Abstract

One of the activities of psychology is to promote positive change in personal behavior. This article shows the usefulness of the theory for behavior change through design effective messages to behavioral change and development programs of psychosocial intervention. The theoretical model focuses on factors of behavioral changing: self-efficacy, skills, disposition and intention (MAHDI). The article describes the theory, shows how they can be applied to the selection environmental behavior, as well as their appropriate application in complementary intervention strategies that includes needs analysis, development and piloting program, applicability, social marketing and evaluation. Finally, how the theory can contribute to design youth intervention programs is discussed.

Keywords

MAHDI model, intervention and messages, pro-enviromental behavior, theory.