# 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.