PSYC 1111-01 Introduction to Health Psychology

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I propose the "Appeal to Fear and Peer Pressure Methodology" as an approach to improving health behavior at the population level. This approach leverages fearful information and social pressure to motivate people to make more conscious choices about their health.

First, the fear approach emphasizes the immediate threat to health (e.g., that smoking can cause lung cancer). This approach has been shown to capture people's attention through effective advertising and public campaigns (American Psychological Association, 2015). Fear-based messages create a sense of the reality and urgency of the threat and provide immediate motivation to change behavior.

Second, approaches that use peer pressure take advantage of the psychological tendency of people to adapt to their social group (Andreea Bică, 2022). For example, in communities where healthy lifestyles are common, individuals who do not conform to that standard risk isolation. Such pressures can have a particularly strong impact on young people.

As a specific approach, I recommend the following program:

1. Conduct educational campaigns:

Disseminate fear-mongering information related to specific health risks through the mass media. Advertisements should use visually intense images and statistics to emphasize the reality and urgency of the health threat.

2. Social gnomes formation:

Share stories and experiences of individuals and groups adopting healthy behaviors in local communities and online platforms. This will help to instill in society the perception that healthy lifestyles are a common and desirable behavior.

3. Provide incentives:

Provide tangible rewards and incentives for individuals and communities that make healthy choices. For example, incorporate positive feedback such as offering food coupons to families who continue to eat healthy.

In conclusion, an approach that appeals to fear and peer pressure is a powerful method for promoting behavior change and is expected to contribute to increased awareness and action on a wide range of health issues. This approach can be an effective strategic option, especially for policymakers seeking to improve public health. This approach can be a valid strategic option, especially for policymakers seeking to improve public health. This proposal demonstrates how research-based information can be combined with specific implementation measures to more effectively improve public health.

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References

1. American Psychological Association. (2015). *Fear-based appeals effective at changing attitudes, behaviors after all.* Retrieved from https://www.apa.org/news/press/releases/2015/10/fear-based-appeals
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