The Theory of Reasoned Action (TRA) describes ‘intention’ as the best predictor of whether or not a health behavior is performed. According to TRA, direct determinants of behavioral intention are attitude towards the behavior and subjective norm associated with the behavior.

**Attitude** refers to personal beliefs about the positive or negative value associated with a health behavior and its outcomes.

**Subjective norm** refers to a person’s positive or negative value associated with a behavior. It depends on whether or not the behavior is accepted by important referent individuals and their motivation to comply with those referents.

Ultimately, interventions can be designed to change behavioral intention by affecting attitude and subjective norm to promote specific health behaviors.

(Montano & Kaspryzk, 2008)