
The aim of this paper is to review current attitude theories and to propose a model for developing intervention in physical education aiming at changing students' exercise behavior. It is argued that such interventions should be construed on attitude change principles in order to have lasting effects on students' beliefs that later will affect their behavior accordingly. The theories of Reasoned Action and Planned Behaviour hold great promise in this endeavour as they have shown to predict behaviour in various physical education and exercise settings. Therefore, interventions in physical education should include components specifically designed to affect those factors that according to the theories may affect exercise behaviour. These factors are attitudes toward the behaviour which are formed by respective behavioural beliefs and the respective outcome evaluations, the subjective norm for the behaviour which is formed by normative beliefs and individuals' motivation to comply with important others, and finally perceived behavioural control. The paper concludes by providing several practical examples for respective activities.