

Change Talk: Positive Conversations for Physical Activity

Module 2: Models and Theories of Behaviour Change



This project is funded by the European Social Fund and The National Lottery Community Fund



Learning Objectives

1. Have an understanding of key behaviour change theory and models
2. Are able to use the Stages of Change model and Stage of fitness model


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In relation to all your work how important is understand theories of behaviour change on a scale of 1-10?

 Start presenting to display the poll results on this slide.

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On the same scale how confident are you in your knowledge and ability to use behaviour change theories?

 Start presenting to display the poll results on this slide.

Before we start ...



Think of a time when
you've talked to
someone about a
lifestyle change

**What did you say?
What was their response?
What happened next?**

What makes people
change?



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Why do people change?


 Start presenting to display the poll results on this slide.

What stops people
from changing?



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What Stops People Changing?

 Start presenting to display the poll results on this slide.

Change

Priorities

Benefits outweigh risks

Others around them

Situation

Positive influence



Not change

Drawbacks

Worry

Discomfort

Fear of failing

Environment

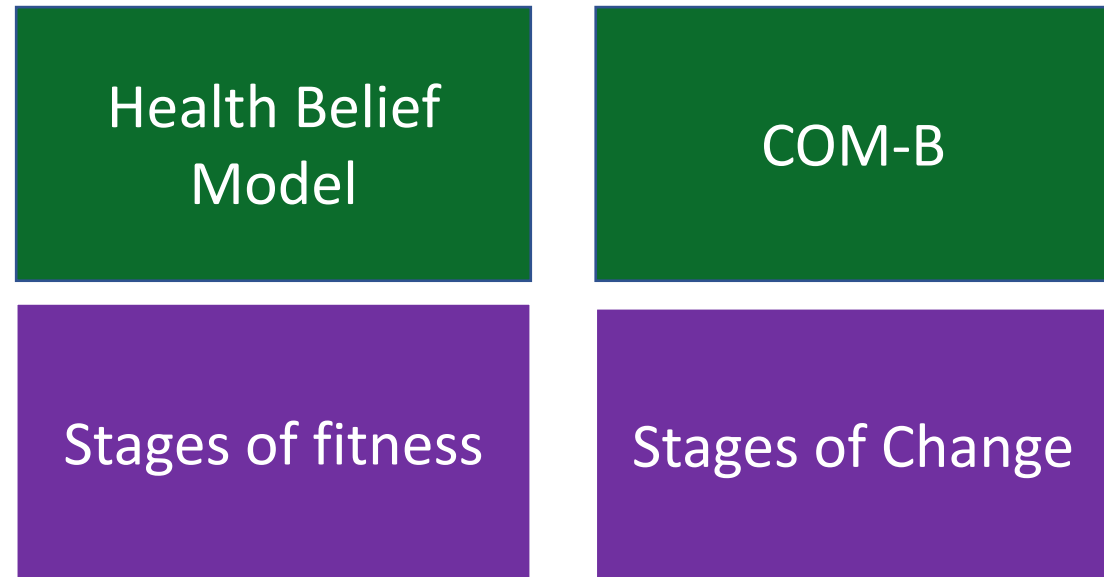
Relationship

Knowing how

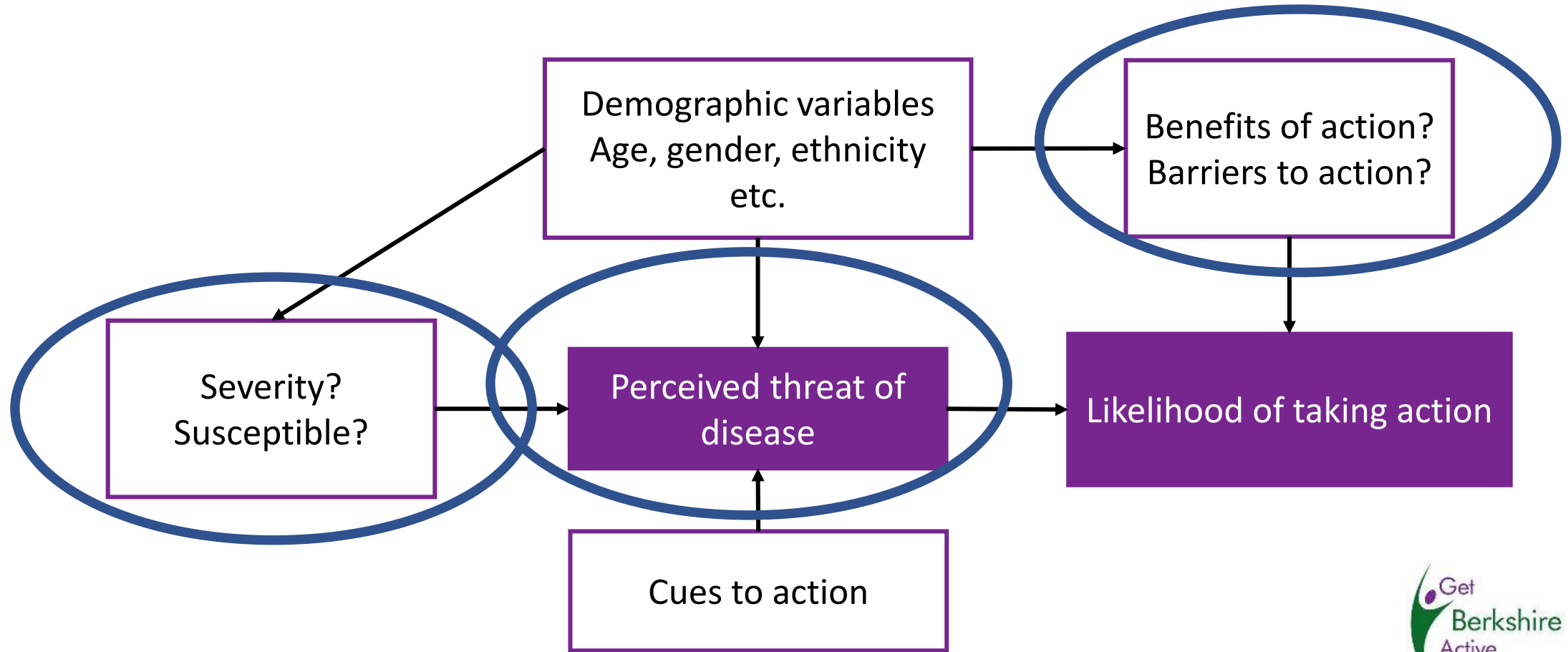


Models and Theories of Behaviour Change

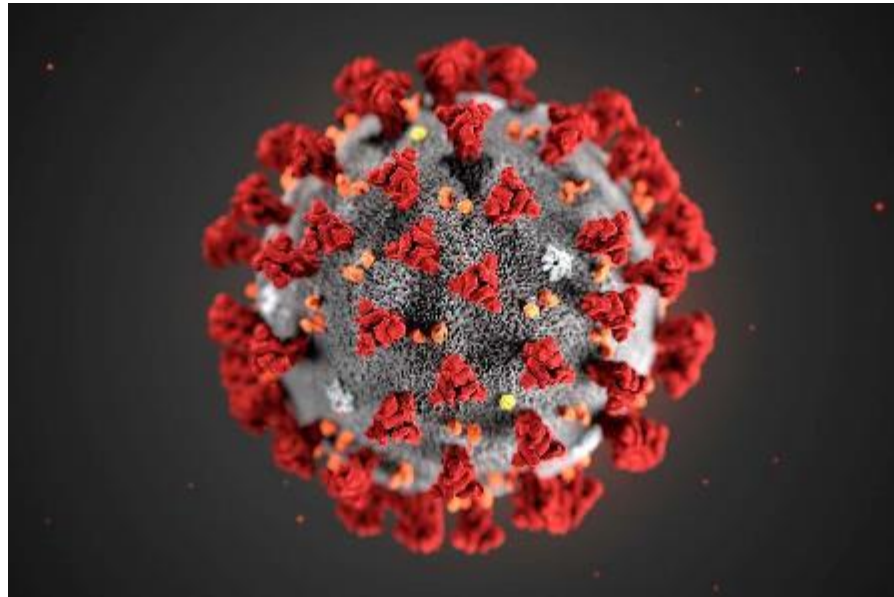
- Many different theories & models
- Are complimentary to each other, not competing
- No time to discuss all of them
- see more in the manual
- Focus on Stages of Change and Stages of Fitness model



Health Belief Model



Health Belief Model



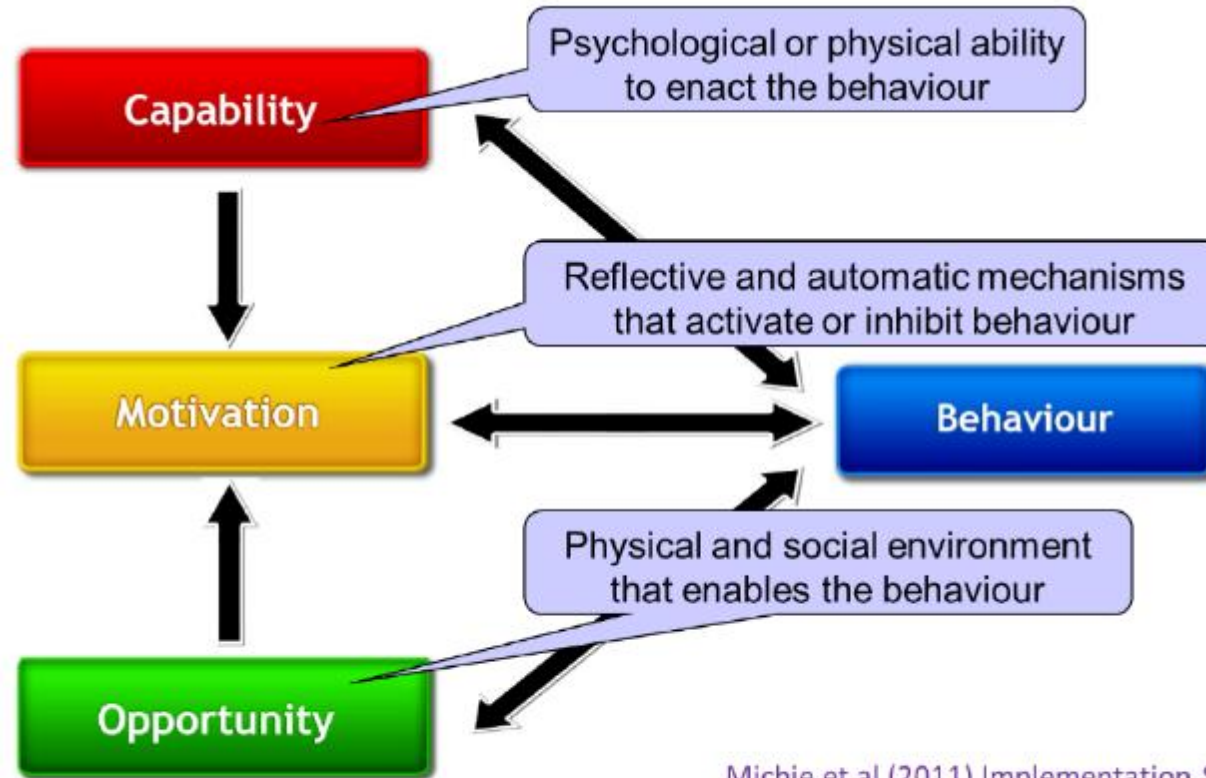
Coronavirus



VS



COM-B Model



Michie et al (2011) Implementation Science



COM-B Model

Capability

An individual's psychological and physical capacity to engage in the activity concerned

Physical Capacity
Psychological Capacity

Opportunity

The external factors that make wanted behaviours more likely to happen and the unwanted behaviours less likely to happen

Physical Opportunity
Social Opportunity

Motivation

Everything that makes a person do what they do; anything that energises and directs behaviour

Automatic Motivation
Reflective Motivation

COM-B Model

Opportunity, Motivation,
Capability



Missing Opportunity

Chris would love to start swimming again. His nearest pool is the other side of the city and he doesn't drive. Membership costs more than he can afford right now.



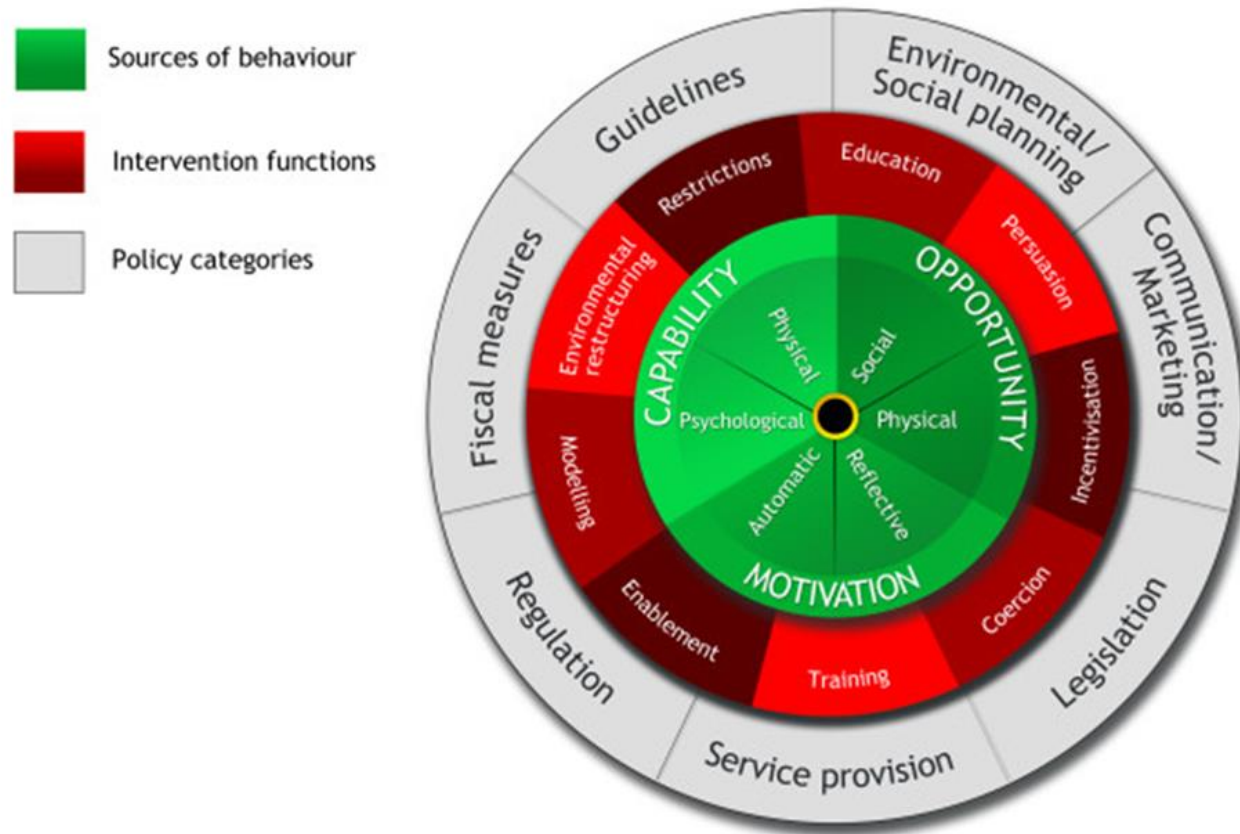
Missing Motivation

Matt lives within close distance of walking trail. Others have talked to him about walking more, including his GP but he doesn't see what the benefit would be.

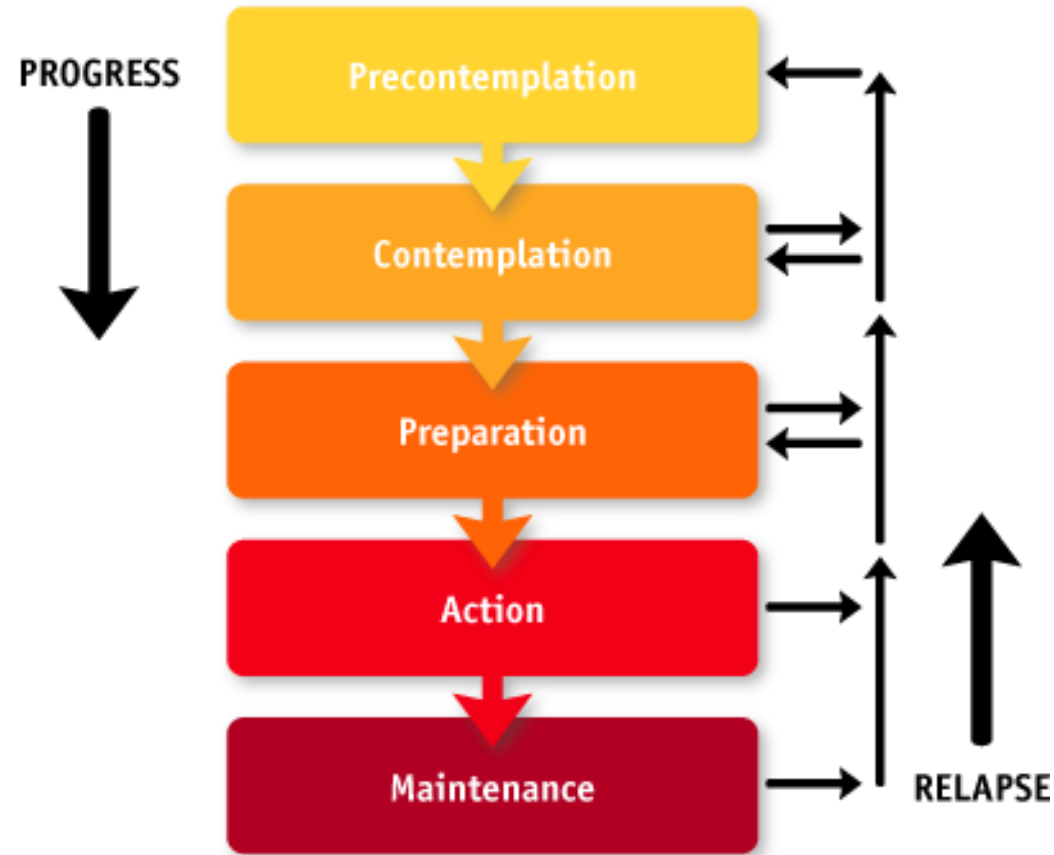
Missing Capability

Linda has just watched an inspiring documentary about cycling. She has access to a working bike but doesn't have experience of cycling the road which makes her anxious.

COM-B Model



Stages of Change (Transtheoretical Model)



1. Pre-contemplation

- No intention to change behaviour
- Perceive the pros of current behaviour greater than cons
- May be demoralised or defensive or unaware of long-term consequences



Primary Task:
Raise awareness



2. Contemplation

- Thinking about change
- Perceives pros and cons of current behaviour to be equal
- May tell themselves they'll change but put it off, remains ambivalent



Primary Task:
Resolve
ambivalence



3. Preparation

- Plans to change behaviour very soon
- Perceive the pros of changing behaviour slightly outweighing the cons
- May have some sort of plan, and tried to change in the past without success

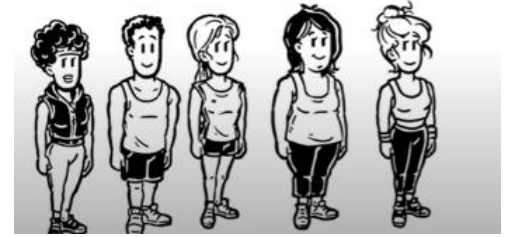


Primary Task:
Help identify
strategies



4. Action

- Has changed behaviour recently
- The cons of old behaviour greater than pros of new
- But least stable phase, with high risk of relapse



Primary Task:
Enhance
Commitment,
Agree Support
Structures &
Action on
Relapse



5. Maintenance

- Risk of going back to old behaviour is reduced
- Still has to maintain positive motivation
- This phase can last various time periods depending on behaviour and individual



Primary Task:

**Maintain
Support
Structures,
Reinforce
positives.**



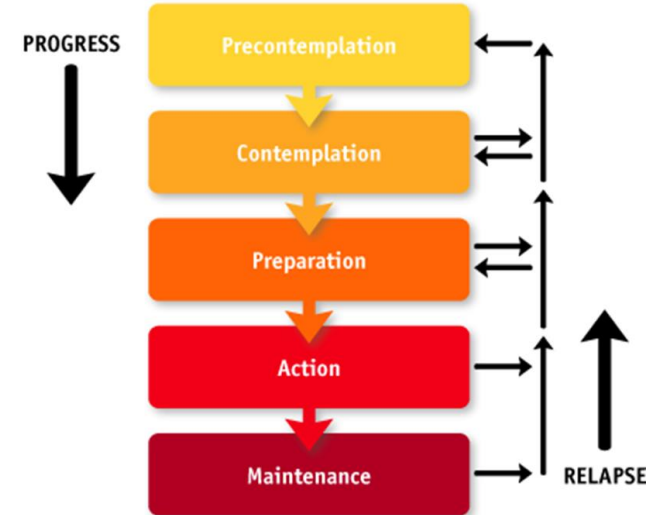
6. Termination

- No temptation to return to old behaviour, 100% self-efficacy
- However, unlikely every to be true for physical activity
- Difficult for anyone to determine they will always be active forever (different to smoking or alcohol relapse)
- Previously sedentary person will always be at risk of relapse



Stages of Change – Scenarios

“I’d love to start running, I really would, but I’ve tried before and I just can’t do it.”



What stage are they at?

Contemplation

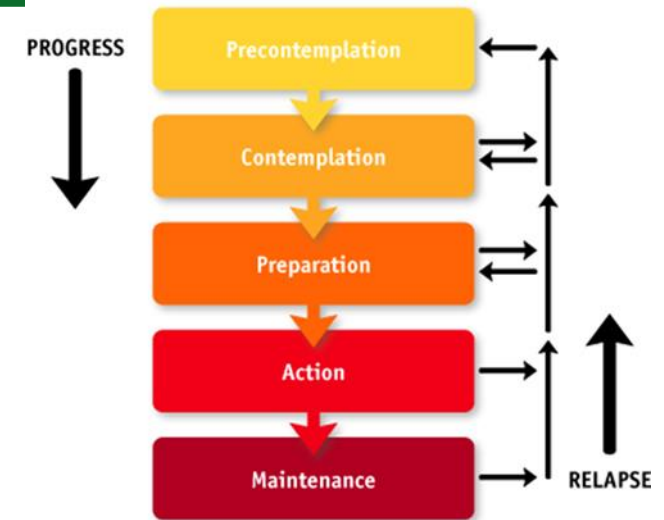
What would your primary task be?

**Resolve
ambivalence**



Stages of Change - Scenarios

“I’ve attended zoom classes for three weeks now. It was hard to keep up in the beginning, but now it is getting easier.”



What stage are they at?

Action

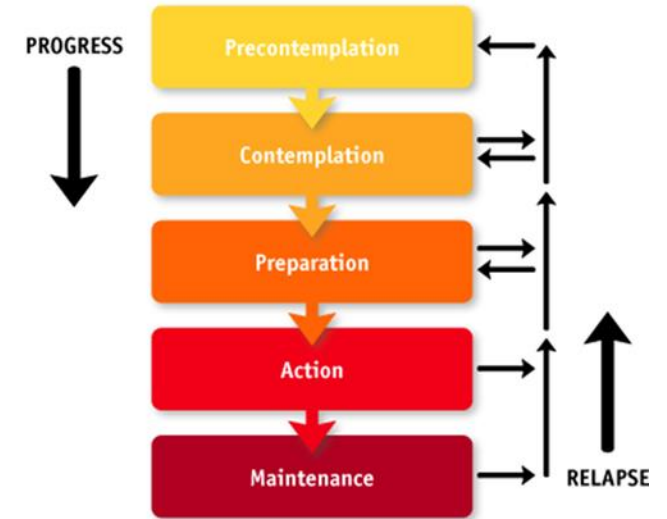
What would your primary task be?

**Support Structures
& Actions on
Relapse**



Stages of Change - Scenarios

“I haven’t done any exercise since I was a teenager. That is just not me and I’m not changing.”



What stage are they at?

Precontemplation

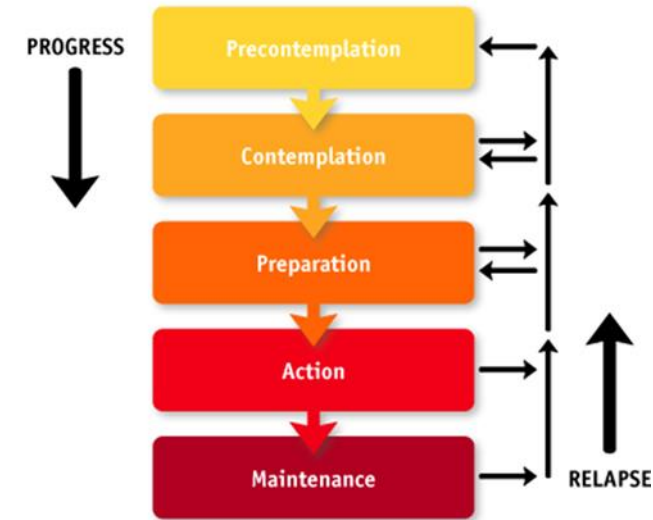
What would your primary task be?

**Raise
Awareness**



Stages of Change - Scenarios

“I was doing really well working out until I pulled a muscle. Now it hurts too much to work out. I’m just too old to do this.”



What stage are they at?

**Action /
Maintenance**

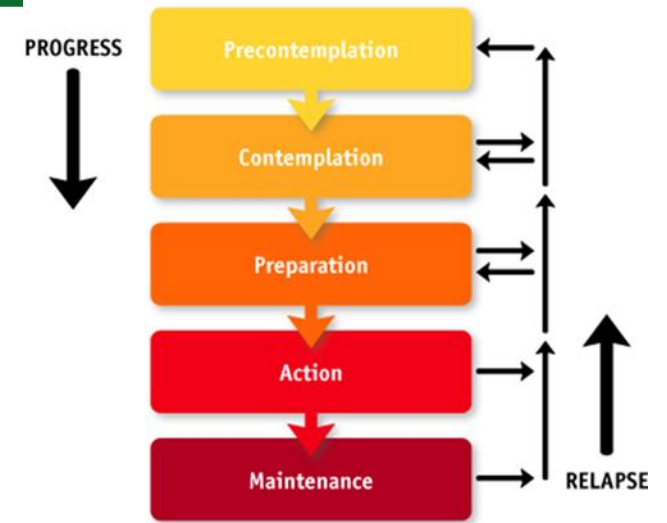
What would your primary task be?

**Actions on
Relapse**



Stages of Change - Scenarios

“My wife and I have talked about it, and we’re going to start doing walks together again. And we’re thinking about other ways we can get fitter.”



What stage are they at?

Preparation

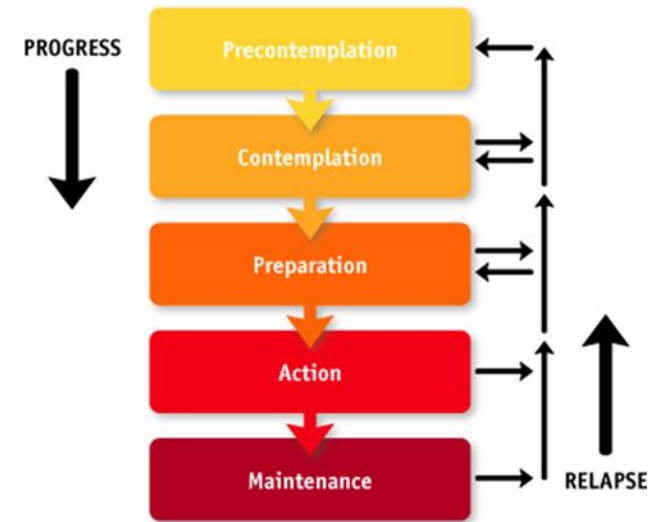
What would your primary task be?

Help identify strategies



Stages of Change – Scenarios

“None of my family do any exercise. It’s just not who we are. My grandparents lived into their 80’s - they never went to any gym!”



What stage are they at?

Precontemplation

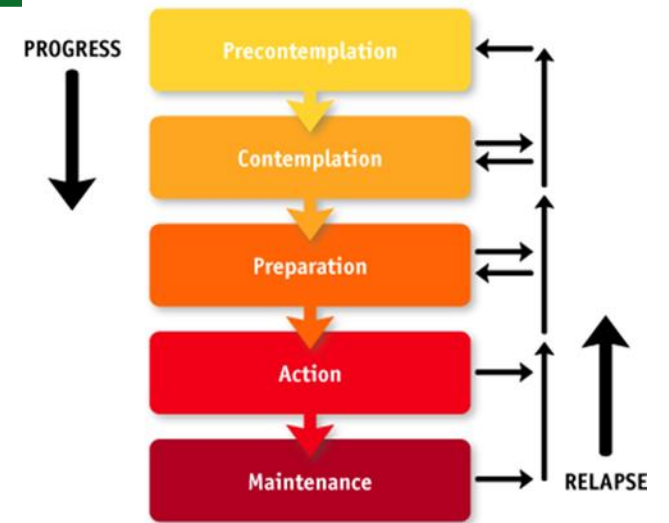
What would your primary task be?

**Raise
Awareness**



Stages of Change - Scenarios

“It is easier to start walking than I thought. And I actually like getting out each day. I feel great!”



What stage are they at?

Maintenance

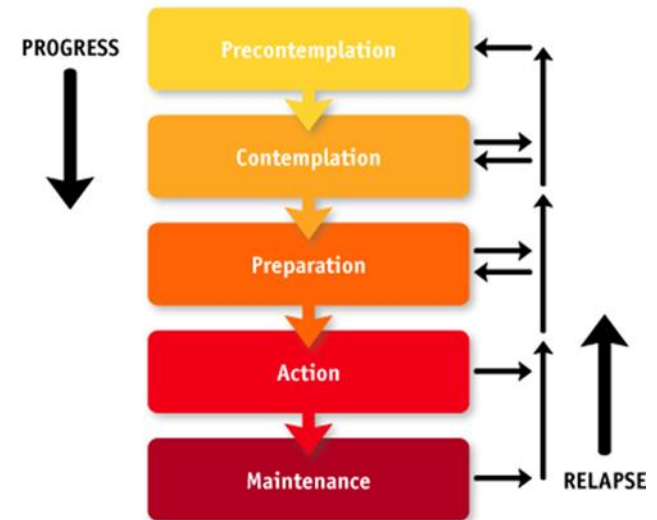
What would your primary task be?

**Positive
Reinforcement**



Stages of Change: Why is it important?

- Is the model useful, what are its drawbacks?
- How do we know which stage people are in?



Stages of Fitness



Discomfort stage

Physical stage

Psychological stage

1. Discomfort

- Does not look forward to activity
- Does not enjoy it
- Desire to stop
- Lasts between 2-10 weeks
- Needs support



Their motivation:
Extrinsic =
Cosmetic, Health,
Social



2. Physical



- Less discomfort but still does not enjoy feeling of exercise
- Feels good afterwards, sees some physical benefits
- Needs support through feeding back positive successes
- Little intrinsic reward, external motivation (may stay in this stage)

Their motivation:

Extrinsic =
Physical gains,
health benefits,
social status



3. Psychological



- Activity is rewarding
- Looks forward to it, enjoys it, and feels good
- Achieve feeling of 'flow' - mind is relaxed, almost meditative
- Individual becomes hooked, no need for external motivation

Their motivation:

Intrinsic =
Mental wellbeing,
relaxation,
enjoyment



Stages of Fitness: Why is it important?

- Always better to be truthful with people - let them know its normal to feel like this
- Everyone feels the same way as they do in the discomfort stage.
- It gets better, but you have to stick at it
- Different motivational 'tactics' needed during discomfort than phycological stages
- Helps you understand why people find starting and maintaining being active in the early stages so difficult



Learning Objectives - recap

1. Have an understanding of key behaviour change theory and models
2. Are able to use the Stages of Change model and Stage of fitness model


Thoughts and reflections

- Your key takeaways?
- Any light bulb moments?
- Anything you don't understand?
- Questions?



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End Module 2: Models and Theories of Behaviour Change

See You Next Time