

HEALTH BELIEF MODEL: HEALTH BEHAVIOR IS DETERMINED BY BELIEFS OR PERCEPTIONS ABOUT A DISEASE AND THE STRATEGIES AVAILABLE TO DECREASE OCCURRENCE. PERSONAL PERCEPTIONS ARE INFLUENCED BY A RANGE OF INTRAPERSONAL FACTORS, SUCH AS KNOWLEDGE, ATTITUDES, AND EXPERIENCES.



Perceived Seriousness

Young women view body size as an indication of health. Therefore, perceived seriousness is high among young women who view themselves as 'fat', believing they are unhealthy.

Perceived Susceptibility

Young women who are at a certain weight or size perceive their susceptibility to being unhealthy as high, as well as a high susceptibility for discrimination.



Perceived Barriers

Perceived barriers are a 'thin culture' and body image shaming. Young women become discouraged and lack motivation, thus resort to unhealthy behaviors that they believe will have quicker results.

Perceived Benefits

Perceived benefits of healthy preventative behaviors are that they are effective but too time consuming, as stated earlier. Therefore, the young women see the barriers as greater than the benefits.

