***Abstract***

*Health belief model in public health and social psychology argue that persons who have had adverse health experiences are likely to undertake greater preventive behavior. Using health belief model, this study builds an empirical model that link farmer’s pesticide associated adverse health problems and risk perceptions to environmentally sound behavior of pesticide use. A survey of 318 farmers in Vehari and Lodhran district of Punjab was drawn. Result shows that almost all the farmers using pesticides extensively. Resultantly more than 80% farmers experienced at least one health symptom. The econometric analysis appeared to confirm that*

*IPM training and education are main determinant of environmentally sound behavior of pesticide use. The data however, does not support the hypothesis that farmers who have had experienced health problems from pesticides are likely to use alternative pest management practices. Finally study concludes that to improve pesticide use practices, provision of alternative pest management is necessary.*