Logic Model

InShape is based on the Behavior-Image Model (BIM). BIM is a planning framework illustrated by the following logic model. This model shows the relations among image-based intervention components and content and both mediating outcomes, including self-regulation skills, and multiple behavioral health outcomes.

Behavior-Image Model (BIM)

Selected Salient Peer/ Self-Image Goal

Gain Framed Messages Showing a Health Promoting Behavior Resulting in Images

Loss Framed Messages Showing a Health Risk Behavior Interfering with Same Images

Gain Framed Messages Showing Avoiding the Health Risk Behavior Resulting in Same Images

Increased Perception of Prototype/Future Self-Image of Engaging in a Health Promoting Behavior

Increased Perception of Prototype/Future Self-Image of Engaging in a Health Risk Behavior

Increased Perception of Prototype/Future Self-Image of Avoiding the Health Risk Behavior

Social/Self-Comparison

Social/Self-Comparison

Enhanced Self-Regulation & Other Risk Factors

Enhanced Self-Regulation & Other Risk Factors

Enhanced Self-Regulation & Other Risk Factors

Change in Health Promoting Behavior

Change in Health Risk Behavior

Intervention Components:

Screen, Consult & Goal Plan

1