Chapter 2
BEHAVIOR MODIFICATIONS

Chapter 2 Objectives
- Learn the effects of environment on behavior
- Understand obstacles that hinder ability to change behavior
- Explain the concepts of motivation locus of control
- Identify the stages of change
- Describe the processes of change
- Explain techniques that facilitate the process of change
- Describe the role of SMART goal setting

Behavior Modification

Introduction
- Why is it so hard for people to change?
- What triggers the desire to change?
Living in a Toxic Health and Fitness Environment

- Most behaviors we adopt are a product of our environment
- Environment includes family, friends, home, school, workplace, television, radio, movies, community, country, and culture
- We live in a “toxic” fitness and wellness environment
- We overlook the ways our environment influences our behaviors, lifestyle, and health

Environmental influences on physical activity

Home, work and public spaces encourage inactivity
- Escalators instead of stairs
- Car washes
- Automatic garage door openers
- Drive-through windows
- Cell phones and email
- Work that requires sitting
- Television watching
- Community structure that limits ability to walk or ride bikes safely

Our environment is not conducive to a healthy, physically active lifestyle
Reduce time spent sitting

- People who meet current minimum physical activity requirements, but spend most of their day sitting still have high death rates
- Research has shown:
  - Excessive sitting time is associated with an increased risk for all-cause and cardiovascular disease mortality independent of body weight and physical activity
  - For every hour of sedentary TV watching per day, life expectancy decreases by 22 minutes

Environmental influence on diet and nutrition

- Reasons the average American eats more than they need every day:
  - Daily food supply that exceeds the nation’s calorie needs
  - Eating out is part of daily life, appealing and offers more variety than eating at home
  - Portion sizes continue to grow
  - Disregard for hunger cues and therefore snacking
  - Consider cost before nutrition
  - Free soft-drink refills

Your Brain and Your Habits

- Habits are usually based on rewards.
  - The corpus striatum of the brain is activated by events that are rewarding, exciting, unexpected, and intense, as well as by the associated cues from the environment.
  - Dopamine is abundant in the corpus striatum and is involved in forming habitual responses to these stimuli.
- Change values, whether through education or environmental cues.
  - A change in core values overrules instant rewards as people seek long-term gratification.
Barriers to Change

- Lack of core values
  - Most people are unwilling or unable to trade convenience for health or other benefits.
  - Tip: Educate yourself regarding the benefits of a healthy lifestyle and subscribe to several reputable health, fitness, and wellness newsletters.

- Procrastination
  - They think: "Tomorrow or sometime later will be a better time to change."
  - Tip: Ask, "Why not change today?" and find the motivation to do so.

- Preconditioned cultural beliefs
  - They think: "I cannot change because I am merely a product of my environment."
  - Tip: Find a like-minded partner. Finding people who are willing to "sail" with you will help overcome this barrier.

- Gratification
  - They think: "Benefits later are not worth the discomfort now. Instant good feelings outweigh any long-term satisfaction."
  - Tip: Ask, "What happened last time when I didn't consider the consequences? Is the immediate good feeling really worth it later? Is the long-term satisfaction worth suffering discomfort for a while?"

- Risk complacency
  - They think: "If I get heart disease, I'll deal with it then. For now, let me eat, drink, and be merry."
  - Tip: Ask, "How well do I want to live my last decades of life?"

- Complexity
  - They think: "The world is too complicated, with too much to think about. There are so many things to do to be healthy. I just can't do them all."
  - Tip: Ask, "Can't I take them one at a time?"

- Indifference and helplessness
  - They think: "No matter what I do, my genetics will work against me."
  - Tip: Ask, "Didn't I just read that 84 percent of the risk for disease is based on everyday decisions?"

- Rationalization
  - They think: "I'm not as bad as Joe or Sally."
  - Tip: Ask, "Do Joe and Sally's problems improve mine?"

- Illusions of invincibility
  - They think: "It might be a bad choice, but I can handle anything that comes my way."
  - Tip: Ask, "Will I be able to handle anything when I am older? Might it be better to maintain good health throughout life?"
Self-efficacy promotes behavior change

- **Self-efficacy**
  - Belief in the ability to perform a given task
  - The knowledge and skills you possess and further develop determine your goals and what you do and choose not to do.
- **Sources of self-efficacy in order of influence**
  1. Mastery experiences
  2. Vicarious experiences
  3. Verbal persuasion
  4. Physiological cues

Motivation and locus of control promote behavior change

- **Motivation**
  - Drive that dictates behavior by producing direction, energy and persistence. Motivation comes from within, but is influenced by external factors.
- **Locus of control**
  - Concept examining the extent to which a person believes he or she can influence external environment
  1. Internal locus of control – promotes change
  2. External locus of control – greater challenge to behavior change

Three barriers to taking action

1. **Problems of competence**
   - Lacking the skills to get a given task done leads to reduced competence.
   - Solution: master the skills required to participate
2. **Problems of confidence**
   - Arise when you have the skill but don’t believe you can get it done and/or when the task seems insurmountable
   - Solution: try breaking task down into smaller parts
3. **Problems of motivation**
   - Competence and confidence are present, but unwilling to change because the reasons to change are not important to the person.
   - Solution: increase knowledge of subject and create goals
Five approaches to behavior change

1. Stopping a negative behavior
2. Preventing relapse to a negative behavior
3. Developing a positive behavior
4. Strengthening a positive behavior
5. Maintaining a positive behavior

Behavior change theories and models

Learning Theory
Most behaviors are learned and maintained under complex schedules of reinforcement and anticipated outcomes.

Social Cognitive Theory
Behavior change is influenced by environment, self-efficacy and characteristics of the behavior.

Behavior change theories and models

Humanistic Theory of Change
People are unique in the development of personal goals – with the ultimate goal being self-actualization

Problem-Solving Model
Many behaviors are the result of making decisions as the individual seeks to solve the problem behavior
Behavior change theories and models

Relapse Prevention Model
Based on principle that high-risk situations can be anticipated through the development of strategies to prevent lapses and relapses

Lapse: (v.) To slip or fall back temporarily into unhealthy behaviors; (n.) short-term failure to maintain healthy behaviors

Relapse: (v.) To slip or fall back into unhealthy behavior(s) over a longer time; (n.) longer-term failure to maintain healthy behaviors

Transtheoretical Model of behavior change
- Change is gradual and involves stages

Transtheoretical Model of behavior change
Lapses (or relapses) may occur at any level after the precontemplation stage.
Overview of the common processes of change

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<th>Preparation</th>
<th>Action</th>
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Common processes of change

**Consciousness-Raising**
Provides information about problem behavior so you can make a better decision about the behavior

**Social Liberation**
External influences that create awareness of the problem behavior

**Self-Analysis**
Developing a decisive desire to modify behavior

**Emotional Arousal**
Experience and express feelings about the problem and its solution

**Positive Outlook**
Taking an optimistic approach from the beginning and believing in yourself

**Commitment**
Accept responsibility to change and believe in the ability to do so
**Common processes of change**

**Behavior Analysis**
Determining the frequency, circumstances and consequences of the behavior to be changed

**Helping Relationships**
Surround yourself with people who will work toward a common goal or encourage you

**Self-Reevaluation**
Analysis of your feelings about the problem behavior including pros and cons, advantages and disadvantages

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**Common processes of change**

**Countering**
Substituting healthy behaviors for problem behaviors. Important in action and maintenance stages

**Monitoring**
Continuous behavior monitoring which increases awareness of the desired outcome

**Environment Control**
Restructuring physical surroundings to avoid problem behaviors and decrease temptations

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**Common processes of change**

**Rewards**
Rewards support repetition of behavior

**Goal Setting**
Goals motivate behavior change
SMART Goals are:
1. Specific
2. Measureable
3. Acceptable
4. Realistic
5. Time-specific

Revaluation of your goals is vital to your success
The Process of Change

- Using the same plan for everyone does not work
- Timing (Table 2.2)
  - Apply any number of techniques of change within each process to help go through that specific process.
- Lab 2B

Steps for Successful Behavior Modification

1. Acknowledge that you have a problem.
2. Describe the behavior to change (increase physical activity, stop overeating, quit smoking).
3. List advantages and disadvantages of changing the specified behavior.
4. Decide positively that you will change.
5. Identify your stage of change.
6. Set a realistic goal (SMART goal), completion date, and sign a behavioral contract.
7. Define your behavioral change plan: List processes of change, techniques of change, and objectives that will help you reach your goal.
8. Implement the behavior change plan.
9. Monitor progress toward the desired goal.
10. Periodically evaluate and reassess your goal.
11. Reward yourself when you achieve your goal.
12. Maintain the successful change for good.