



Don't Stop Believing: Health Belief Model and TZD

Julie Philbrook, RN, DNP

Trauma Prevention Specialist

Julie.philbook@hcmcd.org

- Because traffic related trauma is preventable and frequently predictable, it is subject to the same epidemiology as disease. By defining and addressing trauma as a disease, and approaching it within the context of behavioral theory, traffic safety advocates can develop interventions with the potential to reduce the impact and incidence of traffic related trauma across a wide spectrum of at-risk groups.

Objectives

Upon Completion of this session the participant will be able to:

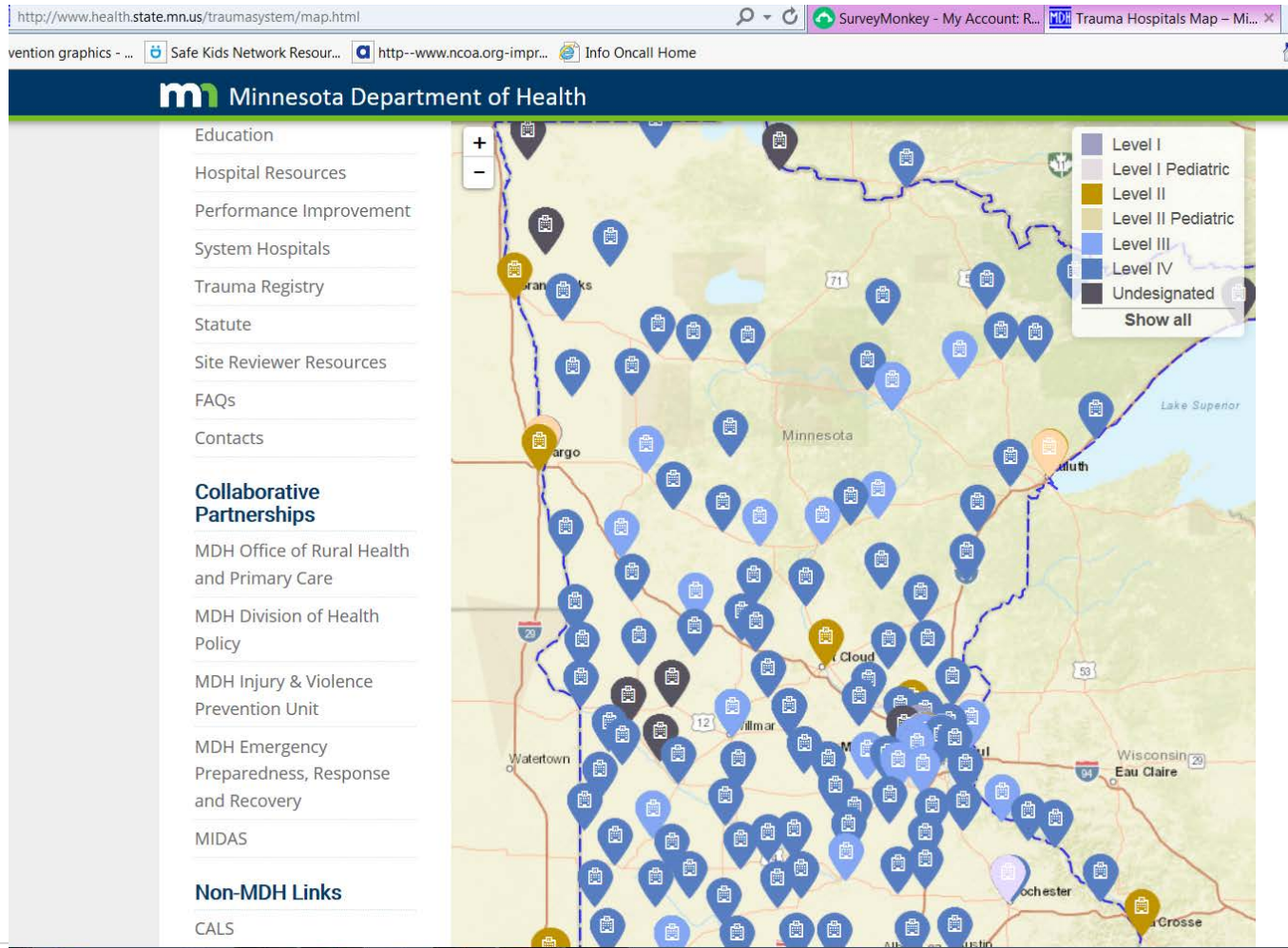
Define and explain the four core concepts of the Health Belief Model

Discuss how to apply the concept of self- efficacy to current and future prevention messaging.

Describe how these concepts can be utilized in planning and implementing traffic safety initiatives.

99% of Minnesotans live within 60 min of a Trauma Center

Currently in Minnesota, there are 337 licensed ambulance services, and 29,000 actively credentialed EMS personnel in Minnesota.



Trauma Prevention Programs are required/desired for all levels of Trauma Centers in Minnesota

Level I and II

- Participate in injury prevention activities
- Have a coordinator/job description/salary
- Presence of prevention activities that center on priorities based on local data
- Demonstrate collaboration/participation in national, regional or state programs

State Level III and IV

- Coordination/participate in community

Prevention activities

- Level III- Essential
- Level IV- Desired

Health Belief Model

- HBM was first developed in the 1950s by social psychologists Hochbaum, Rosenstock and Kegels working in the U.S. Public Health Services
- A psychological model that attempts to explain and predict health behaviors.
- Done by focusing on the attitudes and beliefs of individuals.



The Health Belief Model is based on the understanding that a person will take a health/safety related action (i.e., MV Safety) if that person:

- feels that a negative health condition can be avoided,
- has a positive expectation that by taking a recommended action, he/she will avoid a negative health condition and
- believes that he/she can successfully take a recommended health action- to overcome real or perceived barriers to the change.

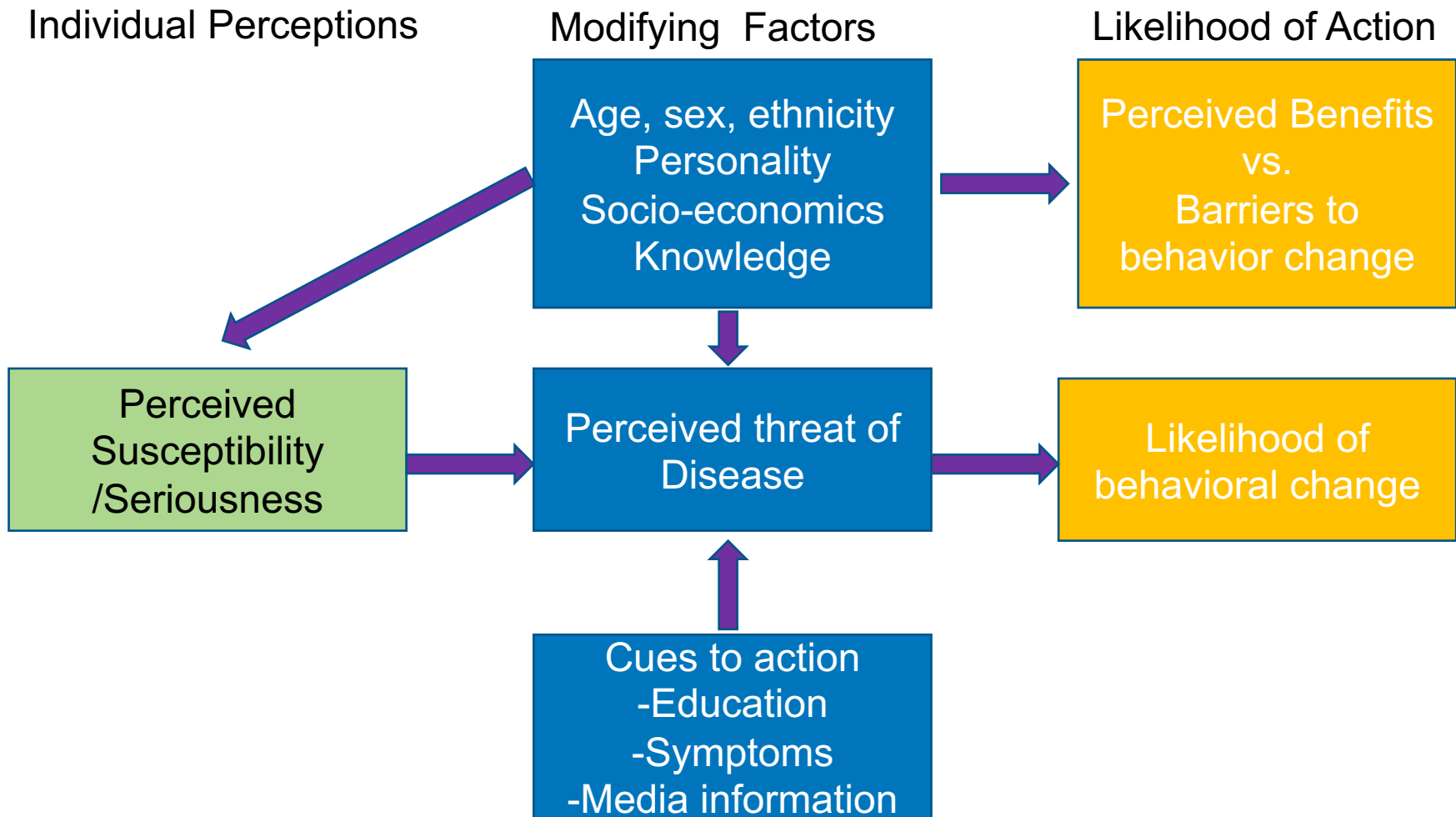


HBM assumes ...

- It assumes that everyone has access to equal amounts of information on the illness or disease.
- It assumes that cues to action are widely prevalent in encouraging people to act and that "health" actions are the main goal in the decision-making process.
- Does not suggest a strategy for changing health-related actions
- Perceived susceptibility, benefits, and barriers were consistently associated with the desired health behavior; perceived severity was less often associated with the desired health behavior.



HBM Conceptual Model



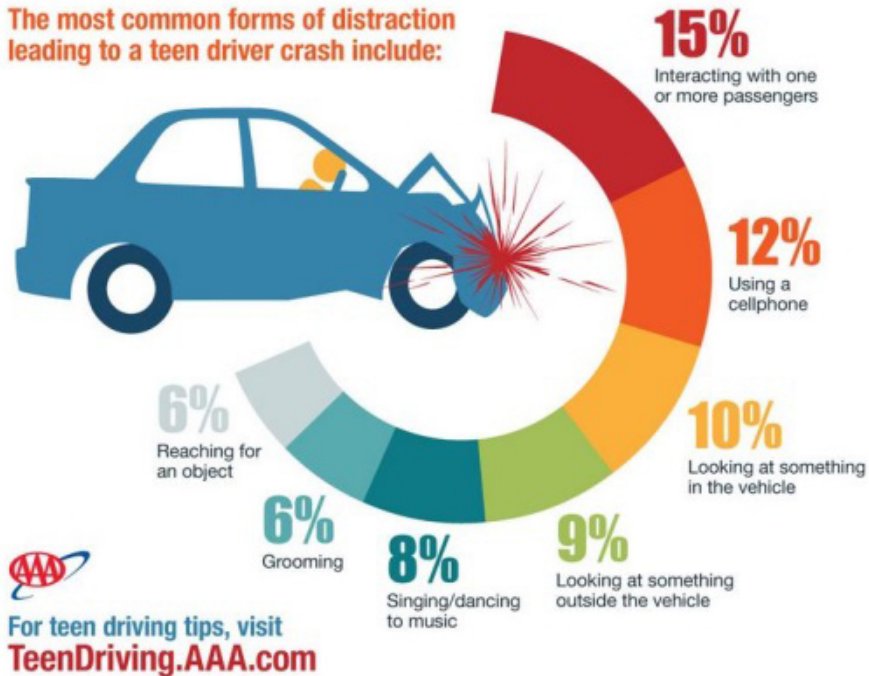
Source: Glanz et al, 2002, p. 52

Preventive Framework and Traffic Safety Messaging - questions to ask



6 OUT OF 10 teen crashes involve driver distraction.

The most common forms of distraction leading to a teen driver crash include:



The HBM suggests that a person's belief in a personal threat of an illness or disease (injury) together with a person's belief in the effectiveness of the recommended health behavior or action will predict the likelihood the person will adopt the behavior.

Behavior Change-Case Studies:

-77 yo Male- does not wear seat belt

-55 yo Male-does not wear MC helmet

- 30 yo Female -does not wear seat belt

Not one magic intervention – need to find out the person's values

Choosing an EMS/ Emergency Services Intervention

- Bike Safety Rodeo
- Reward helmet wearing
- Safety Camps
 - Think First
 - Safe Kids
 - Senior Safety
- Teddy Bear Clinic
- EMS- out reach use fatal vision goggles (TBI)
- Work Site Drive Smart Challenge
- High School Drive Smart Challenge



Teddy Bear Clinic

Patch up your favorite tattered teddy or other stuffed animal!

Saturday, May 21, 2016

8:00 am – 10:00 am

HCMC Emergency Department

- Stitch loose seams
- Listen to heartbeats
- Splint broken limbs
- See a real ambulance
- Get “teddy” X-rays
- Visit safety stations



 Hennepin County
Medical Center

Level I Pediatric Trauma Center
Emergency Department
Red Building, 730 South 48th Street Entrance



FREE bicycle helmets
for all “kid doctors!” who register!

Help take the scare out of emergency care. Bring your kids and their teddy bear to this free community event. For more details and parking options, visit www.hcmc.org/teddy.



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www.hennepinhealthcare.org/traumaprevention