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## Prevention of Illness and Health-Promotion Intervention

### Chapter Summary

This chapter describes the process of health behaviour change applying the core constructs of the transtheoretical model (TTM) and the ways in which these constructs can be integrated across the stages of change. TTM has concentrated on five stages of change (precontemplation, contemplation, preparation, action, maintenance), ten processes of change, and decisional balance (the pros and cons of changing), self-efficacy, and temptation.

The chapter also presents empirical support for the basic constructs of TTM and for applied research, along with conceptual and empirical challenges from critics of TTM. Applications of TTM-tailored interventions with entire populations are explored with examples for single behaviours and for multiple health-risk behaviours. A major theme is that programmatically building and applying the core constructs of TTM at the individual level can ultimately lead to high-impact programs for enhancing health at the population level.

The transtheoretical model is described as a dynamic model of change that must remain open to modifications and enhancements as more students, scientists, and practitioners apply the stage paradigm to a growing number of diverse theoretical issues, public health problems, and at-risk populations.

### Essay Topics

1. What are the advantages of a stage paradigm compared to an action-oriented paradigm? (p. 107)
2. What are the limitations of the Transtheoretical Model? (pp. 108–109)
3. Historically, it was thought that a person could only change one behaviour at a time. Evidence is now showing that multiple behaviour change can happen. What are some new ideas that make this possible? (pp. 107–108)

## Weblinks

<http://www.phac-aspc.gc.ca/hp-ps/index-eng.php>

The Health Promotion section of the website of the Public Health Agency of Canada provides a vast array of information on health promotion.

<http://www.who.int/healthpromotion/en/>

The Health Promotion Unit (HPR) of the World Health Organization (WHO) is part of the Department of Chronic Diseases and Health Promotion (CHP).

<http://www.cdc.gov/physicalactivity/index.html>

The Centers for Disease Control and Prevention (CDC) website on physical activity provides strategies to increase physical activity, data and statistics on exercise, and other related information and resources.

<https://letsmove.obamawhitehouse.archives.gov/>

Michelle Obama's "Let's Move" program is an effort to increase the health of children in the United States. The website provides information on healthy eating and physical activity, and tips on how to become more physically active.

## Glossary

**10,000 steps a day** A method for gaining and maintaining good health (this is equal to walking about five miles).

**Aerobic exercise** Any physical activity that increases heart rate and breathing. It strengthens the heart and lungs, increases the rate at which we burn calories (metabolism), tones muscle, lowers blood pressure, and can help with weight loss.

**Coaction** Individuals who are effective in changing one behaviour are likely to be effective in changing a secondary behaviour at the same time.

**Contemplation ladder** A measure of readiness or change

**Decisional balance** The pros and cons of changing a behaviour.

**Transtheoretical model of behaviour change (TTM)** A stage model of behaviour change based on analysis and systematic integration of psychotherapy and behaviour change theories

**Processes of change** Experiential and behavioural activities that people use to progress through the Transtheoretical Model of Behaviour Change.

**Regular physical activity** Either 150 minutes of moderate exercise or 75 minutes of vigorous exercise a week, plus muscle-strengthening activities for all major muscle groups at least two days a week.

**Stress management** Any method or activity that helps a person manage stress, such as deep breathing, meditation, yoga, visualizing a calming place, exercising, or seeking support from a friend.