# Pender's Health Promotion Model

(Relating to person engaging in health promoting behavior)

## Purpose

Pender's Health Promotion Model identifies behavioral perspectives or factors that relate to whether people will engage in health promoting behavior. The goal is for a person to engage in positive health outcomes resulting in personal optimal health.

## Three Important Factors

1. Individual Characteristics and Experiences
	1. Prior related behaviors
	2. Personal factors provide baseline experiences (i.e., biological, psychological, and sociocultural)
		1. Example (biological): Given two people have trained in the same manner over the years and they are healthy, it is usually easier for a 25 year old man to run a marathon than a 58 year old man.
2. Behavior-Specific Cognitions and Affect
	1. Perceived benefits of action.
		1. Extrinsic and intrinsic rewards.
		2. Example: If I do a 5 minute meditation, I think I will be calmer and more alert.
	2. Perceived barriers of action.
		1. Example: Supermarkets with fruit are not in my neighborhood, and fruit is too costly.
	3. Perceived self-efficacy.
	4. Activity-related affect.
	5. Interpersonal influences (e.g., Family, peers and providers): Norms, support and models.
	6. Situational influences. Options demand characteristics and aesthetics.
3. Behavioral Outcome
	1. Immediate competing demands (low outcome) and preferences (high outcome).
	2. Commitment to a plan of action.
	3. Health promotion behavior.
		1. Example: An 89 year old man with diabetes may feel it is too late to change his eating patterns.