Motivating behaviour change

Individual and environmental factors in the information age

Outline

Behaviour change
- Strategies in behaviour change
- How successful are we in motivating behaviour change?
- How can we be more successful?

Case study
- Health and nutrition assessment

Motivating change
- The four tendencies
- Habits and underlying drivers
- Creating a supportive environment
- Motivating on social media

What works for behaviour change

- Targeting individual beliefs: largely unsuccessful
- Descriptive norms: may be helpful; but only in 'community-minded' regions
- Network interventions: may be helpful if the intervention fits

Dietary behaviour change
Is counselling for weight loss unethical?

Do 95% of diets fail?
There is no scientific evidence for this
How many of us have been on a diet?
Our families? Our friends?

What do we know about weight loss and plant-based diets?

People who follow a plant-based diet tend to have lower BMIs than those following diets which include meat (Adventist health study)

Plant based diets are a successful strategy for weight loss

Characteristics of successful diets: reduction in energy and fat intake, as well as increased dietary fibre, regular physical activity (at least 150 min aerobic activity/week)

What is weight loss a secondary outcome, not the primary goal

Instead of weight focus on:
- Improved diet quality
- Improved relationship with food
- Improved fitness and energy
- Improved lab results
- Improved comprehensive anthropometrics
- Possible reductions in reliance on medications
Behaviour change in context


SOCIAL DETERMINANTS OF HEALTH

Healthcare system  Economic stability
Community and social context  Neighborhood and physical environment
Food  Education

Source: Becker’s Hospital Review

Citizens Charter for Health Promotion
Case study

34 year old woman
BMI of 35
Slightly elevated cholesterol, triglycerides and HA1C
No meds, no diagnosis
Family Hx of diabetes
Reports emotional eating and anxiety
Has watched Game Changers
Interested in a plant-based diet

What else do you want to know?

Nutrition and Health Assessment

Motivating Change

[Diagram showing personality traits: UPHOLDER, QUESTIONER, OBLIGER, REBEL]
Four tendencies - Gretchen Rubin

Upholder: “I do what others expect of me—and what I expect from myself.”

Questioner: “I do what I think is best, according to my judgment. If it doesn’t make sense, I won’t do it.”

Obliger: “I do what I have to do. I don’t want to let others down, but I may let myself down.”

Rebel: “I do what I want, in my own way. If you try to make me do something—even if I try to make myself do something—I’m less likely to do it.”

Behaviour change: plantbased diet

What will you suggest if our client/patient is an Obliger?

How will your suggestions be different if she is a Questioner?

Habits Underlying drivers

The power of effective habits

Habit loop

Cue - routine - reward

Golden rule of habit change

Replace the routine, keep the cue and reward

Keystone habits

Habits that can start a positive chain reaction: eg better sleep

Keystone habits

Morning routine
Evening routine
Meal plan and meal prep
Movement (esp outside)
Healthy sleep patterns
Underlying drivers

The power of happiness

Creating conditions in the counselling room

6 KEY ACTIVE LISTENING SKILLS

PAY ATTENTION | WITHHOLD JUDGEMENT | REFLECT | CLARIFY | SUMMARIZE | SHARE

Center for Creative Leadership
Referrals and recommendations

- Dietitian!
- Other health professionals
- Community groups (social or care)
- Yoga
- Meditation (guided meditation apps like Headspace)
- Fitness classes
- House cleaning services
- Meal prep services
- Cookbooks
- Plant-based doctors, dietitians etc on social media

Social Media

Behaviour change and social media??

What do you think that farm animals eat? Because I know that they eat a LOT of veggie food!

Actually finding a correlation between plants being a less toxic food than meat is still being researched.

In fact, look how many more people we could feed if America were vegan!

https://www.time.com/1292579/america-could-feed-3.2-billion-people-on-3-vegan-meals-

The Big Picture

[Diagram showing community action, health services, and public policy]

Ottawa Charter for Health Promotion
Applying to practice

- Move naturally
- Know your purpose
- Downshift
- 80% rule
- Plant slant
- Wine at 5
- Family first
- Belong
- Right tribe

Applying to practice
Safe practice: no body shaming, respectful
Active listening
Comprehensive assessment
Holistic care plans
Referral when indicated

Health professionals
Community resources