Theory of planned behaviour

In the context of smoking (young person)
1.) Behavioural attitudes; Belief that smoking is a good thing, evaluation; smoking will relieve stress, make you look older and cooler.
2.) Subjective norms; Product of social influence, individual’s subjective awareness of social norms relating to a specific behaviour. Injunctive own beliefs about what we think significant others feel is the right thing to do. Norms think that others may have the view that it is acceptable to smoke/start smoking. Descriptive norms; perceptions of what other people are actually doing, other friends are smoking.
3.) Perceived behaviour control, Intention to behave in a particular way or directly on the behaviour itself. This is because the more control over the behaviour someone has, the more likely they are going to do it intentionally. Also, someone with high perceived behaviour control are likely to try harder and persevere. Person may lack the ability to say NO! Intention: start smoking, Behaviour: smoking.

How can TBB be used as a model of addiction behaviour prevention:
The TBB model can be used to prevent addiction in many ways. Firstly, it can be used to help change attitudes, Slater et al—change the attitude towards the effect of marijuana use. Created a campaign—marijuana can reduce autonomy and reduce likelihood of achieving aspirations. Will influence person to not start the addictive behaviour because they will want to be free to reach their aspirations. Secondly, changing subjective norms can prevent addiction, Wilson + koler focused on giving people accurate information on the actual amount of people participating in a certain behaviour. They did this to show people how many people actually do it and to overide any misconceptions that everyone does it.

The theory of planned behaviour builds on a previous theory and suggests that there are certain factors that might influence someone's intention to initiate an addictive behaviour. It therefore suggests that being aware of these factors and working on them, may be an effective way of preventing addiction. TBP is a cognitive theory that basically says that we can determine how likely a person is to engage in a particular behaviour based on their intentions.

Azjen- TBP diagram
Behaviour attitude
Subjective norms
Perceived behavioural control
Intention - behaviour