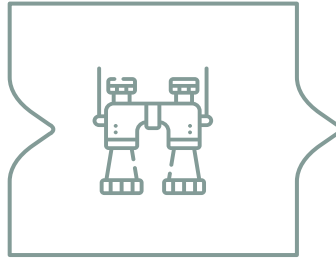


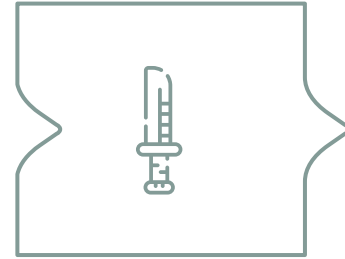
Essential Elements of a Process



Collaboration



Evocation



Autonomy

What is behavior change?

- **Behavior Change**

- Modifying our actions, beliefs, attitudes, and habits
 - Often done in order to improve overall well-being or avoid negative potential outcomes
- We can only measure actions and habits

- **Can be difficult to start, achieve, and sustain**

- Most maladaptive behaviors were adaptive at some point
- Most behaviors harmful to others got or get a person what they want at some point
 - Even small harms/accidents can interact with need for behavioral changes

Stages of Change - Review

1

2

3

4

5

6

Pre-
contemplative/
denial

Planning/
Preparation

Action

Integration

Contemplative

Maintenance

⋮



Theory of planned behavior

▶ Attitudes

The degree to which the person has a favorable or unfavorable evaluation of their behavior and its outcomes

▶ Social norms

Customary codes of behavior in a group of people in a larger cultural context

▶ Behavioral intention

Motivational factors that influence a given behavior, the stronger the intention to perform the behavior the more likely they will

▶ Perceived Power

Perceived presence of factors that may make it easier or harder to do something. The extent to which a person believes they have power to change

▶ Subjective norms

The belief about whether most people approve or disapprove of the behavior. Do peers and important people think they should change or not.

▶ Perceived control

Perception of the ease or difficulty of performing the behavior of interest, varies across situations and actions

