation to perform behavior based on subjective norms.
- ★ **Perception of Risk**—the degree to which an individual perceives herself to be vulnerable to a [health] problem.
- ★ **Perceived Susceptibility**—the belief that one is personally vulnerable to the [health] condition.
- ★ **Perceived Severity**—believe that harm can be done by the [health] condition.
- ★ **Intentions**—willingness to try to change the behavior.
- ★ **Self-efficacy**—feeling confident that we have the capacity to change the behavior.
- ★ **Values**—how we see ourselves as individuals, what we believe in, what is OK and what is not OK for us to do. This relates to how the behavior fits in with how we see ourselves.
- ★ **Skills**—the actual ability to do the behavior.
- ★ **Perceived Norms**—an individual's interpretation of what significant others think about performing the behavior; and or motivation to perform behavior based on subjective norms.

- ★ **Social Norms**—the rules that a group uses to determine appropriate and inappropriate values, beliefs, attitudes, and behaviors. These rules may be implicit or explicit.
- ★ **Social Support**—Social support is the perception and actuality that one is cared for, has assistance available from other people, and that one is part of a supportive social network.
- ★ **Access**—the ability or right to approach, enter, exit, communicate with, or make use of programs and services. Access can be related to structural issues, such as transportation or hours of service, or social issues such as discrimination.
- ★ **Stigma**—is the real, perceived or imagined fear of societal attitudes regarding a particular condition.