



# SEX AND RELATIONSHIPS PROGRAM

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## Theories of Behavioral Change

Willing to Wait programming uses a holistic approach which integrates the principles of social norms theory, the theory of planned behavior, and to a lesser extent, the transtheoretical model of change.

- W2W reinforces positive [social norms](#) by informing students that their generation is continuing a 20-year trend toward lower teen sexual activity. When possible, the Willing to Wait Student Leadership provides visible peer-examples of teens following healthy social norms.
- W2W (1) strengthens factors affecting behavioral intentions ([planned behaviors](#)) of students by providing medically accurate information to alter their attitudes toward sexual risk avoidant behaviors, (2) strengthens the subjective norm of risk avoidance in the manner stated above, and (3) allows students to practice refusal skills and develop healthy relationship strategies that build their perceived behavioral controls.
- Finally, for sexually active students, our information on the risks of sexual activity and benefits of waiting along with practiced refusal skills create cues to move students to their next stage in the [process of change](#) (raising their consciousness of a need for change, socially liberating them to avoid sexual risk, offer opportunities for self-reevaluation, etc.).

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