

A Behavioral Study Sequence using the Theory of Planned Behavior

Psychosocial Barrier

“Motivating individuals to adopt practices and behaviors that are aimed at controlling low probability events that have not yet been experienced.”

Programmatic Need

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 - These programs identify hazards.
 - These programs present information on how to lessen risks.
 - These programs DO NOT usually address beliefs and influences relative to a specific behavior.

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- Little consultation with communities on local concerns
- Less collaboration with local target audiences on beliefs and influences associated with current behavior
- Even if consultation and collaboration, little local audience involvement in intervention

Why Use the Theory of Planned Behavior?

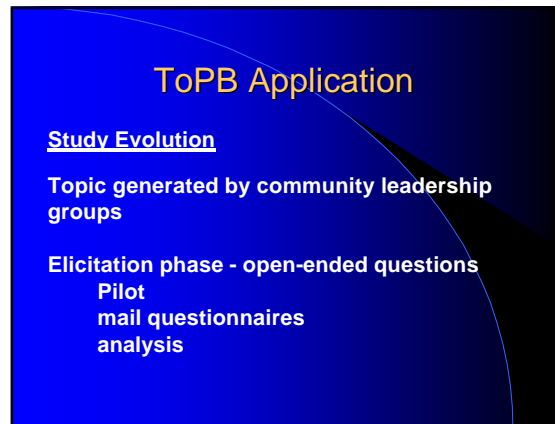
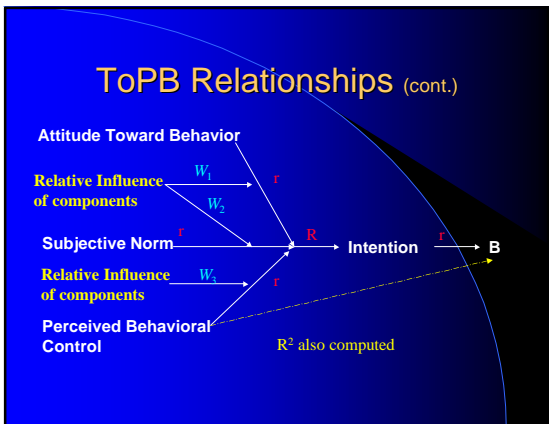
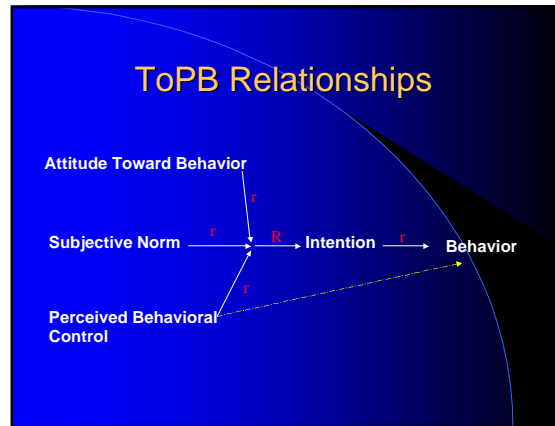
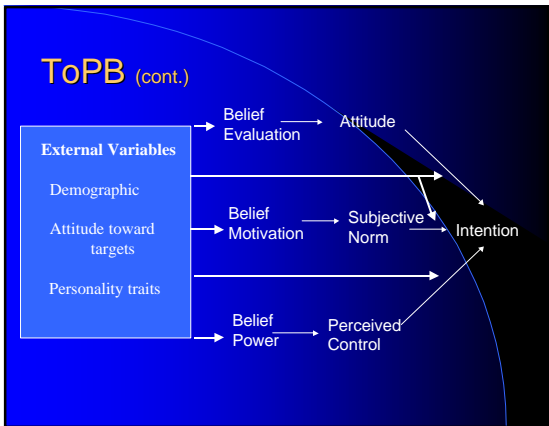
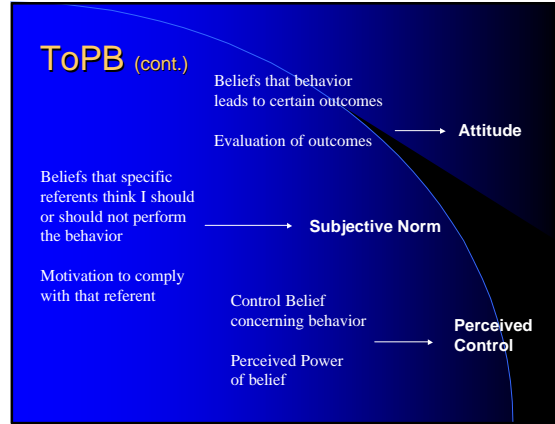
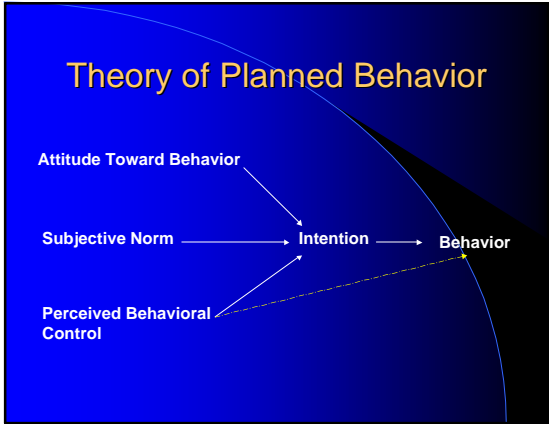
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- Theory has history of most use with agricultural safety and health issues.

Why Use the Theory of Planned Behavior?

- Theory tested with personal behaviors with high degree of personal control.
- Theory has history of use with agricultural safety and health beliefs.
- Theory is only one carried to level of utilizing beliefs elicited as targets of intervention activities.



ToPB Application

Open-ended question

What are the disadvantages of wearing a two-strap toxic dust/mist respirator (dust mask) every time you are in a confinement building?

Analysis of Open-Ended Questions

Responses for individual questions grouped by content analysis

Grouped responses ranked in descending order by number of responses

Grouped responses comprising 75% of total responses used in primary questionnaire.

ToPB Application

Study Evolution (cont.)

Primary Survey

Pilot - semantic differential format
Mail questionnaires
Intentions for next 4 or 6 months
Intervention

Second Survey

Mail questionnaires
Intentions for next 2 or 3 months

ToPB Application

Study Evolution (cont.)

Final Survey

Mail questionnaires
Self-reported behavior for prior period

Follow-up

Mail questionnaire
Self-reported behavior at 6 month or 1 year

ToPB Application

Semantic Differential question format

My spouse thinks I should wear a two-strap toxic dust/mist respirator (dust mask) every time I am in a confinement facility for 15 minutes or more during the next six months.

Likely _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

ToPB Application

Semantic Differential question format

Generally speaking, I do what my spouse thinks I should do.

Likely _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

Research Implications on Using ToPB

- Additional data provided indicates advantages outweigh disadvantages.
- Use to date accompanied both providing an educational session, and provision of personal protective equipment. Other uses need exploration.

Research Implications on Using ToPB

- Most research with ToPB was directed toward “single dimension” behaviors, as necessitated by the theory. Investigation of ToPB external factors and their influence needs further exploration.
- Definition of “best use” ToPB behaviors needs investigation.

Research Implications on Using ToPB

- ToPB might provide insight for using other psychological related models:
 - Triandis' *Theory of Interpersonal Behavior*- more predictor variables, habit and facilitating condition
 - Cole, et als' *Latent Images* - provides examples of specific situations with decision alternatives



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