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Promoting Healthy
Behavior Changes

HEALTH
THE BASICS

SEVENTH EDITION

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Promoting Healthy Change

Putting Health in Perspective

- **Health – Dimensions: Spiritual, Physical, Mental, Intellectual, Social, Emotional, Environmental**
 - Broad scope with emphasis on global issues, challenges, achievements
- **Wellness**
 - The achievement of the highest level of health
- **Well-Being**
 - Positive health status

Putting Health in Perspective

- **Health: Yesterday and Today**
 - 1800s
 - Health = absence of illness
 - Common illnesses: bubonic plague, influenza, cholera
 - Poor health often associated with poor hygiene
 - Late 1800s and 1900s
 - Suspicion of the environment as a cause of sickness

Putting Health in Perspective

- **World Health Organization**
 - 1947 – International conference on global health
 - “Health is the state of complete physical, mental, and social well-being, not just the absence of disease or infirmity.”
 - For the first time, health meant more than an absence of illness.

Putting Health in Perspective

- **1960s definition of health included:**
 - Elements of Life
 - Physical
 - Social
 - Mental
 - Dimensions of Life
 - Environmental
 - Spiritual
 - Emotional
 - Intellectual

Putting Health in Perspective

- **Health Today**

- Mortality rates indicate people are living longer
- Morbidity rates indicate fewer people suffer from infectious disease

- ***Are people truly healthier?***

■ The Six Dimensions of the Health and Wellness Continuum

- *Physical*

- Includes body functioning, physical fitness, Activities of Daily Living (ADL)

- *Social*

- Ability to have satisfying relationships

- *Intellectual*

- “Brain power”
- Ability to think clearly, reason objectively

- **The Six Dimensions of the Health and Wellness Continuum (*continued*)**

- *Emotional*

- Self-esteem, self-efficacy

- *Environmental*

- Appreciation of the external environment and one's role

- *Spiritual*

- Feeling as if part of a greater spectrum of existence

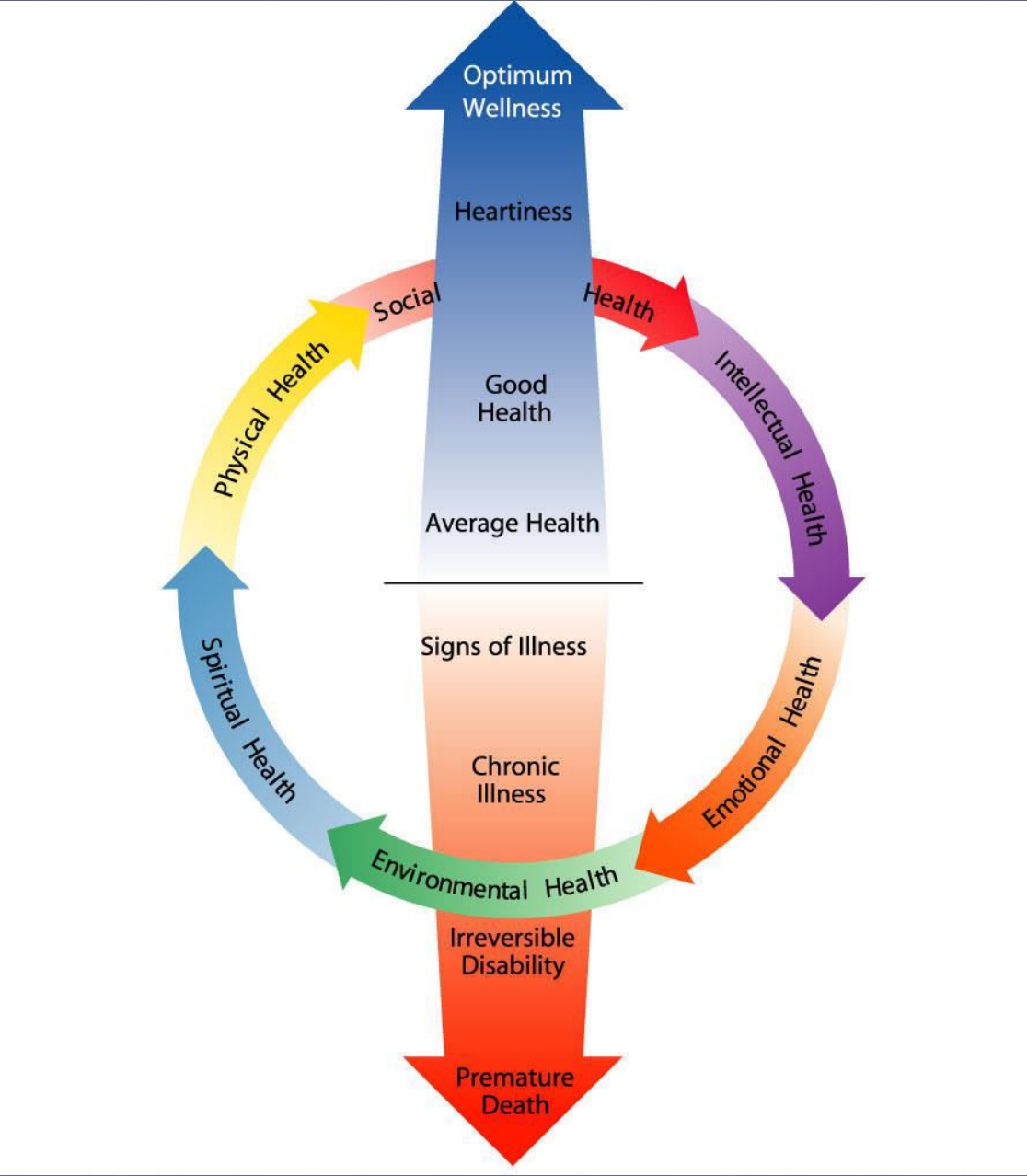


Figure 1.1

New Directions for Health

■ **Healthy People 2000**

- 1990 – U.S. Surgeon General proposed a national health plan, for individuals and groups, with long-term objectives

■ **Healthy People 2010**

- The plan has 28 focus areas representing public health priorities
- Examples include: tobacco use, nutrition, access to care

Table 1.1

What Is *Healthy People 2010*?

Overarching Goals

1. Increase quality and years of healthy life
2. Eliminate health disparities

Focus Areas

1. Access to quality health services
2. Arthritis, osteoporosis, and chronic back conditions
3. Cancer
4. Chronic kidney disease
5. Diabetes
6. Disability and secondary conditions
7. Educational and community-based programs
8. Environmental health
9. Family planning
10. Food safety
11. Health communication
12. Heart disease and stroke
13. Human immunodeficiency virus (HIV)
14. Immunization and infectious diseases
15. Injury and violence prevention
16. Maternal, infant, and child health
17. Medical product safety
18. Mental health and mental disorders

19. Nutrition and overweight
20. Occupational safety and health
21. Oral health
22. Physical activity and fitness
23. Public health infrastructure
24. Respiratory disease
25. Sexually transmitted disease
26. Substance abuse
27. Tobacco use
28. Vision and hearing

Leading Health Indicators

1. Physical activity
2. Overweight and obesity
3. Tobacco use
4. Substance abuse
5. Responsible sexual behavior
6. Mental health
7. Injury and violence
8. Environmental quality
9. Immunization
10. Access to health care

Source: Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, "Healthy People 2010," 2000, www.health.gov/healthypeople/About/hpfact.htm.

National Changes: Improving Health and Reducing Disparities

Health professionals and organizations are beginning to work together to help people make healthier decisions about health.

- Goals include improvement in health insurance, better access to low cost, high quality healthcare, educational improvements, protective policies, and enhanced environments.

New Focus on Health Promotion

- **Health Promotion**

- Assists individuals and groups in making behavior changes

- **Risk Behaviors**

- Actions that increase the susceptibility to negative health outcomes

- *What kinds of risk behaviors would you like to change?*

Disease Prevention

- **Three types**

- **Primary**

- Actions designed to reduce risk prior to starting

- **Secondary**

- Recognizing risk factors early and taking action

- **Tertiary**

- Treating during illness

- **Incidence** = number of new cases

- Prevalence** = number of existing cases

New Directions for Health

- *Can you think of some positive and negative health behaviors?*
- Health promotion should be supportive
- Health Bashing
 - Intolerance of others who fail to meet our expectations of health

Table 1.2

Ten Greatest Public Health Achievements of the Twentieth Century

1. Vaccinations
2. Motor vehicle safety
3. Workplace safety
4. Control of infectious diseases
5. Cardiovascular disease (CVD) and stroke deaths
6. Safe and healthy foods
7. Maternal and infant care
8. Family planning
9. Fluoridated drinking water
10. Recognition of tobacco as a health hazard



Source: Adapted from “Ten Great Public Health Achievements—United States, 1900–1999,” *Morbidity and Mortality Weekly Report* 48, no. 12 (April, 1999): 241–243; Centers for Disease Control and Prevention, “Poliomyelitis Prevention in the United States: Updated Recommendations of the Advisory Committee on Immunization Practices,” *Morbidity and Mortality Weekly Report* (2000): 49 (RR-5).

Preparing for Better Health in the Twenty-First Century

■ Global Health Issues

- Globalization has had a profound effect on economic, social, behavioral scientific and technological factors, which influence our health.
- An international response to prevention is important to prevent the spread of disease.

Gender Differences in Health Status

- ***Why do these differences exist?***
- Physiological differences
- Little research went towards women's health prior to 1990
- National Institute of Health created Office of Research on Women's Health
- **Women's Health Initiative**
 - 15 year, \$625 million dollar clinical trial focusing on the leading causes of death/disease in 160,000 postmenopausal women

Factors That Influence Health Status

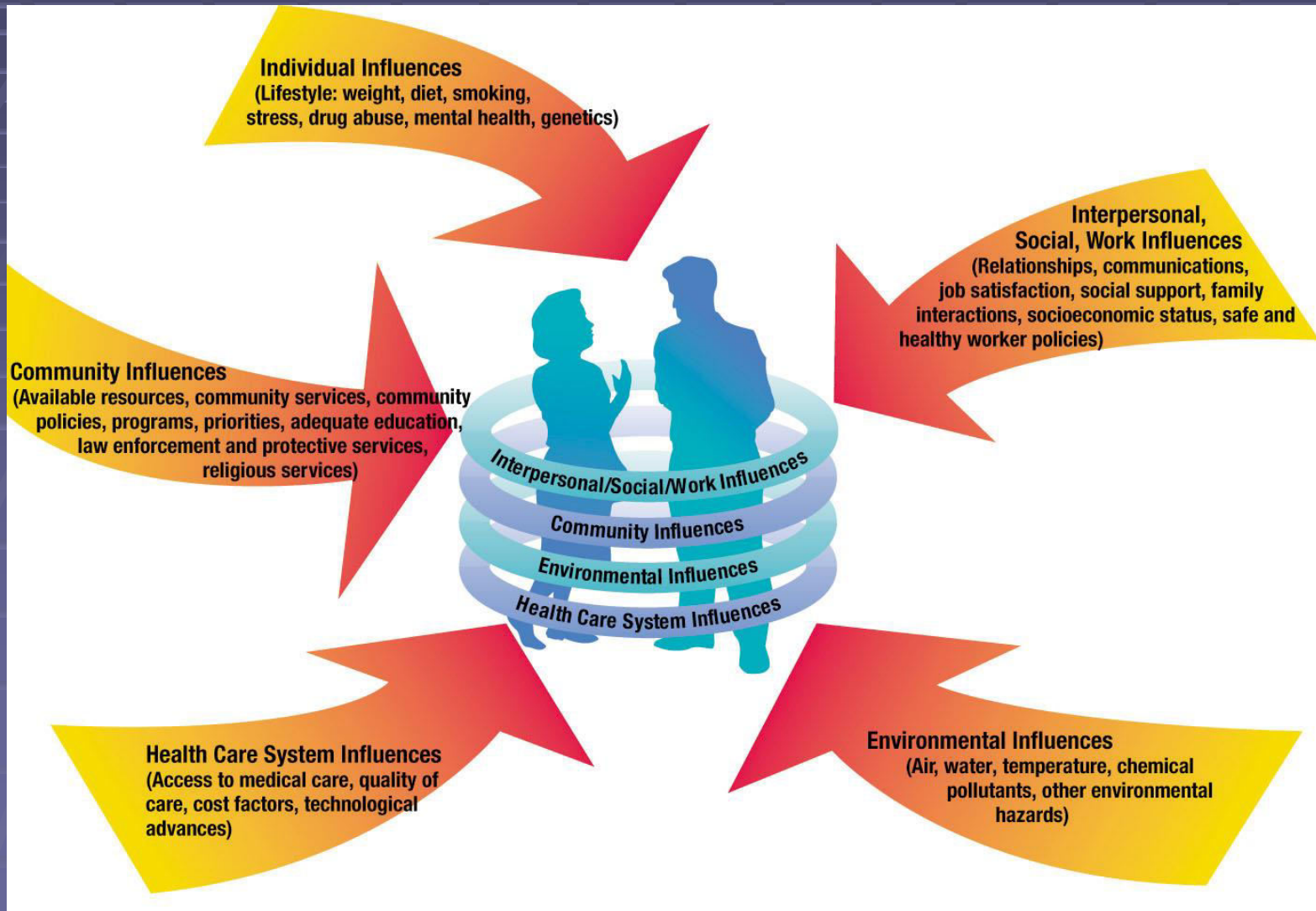


Figure 1.3

Improving Your Health

■ **Healthy Behaviors**

- Getting a good night's sleep (minimum of seven hours)
- Maintaining healthy eating habits
- Managing weight
- Participating in physical recreation activities
- Avoiding tobacco products
- Practicing safer sex
- Limiting intake of alcohol
- Scheduling regular self-exams and medical checkups

Improving Your Health

■ Other actions

- Controlling stressors
- Maintaining meaningful relationships
- Making time for yourself
- Participating in a fun activity each day
- Respecting the environment
- Valuing each day
- Being as kind to yourself as you are to others
- Understanding the health care system and using it wisely
- ***List additional factors that promote Health***

Preparing for Behavior Change

- **Factors Influencing Behavior Change**
 - Predisposing
 - Enabling
 - Reinforcing
 - Motivation
 - Wanting to change

Factors That Influence Behavior-Change Decisions

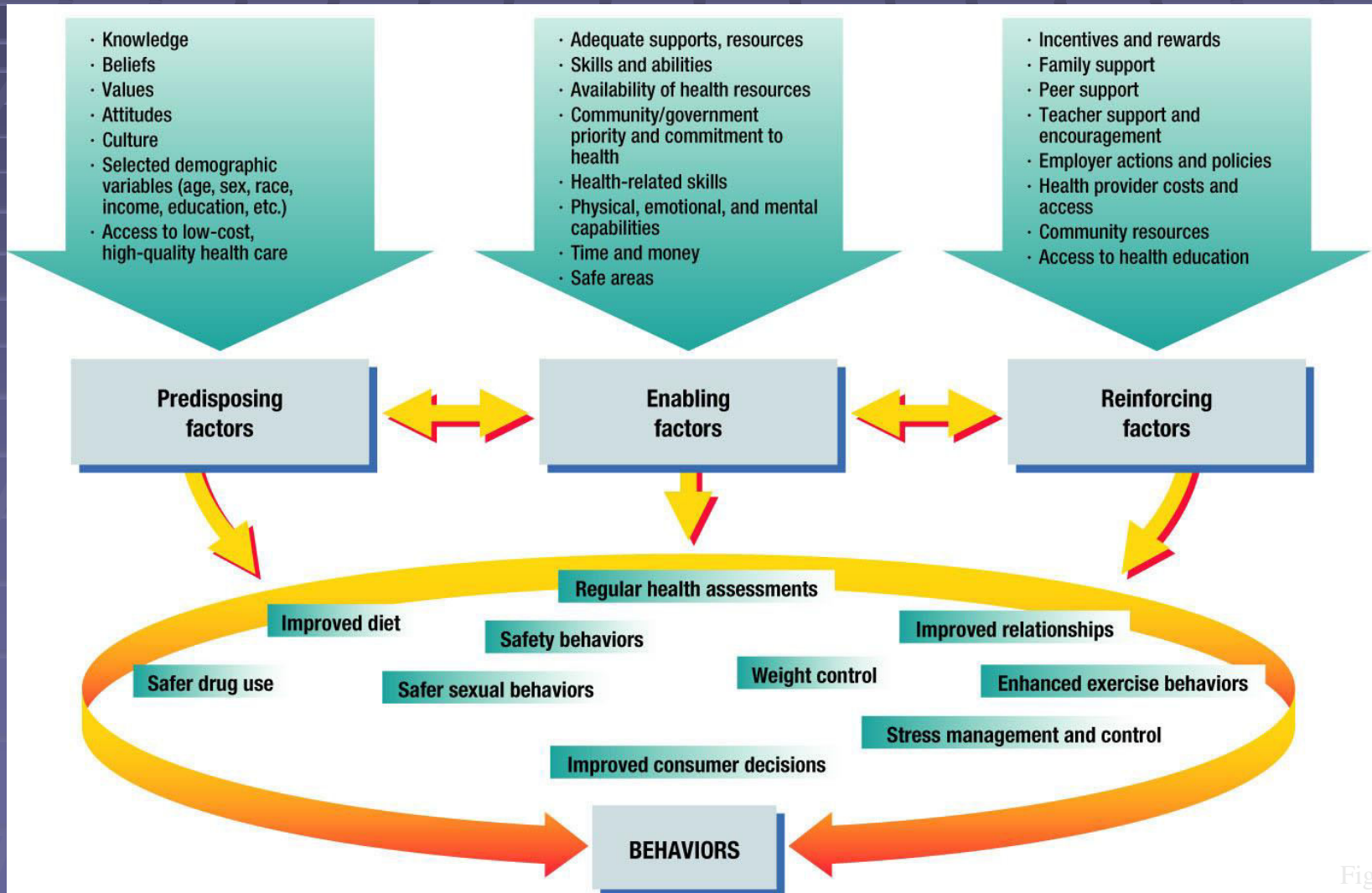


Figure 1.3

Preparing for Behavior Change

- **Motivation**

- Having incentive or reason to make a change

- **Readiness**

- State of being that precedes behavior change and makes it possible

- **Beliefs**

- Appraisal of the relationship between some object, action or idea and some attribute of that object, action, or idea

- **Attitudes**

- Stable set of beliefs, feelings, and behavioral tendencies in relation to something or someone

- **Perceived seriousness**

- How serious would the problem be if were to develop or left untreated?
 - More likely to seek treatment if perceived effects more serious

- **Perceived susceptibility**

- Likelihood of developing the health problem
 - People who think they're at high risk more likely to take action

- **Cues to action**

- Those reminded about the potential problem more likely to take action

Intentions to Change

- **Intention**

- A product of our beliefs and attitude toward action

- **Theory of Reasoned Action**

- Intentions behind actions

Preparing for Behavior Change

- **Significant Others as Change Agents**
 - Family
 - Social bonds
 - Social support

Obstacles to Behavior Change

If you think...

then

try this strategy...

"I don't have enough time"

Chart your hourly activities for one day. What are your highest priorities? What can you eliminate? Plan to make some time for a healthy change next week.

"I'm too stressed"

Assess your major stressors right now. List those you can control and those you can change or avoid. Then identify two things you enjoy that can help you reduce stress now.

"I worry about what others may think"

Ask yourself how much others influence your decisions about drinking, sex, eating habits, etc. What is most important to you? What actions can you take to act in line with these values?

"I don't think I can do it"

Just because you haven't before doesn't mean you can't now. To develop some confidence, take baby steps and break tasks into small pieces.

"It's a habit I can't break"

Habits are difficult to break but not impossible. What triggers your behavior? List ways you can avoid these triggers. Ask for support from friends and family.

Choosing a Behavior Change Strategy

■ Techniques

■ Shaping

- Start slow, keep steps small and attainable, be flexible, don't skip steps, reward yourself.

■ Visualization

■ Modeling

■ Controlling the Situation

■ Reinforcement

- Food/drink
- Activity
- Manipulative
- Possession
- Social

Changing Your Behavior

■ **Self-Assessment**

- Antecedents: stimulate activity
- Consequences: results of activity

■ **Analyzing Personal Behavior**

- Frequency
 - Duration
 - Seriousness
 - Basis for problem behavior
 - Triggering events

Changing Your Behavior

- **Decision Making**

- Remember, change takes time.
- Be aware of alternatives.
- Maintain values/beliefs.

- **Setting Realistic Goals**

- Evaluate why the change is important.
- Think of potential setbacks/obstacles.
- What programs/services could help you?
- Are family and/or friends available for support?
- Measurable, Attainable Goals