

Doctoral Program in Psychology

Using the I-Change Model for understanding health behaviors and developing interventions



Prof. Dr. Hein de Vries

Health Communication (Department of
Health Promotion at Maastricht University)

4 NOV

10:00-12:00

14:00-16:00

In this seminar Prof. Dr. Hein de Vries, professor in Health Communication at the department of Health Promotion at Maastricht University, will discuss how information of various social-cognitive models can be integrated in a model to help to understand health behaviors. The I-Change Model integrates findings from several models, such as the Social-Cognitive Theory, the Theory of Planned Behavior, The Health Belief Model.

A core feature is that three phases in the process to behavioral change are distinguished: Awareness; Motivation and Action. Each phase has phase specific determinants.

The seminar will provide a description of this model as well how the model can be used to develop and evaluate health promoting interventions, including computer tailored eHealth Interventions.

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