

Social cognitive theory of self-efficacy applies to pharmaceutical healthcare system

Chihiro Iizawa

International University of Health and Welfare Graduate School December 30th 2017

I. INTRODUCTION

Social cognitive theory is known as variable patients' behavior both the psychosocial dynamics influencing health behavior and methods for promoting behavioral change. According to Bandura, health educators and behavioral scientists utilize SCT to develop interventions, procedures, and techniques that influence these underlying cognitive variables, and improve effect behavioral changes(Bandura, 1997). However, recent attempts at social cognitive theory have concentrated on the self-efficacy, physical, social, self-evaluate outcome expectations to reexamine existing theories and innovating theories in pharmaceutical healthcare. This research would be disclosing the social cognitive theory of self-efficacy related issues in pharmaceutical healthcare system.

History of SCT

Drug prices are regulated in each country. For instance, the U.S. enforces President Clinton's Health Security Act(Bandura, 1997).Market is driven control by managed drug benefit programs become rigid in private insurance plans.Each country faces strategies with gathering global drug budgets, controlling drug volume, and total spending.

Social cognitive theory operation

The initial approximations of response patterns learned observationally refined self-corrective behavior with feedback from performance. Learning from outcome is changing behaviors relate to cognitive representation. Motivation is primarily concerned with activation and persistence of behaviors. Capacity to represent future aftermath in cognitively based source of motivation. Other cognitively based sources operate through the intervention influence of goal setting and self-evaluative reactions(Bandura, 1997).

Social cognitive theory and implications for intervention graph determines concept, definition, and implications in the theory(Baranowski).

For instance, when patient take medication, they would prefer to take succeed treatment. They might be encourage their motivation with listening to story from recovered fully people.

Major SCT purpose utilized in health care

Demonstrate the health care construct and identifies itself as a method to analyze the new behavioral research and practice in health education(Baranowski).Indeed, SCT plays significant roles in creating treatment medication therapies in a socio-cognitive perspective(Bandura, 2002).The SCT purpose would stimulate patients' motivation due to implement modeling style.

Social cognitive theory threats

When SCT would apply to broad structures, the function is incapable. Research has to pick adequate and specific phenomena, which apply. Additionally, examine the situation in which the theory does not apply(Baranowski).In a pharmaceutical practical field, severe cancer case tries to take a placebo like imitate other patient. The treatment stage is too broad, obviously a doctor knows the patient need to take a chemopreventive agent urgently instead of administering a placebo to someone just to satisfy him like

II. COGNITIVE CONTROL

Cognitive would affect increase stresses. The treatment of inappropriate cognitive interpretation is plays paramount role in human arousal, self-percepts of can reduce the level of arousal(Bandura, 1982). In a fact, major depression would affect reducing motivation of self-efficacy(Strecher).Actually, depression is luck of motivation, thus the cognitive therapy and interpersonal treatment are more effective under medication. After finishing the treatment or concurrent intake drug, the self-efficacy evaluation would be more appropriate.

Theory of reasoned action

Fishbein and Ajzen indicate “Behavioral intentions play a significant function in social cognitive models and relevant health behaviors”. Behavioral objective is that absolutes and prophets of behaviors are on personal purpose. A person’s attitudes address their predicted behaviors by perception of social criteria with volitional controls. Setting high measurements with high degree for sophisticated intentions are in predictors. The theories of reasoned action planned behavior are useful in predicting a wide range of health related behaviors(Bandura, 1982). For instance, when patient go to commercial drug store at a busy time, they receive small machine or a ticket from ticketing devise for cutting a time. During patients receive the service, they are going shopping without the explanation. When the machine turned on or got to the time, patients expect to receive their drug. On the other hand, threat of TRA is that peoples do not only act by reasoning(Bandura, 1982). When people take a meal, some people unintentionally take supplement with each meal due to becoming a habit the in daily routine.

Theory of planned behavior

Rational behavior is determined by people’s own beliefs and information. Ajzen indicates that the theory of reasoned action as expected originally proposed behavior must be under specific conditions as follows:

1. Attitude
2. Subjective norms
3. Perceived behavioral control

TPB usually effects to exercise behavior. Bandura states exercise enhances understanding of other health related behavior, support for alternative behaviors, exercise behavior is fully volitional because perceived behavior control does not predict exercise behaviors.⁴ In other word, a healthy person is hard to maintain in their keeping fit without strong intention, or other purpose. For instance, the aim of exercising is reason of stress reduction. Whereas, threat of TPB is indirect way to measure beliefs about personal control, TPB must have people’s motivation to accomplish the plan.

Methodological and research issues: issues in conceptualizations

Exercise behavior issues on methodologies have two concepts, which are conceptualization, and measurement.

-Corneya and McAuley

“Understanding the conceptual deference between intention and expectation might help explain the modest and high variable relationships between intention and behaviors.”

-Fishbein and Stasson

“Correlates more strongly with self-protection than with intention”

-PaugDu Chame et al.

“4 different prospective studies behaviors such as intention and behaviors, self-prediction were differential predicted by attitudes, social norms, self-efficacy In active, inactive elderly persons.”(Bandura, 1982).

When patient faced on difficult cure, they tried to give up the treatment because of negative conceptualizations. The pharmacist should correct their inappropriate cognition due to adequate conceptualizations.

Protection motivation theory relates with Self-efficacy

The production motivation theory is developed originality to explain inconsistencies in the research on fear appeals and attitude change. Protection motivation theory is developed originality to explain inconsistencies in the research on fear appeals and attitude change(Bandura, 1997). Self-efficacy theory is influence behavior both directly and indirectly through its influence on intention(Bandura, 1997). Thus, intention has strong relationship with SCT function through Self-efficacy theory. When people feel fear,

they have inadequate intention for the object, the production motivation theory discloses the measure of their fear. The theory would be managing intention in SCT of Self-efficacy.

Dominant predictors of intention orders¹indicated three phases toward attitude social norm. Behavioral intentions in theories of health behavior relate with basic blocks's intention barely exists in attitude social norm. When people make their decision, intention would be occurring(Gochman).

A revised theory of planned behavior is from reasoned action to habit.

1. Perceive vulnerability or susceptibility should be merged with particular negative attitudes by results from maintaining patient's daily life styles and negative health consequences.

2. Explicit concept of habits include cue and decision making methods.

3. Incorporated what research on the other models suggests about the significant influences on health and exercise behaviors.

4. Assessment attitudes

After a revised theory insert the treatment, SCT of Self-efficacy will become more effective and practical. Without assess attitude, patients would be hard to maintain their motivation, and intention(Bandura, 1982).

III. APPLICATION TO SAPH

Educated patients with sophisticated knowledge and plain languages to avoid mis-interpretation of their pharmaceutical knowledge will implicate by behavioral concept in SCT. Provide comfortable environments for their hygiene treatments will provide by environment concept in SCT. Drug product demonstrations will enforce by self-efficacy in SCT.

Case study

Objective: Implemented pilot study that combined pharmacological and behavioral intervention improves musculoskeletal pain and combined depressions(Springer).

Design scope: Randomized controlled examination. Conducted 6 community based clinics and 5 Veterans Affairs general medical clinics in Indianapolis IN.

Intervention: After implemented step 1 treatment, operated step 2 treatment, which contains pain-self management program over 12 weeks with self-efficacy theory.

Instruments: Educated patients by therapies, muscle relaxations, sleep hygiene, cooperate with health care expertise. Give domination right to pick patients self-efficacy strategies.

Improvements: Improved patients' behaviors with discussion of behavioral plans, problem-solving techniques addressed to reduce pains from low back pain, arthritics pain. Patients learned pain from negative thoughts.

Advantage to insert SCT to health care systems.

The theory of synergistic is different by cognitive, emotional, behavioristick understanding, behavioral change. The constructs and processes identified by SCT. SCT permits the applications to health behaviors and behavioral change of theoretical ideas developed in other health care industry.²Actually, in a healthcare practical field, the SCT is utilizing for increasing patient's motivation. When people depress by clinical disease, SCT be implemented in an effective and efficient manner for patient's mental care.

Implication to practical health care systems as a big picture.

As adequate pharmaceutical explanation, the pharmacy industry would create drug instructional video for patients as vicarious reinforcements in self-efficacy. Indeed, social persuasion such as encouraging early level of cure with optimistic thinking from conceptual methods applies to effective treatment.

IV. CONCLUSION

Social cognitive theory applies to self-efficacy, physical, social, self-evaluate outcome expectations to reexamine existing theories and innovating theories. Indeed, the goal applies to proximal and distal, which address flexible methods in SAPH system. Even though, threats of SCT contain personal and situational and health system issues, SAPH would implement the effective SCT for broad research proposals in multidiscipline phenomena.

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