Title: Prediction of Helmet use Among Iranian Motorcycle Drivers: an application of the Health Belief Model and the Theory of Planned Behavior

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Abstract: Abstract
Objective: In many countries, head and neck injuries are the leading causes of death related to motorcycle crashes. In Iran, motorcycling is an essential method of transportation and is common among adults. According to the World Health Organization (WHO) report in 2005, approximately 40% of all registered vehicles in Iran were motorcycles. The aim of this study was to investigate the predictors of self-reported motorcycle helmet use in a sample of motorcycle riders in Bandar Abbas, Iran. The theory of planned behavior and the health belief model served as the conceptual framework for the study.

Methods: This population-based study was conducted in Bandar Abbas, in the south of Iran. In total, 221 male motorcycle drivers participated in this cross-sectional study. A self-administered questionnaire, including demographic characteristics and items related to both the theory of planned behavior and the health belief model constructs, was used to collect data.

Results: The mean age of the subjects was 26.8 years (SD=7.2). Multiple regression analyses revealed that perceived behavioral control significantly predicted the intention to use a motorcycle helmet (R2 =0.47, F=19.5, p<0.001); also, perceived behavioral control and behavioral intention significantly predicted motorcycle helmet use (R2 =0.49, F=51.7, p<0.001). Moreover, perceived barriers, self-efficacy and cues to action significantly predicted motorcycle helmet use (R2 =0.35, F=19.5, p<0.001).

Conclusion: This study concluded that motorcycle drivers who perceived a high level of behavioral control, intention to use a motorcycle helmet, few barriers, high self-efficacy and a high number of cues to action were the most likely to use a motorcycle helmet.

Helmet, Theory of Planned Behavior, Health Belief Model, Motorcycle driver, Prediction

Presentation: Poster