

Health Belief Model
Based on A. Bandura's Social Cognitive Theory

Individual Perception of Threat

- Perceived Susceptibility**
*Getting bitten by a tick
- Perceived Seriousness**
*Severity of infection from Lyme Disease and other tick-borne illnesses

Modifying Factors

- Demographic Variables**
*Age, Sex, etc
- Socio-psychological variables**
*Friends check for ticks
- Cues to Action**
*Educational campaigns
*Friends have had Lyme
*Media

Likelihood of Action

- Perceived Benefits minus Perceived Barriers**
*Benefits of doing tick checks

Self-Efficacy

- Belief can be Successful**
*Ease of checking for ticks

Perceived Threat of Lyme Disease

Likelihood of Taking Recommended Preventative Action

