a limiting factor. Most patients would prefer to function independently; they seek their caregivers’ and therapists’ approval yet have a desire to be in control. It is important to respect this. Remember fear or depression may significantly impede engagement in rehabilitation efforts. Listen without judgment, and respond with empathy and encouragement.

External motivation is characterized by the factors in the person’s physical and social environment. Some of these factors are privacy, rewards, expectations from others, lighting, and temperature. It is obvious that the therapist can influence external factors with a well-designed environment and appropriate interaction with the patient.

Additional compliance and motivation factors can be described by various models. One of the most widely accepted models for health behavior is the Health Belief Model. The Health Belief Model is a psychological health behavior change model developed to explain and predict health-related behaviors, particularly in regard to the use of health services. The Health Belief Model was developed in the 1950s by social psychologists at the US Public Health Service and remains one of the best known and most widely used theories in health behavior research. The Health Belief Model suggests that people’s beliefs about health problems, perceived benefits of action and barriers to action, and self-efficacy explain engagement (or lack of engagement) in health-promoting behavior. A stimulus, or cue to action, must also be present in order to trigger the health-promoting behavior. Its main benefit in understanding patient behavior is isolating factors in individual patient compliance. Figure 16-3 provides a pictorial representation of that model.

Figure 16-3 provides a theoretical approach toward healthy behaviors and areas of self-care beliefs, habits, and healthy actions that are directed toward the maintenance of health. This model emphasizes patient choices that promote health and the patient’s compliance for the long term; in other words—self-managed care.

The following descriptions are useful in reviewing Figure 16-3:

1. Modifying behaviors refer to individual characteristics, including demographic, psychosocial, and structural variables, and can affect perceptions (ie, perceived seriousness, susceptibility, benefits, and barriers) of health-related behaviors.
   a. Demographic variables include age, sex, race, ethnicity, and education, among others.
   b. Psychosocial variables include personality, social class, and peer and reference group pressure, among others.
   c. Structural variables include knowledge about a given disease and prior contact with the disease, among other factors.

Note: The Health Belief Model suggests that modifying variables affect health-related behaviors indirectly by affecting perceived seriousness, susceptibility, benefits, and barriers.

2. Perceived severity refers to the subjective assessment of the severity of a health problem and its potential consequences.