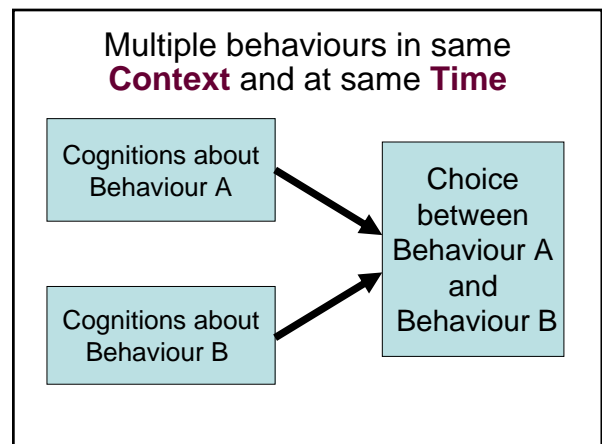
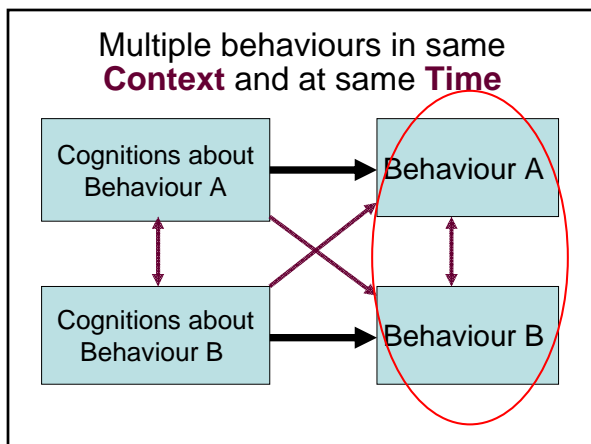
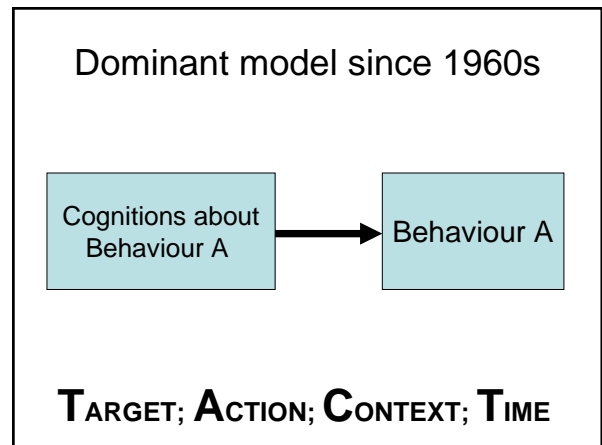
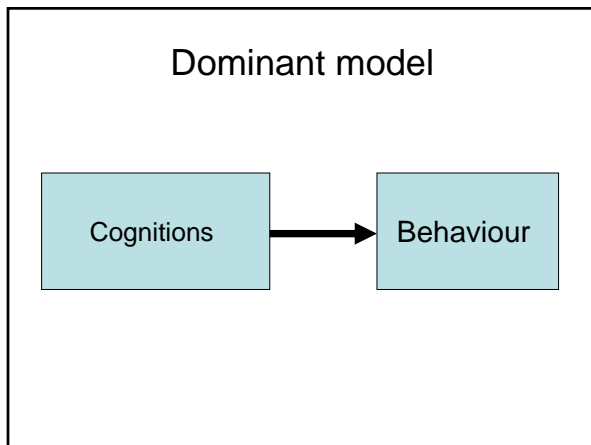


Exploring multiple behaviours using the Theory of Planned Behaviour

Jill Francis

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## Predicting intention in a choice situation: incompatible behaviours

Step 1  
 Intention to take Rx now  
 $\beta = 0.55^{***}$   
 Intention to delay Rx  
 $\beta = 0.38^{***}$

Intention in choice situation  
 (take treatment now, or delay)

Adj  $R^2 = 0.59.4^{***}$

Correlations	1	2	3
1 INT(take now)	-		
2 INT(delay)	-0.36 <sup>***</sup>	-	
3 INT(choice)	-0.58 <sup>***</sup>	0.69 <sup>***</sup>	-

n = 103 students

## Measuring Intention in a Facilitation Situation?

I intend to measure the blood pressure of most of the patients' with diabetes that I see during the next month

Strongly 1 2 3 4 5 6 7 Strongly  
 agree disagree

I intend to examine the feet of all my patients I see in the next month who have not been examined by the chiroprapist or the podiatrist

Strongly 1 2 3 4 5 6 7 Strongly  
 agree disagree

## Predicting intention in a clinical situation: complementary behaviours

Step 1  
 Attitude<sup>\*\*\*</sup>  
 Subjective norm<sup>\*\*\*</sup>  
 PBC  
 (inspecting feet)

$R^2$  change = 0.50<sup>\*\*\*</sup>

Intention to inspect feet

Step 2  
 Attitude  
 Subjective norm\*  
 PBC<sup>\*\*</sup>  
 (measuring BP)

$R^2$  change = 0.06<sup>\*\*</sup>

Correlation between intention scores:  $r = 0.413^{**}$

Adj  $R^2 = 0.75^{***}$

n = 106 clinicians in PC

## Discussion

- Multiple behaviours may be non-independent if they occur in same **context** at same **time**
- Assumption of non-independence may effectively represent the clinical context
- Relationship between behaviours may be positive or negative
- Cognitions about two (or more) behaviours may predict intentions

## Other issues

- Problems:
  - What about correspondence?
  - Are these method effects?
- Possibilities for changing behaviour
  - Reducing the frequency of an undesirable behaviour by increasing a competing behaviour
  - Increasing the frequency of a desirable behaviour by increasing facilitation of a complementary behaviour

## Future plans

- Work in progress
  - Elicitation of salient beliefs in a 'comparative' framework
  - Measurement of predictor variables in comparative framework
  - Specifying an implementation intention to reduce an undesirable behaviour
  - Prediction of behaviour (not just intention)
- Next steps
  - Application of methods to clinical context