

# Intrinsic and Extrinsic Motivations for Healthful Dietary Change in African Americans

Jessie A. Satia, PhD, MPH; Joseph A. Galanko, PhD

---

**Objective:** To describe associations of intrinsic and extrinsic motivations for dietary change with participant characteristics and current diet among African Americans. **Methods:** Cross-sectional survey of 658 African American adults in North Carolina provided information on intrinsic (self-image and health concerns) and extrinsic (social influence) motivation scales, participant characteristics, and diet. **Results:** Most respondents considered it important to change their diet for health reasons; fewer were motivated by self-image or

social influence. Motivation scales were significantly associated with demographic, behavioral, and psychosocial characteristics and fat, but not fruit/vegetable consumption, after adjustment for covariates ( $P < 0.05$ ). **Conclusion:** Tailoring on intrinsic and extrinsic motives may improve the effectiveness of dietary interventions in African Americans.

**Key words:** African Americans, diet, dietary change, dietary fat, fruits and vegetables, extrinsic, intrinsic, motivations

*Am J Health Behav.* 2007;31(6):643-656

---