



CONTENTS

FOREWORD	vii
PREFACE	x
ACKNOWLEDGEMENTS	xiv
I CHANGING CONCEPTIONS OF HEALTH AND ILLNESS	I
The modern increase in life-expectancy	I
The impact of behavior on health	6
The impact of stress on health	8
From the biomedical to the biopsychosocial model of disease	8
Social psychology and health	9
Plan of the book	10
2 DETERMINANTS OF HEALTH BEHAVIOR: A SOCIAL PSYCHOLOGICAL ANALYSIS	13
Attitudes, beliefs and behavior	13
Models of behavior	18
Summary and conclusions	42
3 BEYOND PERSUASION: THE MODIFICATION OF HEALTH BEHAVIOR	45
The public health model: Motivating change	46
Settings for health promotion	59
The therapy model: Changing and maintaining change	63
Summary and conclusions	72
4 BEHAVIOR AND HEALTH: EXCESSIVE APPETITES	75
Smoking	76
Alcohol and alcohol abuse	93

Eating control, overweight and obesity	114
Summary and conclusions	134
5 BEHAVIOR AND HEALTH: SELF-PROTECTION	136
Healthy diet	136
Exercise	141
The primary prevention of AIDS	153
Injury prevention and control	163
Summary and conclusions	168
6 STRESS AND HEALTH	171
Physiological stress and the breakdown of adaptation	171
Psychosocial stress and health	173
What makes critical life-events stressful?	184
How does psychosocial stress affect health?	191
Summary and conclusions	199
7 MODERATORS OF THE STRESS-HEALTH RELATIONSHIP	201
Strategies of coping	201
Coping resources as moderators of the stress-health relationship	206
Intrapersonal coping resources	207
Extrapersonal coping resources	214
Summary and conclusions	226
8 THE ROLE OF SOCIAL PSYCHOLOGY IN HEALTH	229
Persuading people to change	229
Limits to persuasion	230
Beyond persuasion: Changing the incentive structure	232
Freedom and constraint	232
Summary and implications	234
REFERENCES	236
AUTHOR INDEX	275
SUBJECT INDEX	286