



Welcome to the 2022 FRPA Conference!
August 29 – September 1, 2022 | Orlando, FL



Psychology of Behavior Change: Understanding Health Behaviors





Regina Novak, MPH
Health Educator & Financial
Coach

regina@rcmfinancialcoaching.com



LEARNING OBJECTIVES

1. Discover and discuss the internal factors/barriers that impact our ability to change, including mindset, emotions, relationships and behaviors.
2. Identify the difference between educating and empowering, and how knowledge alone is not enough to motivate most people to change.
3. Understand the different theories of behavior change and recognize how these can assist with community program planning and staff development training.

Change for Total Well Being

Our total health influences:

Our work & impact

Significant relationships

Motivation

Desire to act

Self care

Satisfaction with life



Knowledge & Behavior

“20% of your longevity is due to genetics and 80% is lifestyle and environment”

-Dan Buettner, National Geographic, Blue Zones

“Personal finance is 20% head knowledge and 80% behavior.”

-Dave Ramsey, Ramsey Solutions Founder



Psychology Behind Behavior Change-ME

Beliefs, thoughts, attitudes, perceptions

Bias/influences

Upbringing, culture, education

Scripts & stories

Personalities & tendencies

Emotions



Are we Hung up on the Past?

Family Influence

Values

Expectations

Learned experiences

Flawed identities

Mistakes & Emotions

Once a failure, always a failure

Excuses & fear



Psychology of Behavior Change-Everything Else

Theories of behavior change consider layers of influence: interpersonal, organizational, community & environmental factors

Health Belief Model

Transtheoretical Model & Stages of Change

Social Cognitive Theory



Health Belief Model: Accessing Health Care

Perceived susceptibility: Am I at risk for a health problem?

Perceived severity: Is this a significant problem?

Perceived benefits: Early detection

Perceived barriers: Money, time, transportation, etc.

Cues to action: communications; bringing it to them; support; positive peer pressure 😊

Self efficacy: I can navigate the healthcare system & advocate for myself



Health Belief Model: Building an Emergency Fund

Perceived susceptibility: Am I at risk for the unexpected?

Perceived severity: What is the consequence of not having an emergency fund?

Perceived benefits: Avoiding debt; sleeping easier, etc.

Perceived barriers: Don't make enough; not good at saving, etc.

Cues to action: experience; this class😊

Self efficacy: I can plan & save



Stages of Change-Physical Activity

Precontemplation: I don't need to/want to exercise

Contemplation: Maybe that exercise class sounds cool....

Preparation: I am going to visit the recreation center & inquire about a membership

Action: I am going three days a week to the gym/pool

Maintenance: I have been an active member for 6 months now-they know who I am!

Termination: I am an active person & I love my recreation center 😊



Social Cognitive Theory: Professional Goals

Reciprocal determinism: I see others around me making a change & they seem happier

Behavioral capability: I am capable of.....

Observational learning: Several of my peers have been promoted, changed jobs & learned a new skill

Reinforcements: If I change.....If I don't change....

Expectations: If I go for that position....

Self efficacy: I believe I can make a change



My Health & Well Being

Environment

Spiritual

Social connections (family)

Emotional health

Physical health

Occupational/career

Financial

Intellectual



Consequences of Change

What are the benefits to change?

What are the consequences if I don't change?

What are my values & how does this change align?



Setting Goals to Change

Goals:

- Start with vision & values

- Specific

- Measurable

- Time oriented

- Written

- Game plan

- Check in & celebrate



Game Plan Barriers

Knowledge

Access

Time

Finances

Mindset

Lack of trust or belief

Unmet basic needs

What else?



Game Plan: Distractions & Excuses

Devices/social media

Multitasking

Perfectionism

Drama

Saying “yes”

Procrastination

Chaos

No plan or priorities

Not asking for help



The Value of Time

Common excuse for what we don't do

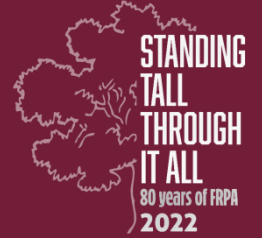
Time tracking is important for any & all success

What's important to me vs. what's not important

Setting priorities



Stephen Covey's Quadrant of Time



	<u>Urgent</u>	<u>Not Urgent</u>
<u>Important</u>	Quadrant 1: Urgent & Important (immediate attention)	Quadrant 2: Not Urgent & Important (long term strategy)
<u>Not Important</u>	Quadrant 3: Urgent & Not Important (typically distractions; good place to minimize)	Quadrant 4: Not Urgent & Not Important (typically time wasters to eliminate)

Plan to Win

Plan to beat temptations

What am I consuming? Is it productive?

Avoid comparisons

Boundaries



Sound Long Term Plan

WHY & values

Intentionality, focus, hard work

Seek support

Confidence

Contentment & gratitude

Re-evaluate in different seasons



References

Covey, Stephen. Time Management Matrix. https://depts.washington.edu/drscoach/wordpress/wp-content/uploads/2018/10/DRS_time-management-matrix.pdf

Cruze, R. (2020). Know Yourself, Know Your Money. Ramsey Press, Tennessee.

Cruze, R. (2020). How to Set Financial Goals. <https://www.daveramsey.com/blog/setting-financial-goals>

Knittel, M. G. (2017). Why is it Important to Have Personal Boundaries? <https://www.psychologytoday.com/us/blog/how-help-friend/201711/why-is-it-important-have-personal-boundaries>

Office of Behavioral & Social Science Research, Department of Health & Human Services and the National Institutes of Health (nd). E-Source: Behavioral & Social Sciences Research. <https://obssr.od.nih.gov/wp-content/uploads/2016/05/Social-and-Behavioral-Theories.pdf>

Ramsey, Dave (2013). The Total Money Makeover: A Proven Plan for Financial Fitness. Ramsey Press. <https://www.daveramsey.com/dave-ramsey-7-baby-steps>

Sinek, Simon (2013). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Portfolio Penguin Publishing.





Thank You!

Regina Novak, MPH
Health Educator & Financial Coach
regina@rcmfinancialcoaching.com

FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

For more information about the
Florida Recreation and Park Association
visit frpa.org