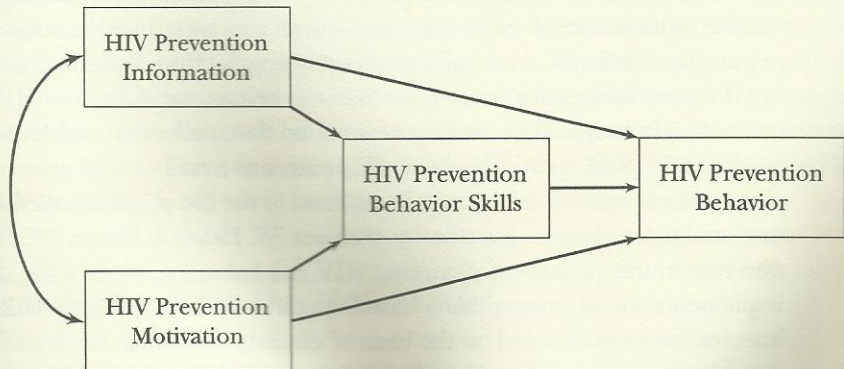


**FIGURE 3.1. THE IMB MODEL OF HIV PREVENTION HEALTH BEHAVIOR.**



Source: J. Fisher and Fisher (1992) and W. Fisher and Fisher (1993), *Psychological Bulletin*, 111, 455-474. Copyright by APA. Reprinted with permission.