

## HEALTH EDUCATION: A SOCIAL PSYCHOLOGICAL PERSPECTIVE

**Marietta Karamyan**

PhD (Psychology), Docent

Department of Psychology, National University of Uzbekistan

**UZBEKISTAN**

E-mail: mariettak@yandex.ru

### ABSTRACT

This paper analyses social psychological aspects of health education in terms of health promotion strategies. Health is considered in the frames of biopsychosocial and ecological paradigms. These paradigms holistically explain health as a result of complex interaction of biological, psychological and social factors at multiple levels and as an integral part of individual's physical, natural, social and cultural environment. The biopsychosocial and ecological understanding of health leads to discussion of health promotion as the combination of strategies conducive to health. Health education is seen as one of the key tools in the context of health promotion, which aims at increasing health awareness or changing health attitudes of individuals. It is underlined that social psychological models of health education are based on social psychological theories of health behavior, including the Health Belief Model, Theory of Planned Behavior, Theory of Social Learning. Social psychological models of health education allow to use ideas of developing education, active learning and modeling. Since health behaviour is one of components of health attitude in personality some research data on the relationship between psychosocial personality's characteristics and healthy nutrition and physical activity are presented in the paper. It is shown that such psychosocial peculiarities as self-efficacy, health locus of control, personality traits, psychological well-being might be targets for health educational programmes.

**Keywords:** health, health promotion, health education, social psychological models of health education, health attitude.