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TR-TPB Application Assignment

Section 1: TRA/TRB and Constructs - The Theory of Planned Behavior (TPB) represents an integration of the Theory of Reasoned Action (TRA) with the notion of perceived behavioral control which examines an individual's capacity to execute a particular behavior. According to the theory, behavioral intention emerges as a crucial determinant of behavior because it results from the combined influences of attitudes, subjective norms, and perceived behavioral control. Within the realm of alcohol use and cessation efforts, these psychological constructs serve as explanatory tools to understand the varying success rates among individuals attempting to reduce or cease their alcohol intake.

- Behavioral Intention - The complex psychological state representing an individual's preparedness combined with desire to execute a specific behavior.
    - An individual who has dedicated themselves to ceasing alcohol consumption stands ready to initiate this transformative journey. An individual's overall positive or negative assessment of certain behaviors affects their probability of performing those actions.
- Outcome Evaluation - The value placed on the expected outcome of a behavior..
    - An individual who prioritizes a healthier lifestyle and holds the belief that quitting alcohol will enhance both physical and mental health perceives quitting drinking as extremely advantageous.
- Subjective Norm - This concept represents an individual's understanding of the attitudes held by people within their social circles regarding specific behaviors and whether these people express approval or disapproval toward those actions.
    - An individual might come to understand that both their family members and friends hold the belief that they should cease alcohol consumption due to its detrimental effects on their life.
- Normative Belief – The perception that an individual holds regarding what their significant others think they should or should not perform.
- An individual holds the conviction that their friends, relatives, and work associates desire them to stop drinking to improve their health and well-being.
- Motivation to Comply – An individual's aspiration to meet the expectations set by important people in their lives.

- An individual might find themselves driven to stop alcohol consumption due to their desire to earn familial approval while meeting the anticipations set by their social circle and community members.

- Perceived Behavioral Control refers to how individuals perceive their own capacity to execute specific behaviors based on the resources and opportunities they believe are accessible to them.
- An individual might hold the belief that they possess the power to stop drinking through engagement with community outreach professionals or by entering local rehabilitation services.

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

For my intervention, I will use the constructs of outcome evaluations, normative beliefs, and perceived behavioral control to address both alcohol use and the objective of quitting drinking. In my role as a community outreach worker at a local hospital, I will concentrate on these essential constructs to enable individuals to form robust intentions to quit drinking which will be reinforced by positive attitudes and strong social support networks.

- I chose to use Outcome Evaluations because he myriad health benefits associated with quitting alcohol which include enhanced physical health, stronger relationships, and greater overall well-being. When the beneficial effects of alcohol cessation are emphasized people develop a stronger resolve to quit drinking.
- I chose to use Normative Beliefs because people tend to be affected by how they perceive the attitudes and behaviors of their surrounding social circles. Individuals who perceive familial and communal expectations to quit drinking experience heightened motivation to pursue sobriety. In my role as a community outreach worker, I shall endeavor to establish a supportive atmosphere where individuals derive encouragement through the expectations set by their closest acquaintances.
- I chose to use Perceived Behavioral Control because the provision of resources and support to individuals which aims to enhance their confidence in their capacity to stop drinking. My role involves helping people access treatment options alongside peer support groups and counseling services to enhance their chances of quitting.

Section 3: Intervention

My role as a community outreach worker at the local hospital involves implementing a specialized intervention program aimed at reducing or eliminating alcohol consumption to help individuals achieve their goal of quitting drinking. The planned intervention program will include educational workshops alongside peer support groups and individualized counseling sessions, all designed to promote positive behavioral changes. This intervention specifically targets a demographic group consisting of adults aged eighteen years and older who currently exhibit problematic alcohol consumption patterns and express a desire to reduce or cease their alcohol intake. A segment of people find themselves battling alcohol dependency while others seek to enhance their physical health and personal relationships through reduced alcohol consumption. Participants should aim to build robust intentions to stop drinking while

strengthening their motivation through social networks and increasing their perceived control over quitting. The planned intervention includes multiple essential elements. The local hospital's community health center will conduct educational workshops weekly for one hour sessions over a six-week period. Participants in these workshops will gain access to essential data regarding the dangers linked to alcohol consumption along with the advantages of cessation and methods for altering personal drinking perceptions. The weekly peer support groups will convene twice a week for one session, creating an unnecessarily complex meeting schedule. The session spans five hours and provides a dedicated platform where participants can exchange personal experiences while discussing obstacles and offering mutual support on their path to achieving sobriety. The hospital's community room will serve as the venue for these groups which trained counselors will facilitate. Participants seeking additional assistance to overcome obstacles in their journey to quit drinking will have access to individual counseling sessions designed to deliver tailored support. The scheduling of these sessions will depend on individual participant availability and each meeting will have a duration of 45 minutes. The planned intervention spans a duration of three months during which it initiates with an introductory workshop followed by ongoing peer support groups and counseling sessions. The project will receive financial backing from the local hospital's community health outreach program while also obtaining supplementary funding through grants aimed at alcohol reduction and public health initiatives. The anticipated results encompass a decrease in alcohol consumption among participants while some achieve complete sobriety alongside enhanced awareness of alcohol-related dangers and improved attitudes towards cessation. The intervention seeks to boost compliance motivation for alcohol cessation by leveraging peer and community support networks to help participants pursue their quitting goals. Participants engaged in both peer group interactions and individual counseling sessions will attain enhanced self-efficacy alongside increased confidence in their capacity to cease alcohol consumption. The primary objective for program participants is to achieve sustained sobriety over the long term which involves conducting follow-up surveys and check-ins at six months to evaluate their ongoing success in reducing or abstaining from alcohol consumption. Through this multifaceted intervention program participants will acquire an array of tools alongside essential support systems and knowledge bases which enable them to implement permanent life changes that foster healthier behaviors and enhance both relationship quality and personal well-being.

Section 4: The Theory behind the Intervention
- **attitudes towards behavior-** My delivery of educational workshops about alcohol use risks and quitting benefits targets behavioral attitudes by attempting to alter participants' perceptions of alcohol so they become more inclined to see quitting as a health-positive and worthwhile choice.
- **subjective norms-** In my role as a facilitator of peer support groups, I engage with subjective norms by establishing a supportive atmosphere where participants perceive

their community's endorsement of sobriety which in turn motivates them to adopt healthier behaviors based on perceived social values.

- **perceived behavioral control-** Through my delivery of individualized counseling sessions I tackle perceived behavioral control by assisting participants in building their confidence and self-efficacy through the provision of tailored strategies and resources which enhance their ability to manage and decrease alcohol consumption.
- **normative beliefs-** The act of presenting success stories and testimonials in workshops serves as a method to address normative beliefs by reinforcing the notion that members of their community or social circle expect them to quit drinking which generates increased social pressure to meet these expectations.
- **outcome evaluations-** During my workshops when I emphasize the long-term health benefits of sobriety I engage in outcome evaluations by showcasing the positive value of quitting drinking which includes enhanced physical health, improved mental clarity, and strengthened relationships because these factors increase the perceived benefits of quitting.
- **perceived behavioral control-** Through my provision of resources for local alcohol treatment programs and support groups I engage with perceived behavioral control once more by delivering tangible tools and options to participants which strengthen their capacity to quit drinking while diminishing the obstacles they encounter in making this change.