

Evaluation of Selected Health Models

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The PRECEDE-PROCEED Model

Author/Creator

The PRECEDE-PROCEED model was developed by the United States Public Health Service in the 1950's (Champion & Skinner, 2008).

Purpose

It is used to predict why people will take action to prevent, to screen for, or to control illness conditions (Champion & Skinner, 2008).

Constructs

It is based in psychological theory (Champion & Skinner, 2008). The constructs are (1)

Perceived susceptibility: belief about the chances of experiencing a risk or getting a condition or disease, (2) **Perceived severity:** belief about how serious a condition and its sequelae are, (3)

Perceived benefits: belief in efficacy of the advised action to reduce risk or seriousness of impact, (4) **Perceived barriers:** belief about the tangible and psychological costs of the advised action, (5) **Cues to action:** strategies to activate “readiness”, & (6) **Self-efficacy:** confidence in one's ability to take action (Champion & Skinner, 2008).

Uses/Operationalized

O'Connor, Martin, Weeks, and Ong (2014) recently used the HBM to identify key predictors and moderators of mental health “help-seeking” behavior in adolescents. Bennett, Buchanan, and Adams (2012) used the HBM to evaluate the data collected from college-age women and their intentions to receive the HPV vaccination.

Limitations

The relationship between risk and severity in forming threat is not always clear, it does not consider the emotional component of behavior, and the predictive power of one concept may depend on values of another (Champion & Skinner, 2008).

The Health Belief Model

Author/Creator

The Health Belief Model (HBM) was developed by Lawrence W. Green in 1974.

Purpose

It is a planning model used as a framework for a health promotion effort (Crosby & Noar, 2011).

Constructs

The HBM is built using an ecological approach, meaning all aspects of an individual's environment are considered in addition to behavior (Crosby & Noar, 2011). It is founded on the disciplines of epidemiology; the social, behavioral, and educational sciences; and health administration (l.green.net, 2014). It is a 9-step model built on two aspects of intervention: planning or PRECEDE (steps 1-5) and evaluation or PROCEED (steps 6-9) (Crosby & Noar, 2011). **PRECEDE** stands for Predisposing, Reinforcing, and Enabling Constructs in Educational/environmental Diagnosis and Evaluation. (Crosby & Noar, 2011). **PROCEED** stands for Policy, Regulatory, and Organizational Constructs in Educational and Environmental Development (Crosby & Noar, 2011).

Uses/Operationalized

It is used by determining an end-point and then working backwards to achieve the goal, and has been used for educational programs such as child pedestrian safety (Howat, et al., 1997), asthma self-management (Chiang et al., 2004), and to increase productivity in health education faculty (Ransdell, 2001).

Limitations

The HBM is labor intensive and can be difficult to use (Crosby & Noar, 2011).

References

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Appendix A

Theories and Models Comparison Matrix Template

Theory/Model	Author/ Creator	Purpose	Constructs	Uses/ Operationalized	Limitations	References
Health Belief Model	Developed by the United States Public Health Service in the 1950's (Champion & Skinner, 2008).	Used to predict why people will take action to prevent, to screen for, or to control illness conditions (Champion & Skinner, 2008).	Based in psychological theory (Champion & Skinner, 2008). The constructs are (1) Perceived susceptibility: belief about the chances of experiencing a risk or getting a condition or disease, (2) Perceived severity: belief about how serious a condition and its sequelae are, (3) Perceived benefits: belief in efficacy of the advised action to reduce risk or seriousness of impact, (4) Perceived barriers: belief about the tangible and psychological costs of the advised action, (5) Cues to action: strategies to activate "readiness", & (6) Self-efficacy: confidence in one's ability to take action (Champion & Skinner, 2008).	O'Connor, Martin, Weeks, and Ong (2014) recently used the HBM to identify key predictors and moderators of mental health "help-seeking" behavior in adolescents. Bennett, Buchanan, and Adams (2012) used the HBM to evaluate the data collected from college-age women and their intentions to receive the HPV vaccination.	The relationship between risk and severity in forming threat is not always clear (Champion & Skinner, 2008). Does not consider the emotional component of behavior (Champion & Skinner, 2008). The predictive power of one concept may depend on values of another (Champion & Skinner, 2008).	Bennett, K. K., Buchanan, J. A., & Adams, A. D. (2012). Social-cognitive predictors of intention to vaccinate against the human papillomavirus in college-age women. <i>The Journal of Social Psychology, 152</i> (4), 480-492. Champion, V. L. and Skinner, C. S. (2008). The health belief model. In K. Glanz, B. Rimer, & K. Viswanath (Eds.), <i>Health Behavior and health education</i> (pp. 45-66). San Francisco: Jossey-Bass. Retrieved from https://er-lrc-usuhs-edu.lrc2.usuhs.edu/uploads/glanz.pdf O'Connor, P. J., Martin, B., Weeks, C. S., & Ong, L. (2014). Factors that influence young people's mental health help-seeking behavior: a study based on the health belief model. <i>Journal of Advanced Nursing</i> . Advanced online publication. doi: 10.1111/jan12423
Precede Proceed	Developed by Lawrence W. Green in 1974.	A planning model used as a framework for a health	Is an ecological approach, meaning all aspects of an individual's environment are considered in addition to behavior (Crosby &	Used by determining an end-point and then working backwards to achieve the goal.	Is labor intensive and can be difficult to use (Crosby & Noar, 2011).	Chiang, L., Huang, J., Yeh, K., & Lu, C. (2004). Effects of a self-management asthma educational program in taiwan based on precede-proceed model for parents

		<p>promotion effort (Crosby & Noar, 2011)</p>	<p>Noar, 2011).</p> <p>Founded on the disciplines of epidemiology; the social, behavioral, and educational sciences; and health administration (l.green.net, 2014).</p> <p>Is a 9-step model built on two aspects of intervention: planning or PRECEDE (steps 1-5) and evaluation or PROCEED (steps 6-9) (Crosby & Noar, 2011).</p> <p>PRECEDE stands for Predisposing, Reinforcing, and Enabling Constructs in Educational/environmental Diagnosis and Evaluation. (Crosby & Noar, 2011).</p> <p>PROCEED stands for Policy, Regulatory, and Organizational Constructs in Educational and Environmental Development (Crosby & Noar, 2011).</p>	<p>Has been used for educational programs such as child pedestrian safety (Howat, et al., 1997), asthma self-management (Chiang et al., 2004), and to increase productivity in health education faculty (Ransdell, 2001).</p>		<p>with asthmatic children. <i>Journal of Asthma</i>, 41(2), 205-215.</p> <p>Crosby, R., & Noar, S. M. (2011). What is a planning model? An introduction to PRECEDE-PROCEED. <i>Journal of Public Health Dentistry</i>, 71. S7-S15.</p> <p>Howat, P., Jones, S., Hall, M., Cross, D., & Stevenson, M. (1997). The precede-proceed model: Application planning a child pedestrian injury prevention program. <i>Injury Prevention</i>, 3, 282-287.</p> <p>Ransdell, L. B. (2001). Using the precede-proceed model to increase productivity in health education faculty. <i>The International Electronic Journal of Health Education</i>, 4, 276-282.</p>
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