

A Guide to Selected P.E.R. Factors and Related Intervention Methods for Changing Them

| Predisposing Factors | Examples of Intervention Methods |
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| Knowledge | Tailoring, discussion, active learning |
| Attitudes and beliefs | Self re-evaluation, environmental re-evaluation, shifting perspective, arguments, direct experience, modelling, persuasive communication, anticipated regret |
| Awareness and risk perception | Information about personal risk, self-evaluation, consciousness raising, fear arousal |
| Self-efficacy | Modelling, guided practice, enactment, verbal persuasion, physiological and affective state management, reattribution training, goal setting, planning coping responses |
| Enabling Factors | |
| Skills | Active learning, modelling, enactment |
| Facilities and resources | Advocacy, community organization, organizational development, and network enhancement |
| Unhealthy behavior is widespread | Mass media portrayals, mobilizing social networks, mobilizing organizations |
| Regulations and policies | Organizational change, organizational and community-wide partnerships, community building, challenging power over, conscientization, advocacy, media advocacy, public advocacy |
| Reinforcing Factors | |
| Social norms | Visible expectations, shifting focus, modelling |
| Social support | Train potential supporters, create new linkages, increase reciprocity |
| Social capital | Link individuals to community organizations; link community organizations to policy makers |

Adapted from: Bartholomew LK, Parcel GS, Kok G, Gottlieb NH. Intervention Mapping. Designing Theory- And Evidence-Based Health Promotion Programs. Mountain View, CA: Mayfield Publishing Company, 2001. pps. 171- 227.