

# Health Belief Model

*Becker and Maiman*

- The Individual 's general interest in health matters, which might correlate with personality, social class, ethnic group
- How vulnerable the patient feels himself to be to a particular disease, and how severe a threat the disease is believed to pose
- The individual's estimate of the benefits of treatment weighed against the costs, risks or inconvenience of treatment
- Factors that prompt the individual to take action, such as the development of alarming symptoms, advice from family or friends, or items in the mass media