### Abstract: Introduction

Attitude is a hypothetical construct that represents an individual's degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event—this is often referred to as the attitude. Attitudes can be changed through persuasion and we should understand attitude changes as a response to communication. The purpose of this article was to review the psychological research showing correlation between attitudes and behavior and the importance of education for changing attitudes.

### Methodology

The paper is organized as a review and editorial article, describing the influence of attitude on behavior and the importance of education for changing it.

### Results

Attitudes are judgments. They develop on the ABC model (affect, behavior, and cognition). Most attitudes are the result of either direct experience or observational learning. Unlike personality, attitudes are expected to change as a function of experience. Too many researches have shown the relationship between attitudes and behaviors. Changing the attitude of world citizens is, in many cases, a necessary prerequisite for behavior change. However psychological researches indicate that several factors in addition to attitude influence behavior, but if attitude change is to translate into altered behavior, education must extend beyond attitudes to assist people to act in consistent with their values. Some of the factors that influence whether changed intentions lead to behavior change are likely to be influenced by education directed to attitudes and values.

### Conclusion

The importance of attitudes on society cannot be underestimated. We are living in a very important time in human history, where people are witnessing more and more advertisements and persuasive communications than ever before. It will be very interesting to see how so many different viewpoints are able to successfully mingle and which values or norms win over the others. Thus, in addition to directing educational efforts at values and attitudes, programs should also plan education aimed at helping people translate their intentions into actions. In summary it is essential for us to have a knowledge and understanding of attitudes and how to influence them. Because analyzing and understanding attitudes is an important step in the process of designing action programs, failure to understand the existing situation may result in limited success of programs.

### Attitude, attitude change, health education

**Presentation:** Poster