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

<table>
<thead>
<tr>
<th>Level</th>
<th>Definition</th>
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| **Intrapersonal** | These theories focus on individual characteristics that influence behavior (e.g. knowledge, skills, attitudes, beliefs). | • 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. | • 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. | • Social Advocacy Theories  
• Empowerment Theories  
• Community Organization Theory  
• Diffusion of Innovation  
• Communication Theories |