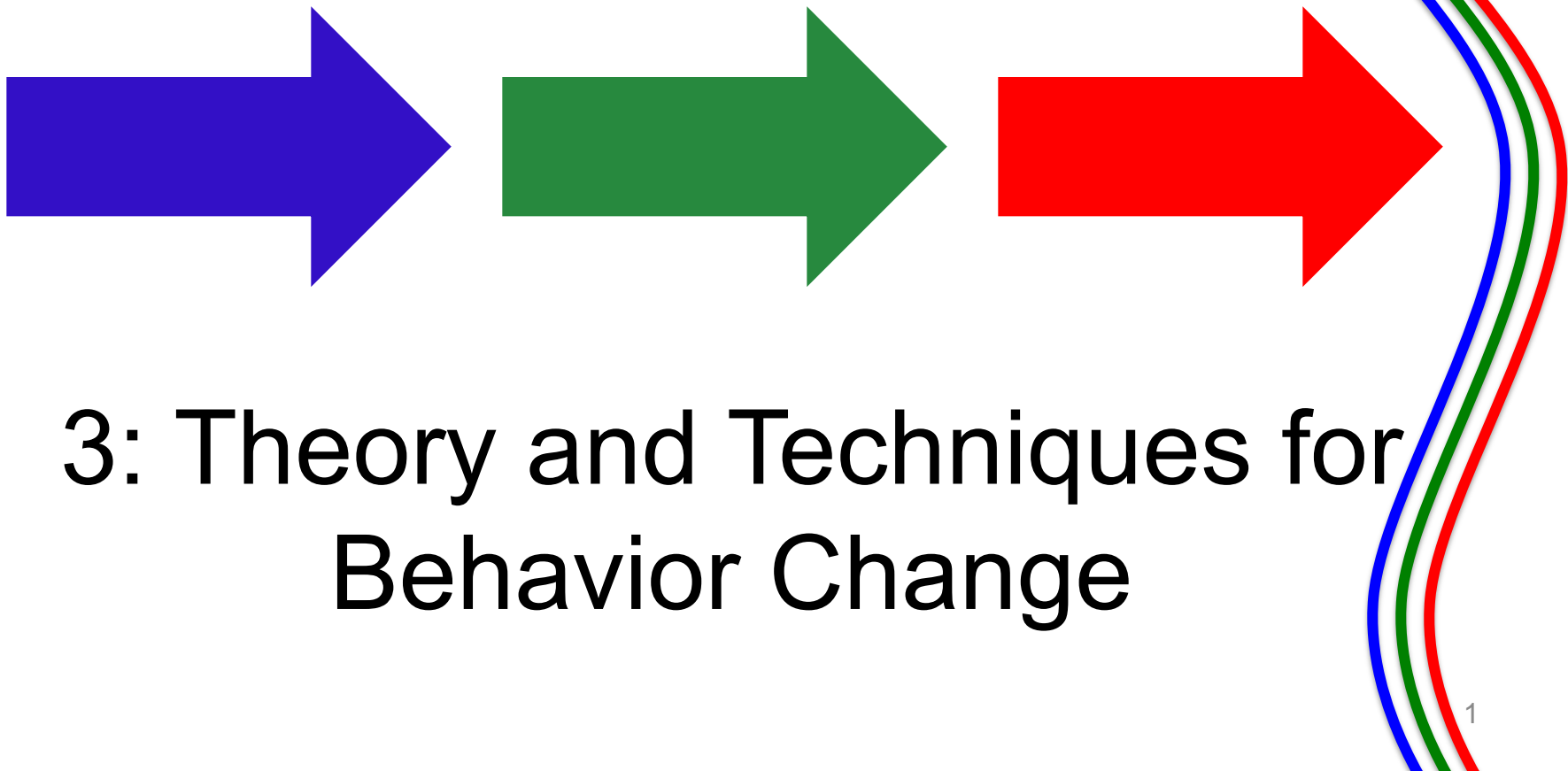


# **Your Health Matters: Fitness for Life**



**3: Theory and Techniques for  
Behavior Change**

# Behavior Change

- People can change their behavior.
- People can change their behavior without the help of an intervention.
- BUT... interventions can help the change process begin sooner, happen more smoothly and be achieved longer.
- There are proven effective techniques that can assist in behavior change if applied correctly.

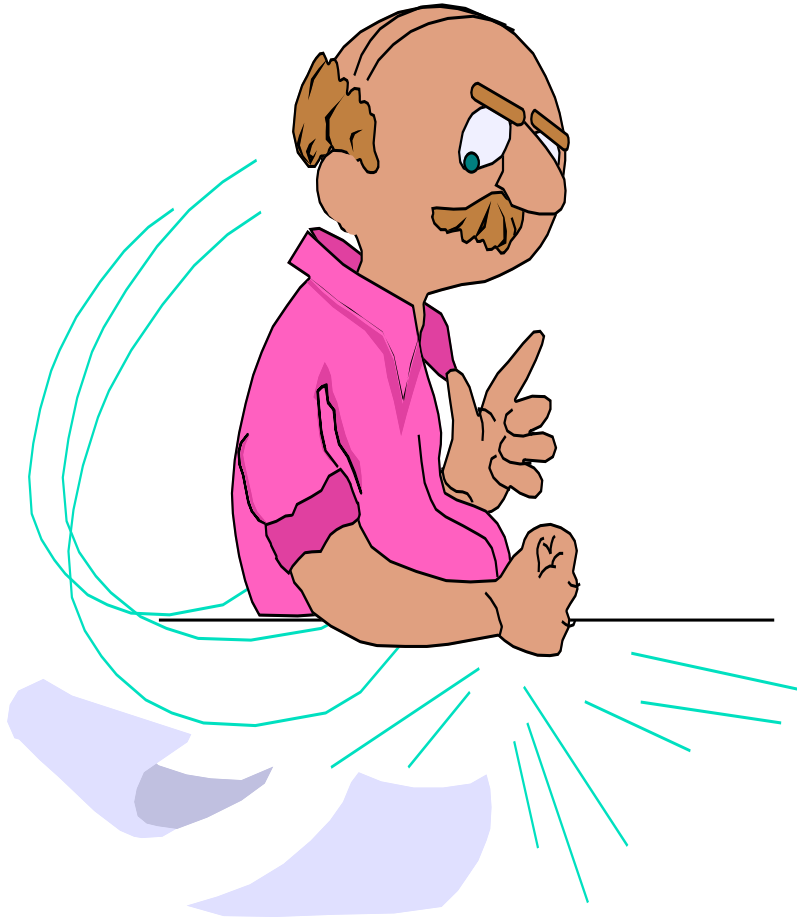
# Transtheoretical Model

- 1) Describes behavior change as progression through stages.
- 2) Broad processes (and specific techniques) associated with behavior change.

\* Theory at a Glance

<http://www.cancer.gov/cancertopics/cancerlibrary/theory.pdf>

# Stages of Change



## •Precontemplation

- Not thinking about change.
- May become angry if pushed about their behavior.
- Often characterized as resistant or unmotivated.

# Stages of Change



## •Contemplation

- Intends to change in the next six months.
- Thinking about change.
- Considering the pros and cons of changing (this can get them stuck in contemplation forever!).

# Stages of Change



## •Preparation

- Intending to make a change in the near future, usually within a month.
- Have a plan of action in mind.

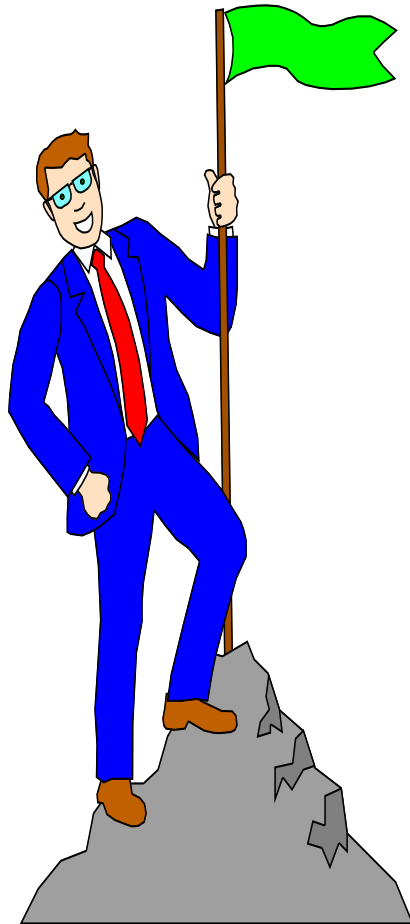
# Stages of Change



## •Action

- There has been specific modification of behavior.
- They are “trying out” the new behavior.

# Stages of Change



- Maintenance

- Working to prevent relapse.
- Change in behavior has lasted from 6 months to 5 years (depends on the behavior).



# Relapse

- Some individuals start the cycle again, although not always back at the first stage.
- For example, an individual may stop wanting to perform the “new” behavior, and go back to contemplation or preparation.
- May be attributed to low motivation and/or use of an inappropriate strategy for change.

# Stages of Change

- Going through the stages is not a linear process! One can cycle through the stages over and over again.



# Techniques for Enhance Motivation for Behavior Change

- These techniques align with a counseling approach called motivational interviewing.
- The techniques alone are not motivational interviewing but can be helpful in supporting behavior change.
- Motivational interviewing is a client-centered counseling style that enhances motivation for change by helping the client clarify and resolve ambivalence about behavior change.
- The goal of motivational interviewing is to create and amplify discrepancy between present behavior and broader goals. In other words, create cognitive dissonance between where one is and where one wants to be.

# "Change Talk"

- Communicates respect for participants.
- People are more likely to discuss change when asked vs. being lectured at.
- Engages individuals in their own change process.
- Shown to be effective for helping people move through stages of change with difficult behaviors.

# Components of Motivational Strategies

- Affirm
- Reflect
- Summarize

# Tools built into Outreach Modules

- We use easy tools to connect with audiences:
  - Decisional Balance
  - Importance, Confidence, & Readiness Rulers
  - Make a Plan
  - Role Modeling

# Decisional Balance

What are the...

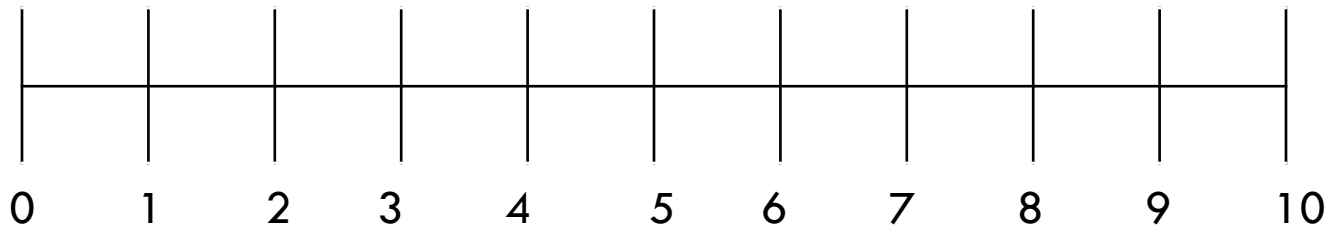
Disadvantages	Advantages

of being physically active for 30 minutes most days of the week?

# Importance Ruler

On a scale of 0-10, how important is it for you to do 30 minutes of physical activity most days of the week?

## HOW IMPORTANT IS IT?



Not at all important

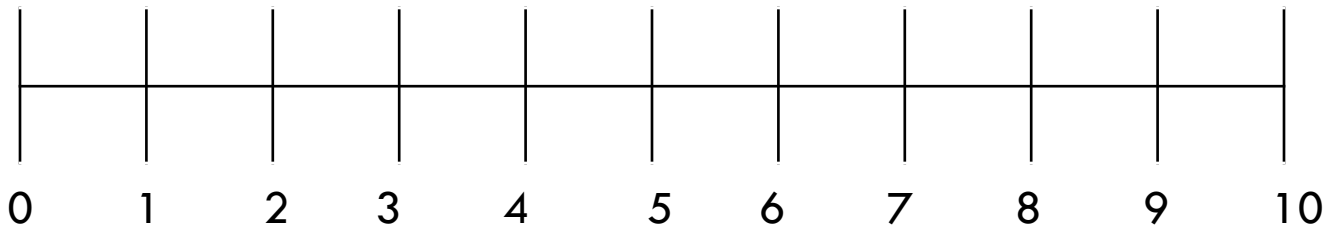
Very important



# Confidence Ruler

“On a scale of 0-10, how confident do you feel that you could talk about physical activity with the community?”

## HOW CONFIDENT ARE YOU?



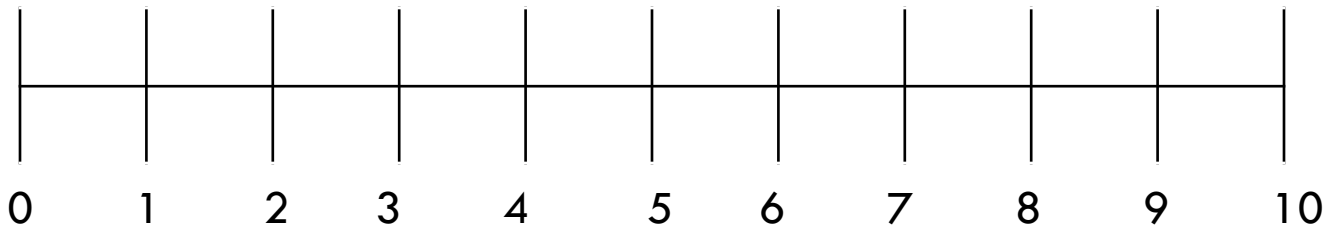
Not confident at all

Very confident

# Readiness Ruler

“On a scale of 0-10, how ready are you to start being physically active?”

## HOW READY ARE YOU?



Not ready at all

Very ready

# Make a plan!

Setting goals is the key to success.  
Write in sensible, clear and possible to manage goals.

What type of exercise will you do?

---

For how long?

---

How many times a week?

---

When will you start?

---

# **STAGES OF CHANGE ACTIVITY**

- I don't have time. My family is my priority. I never finish what I have to do at home, in the kitchen, or with kids and their homework. After working all day, in the office and at home, I just want to go to bed without thinking about exercising.

## **Precontemplation**

- Three months ago I started walking in the evenings. At first I just did one lap around my neighborhood but now I walk at least 45 minutes most days. I feel great, I have more energy and I've lost 10 pounds.

**Action**

- The doctor told me I have to lose weight to better maintain my diabetes. I'm ready to start. My plan is to go to aerobic classes at church. I haven't started but I did buy tennis shoes and next week I'm going to the classes with my neighbor.

## **Preparation**

- I'm a single mom with 3 small children. How am I going to go to run at the gym? Who is going to care for my kids? I would like to exercise because I know it's important for my health, but I don't know how I'm going to have the chance.

## **Contemplation**



- I have been walking with a close friend each morning for 3 years. After the kids leave for school we walk in the neighborhood. This has helped me so much with depression and has given me more energy and I sleep better.

**Maintenance**

Switch to  
*Fitness Basics*  
PowerPoint