

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.

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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.

Behavioral change theories :

- **explain** the reasons behind alterations in individuals' behavioral patterns.
- **serve** to understand better those factors associated with maximizing adherence to positive physical activity and lifestyle behaviors at the **individual, community and population levels**.
- **cite** (ذكر، نوه) environmental, personal, and behavioral characteristics as the major factors in **behavioral determination**.
- **have attracted growing attention** as the negative consequences of unhealthy lifestyle behaviors have become **increasingly apparent**.
- **pertinent** (وثيق الصلة بالموضوع) to the development of **effective interventions** in the field of health and physical activity.

Self-efficacy :

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

****Understanding behavioral change will improve the services offered in the areas of:**

- **health,**
- **education,**
- **criminology,**
- **energy, and**
- **international development.**

**** General Theories & Models:**

1.Learning theories/ behavioral analytic theories of change:

- Derived from the school of behaviorism (Pavlov, Skinner, Watson)
- 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(تقليد، محاكاة) and reinforcement, the complex behavior develops.

Techniques and Strategies Used In Behavior Analysis:

Chaining(ربط، سلسلة):

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.

Prompting(حث):

Involves using prompt to trigger a desired ➤ response.

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

Shaping:

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

2.Social learning/ 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 may influence later behaviors.

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.

3. Theory of Reasoned Action:

- one of the three classic models of **persuasion**.
- **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 (النية، القصد).
- 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.**

4. 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.
- only specific attitudes toward the behavior in question (القضية، المسألة) can be expected to predict that behavior.
- **Perceived behavioral control influences intentions.**
- 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.

5. 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 (مطاردة) phase → (volition: إرادة), 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)**.

6. Transtheoretical theory/ Stages of Change Model:

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
- **maintenance** of the new activity and integration into a life style.
- **Behavioral change is a five-step process.**
- The five stages, between which individuals may oscillate (fluctuate) before achieving complete change, are:

➤ **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** (تأمل، تفكر):

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

➤ **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.

➤ **Maintenance:**

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

- 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
- Criminology
- Energy Consumption Behaviour
- Education

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.

Behavioral change theories has been applied successfully in:

- psychotherapeutic interventions,
- smoking cessation,
- substance abuse programs.
- understanding patterns of physical activity participation and exercise adherence.
- Models of behavior change specific to health applications include:
 - **The Health Belief(Health Action Model)** , states that individuals will alter health-related behavior according to the perceived severity of the threat to their health.
 - **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.
 - the Health Action Process Approach, and
 - **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
- 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(a psychologist) Stage-Based Theory:

- Explains how new ideas or innovations(ابتكار) 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 .