

Theories Commonly Used in Health Education, Behavior Change, and Community Health Promotion

| Level | Definition | Examples |
|----------------------|---|--|
| Intrapersonal | These theories focus on individual characteristics that influence behavior (e.g. knowledge, skills, attitudes, beliefs). | <ul style="list-style-type: none"> • Health Belief Model • Stages of Change/Transtheoretical Model • Theory of Planned Behavior • Theory of Reasoned Action • Precaution Adoption Process Model |
| Interpersonal | These theories focus on how behavior is influenced by interactions between individuals and primary groups (e.g. family, friends, peers) that provide social identity, support, and role definition. | <ul style="list-style-type: none"> • Social Cognitive Theory • Social Learning Theory |
| Community | These theories focus on how communities or larger institutions can affect health through institutional, community, and public policy factors. | <ul style="list-style-type: none"> • Social Advocacy Theories • Empowerment Theories • Community Organization Theory • Diffusion of Innovation • Communication Theories |