

Gabriella Green

Theory of Reasoned Action/Theory of Planned Behavior Application Assignment

Section 1: The Theory and Constructs - the TRA/TPB explains the factors that lead people to behave the way they do.

Intentions - A thought to perform a certain behavior.

Example in context: Someone has the idea to exercise more often.

Attitudes - Positive or negative emotion towards a behavior.

Example in context: A person feels exercise will help improve their quality of life.

Behavioral beliefs - Believing that by performing a certain behavior, specific outcomes will occur as a result.

Example in context: Someone believes that by going to the gym everyday, they will lose weight.

Outcome evaluations - The value placed on the outcome resulting from a behavior.

Example in context: A person works out with the primary goal of losing weight.

Subjective norms - Believing that the people closest to them will approve or disprove of the behavior.

Example in context: Someone thinks that if they exercise, their spouse will be proud of them.

Normative beliefs - Believing that the people closest to them have a positive or negative attitude towards certain behaviors.

Example in context: Someone believes their spouse values exercise and those who exercise.

Motivation to comply - A person's desire to do what they believe those closest to them want them to do.

Example in context: A person places high value on what their best friend thinks of their workout plan.

Perceived behavioral control - how much control someone feels over performing a certain behavior.

Example in context: Someone is confident that they can complete their workout plan.

Perceived power - How difficult a person perceives performing a certain behavior to be.

Example in context: A person believes they can only workout when their gym is open.

Control beliefs - factors someone perceives to be in their control that can positively or negatively influence someone from performing that behavior.

Example in context: A person that believes they can work out at any time, not just when their gym is open.

Section 2: Justification for Chosen Constructs (At Least 3-4 Constructs)

For my intervention, I will use the constructs of behavioral beliefs, attitudes, and perceived power.

I chose to use attitudes because I think that encouraging the community to shift their mindset and see the benefits of using sunscreen will help them develop a more positive opinion of daily sunscreen use, as well as bring to light the danger of skin cancer. If the community has a more positive outlook on sunscreen, they are more likely to use it.

I chose to use behavioral beliefs because I feel that both positive and negative behavioral beliefs play a role in the use of sunscreen. If members of the community feel that by not using sunscreen their risk for developing skin cancer is higher, they are more apt to use it. In addition, if they believe using sunscreen will help reduce the chances of skin cancer, they are also more likely to use it.

Lastly, I chose to use perceived power. I chose this construct because I think it's important to show the community how easy it is to add sunscreen into their morning routine. If they believe they have the ability to apply sunscreen daily and know it only takes about 30 seconds, they will be more likely to make it a daily habit.

Section 3: Intervention

As the cancer control and prevention director of a local health department, I will be targeting skin cancer through using sunscreen.

To do this, I will need to help people shift their behavior from mindless sun exposure to wearing sunscreen daily, regardless of the weather. To do this, I will host an information night at the local community center to teach about the prevalence of skin cancer in the community, as well as highlight the importance of sunscreen. I will provide local and global statistics of skin cancer, show pictures of the damage it can do, as well as demonstrate how much sunscreen is to be used daily. I will provide opportunities to ask questions about skincare and provide resources that show what sunscreen is best to protect from skin cancer.