Paper Title

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**Theory of Individual Behavior**

Many models and theories are used for the prevention and treatment of different types of diseases. These theories and models are used to identify different factors that cause the disease and also design strategies and treatments to prevent such diseases or problematic behaviors. Such theories and models are used by the public health policymakers to design effective treatments and also to specify precautionary measures for various diseases, like HIV AIDS, cancer, substance like drugs and alcohol uses.

When identifying different theories and models for disease prevention and health improvements, it is vital to study certain factors such as the health issue that is addressed, the vulnerable population and also the context within which the program is being implemented. The Health Belief Model (HBM) is one such model which was basically introduced in 1996, and still, it is applicable and used by many public health practitioners. This model specifies that if an individual perceives a disease to be severe, recognizes the severe outcome of the disease and also identifies some of the measures to reduce its impact then that person will automatically distance himself from such behaviors which will cause him that specific disease (Munro, Lewin, Swart, & Volmink, 2007). The public health policymakers use this theory for the individuals who are involved in drug abuse and alcohol use. In this model different strategies are used to keep the youngsters away from such social behaviors.

The examples of the health belief model are the Michigan Model for Health which is a course that is used for application in schools. It is also used to target social and emotional health tasks including health, physical activity, and substance like alcohol and drug use. This model uses components of health belief model which are related to health, knowledge, and self-efficacy. The important point of this model is, it has many short and long term interventions which are designed for the youngsters to take them out from substance abuse (Poss, 2001).

Although many other models and theories are used for some specific diseases and population, for the substance use, specifically in youth this is the most effective method because in this model the physical and also psychological factors are kept in mind. The short term goals of this program are designed specifically to encourage the drug users that they can get rid of this addiction which ultimately boosts their confidence and they become free of the drug or alcohol use.

**References**

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