

HEALTH STATUS

QUALITY OF LIFE

USE

RISK-REDUCING BEHAVIOR

AT RISK

OPPORTUNITY

ABILITY

MOTIVATION

Availability

Brand Appeal

Knowledge

Attitudes

Belief

Brand Attributes

Quality of Care

Social Support

Intention

Locus of Control

Outcome Expectation

Social Norm

Self Efficacy

Subjective Norm

Threat

Willingness to Pay

POPULATION CHARACTERISTICS

SOCIAL MARKETING INTERVENTION

PRODUCT

PLACE

PRICE

PROMOTION