THE MEDIATING ROLES OF ATTITUDE BETWEEN KNOWLEDGE AND HEALTH BEHAVIOR CHANGE INTENTIONS

Mohamed Saladin Abdul Rasool
Nurul Amyra Mat Isa
Farah Shazlin Johari

Universiti Teknologi MARA
Cawangan Melaka
INTRODUCTION

Health Behavior Change

- People need to change their norms to maintain survival due to the pandemic.

- Depression and anxiety
- Significant increased sensitivity to social risks

Health behavior change is important in critical times such as the Covid-19 pandemic.

Extant literature shows evidence of immediate impacts of the pandemic on society for instance, the prevalence of negative emotion.
INTRODUCTION (CON’T)

Aims to outline factors influencing the employees’ health behavior

To present a framework of health behavior change for employees in adjusting to the changing scenario due to the pandemic

Literature review of employee attitude, employee knowledge and employee health behavior are explained followed by elements of employee health behavior
EMPLOYEE KNOWLEDGE

Applicable to self-management of health behaviors

Enhanced knowledge has correlates positively with overt behavior corroborating the knowledge-attitude-behavior model

Increases in knowledge are associated with greater influence of attitudes on behavior

Three continuous process
- knowledge acquisition
- belief generation
- behavior formation
MEDIATING FACTORS: EMPLOYEE ATTITUDE

The degree which one has a positive versus negative evaluation of the behavior

Attitudes have been suggested to have the strongest association with individual intention food choices

There is relatively good attitude towards eating behaviors and genetically modified food

Attitudes are the strongest determinant towards healthy sleep behaviors

Attitude has the greatest impact on sleep intentions and behaviors of undergraduate students’ athletes.
ELEMENTS OF HEALTH BEHAVIOR

- Unhealthy diet: 48%
- Sleep deprivation: 28%
- Physical inactivity: 24%
Traditionally eating has been considered as an everyday life routine activity, but it has now been shifted to be a corporate matter and public health policy issue.

Eating habit among Malaysians has been guided by the Malaysian Food Pyramid.

Eating habit plays a very important role in determining:
- one’s health status
- level of morbidity occurring in a population

Due to the complexity of eating behavior, it is difficult to predict a person’s eating behavior and to precisely define the causes of a certain form.
Lack of physical activity (PA) is an important predictor of some chronic diseases.

Individuals who spent at least 150 minutes/week in moderate or 60 minutes/week in vigorous physical activities were considered as physically active, otherwise they were considered as physically inactive.

- Obesity
- Cardiovascular disease
- Diabetes
- Hypertension

(Ministry of Health Malaysia)
Extreme values of sleep duration are associated with:

- higher levels of mortality rates
- increased incidence of cardiovascular and metabolic diseases

The elderly experience many physical and psychological changes, of which sleep duration and sleep quality play an important role.

Previous studies have shown associations between employees' sleep and a wide variety of negative occupational outcomes:

- Absenteeism
- Decreased productivity
- Presenteeism
- Accidents and injuries
- Increased healthcare costs

Adults who are age between 26 and 64 years old sleep range is seven to nine hours per night.
CONCEPTUAL FRAMEWORK

Figure 2: The Conceptual Framework for Employee Knowledge, Attitude and Health Behavior Change Intentions

- Employee’s Knowledge
- Employee’s Attitude
- Health Behaviour Change
  - Eating Habits
  - Physical Activity
  - Sleep Duration
This paper proposes a conceptual framework to explicate the relationship between employee's knowledge (independent variables) and employee's attitude (mediating variables) with eating habits, physical activity and sleep duration (dependent variables).

The proposed framework would have several significant implications for understanding, creating awareness and promoting employee health behavior that contributes to existing works on health behavior.

It is vital to study health behavior pattern especially in the current scenario of the pandemic which has various effects to the society.

Further research is recommended to test this conceptual framework and have an empirical outcome to test the proposed relationship.