

Behavior Change Theories

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Behavioral change theories

- These theories explain the **reasons** behind alterations in individuals' behavioral patterns.
- These theories serve to **understand better** those factors associated with **maximizing adherence to positive physical activity and lifestyle behaviors** at the individual, community and population levels.

Theories of behaviour change

- They cite **environmental, personal, and behavioral characteristics** as the major factors in behavioral determination.
- These theories have attracted growing attention as the **negative consequences of unhealthy lifestyle behaviors** have become increasingly apparent.
- They are **pertinent to the development of effective interventions in the field of health and physical activity**

The Key elements of Behavior Change

| Key Element | Definition | Strategies |
|-------------|--|---|
| Threat | A danger or a harmful event of which people may or may not be aware. | raise awareness that the threat exists, focusing on severity and susceptibility. |
| Fear | Emotional arousal caused by perceiving a significant and personally relevant threat. | Channeling fear in the appropriate way, can motivate people to seek information, but it can also cause people to deny they are at-risk. |

The Key elements of Behavior Change

| Key Element | Definition | Strategies |
|--------------------------|--|--|
| Response Efficacy | Perception that a recommended response will prevent the threat from happening. | Provide evidence of examples that the recommended response will avert the threat. |
| Self-Efficacy | An individual's perception of or confidence in their ability to perform a recommended response. | Raise individuals' confidence that they can perform response and help ensure they can avert the threat. |

Self-efficacy

- **Self-efficacy** means individual's impression of their own ability to perform a demanding or challenging task such as facing an exam or undergoing surgery.
- **Self-efficacy** is based on factors like the **individual's prior success in the tasks, physiological state, and outside sources of persuasion.**
- **Self-efficacy** is an important element of many of the theories, including: **the Health Belief Model, the Theory of Planned Behavior and the Health Action Process Approach.**

Theories of behavior change

- Understanding behavioral change will improve the services offered in the areas of:
 - **health,**
 - **education,**
 - **criminology,**
 - **energy, and**
 - **international development.**

General Theories & Models:

- **Learning theories/ behavioral analytic theories of change**
- **Social learning/ social cognitive theory**
- **Theory of Reasoned Action**
- **Theory of Planned Behavior**
- **Transtheoretical theory/ Stages of Change Model**
- **Health Action Process approach**

Learning theories/behavior analytic theories of change

- Derived from the school of behaviorism (Pavlov, Skinner, Watson)
- These theories utilize learning principles to bring about behavior change.
- State that **complex** behavior is learned gradually through modification of **simpler** behaviors.
- As each simple behavior is established through **imitation** and **reinforcement**, the complex behavior develops.

Learning theories/behavior analytic theories of change

Techniques and Strategies Used In Behavior Analysis:

Chaining: .1

Involves breaking a task down into ➤ smaller components.

The simplest or first task in the process is ➤ taught first.

Once that task has been learned, the next ➤ task can be taught. This continues until the entire sequence is chained together.

Learning theories/behavior analytic theories of change

Techniques and Strategies Used In Behavior Analysis:

2. Prompting:

Involves using prompt to trigger a desired ➤ response.

This might involve issues a verbal cue, such as ➤ telling the person what to do, or a visual cue, such as displaying a picture designed to cue the response.

Learning theories/behavior analytic theories of change

Techniques and Strategies Used In Behavior Analysis:

3. Shaping:

Involves gradually altering a behavior, rewarding closer and closer approximations of the desired behavior.

Social learning/ social cognitive theory

Social cognitive theory is a learning theory ■
based on the idea that **people learn by observing others.**

People learn by observing others, with the ■
environment, behavior, and cognition all as
the chief factors in influencing development in
a reciprocal triadic relationship.

For example, each behavior witnessed can ■
change a person's way of thinking (cognition).
Similarly, the environment one is raised in
may influence later behaviors.

Social learning/ social cognitive theory

Bandura's schema shows how the reproduction of an observed behavior is influenced by the interaction of the following three determinants:

Personal: Whether the individual has high or low self-efficacy toward the behavior. •

Behavioral: The response an individual receives after performing a behavior . •

Environmental: Aspects of the environment or setting that influence the individual's ability to successfully complete a behavior. •

Theory of Reasoned Action

- The theory is one of the three classic models of **persuasion**.
- The theory aims to explain the relationship between **attitudes** and **behaviors** within human action.
- How individuals will behave based on their pre-existing **attitudes and behavioral intention**.

Theory of Reasoned Action

- Individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior.
- Intention is an important factor in determining behavior and behavioral change.
- Personal attitude and **social pressure** shape intention.

Theory of Planned Behavior

- Represents an expansion **upon the theory of reasoned action.**
- It states that behavior performance is proportional to the amount of **control** an individual possesses over the behavior and the strength of the individual's **intention** in performing the behavior.
- The theory holds that only specific attitudes toward the behavior in question can be expected to predict that behavior.
- **Perceived behavioral control influences intentions.**

Theory of Planned Behavior

- **Perceived behavioral control** refers to people's perceptions of their ability to perform a given behavior. These predictors lead to **intention**.
- The more favorable the attitude and the subjective norm, and the greater the perceived control the stronger should the person's intention to perform the behavior in question.
- Intended to cover cases in which a person is not in control of all factors affecting the actual performance of a behavior.

Health Action Process approach

- Designed as a sequence of two continuous self-regulatory processes:
 - A. a goal-setting phase (motivational phase, intention)**
 - B. a goal-pursuit phase (volition), subdivided into:**
 - a pre-action phase and (A)
 - an action phase (B)
- **Motivational self-efficacy, outcome-expectancies and risk perceptions** are assumed to be predictors of **intentions**, the motivational phase.
- The effects of intentions are assumed to be mediated by **planning**, Action phase (B).

Stage Theories of Behavior Change

These theories propose an **integrated stage-based model** in which behavior change is viewed as a **cyclical process** that involves **five stages of:**

- **awareness** of the problem and a need to change
- **motivation** to make a change
- **skill development** to prepare for the change
- **initial adoption** of the new activity or behavior a
- **maintenance** of the new activity and integration into the lifestyle.

Stages of Change Model (Transtheoretical Model)

- Behavioral change is a **five-step process**.
- The five stages, between which individuals may oscillate before achieving complete change, are:
 - **Precontemplation,**
 - **Contemplation,**
 - **Preparation,**
 - **Action, and**
 - **Maintenance.**

Stage Theories of Behaviour Change

Precontemplation:

In this stage, there is no intent on the part of the individual to change his or her behavior in the foreseeable future.

Contemplation:

People are aware that a problem exists and are seriously considering taking some action to address the problem.

Stage Theories of Behaviour Change

Preparation:

Involves both intention to change and some behaviour, usually minor, and often meeting with limited success

Action:

Individuals actually modify their behavior in order to overcome their problems or to meet their goals.

Stage Theories of Behaviour Change

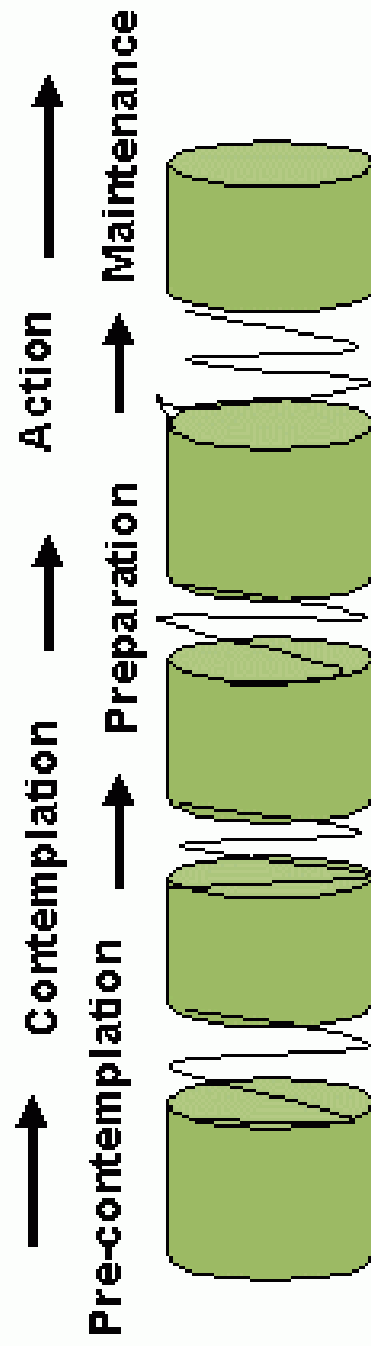
Maintenance:

People work to prevent relapse and consolidate the gains attained in the action stage.



Stage Theories of Behaviour Change

- The pattern of movement through the 5 stages is neither unitary or linear, but rather, **cyclical**, involving a pattern of :
 - **adoption ,**
 - **maintenance,**
 - **relapse, and**
 - **readoption over time.**



Applications of Stage Theories of Behaviour Change

- **Health Care**
- **Education**
- **Criminology**
- **Energy Consumption Behaviour**

Health Care

- Behavioral change theories explain health-related behaviors and provide insight into methods that would encourage individuals to develop and maintain healthy lifestyles.
- Include the development of programs promoting active lifestyles and programs reducing the spread of diseases like AIDS

Health Care

Behavioral change theories has been applied successfully in:

- **psychotherapeutic interventions,**
- **smoking cessation,**
- **substance abuse programs.**
- **understanding patterns of physical activity participation and exercise adherence**

Health

- **Models of behavior change specific to health applications include:**
 - **The Health Belief? Health Action Model,**
 - **Relapse Prevention Model,**
 - **the Health Action Process Approach, and**
 - **the I-Change Model.**

Health Care

- **The Health Belief Model** (Health Action Model), states that individuals will alter health-related behavior according to the perceived severity of the threat to their health.
- **The Relapse Prevention Model** concentrates on promoting prolonged healthy behavior by making distinctions between **lapses** and **relapses** in an attempt to encourage individuals to maintain healthy lifestyles.

Health Care

- **The I- Change Model:**

An integrated Model for explaining motivational and behavioral change derived from the:

Attitude – Social influence – Self-Efficacy Model.

Assumes that three phases in the behavioral change process :

- 1. Awareness**
- 2. Motivation**
- 3. Action.**

Education

- Behavioral change theories provide insight into the **formulation of effective teaching methods** that tap into the mechanisms of behavioral change.
- **Social Learning Theory** and **Theory of Planned Behavior**, were developed as attempts to improve health education.

Criminology

- The general theories of behavioral change suggest possible explanations to criminal behavior and methods of correcting deviant behavior.
- Understanding of behavioral change can facilitate the adoption of effective correctional methods in policy-making.
- Specific theories that have been applied to criminology include the **Social Learning Theory** and **Differential Association Theory** .

Criminology

The understanding that deviant behavior **like stealing** may be **learned**.

A **behavior** resulting from **reinforcers** like **hunger satisfaction** that are unrelated to criminal behavior, can aid the development of social controls that address this underlying issue rather than merely the resultant behavior.

Energy

- Intervention programs aimed at the **change of energy consumption patterns** need to take into account that behavioral change is best achieved and maintained if supported by **tailored information and changes in context**, for example supportive social networks, policies or technologies.
- Focus should be on **broadening social interaction, lifestyles, norms and values as well as technologies and policies**—all enabling or constraining behavioral change, and not only individual behavior

Rogers Stage-Based Theory:

- Explains **how new ideas or innovations are disseminated and adopted at the community and population levels.**
- Rogers identified five distinct stages in the process of diffusion of any new initiative or innovation:
 - **knowledge,**
 - **persuasion,**
 - **decision,**
 - **implementation,**
 - **confirmation.**

Thank You