



*The 5<sup>th</sup> International Conference on Handling Non-Communicable Diseases  
“Transformation Education for Sustainable Health and Well being”*

# **Fascilitating Behavior Change through Transformative Health Education**

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# What is Health Behavior Change?

Process of abandoning health-compromising behaviors in order to adopt and maintain health-enhancing behaviors.



**Motivational-volitional-action based**

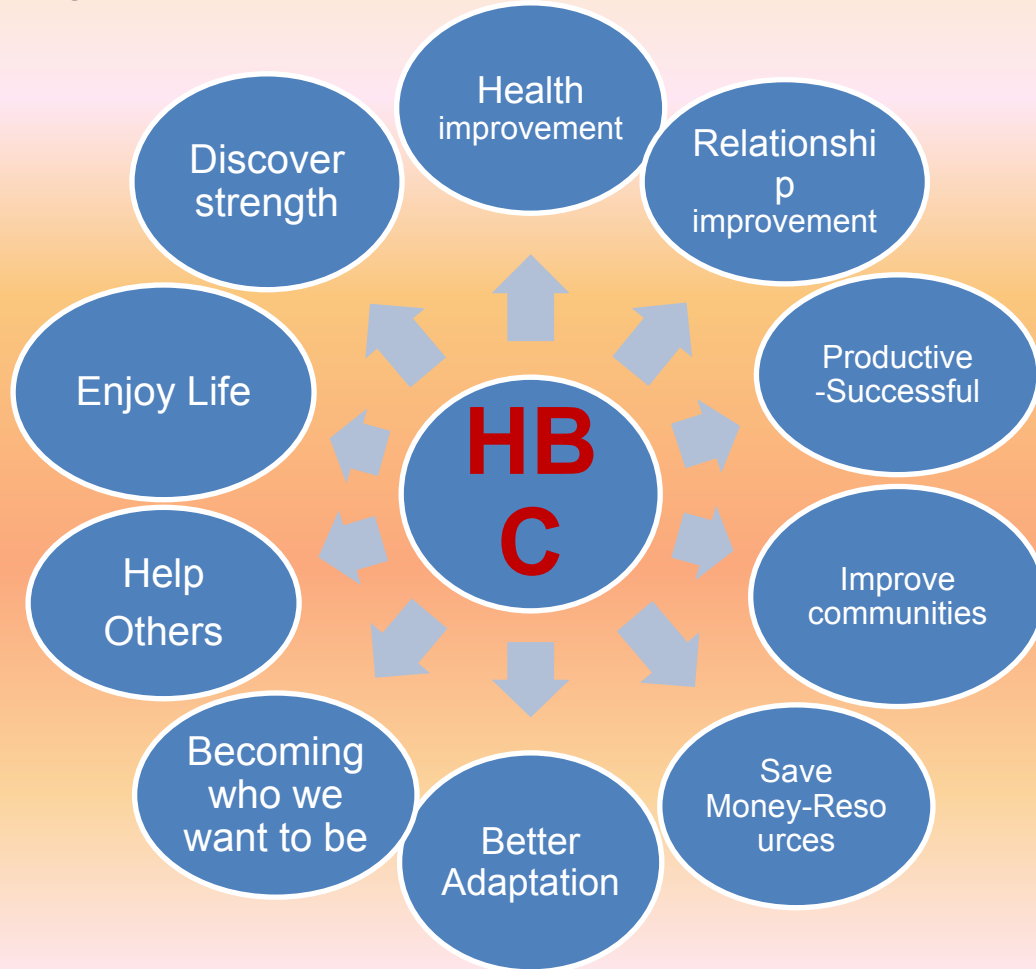
Three key factors that influence behavior change:

- Information about the behavior
- Motivation to perform the behavior
- Behavioral skills to perform the behavior

# Position of **H**ealth **B**ehavior **C**hange



# The Importance of **H**Health **B**ehavior **C**hange.



# The Need for **T**ransformative **H**ealth **E**ducation

Transformative Health Education aims to transform learners' frame of references influencing thoughts, acts, communication and **behaviours**. <sup>1</sup>

Transformative Health Education actions are needed to :

- achieve health equity and the SDGs
- advance human wellbeing
- ensure that we build back better post-COVID-19. <sup>1</sup>

Transformative Health Education have been shown to be cost-effective in improving population health, reducing risks for NCDs, improving mental health and addressing the determinants of health. <sup>3 4 5 7 8</sup>

# Transformative HE by Implementing the Transtheoretical Model (TTM) of Behavior Change <sup>5</sup> (Prochaska, 2002)

- TTM is an integrative, biopsychosocial model used to conceptualize the process of **intentional behavior change** (readiness to act on new healthier behavior).
- It combines the most effective components from other theories into a comprehensive model of change to integrate the most powerful principles and processes of change.
- Uses the stages : **precontemplation, contemplation, preparation, action, and maintenance** in the adoption of healthy behaviors or the cessation of unhealthy ones.
- People who successfully move through the first five stages of the model are more likely to stick to their goals and adopt positive habits.

# Stages of Transtheoretical Model

PRECONTEMPLATION

No awareness/intention of  
**B**ehavior **C**hange

CONTEMPLATION

Aware of the issue, begin  
thinking seriously about  
changing it

PREPARATION

Plan to make BC & make  
adjustment prior to change

ACTION

Implement BC, modify behavior  
& environment

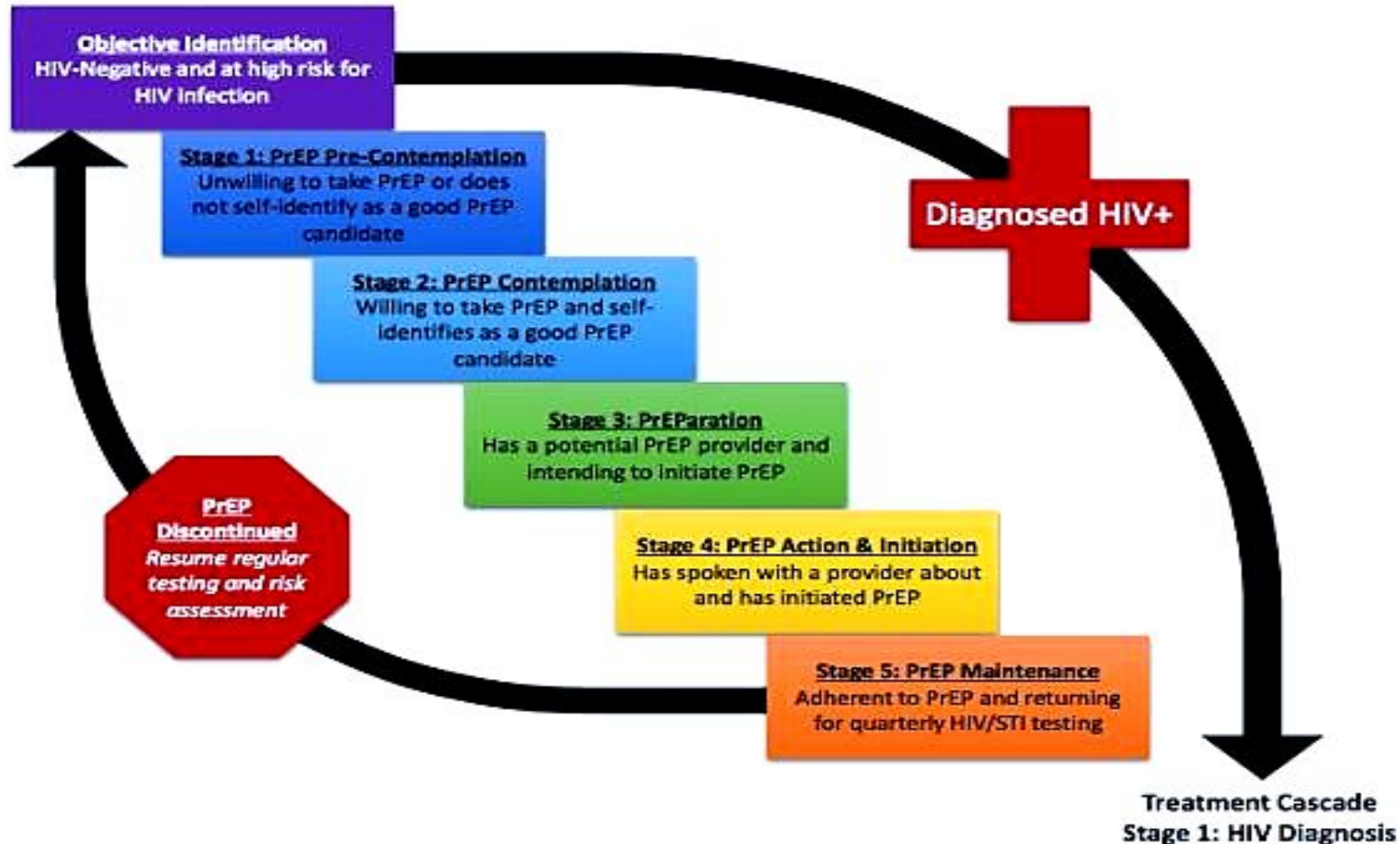
MAINTENANCE

Maintain new behavior, trying to  
avoid relapse in behavior.

TERMINATION

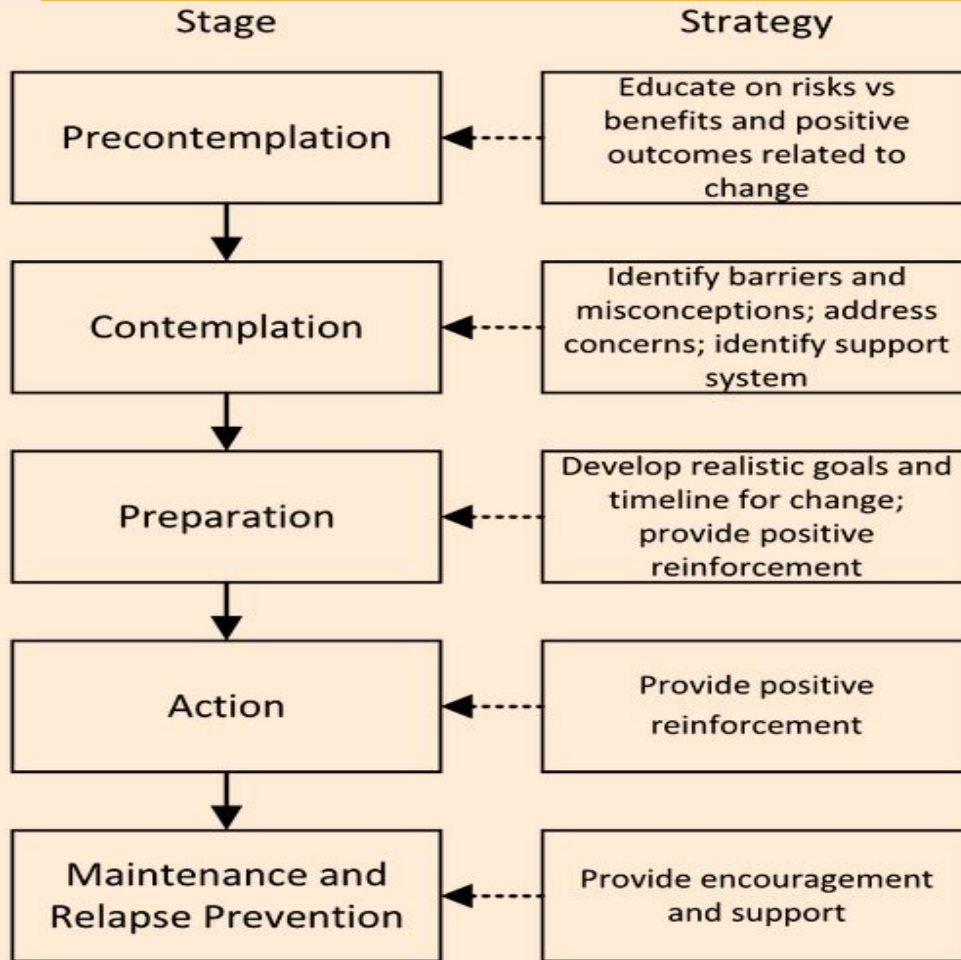
No temptation to return to the  
previous behavior. Complete  
confidence BC

# Example case (Pre-Exposure Prophylaxis/PrEP for HIV)

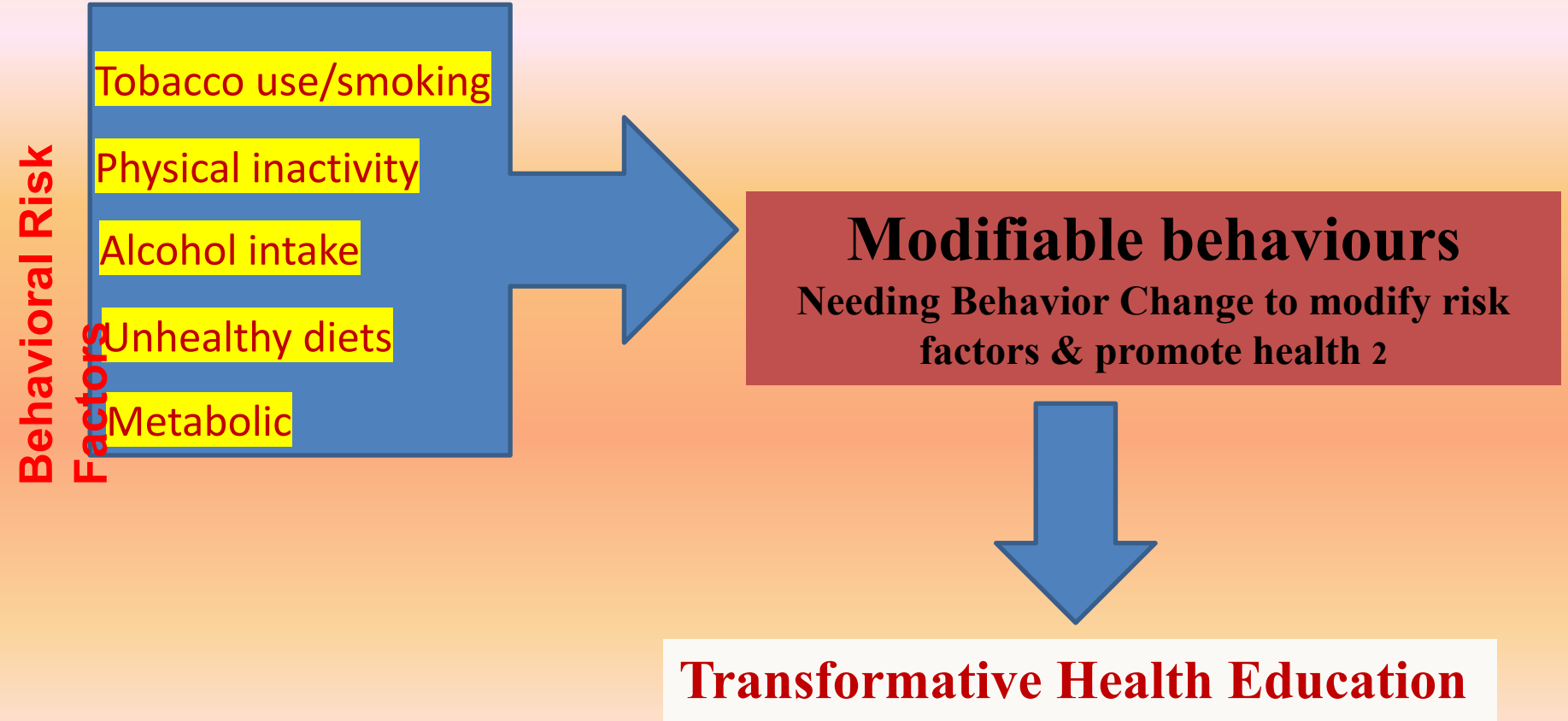




# Strategy for Effective BC



# The Importance of Health Education



# Health Education to Increase Awareness<sub>2</sub>

- 1) Increase clients' awareness of why they need to make the change.  
Explaining how the behavior change will result in a desirable health outcome.
- 2) Build clients' perceptions that they are able to make the change.  
Incorporating skills training on how to make a change is required
- 3) Provide a better understanding  personal relevance, not general information  Tailoring/customizing health education to be relevant to clients. <sup>3</sup>
- 4) Delivered by a health professional  credibility , developing health professional - patient relation.

# Health Education to Develop Skills

## **Step 1: Skill Introduction**

(providing relevance, purpose, and overview of the skill)

## **Step 2: Presenting the Steps of the Skill**

(critical elements to apply the skill effectively in a real context)

## **Step 3: Modeling the Skill**

(provide examples of effective skill application)

## **Step 4: Skill Practice**

(an opportunity to use the skill in relevant and realistic situations with feedback given for improvement)

## **Step 5: Feedback and Reinforcement**

(using a summative assessment to provide evaluative feedback and measure level of skill performance in a realistic context)

# Conclusion

HE is important in behavior change.

Transtheoretical Model is the ultimate model of behavior change, uses the stages

Health care providers can be better advocates for client's behavior change by increasing personal and training on how to make the change.

Tailored/customized HE will be most effective at increasing personal awareness and skills.

Avoid HE that does not increase clients' personal awareness or skill level as this will not result in desired behavioral change.

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# THANKS!

