

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



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



people need to change their norms to maintain survival due to the pandemic



Health behavior change is needed as employees need to stay healthy to perform their tasks



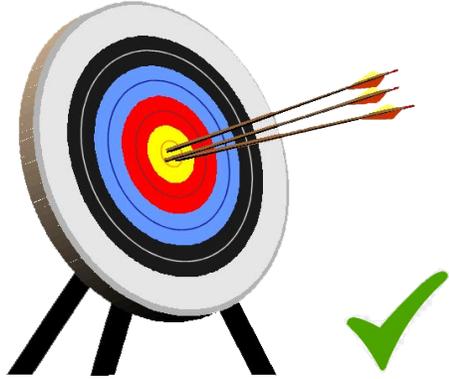
Extant literature shows evidence of immediate impacts of the pandemic on society for instance, the prevalence of negative emotion



- Depression and anxiety
- Significant increased sensitivity to social risks



INTRODUCTION (CON'T)



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



Aims to outline factors influencing the employees' health behavior



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



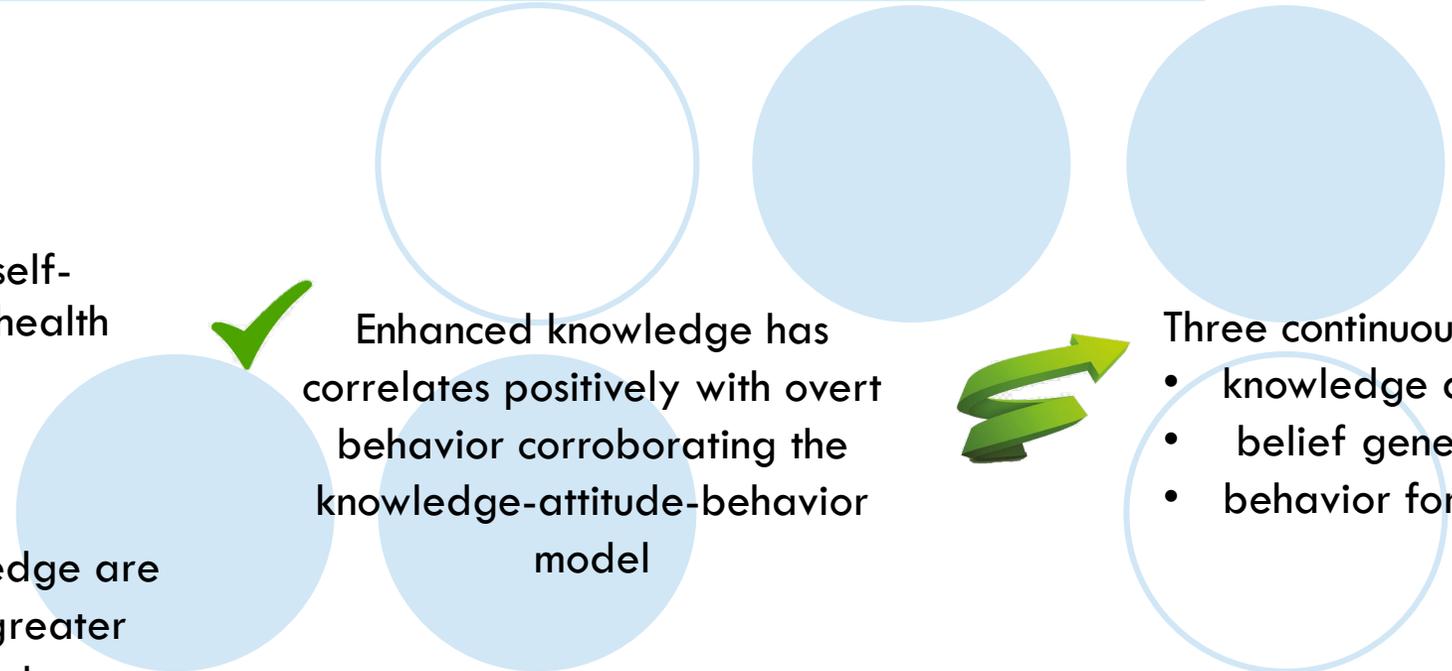
EMPLOYEE KNOWLEDGE



Applicable to self-management of health behaviors



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



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

- 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**



Attitudes are the **strongest determinant towards healthy sleep behaviors**

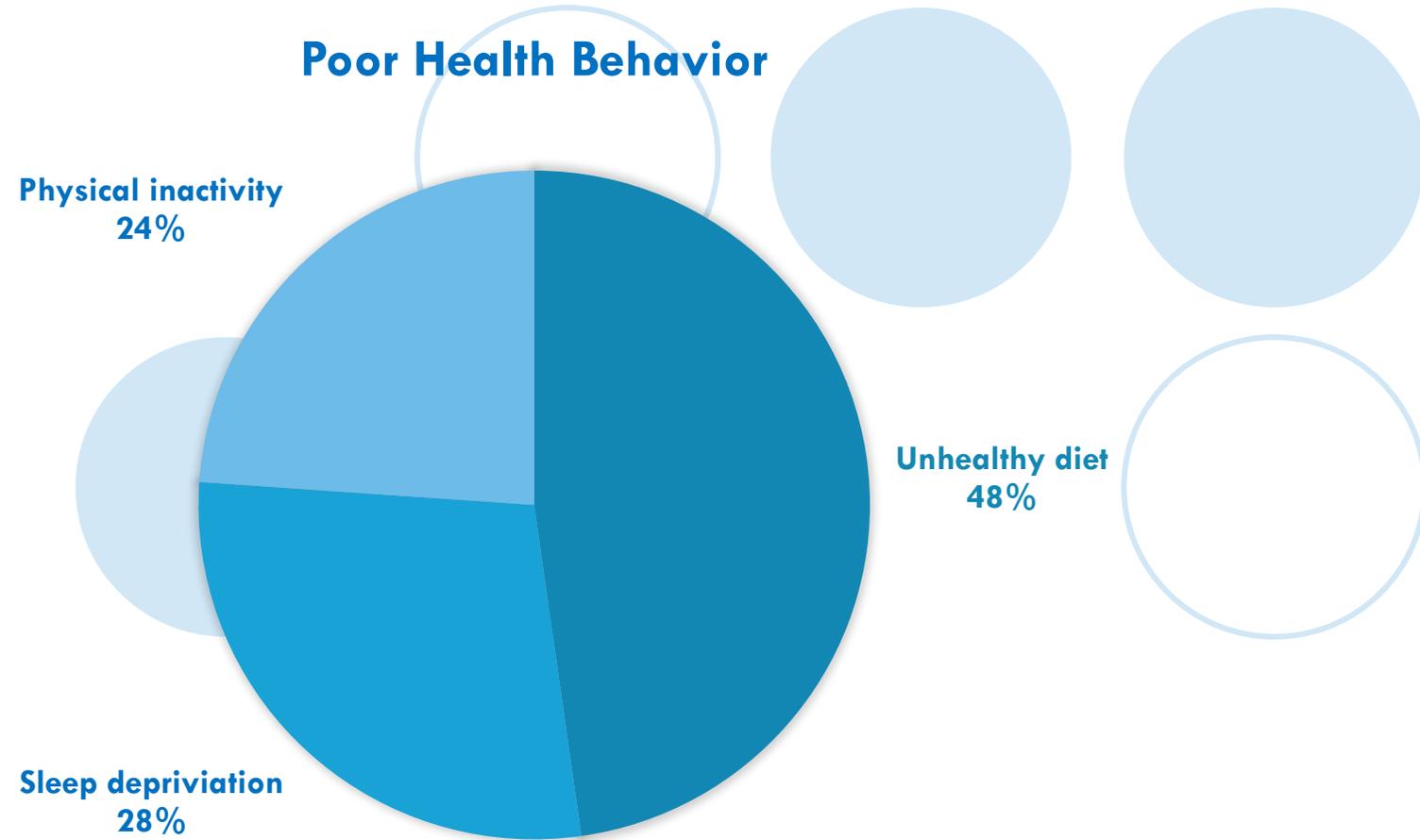


There is relatively good attitude towards eating behaviors and genetically modified food



Attitude has the greatest impact on sleep intentions and behaviors of undergraduate students' athletes.

ELEMENTS OF HEALTH BEHAVIOR



ELEMENTS OF HEALTH BEHAVIOR



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 Habits (EH)



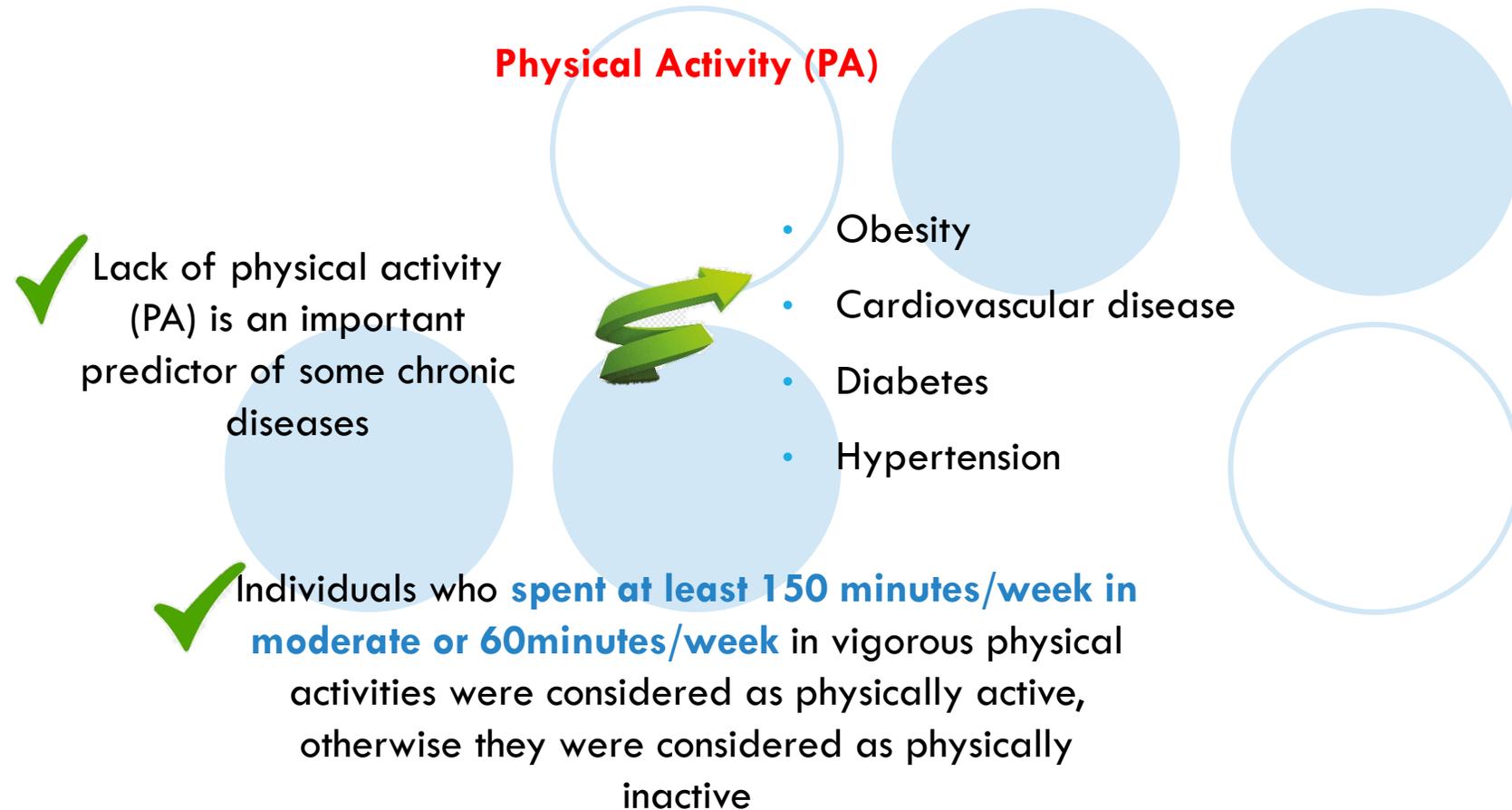
Eating habit plays a very important role in determining:

- 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

ELEMENTS OF HEALTH BEHAVIOR (CON'T)



(Ministry of Health Malaysia)

ELEMENTS OF HEALTH BEHAVIOR (CON'T)

Sleep Duration (SD)



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

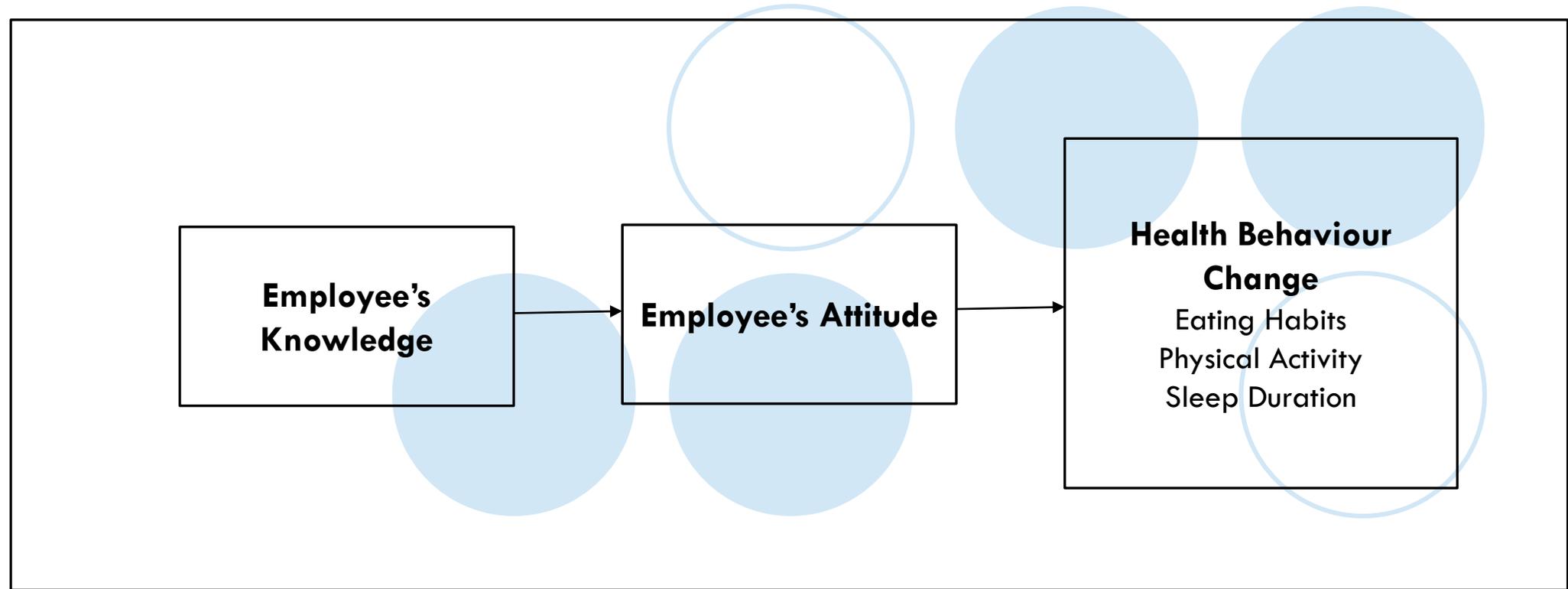


Figure 2: The Conceptual Framework for Employee Knowledge, Attitude and Health Behavior Change Intentions

CONCLUSION

- ✓ 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.

THANK YOU

Q&A