

Teaching Resources on Theories of Behavioral Change

(a compilation of resources received by Sonya Grier from the Social Marketing ListServ)

1. <http://oc.nci.nih.gov/services/Theory_at_glance/HOME.html> Theory At a Glance: Glanz K, Rimer BK (1995). Theory at a Glance: A guide for health promotion practice. NIH publication 97-3896. Bethesda, MD: National Cancer Institute http://oc.nci.nih.gov/services/Theory_at_glance/HOME.html <http://oc.nci.nih.gov/services/Theory_at_glance/HOME.html>
2. I recently used "Theoretically Speaking: Overview and Summary of Key Health Education" Theories, by Karen Goldman and Kathleen Schmalz, published in Health Promotion Practice, October 2001, vol. 2, No. 4, 277-281., Sage Publications
3. Also, Karen Glanz and Barbara Rimer's textbook entitled: Health Behavior and Health Education: Theory, research, and practice (2nd edition). San Francisco: Jossey-Bass. 1997
4. Salazar, Mary Kathryn, Comparison of Four Behavioral Theories: A Literature Review, AAOHN Journal, (March 1991), vol. 39, no. 3.
5. a chapter of a book entitled Promoting Physical Activity - A Guide for Community Action. Here's the link <http://www.humankinetics.com/products/showproduct.cfm?isbn=0736001522> <<http://www.humankinetics.com/products/showproduct.cfm?isbn=0736001522>>
6. A very nice general paper about alternative models focused on substance use is:

Petraitis J. Flay BR. Miller TQ. Reviewing theories of adolescent substance use: organizing pieces in the puzzle. [Review] [125 refs] [Journal Article. Review. Review, Tutorial] Psychological Bulletin. 117(1):67-86, 1995 Jan.
7. a couple of reviews contrasting the alternative behavioral theories:

"The Knowledge-Behavior Gap in Public Information Campaigns: A Development Communication View", in C. Salmon (ed.) Information Campaigns: Managing the Process of Social Change, Beverly Hills: Sage, 1989.

"Alternative Models of Behavior Change" in J. Wasserheit, K. Holmes & S. Aral (eds.) Research Issues in Human Behavior and Sexually Transmitted Disease in the AIDS Era. Washington: American Society for Microbiology, 1991.
8. Marty Fishbein has also written a couple of pieces where he tries to integrate some of the major theories into an overarching theory. One of them is:

Fishbein M, Cappella J, Hornik R, Sayeed S, Yzer M, Ahern R. The role of theory in developing effective anti-drug public service announcement. In W. Crano & M. Burgoon (Eds.), *Mass Media and Drug Prevention: Classic and Contemporary Theories and Research*. 2002:89-117. Mahwah, N.J: Lawrence Erlbaum Associates.

9. I've always thought that "Hands On Social Marketing" by Nedra Kline had a nice summary of BC theories (91-97).

10. A sophisticated yet succinct overview of social marketing's underlying behavior change theories is contained within Alcalay, Rina & Bell, Robert: *Promoting Nutrition and Physical Activity Through Social Marketing*, (2000) available at <http://socialmarketing-nutrition.ucdavis.edu/Downloads/AlcalayBell.pdf>
<<http://socialmarketing-nutrition.ucdavis.edu/Downloads/AlcalayBell.pdf>>

11. Two good behavior change overviews that come to mind are:

Mike Rotschild's (1999). Carrots, <<http://0-proquest.umi.com/darius.uleth.ca/pgdweb?Did=000000046063998&Fmt=4&Deli=1&Mtd=1&Idx=33&Sid=3&RQT=309>> sticks, and promises: A conceptual framework for the management of public health and social issue behaviors, *Journal of Marketing*, 63(4), 24-38.

Mike Slater, Kathleen Kelly & Ruth Edwards (2000). "Integrating Social Marketing, Community Readiness, and Media Advocacy in Community-Based Prevention Efforts, *Social Marketing Quarterly*, 6(3), 124-151. (the 200 Novelli winner).

12. Reference: Lefebvre, RC (2000). In PN Bloom & GT Gundlach (Eds.), *Handbook of Marketing and Society*, Newbury Park, CA: Sage Publications.

13. See new book for summaries of several of the models on these pages (pp. 121- 124 and 170-174).

<http://www.amazon.com/exec/obidos/ASIN/0761924345/qid=1041799017/sr=2-1/ref=sr_2_1/002-0116861-4679218>
http://www.amazon.com/exec/obidos/ASIN/0761924345/qid=1041799017/sr=2-1/ref=sr_2_1/002-0116861-4679218

14. Another link for you:

<http://www.fhi.org/en/aids/aidschap/aidspubs/behres/bcr4theo.html>
<<http://www.fhi.org/en/aids/aidschap/aidspubs/behres/bcr4theo.html>>