DANGER CONTROL

Identity (label/signs/symptoms)
Causes (risk factors e.g. genetic, lifestyle)
Consequences (QOL, emotional, financial)
Timeline (acute, chronic, cyclical)
Cure/control

MESSAGE

PERCEPTION

Illness/health risk representation e.g. dysphagia

Action/coping behaviour for illness control e.g. swallow exercises

Appraisal of coping outcome

Abstract - Conceptual

Concrete - Imagery

Emotional representation (fear, worry)

Coping behaviour for emotional control

Appraisal of coping outcome

FEAR CONTROL