

Behavior Modification Strategies



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SECTION AGENDA

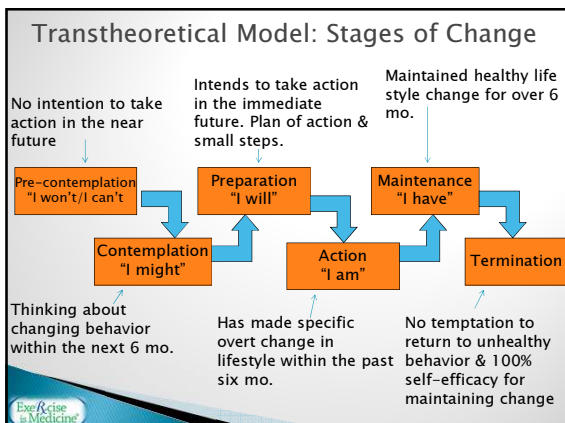
- Behavior and contextual factors
- Different theoretical approaches
 - Learning Theories
 - Self-efficacy theory
 - Transtheoretical Model
 - Health Belief Model
- Practical applications across theories
 - Relapse prevention
 - Goal setting, self-monitoring & self-reward
 - Enlisting social support

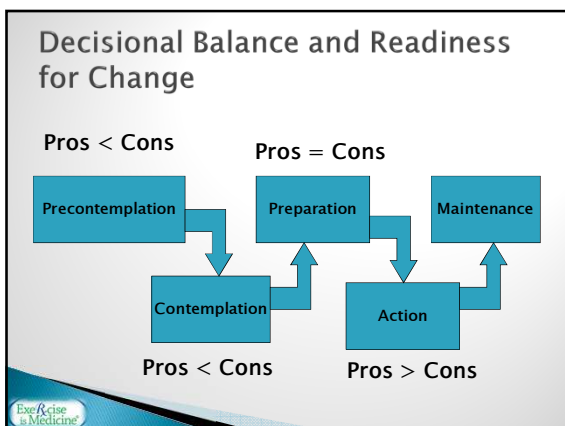


Behavior and context

- ▶ An ecological approach to behavior change
- ▶ Four core principles (Sallis, Owen and Fisher, 2008):
 - There are multiple levels of influence on health behaviors
 - The influences on behaviors interact across different levels
 - Ecological approaches should be behavior specific
 - Multi-level interventions may be most effective in changing behavior
- ▶ According to the Ottawa Charter for Health Promotion (1986), health behaviors are most likely to occur when:
 - Environments and policies are supportive of health behaviors
 - When individuals are motivated and educated to make changes

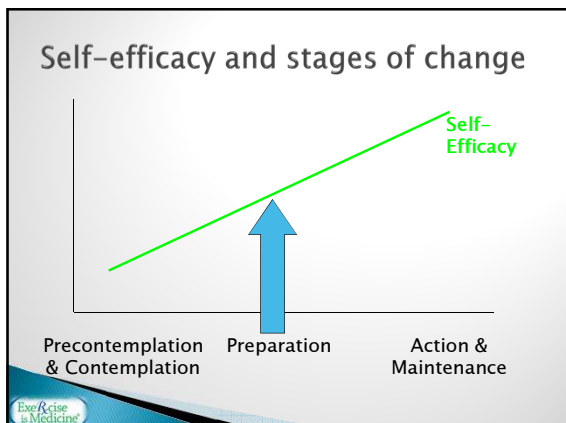


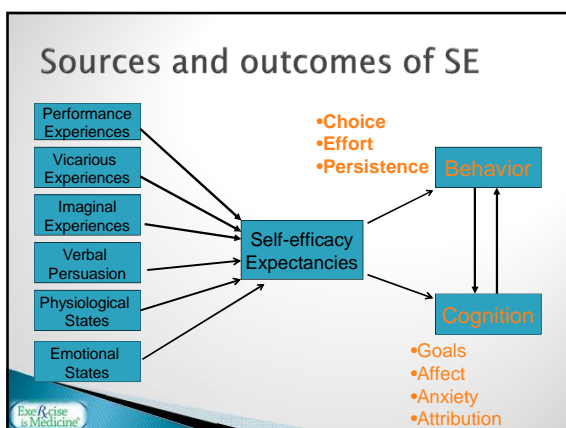




Self-Efficacy (Bandura)

- ▶ One's perceived ability to perform the behavior required to achieve a certain outcome
- ▶ Situation specific confidence that people can cope with high risk situations without relapsing to former behaviors
 - Changes with stage
 - Barrier SE may increase with movement in stages (Gorely & Gordon, 1995)





- ### Processes of Change
- ▶ Covert and overt activities people use to progress through the stages
 - Behaviors, cognitions, & emotions people engage in while changing behavior
 - Provide important guides for intervention programs
 - Independent variables people need to apply to change stage
 - ▶ Ten processes of change have received the most empirical support (Prochaska & Velicer, 1997)
 - 5 cognitive
 - 5 behavioral
- Exercise is Medicine


Cognitive Processes of Change

- 1) **Consciousness Raising** (Gathering Information / increase knowledge)
- 2) **Dramatic Relief** (Being moved emotionally / warning of risk)
- 3) **Self Reevaluation** (assessment of self-image with and without health behavior)
- 4) **Environmental Reevaluation** (how your personal health behavior affects your social environment)
- 5) **Social Liberation** (Taking advantage of social mores / increasing healthy opportunities)




When are the cognitive processes of change important?

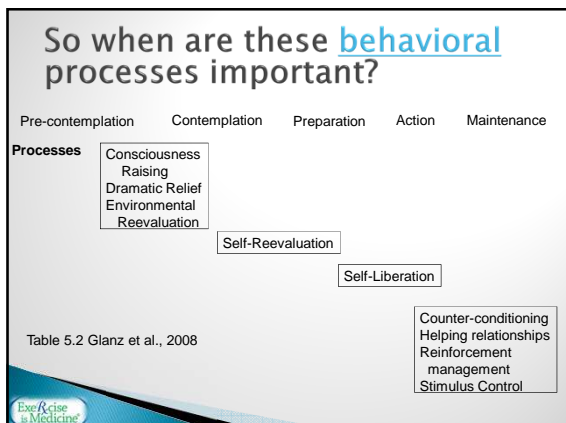
- ▶ For people in the pre-contemplation and contemplation stages of change, you don't want to try to convince them to change behavior!!
 - If you push them to change, they will resist and be even LESS likely to want to change
- ▶ Rather, you want to try to get them to THINK MORE ABOUT CHANGING BEHAVIOR!

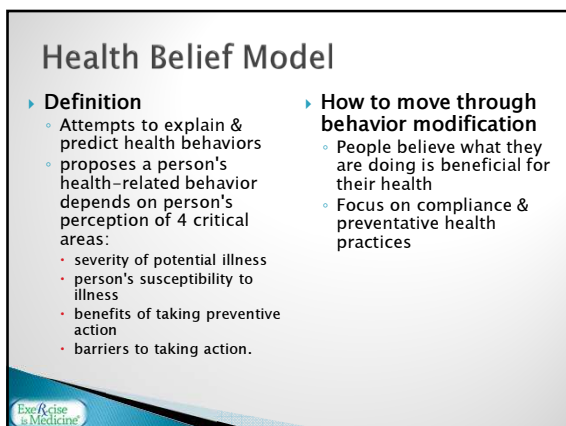


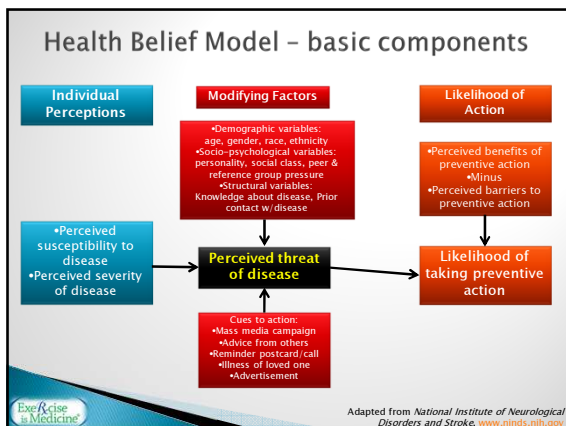
Behavioral Processes of Change

- 6) **Self Liberation** (making a commitment)
- 7) **Contingency Management** (being rewarded)
- 8) **Helping Relationships** (getting social support)
- 9) **Counter Conditioning** (making substitutions)
- 10) **Stimulus Control** (using cues / reminders)











Health Belief Model – Practical Application

- ▶ Create belief what one is doing is beneficial for health
- ▶ Describe own lifestyle & benefits received
- ▶ Use anecdotal stories as examples
- ▶ Serial testing to demonstrate benefit
- ▶ Evidence from literature





Practical Applications Across Theories

- ▶ Goal Setting
- ▶ Regular Feedback and self-monitoring
- ▶ Shaping outcome expectations
- ▶ Providing Choice
- ▶ Enlisting social support
- ▶ Relapse Prevention



Goal Setting

- Specific
- Measurable
- Attainable
- Realistic
- Time-oriented



Regular Feedback and Self-Monitoring

- ▶ Once SMART goals have been set with your client it is important to:
 - Encourage self-monitoring
 - Activity logs
 - Pedometers
 - Other tools
 - Provide regular feedback
 - Counseling sessions or phone consultations
 - Self-Rewards
 - Important for shaping
 - With the target behavior in mind, rewards are given for "successive approximations" towards the target behavior.



Shaping Outcome Expectations

- ▶ Work with clients to help them understand what they will realistically obtain from becoming more active
 - Short-term effects of exercise
 - Long-term effects of exercise
- ▶ Be realistic
 - Don't overstate benefits of exercise in short-term
 - For example- immediate weight-loss
 - If person is sedentary, help them to understand possible immediate negative impacts of exercise (i.e., pain, stiffness, soreness, etc) and when they should expect improvements



Provide Choices

- ▶ Encourage variety in exercise routine
- ▶ Let client choose different types of exercises they perceive as fun or enjoyable
 - More likely to do it
- ▶ Provide different options for exercise settings and opportunities
 - If possible, provide guides of classes and places where exercise programs are available
- ▶ Build physical activity into the person's lifestyle



Enlist Social Support

- ▶ Encourage people to enlist their social support network
 - Teach them how to ask others to exercise with them
 - Friends, co-workers, significant other, family members
 - Walking meetings at work
 - Family events that revolve around physical activity
 - Set up exercise buddy programs
 - Walking clubs
 - Telephone "exercise buddies"



Relapse Prevention

- ▶ **Definition**
 - Relapse = symptoms return after period when no symptoms are present
 - Prevention = in advance of symptoms presenting themselves, strategies or treatments applied to hinder relapse
- ▶ **How move through behavior modification**
 - Stabilization
 - Assessment
 - Relapse Education
 - Warning Sign Identification
 - Warning Sign Management
 - Recovery planning
 - Inventory training
 - Family involvement
 - Follow-up




Relapse Prevention – Practical Application

- ▶ Assess potential to relapse into old behaviors
- ▶ Anticipate & identify warning signs
- ▶ What behaviors does client have that will increase chance of relapse?
- ▶ Environmental influences to increase chance of relapse?
- ▶ Personal influence to increase chance of relapse?




5A's

- ▶ Definition
- ▶ Use to increase motivation to change
- ▶ How move through behavior modification
 - Ask
 - Advise
 - Assess
 - Agree
 - Assist &
 - Arrange




5As - Practical Application

- ▶ Ask what you can do for your client
- ▶ Advise client on healthy steps to take
- ▶ Assess client interest in changing behavior
- ▶ Agree with approach client selects
- ▶ Assist client in modifying behavior
- ▶ Arrange services for client & follow-up



Coaching

- ▶ Various methods to coaching clients to make behavior and lifestyle changes
 - Health coaching
 - Goal-oriented and resource focused to help 'guide' clients to make changes based on agreed upon goals
 - Often relies on biometric and/or health information to set goals and targets (i.e. BMI, cholesterol)
 - Intrinsic coaching
 - Focuses on intrinsic motivation and personal reasoning for goal setting using coach mediated questioning and guidance
 - Relies on client input and feedback of personal beliefs and values to make positive changes



Motivational Interviewing

- ▶ Powerful method for helping clients achieve positive behavior changes through thoughtful interviewing and support
 - Focuses on self-efficacy, intrinsic and extrinsic motivation, and personal cognitive dissonance
 - Helps clients contrast behaviors (i.e. over eating) with awareness of the behavior's negative consequences (related health issues, weight management, self-esteem)
 - Empathy and objective constructive feedback help clients see change as positive and motivating, rather than difficult and depriving