Predicting Substance-Abuse Treatment Providers’ Communication with Clients about Medication Assisted Treatment: A Test of the Theories of Reasoned Action and Planned Behavior

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Background and Need

- Medication assisted treatment (MAT)
- Substance-abuse treatment providers
- Formative research
Theory of Reasoned Action (TRA)

- Attitude
- Subjective Norms
- Behavioral Intention
- Behavior
Theory of Planned Behavior (TPB)

- Attitude
- Subjective Norms
- Perceived Behavioral Control
- Behavioral Intention
- Behavior
Hypotheses & Research Questions

- **RQ₁**: What are substance-abuse treatment providers’ attitudes, subjective norms, perceived behavioral control, intentions, and behavior regarding recommending medication-assisted treatment as part of their clients’ treatment plan?

- **H₁A-B**: The (A) TRA and (B) the TPB will accurately predict whether or not substance-abuse treatment providers encourage their clients to use medication-assisted treatment as part of their treatment plan.

- **RQ₂**: Does the TPB add to the predictive power of the TRA for this target audience and behavior?
Method: Response Rate

- **Online survey**
  - Emailed link to 510 substance-abuse treatment providers
  - 28 returned as undeliverable
  - Completed by 210
  - \( \frac{210}{510 - 28} = 43.6\% \) response rate
Method: Participants

- **Gender**
  - 36% male and 64% female

- **Race/ethnicity**
  - 82% European American, 8% African American, 9% Native American, and 14% “other”

- **Age**
  - \( M = 47 \) \( (SD = 11) \)

- **In recovery**
  - 46% yes, 54% no
Method: Procedures & Instrumentation

- **Procedures**
  - Guided by Dillman’s Tailored Design Method

- **Instrumentation**
  - Attitude (3 items, $\alpha = .93$)
  - Subjective norms (2 items, $\alpha = .90$)
  - Perceived behavioral control (3 items, $\alpha = .82$)
  - Intentions (2 items, $\alpha = .88$)
  - Behavior (two item composite measure)
## Results (RQ1): Descriptive Statistics

<table>
<thead>
<tr>
<th>Variable</th>
<th>$M (SD)$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>4.05 (0.81)</td>
</tr>
<tr>
<td>Subjective Norms</td>
<td>2.92 (1.01)</td>
</tr>
<tr>
<td>Perceived Behavioral Control</td>
<td>3.65 (0.88)</td>
</tr>
<tr>
<td>Behavioral Intention</td>
<td>3.50 (0.97)</td>
</tr>
<tr>
<td>Behavior</td>
<td>1.72 (1.53)</td>
</tr>
</tbody>
</table>

* Attitude, subjective norms, and behavioral intention measured on five-point scales; behavior measured on a six-point scale.
Results (H1A): Theory of Reasoned Action

\[ \chi^2(6) = 101.28, \ p < .001, \ CFI = .74, \ SRMR = .26, \ and \ RMSEA = .30_{CI = .24-.34} \]
Results (H1B): Theory of Planned Behavior

χ²(2) = 4.88,  p = .09, CFI = .99, SRMR = .03, and RMSEA = .09  CI = .00-.19
Discussion

- **Strengths**
  - Practical implications
  - Response rate
  - Sample
  - Theory based
  - New topic & target audience

- **Limitations**
  - Postdicting behavior (Albarracin et al., 2001; Perkins et al., 2007)
  - Does not include precursors of:
    - Attitude (i.e., behavioral beliefs and outcome evaluations)
    - Subjective norms (i.e., normative beliefs and motivation to comply)
    - Perceived behavioral control (i.e., self-efficacy and controlability).
Acknowledgements

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