

7. Preventing and Reducing Addictive Behaviour

BATs

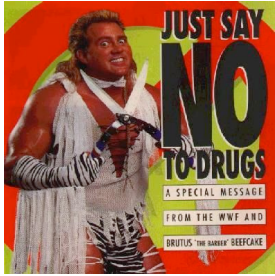
- **A01** – Outline the theory of planned behaviour (TPB) (D/E)
- Apply knowledge of the TPB to explain how it can be used to prevent and reduce addictive behaviours (C+)
- **A02** - Evaluate the TPB

Synoptic Aspects – HSW – Science can make a contribution by showing through controlled studies that some forms of intervention are more effective than others.

Homework – Q4 p251 Complete Companion or do extension activity

Prevention is better than cure!

- If health professionals and the Government are to help addicts change their behaviour or prevent others from starting a risky or unhealthy behaviour, they first need to ..
- understand what factors lead up to a person **deciding they want to change their unhealthy behaviour** (Intention)
- understand how this **intention** can be developed into into an actual **behaviour**



Models of Prevention

2 approaches when trying to prevent people becoming addicted.

- 1. Education** – info and guidance to raise awareness of consequences of excessive smoking, drinking, gambling e.t.c
- 2. Introduction of social change** –
 - **putting up price of alcohol, cigarettes e.t.c**
 - **controlling advertising** for smoking, alcohol, gambling e.t.c
 - **Controlling sales**



Over to you ..

- Read one of the online news articles.
- Outline the pros and cons of the situation/ intervention on the worksheet provided
- Share answers with other groups who have looked at the other articles

How have Health Psychologists got involved?

The Theory of Planned Behaviour (TPB) – Ajzen (1989)

The specification expects you to ..

- Understand how the TPB can be used to explain the prevention and reduction of addictive behaviours

Theory of Planned Behaviour

- **Cognitive** theory about the **decision** to engage in a particular behaviour
e.g take drugs, give up smoking
- Person's decision directly **predicted** by their **intention** to engage in that behaviour
- **Intention a function of 3 factors ..**

Theory of Planned Behaviour

• Intention is a function of 3 factors ..

1. **Personal** - individual's **attitude** to the behaviour - beliefs about the **consequences** of the behaviour ('I will feel good') and an **appraisal** of the **value** of these consequences (good or bad)

Theory of Planned Behaviour

• Intention a function of 3 factors ..

2. **Social** - person's subjective awareness of **social norms** relating to the behaviour (**beliefs** about what we **think** significant others feel is the **right thing to do**) and **perceptions** of what others are **actually doing**.

Theory of Planned Behaviour

• Intention a function of 3 factors ..

3. Perceived Behavioural Control - the **extent** to which the person **believes** they will be **able to perform** the behaviour.

Theory of Planned Behaviour

Perceived Behavioural Control can act on the **INTENTION** to behave in a particular way

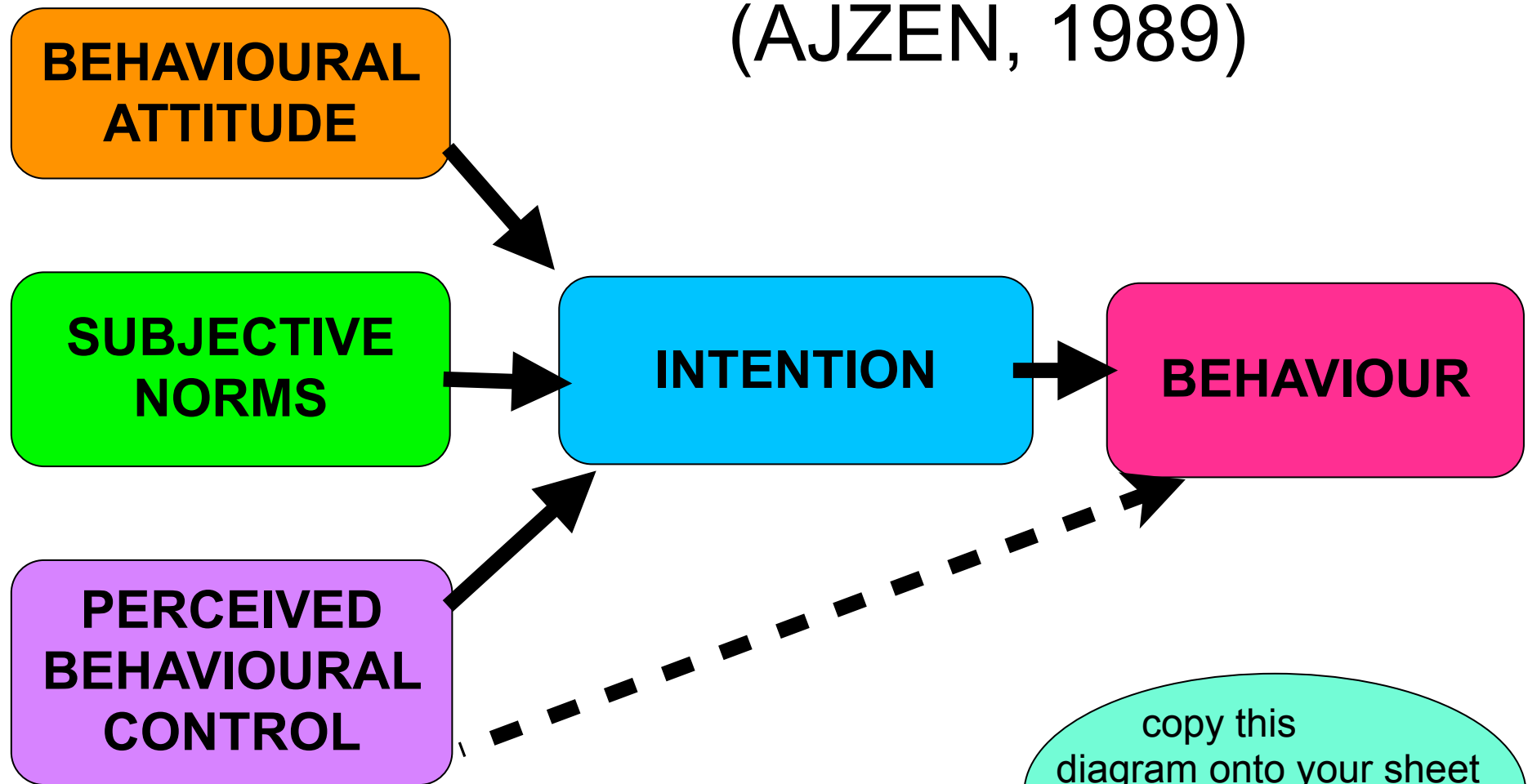
OR directly on the **BEHAVIOUR** itself

because ...

- a. the **more control** they believe they have the **stronger their intention** will be to perform the behaviour
- b. Someone with **higher** perceived behavioural control is likely to **try harder and persevere longer** than someone who has **low** perceived behavioural control

Theory of Planned Behaviour

(AJZEN, 1989)

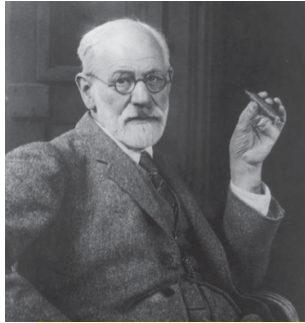


copy this
diagram onto your sheet
and explain what each
part means

Psychology in Action

- You need to be able to **APPLY** the TPB
- **How** can it be used to prevent **gambling** or **smoking**?
- **What** does it tell us about **how** attempts to reduce addictive behaviour could be made **more effective**?
- **How** can it **explain why** some attempts to reduce these behaviours have been **unsuccessful**?

Discuss these questions in groups - be prepared to share in about 5- 10 mins!!



Applying the TPB



Smoking

1. **Attitude** – ‘I don’t think there’s anything wrong with smoking, I’ve got lots of friends that smoke and they’re not ill.’
2. **Subjective Norm** – ‘I bet teachers and adults wouldn’t want me to smoke’.
3. **Intention** – ‘I want to try a cigarette’.
4. **Control** – It’s my decision: I can make up my own mind. I’m in control of my actions.’
5. **Behaviour** – Person starts smoking

Gambling

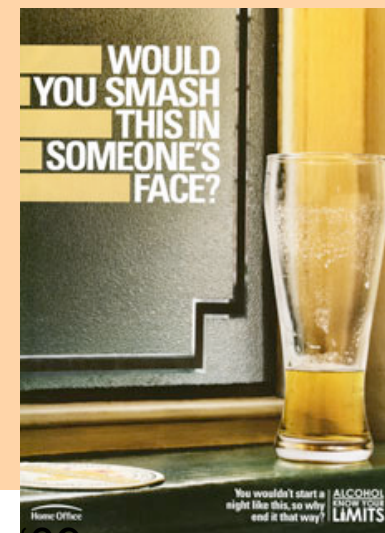
1. **Attitude** - ‘Gambling’s an easy way to a fast buck.’
2. **Subjective Norm** – ‘Everyone plays the lottery: that’s a form of gambling. It’s perfectly normal.’
3. **Intention** – ‘I fancy gambling: it looks fun.’
4. **Control** – ‘No one is forcing me to do this. I can make up my own mind. I’m in control of my actions.’
5. **Behaviour** – The person starts to gamble

Applications of the TPB

- Addictive behaviour may be reduced if ..
- Schemes developed that provide **support to resist in the first place**
- Support to **keep away** from their addictive behaviour **once they have managed to quit.**
- Education and Information services play an important role in the **formation of beliefs and norms.**

Applications of the TPB

- The TPB provides us with a way of looking at the mechanisms behind a behaviour and the influences upon it.
- This knowledge can help us modify the behaviour



Real World Application

Add the findings of White et al's 2008 study - about intentions and behaviours relating to sun protection - to your summary sheet

(this is a good synoptic point!!)

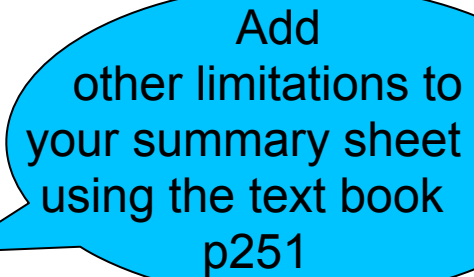


A02 - Support for the TPB

Read page 250-251

Add research that supports
the TPB to your summary
sheet

Limitations of the TPB



Add
other limitations to
your summary sheet
using the text book
p251

- 1. All aspects of the models are not always present - Ogden '04**
- 2. Behaviour measured by self-reports – Ogden '04 – self report may be biased and lack accuracy**
- 3. Participant reactivity - Ogden '04 – Questioning may not directly identify how someone was actually thinking when they were first driven to complete the action. They may change the way they are thinking after the event.**

Plenary

- Role play a scenario to illustrate the TPB
- Plan essay for homework

Homework – a. Outline and evaluate the Theory of Planned Behaviour (TPB) (4 + 8 marks)

b. Discuss how it can be applied to addictive behaviour (4 + 8 marks)