

Washing Our Hands

More than Soap and Water

The Health Belief Model

- A Health Threat Exists

- How personally vulnerable am I to this threat?
- How severe would the consequences be if the threat were real?

- An Action Can Affect that Threat

- Will the action work to reduce the threat?
- What are the costs of this action relative to the benefits?

What do others think and do?
Do I care about them?