The Basics of Healthy Change
Putting Your Health in Perspective

- Current dimensions of health include
  - Physical health
  - Social health
  - Intellectual health
  - Environmental health
  - Emotional health
  - Spiritual health
Putting Your Health in Perspective

- **Health**
  - Physical, Social, Intellectual, Environmental, Emotional, and Spiritual

- **Wellness or well-being**
  - Wide array of factors that lead to positive health status
Fitness

Healthy Living
Social/Psychosocial
Mental Health
What are the benefits of leading a healthy lifestyle?
Putting Your Health in Perspective

- **Health: Yesterday and Today**
  - **1800s**
    - Misperception that health = absence of illness
    - Common illnesses: *bubonic plague, influenza, and cholera*
  - **1900s**
    - Suspicion of the *environment* as a cause of sickness
  - **20th century**
    - Dramatic changes in life expectancy,
      - improvement in sanitation
      - development of vaccines and antibiotics
Putting Your Health in Perspective

- **Morbidity**
  - The relative incidence of disease

- **Mortality**
  - The proportion of deaths to population

- **Health today**
  - People are living longer and fewer people suffer from infectious disease.
  - Most childhood diseases are preventable or curable.
  - Vaccines are available AGAINST cancer.
The Ten Greatest Public Health Achievements of the 20th Century

Vaccinations
Motor vehicle safety
Workplace safety
Control of infectious diseases
Reduction in cardiovascular disease (CVD) and stroke deaths
Safe and healthy foods
Maternal and infant care
Family planning
Fluoridated drinking water
Recognition of tobacco as a health hazard
The Top Ten Reported Impediments to Academic Performance – past 12 Months

- Stress: 32.9%
- Sleep difficulties: 25.4%
- Cold/flu/sore throat: 24.8%
- Concern for family/friend: 18.1%
- Relationship difficulties: 15.5%
- Depression/anxiety disorder: 15.5%
- Internet use/games: 15.1%
- Death of friend/family: 9.8%
- Sinus infection: 9.4%
- Alcohol use: 6.2%
The Evolution Toward Wellness

Today, the terms *health* and *wellness* are used interchangeably to describe the ever-changing process of trying to achieve one’s potential in the dimensions of health.
Putting Your Health in Perspective

- Dimensions of health and wellness
  - Physical
    - Includes body functioning, physical fitness, and ability to perform activities of daily living (ADLs)
• Social
  • Ability to have satisfying interpersonal relationships
• **Intellectual**
  
  • Using “brain power” effectively to meet challenges
  
  • Ability to think clearly and to reason objectively
Putting Your Health in Perspective

- **Dimensions of health and wellness**
  - Environmental
    - Appreciation of the external environment and one’s role to preserve, protect, and improve its conditions
• Emotional
  • Self-esteem, self-confidence, self-efficacy, and other emotional reactions and responses
• Spiritual
  • Feeling as if part of a greater spectrum of existence
Putting Your Health in Perspective

- Other important concepts

- Mental health:
  - A broad concept that encompasses dimensions of emotional, social, spiritual, and intellectual health
  - The thinking part of psychosocial health
  - Includes your values, attitudes, and beliefs

- Holistic approach to health:
  - Emphasizes the integration and balance of mind, body, and spirit

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Leading Causes of Preventable Death in the United States

- Tobacco: 18.1%
- Poor diet/physical inactivity: 15.2%
- Alcohol consumption: 3.5%
- Microbial agents: 3.1%
- Toxic agents: 2.3%
- Motor vehicles: 1.8%
- Firearms: 1.2%
- Sexual behavior: 0.8%
- Illicit drug use: 0.7%
## Common Barriers to Behavior Change

<table>
<thead>
<tr>
<th>If you think...</th>
<th>try this strategy...</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I don’t have enough time&quot;</td>
<td>Chart your hourly activities for 1 day. What are your highest priorities? What can you eliminate? Plan to make some time for a healthy change next week.</td>
</tr>
<tr>
<td>&quot;I’m too stressed&quot;</td>
<td>Assess your major stressors right now. List those you can control and those you can change or avoid. Then identify two things you enjoy that can help you reduce stress now.</td>
</tr>
<tr>
<td>&quot;I worry about what others may think&quot;</td>
<td>Ask yourself how much others influence your decisions about drinking, sex, eating habits, etc. What is most important to you? What actions can you take to act in line with these values?</td>
</tr>
<tr>
<td>&quot;I don’t think I can do it&quot;</td>
<td>Just because you haven’t before doesn’t mean you can’t now. To develop some confidence, take baby steps and break tasks into small pieces.</td>
</tr>
<tr>
<td>&quot;It’s a habit I can’t break&quot;</td>
<td>Habits are difficult to break but not impossible. What triggers your behavior? List ways you can avoid these triggers. Ask for support from friends and family.</td>
</tr>
</tbody>
</table>
Changing Your Health Behaviors

How Many of These Healthy Behaviors Do You Practice?

- Get a good night’s sleep (minimum of 7 hours)
- Maintain healthy eating habits and manage your weight
- Participate in physical recreational activities
- Practice safer sex
- Limit your intake of alcohol and avoid tobacco products
- Schedule regular self-exams and medical checkups

Several other actions may not add years to your life, but they can add significant life to your years:

- Control real and imaginary stressors
- Maintain meaningful relationships with family and friends
- Make time for yourself and be kind to others
- Participate in at least one fun activity each day
- Respect the environment and the people in it
- Consider alternatives when making decisions; view mistakes as learning experiences
- Value each day and make the best of opportunities
- Understand the health care system and use it wisely
Changing Your Behavior

Setting Realistic Goals

• What do I want?
• Which change is the greatest priority at this time?
• Why is this important to me?
• What are the potential positive outcomes?
• What health-promoting programs and services can help me get started?
• Are there family or friends whose help I can enlist?
Behavior Change Contract

My behavior change will be:
To snack less on junk food and more on healthy foods.

My long-term goal for this behavior change is:
Eat junk food snacks no more than once a week.

These are three obstacles to change (things that I am currently doing or situations that contribute to this behavior or make it harder to change):
1. The grocery store is closed by the time I arrive home from school.
2. I get hungry between classes, and the vending machines only carry candy bars.
3. It’s easier to order pizza or other snacks than to make a snack at home.

The strategies I will use to overcome these obstacles are:
1. I’ll leave early for school once a week so I can pick up healthy snacks in the morning.
2. I’ll bring a piece of fruit or other healthy snack to eat between classes.
3. I’ll learn some easy recipes for snacks to make at home.

Resources I will use to help me change this behavior include:
- a friend/partner/relative: My mother will ask them to buy healthier snacks instead of chips when they do the shopping.
- a school-based resource: The dining hall will ask the manager to provide healthy foods we can take to eat between classes.
- a community-based resource: I plan to check out some cookbooks to find easy snack ideas.
- a book or reputable website: The USDA nutrient database at www.ars.usda.gov I’ll use this site to make sure the foods I eat are healthy foods.

In order to make my goal more attainable, I have devised these short-term goals:
- short-term goal: Eat a healthy snack 3 times per week  target date: September 15  reward: new CD
- short-term goal: Learn to make a healthy snack  target date: October 15  reward: concert tickets
- short-term goal: Eat a healthy snack 5 times per week  target date: November 15  reward: new shoes

When I make the long-term behavior change described above, my reward will be:
- free ice cream for the week

I intend to make the behavior change described above. I will use the strategies and rewards to achieve the goals that will contribute to a healthy behavior change.

Signed: Elizabeth King

Witness: Susan Bauer
The Healthy People Initiatives

- **Healthy People 2000**
  - In 1990, the U.S. Surgeon General proposed a national health plan, for individuals and groups, with long-term objectives.

- **Healthy People 2010**
  - The *Healthy People 2010* plan took the original initiative to the next level.
  
  - Two broad goals:
    1. Increase life span and quality of life
    2. Eliminate health disparities
The Healthy People Initiatives

**National Goal: Improving Quality of Life**

- World Health Organization (WHO)
  - Heath organizations and international groups attempt to quantify number of years a person lives with disability or illness compared with number of healthy years they live without one
  - World Health Organization summarizes this concept as *healthy life expectancy*
The *Healthy People* Initiatives

- **Healthy life expectancy**
  
  • Number of years a newborn can expect to live in full health, based on current rates of illness and mortality and also on the quality of their lives
  
  • The new focus on *quality of life* has become increasingly important.
A Sampling of *Healthy People 2010* Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Baseline Statistic</th>
<th>Target 2010 Goal</th>
<th>Latest Statistic</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the proportion of persons with health insurance</td>
<td>83%</td>
<td>100%</td>
<td>83%*</td>
<td>No change</td>
</tr>
<tr>
<td>Increase the proportion of persons who use protective measures that may reduce the risk of skin cancer (e.g., sunscreen of SPF 15 or higher, sun-protective clothing, avoiding artificial sources of UV light)</td>
<td>59%</td>
<td>85%</td>
<td>71%†</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Increase the proportion of adults with diabetes whose condition has been diagnosed</td>
<td>64%</td>
<td>78%</td>
<td>71%§</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Reduce the number of persons exposed to harmful air pollutants</td>
<td>137,019</td>
<td>0</td>
<td>115,149§</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Improve the nation’s air quality by increasing the proportionate use of cleaner alternative fuels</td>
<td>0.8%</td>
<td>8%</td>
<td>2.4%†</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Reduce deaths caused by motor vehicle crashes</td>
<td>14.7 per 100,000 persons</td>
<td>8 per 100,000 persons</td>
<td>14.4 per 100,000 persons†</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Increase percentage of people using safety belts in motor vehicles</td>
<td>69%</td>
<td>92%</td>
<td>82%‡</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Reduce the annual rate of rape or attempted rape</td>
<td>0.9 per 1,000 persons</td>
<td>0.8 per 1,000 persons</td>
<td>0.6 per 1,000 persons*</td>
<td>Exceeded target</td>
</tr>
<tr>
<td>Increase the proportion of adults who are at a healthy weight</td>
<td>42%</td>
<td>60%</td>
<td>32%‡</td>
<td>Moved away from target</td>
</tr>
</tbody>
</table>
### A Sampling of *Healthy People 2010* Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Baseline Statistic</th>
<th>Target 2010 Goal</th>
<th>Latest Statistic</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce the proportion of adults who are obese</td>
<td>23%</td>
<td>15%</td>
<td>33%†</td>
<td>Moved away from target</td>
</tr>
<tr>
<td>Increase the proportion of persons aged 2 years and older who consume at least three daily servings of vegetables</td>
<td>4%</td>
<td>50%</td>
<td>4%§</td>
<td>No change</td>
</tr>
<tr>
<td>Increase the proportion of adults who engage regularly, preferably daily, in moderate physical activity for at least 30 minutes per day</td>
<td>32%</td>
<td>50%</td>
<td>31%*</td>
<td>Moved away from target</td>
</tr>
<tr>
<td>Reduce deaths from HIV infection</td>
<td>5.3 deaths per 100,000 persons</td>
<td>0.7 deaths per 100,000 persons</td>
<td>4.0 deaths per 100,000 persons†</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Decrease the rate of binge drinking among college students</td>
<td>39%</td>
<td>20%</td>
<td>41%*</td>
<td>Moved away from target</td>
</tr>
<tr>
<td>Reduce proportion of adults who smoke cigarettes</td>
<td>24%</td>
<td>12%</td>
<td>20%*</td>
<td>Moved toward target</td>
</tr>
<tr>
<td>Increase the proportion of women smokers who stop smoking during their first trimester of pregnancy</td>
<td>14%</td>
<td>30%</td>
<td>11%†</td>
<td>Moved away from target</td>
</tr>
<tr>
<td>Increase smoke-free and tobacco-free environments in schools, including all school facilities, property, vehicles, and school events</td>
<td>37%</td>
<td>100%</td>
<td>64%†</td>
<td>Moved toward target</td>
</tr>
</tbody>
</table>

*Latest data are from 2007.
†Latest data are from 2006.
‡Latest data are from 2005.
§Latest data are from 2004.

**Sources:**
The *Healthy People* Initiatives

- **National Goal:** Improving Health and Reducing Disparities
- **Health professionals and organizations**
  - Beginning to work together to help people make better health decisions
- **Goals**
  - Include improvement in health insurance; better access to low-cost, high-quality healthcare; educational improvements; protective policies, and enhanced environments
  - Example: proposal to ban *trans* fat from restaurant food items
The Healthy People Initiatives

▪ A New Focus on Health Promotion
  • Health disparities
    • Differences in the incidence, prevalence, mortality, and burden of diseases among specific population groups
  • Health promotion
    • Assists individuals and groups in making positive behavior modifications
  • Risk behaviors
    • Actions that increase the susceptibility to negative health outcomes

▪ What kinds of risk behaviors would you like to change?
The Healthy People Initiatives

- Health Status Report: How Are We Doing?
  - *Incidence* refers to the number of new cases of disease and disability
  - *Prevalence* refers to the number of existing cases

- Certified Health Education Specialists (CHES)
  - Academically trained health educator who has passed a national competency examination for prevention and intervention programming
The *Healthy People* Initiatives

<table>
<thead>
<tr>
<th>Table 1.2</th>
<th>Leading Causes of Death in the United States by Age (Years), 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Ages</strong></td>
<td></td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>629,191</td>
</tr>
<tr>
<td>Malignant neoplasms (cancer)</td>
<td>560,102</td>
</tr>
<tr>
<td>Cerebrovascular diseases</td>
<td>137,265</td>
</tr>
<tr>
<td>Chronic lower respiratory diseases</td>
<td>124,614</td>
</tr>
<tr>
<td>Unintentional injuries</td>
<td>117,748</td>
</tr>
<tr>
<td><strong>Aged 15–24</strong></td>
<td></td>
</tr>
<tr>
<td>Unintentional injuries</td>
<td>15,859</td>
</tr>
<tr>
<td>Homicide</td>
<td>5,596</td>
</tr>
<tr>
<td>Suicide</td>
<td>4,097</td>
</tr>
<tr>
<td>Malignant neoplasms</td>
<td>1,643</td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>1,021</td>
</tr>
<tr>
<td><strong>Under 1 Year</strong></td>
<td></td>
</tr>
<tr>
<td>Congenital anomalies</td>
<td>5,827</td>
</tr>
<tr>
<td>Short gestation or low birth weight</td>
<td>4,841</td>
</tr>
<tr>
<td>Sudden infant death syndrome</td>
<td>2,145</td>
</tr>
<tr>
<td>Newborn affected by maternal complications</td>
<td>1,694</td>
</tr>
<tr>
<td>Unintentional injuries</td>
<td>1,119</td>
</tr>
<tr>
<td><strong>Aged 25–44</strong></td>
<td></td>
</tr>
<tr>
<td>Unintentional injuries</td>
<td>30,949</td>
</tr>
<tr>
<td>Malignant neoplasms</td>
<td>17,604</td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>14,873</td>
</tr>
<tr>
<td>Suicide</td>
<td>11,240</td>
</tr>
<tr>
<td>Homicide</td>
<td>7,525</td>
</tr>
<tr>
<td><strong>Aged 1–4</strong></td>
<td></td>
</tr>
<tr>
<td>Unintentional injuries</td>
<td>1,591</td>
</tr>
<tr>
<td>Congenital anomalies</td>
<td>501</td>
</tr>
<tr>
<td>Malignant neoplasms</td>
<td>372</td>
</tr>
<tr>
<td>Homicide</td>
<td>350</td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>160</td>
</tr>
<tr>
<td><strong>Aged 45–64</strong></td>
<td></td>
</tr>
<tr>
<td>Malignant neoplasms</td>
<td>151,654</td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>101,588</td>
</tr>
<tr>
<td>Unintentional injuries</td>
<td>29,505</td>
</tr>
<tr>
<td>Diabetes mellitus</td>
<td>17,012</td>
</tr>
<tr>
<td>Cerebrovascular diseases</td>
<td>16,779</td>
</tr>
<tr>
<td><strong>Aged 5–14</strong></td>
<td></td>
</tr>
<tr>
<td>Unintentional injuries</td>
<td>2,228</td>
</tr>
<tr>
<td>Malignant neoplasms</td>
<td>916</td>
</tr>
<tr>
<td>Homicide</td>
<td>387</td>
</tr>
<tr>
<td>Congenital anomalies</td>
<td>330</td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>242</td>
</tr>
<tr>
<td><strong>Aged 65+</strong></td>
<td></td>
</tr>
<tr>
<td>Diseases of the heart</td>
<td>510,934</td>
</tr>
<tr>
<td>Malignant neoplasms</td>
<td>387,828</td>
</tr>
<tr>
<td>Cerebrovascular diseases</td>
<td>117,284</td>
</tr>
<tr>
<td>Chronic lower respiratory diseases</td>
<td>107,058</td>
</tr>
<tr>
<td>Alzheimer’s disease</td>
<td>72,135</td>
</tr>
</tbody>
</table>

*Source: M. Heron, “Deaths: Preliminary Data for 2006,” in National Vital Statistics Reports 56, no. 16 (Hyattsville, MD: National Center for Health Statistics, 2008).*
Global Health Issues

- Globalization affects economic, social, behavioral, scientific, and technological factors influencing our health.

- Cultural competence is the attitudes and policies that enable effective work in cross-cultural settings.

- International response to prevention is important to prevent the spread of disease
  - Examples: Pandemic flu and HIV/AIDS
Our Planet Needs You!

- **Environmental challenges**
  - Climate change
  - Over-reliance on fossil fuels
  - Exploitation of natural resources
  - Pollution of our land, water, food supply, and air
  - Deforestation and desertification

- **Environmentally responsible “green” practices**
  - Select healthy foods that are produced sustainably.
  - Reduce your environmental impact.
  - Use green health care products.
ABC News Video: It’s a Green Revolution

Discussion Questions

1. Does Earth Day still have the same impact now as when it was first established? Or has the significance been lost among everyday “ecofriendliness”?

2. What effect may global warming be having on your community? What steps has the community taken to address the issue? What should do you think should be done?

3. How do you make people realize the effect their actions have on the world and convince them to change their habits for the good of the community?
Changing Your Health Behaviors

Factors influencing behavior change

- **Predisposing**—life experiences, knowledge, cultural and ethnic heritage, and current beliefs and values
- **Enabling**—skills and abilities, physical, emotional, and mental capabilities, community and government priorities, and safe and convenient facilities
- **Reinforcing**—presence or absence of support, employer actions and policies, community resources, and access to health care
Beliefs and Attitudes

- **Belief**—An appraisal of the relationship between some object, action, or idea and some attribute of that object, action, or idea

- **Attitude**—Relativity stable set of beliefs, feelings, and behavioral tendencies in relation to something or someone
Changing Your Health Behaviors

- **Health Belief Model (Rosenstock)**
  - **Perceived seriousness**
    - How serious would the health problem be if it was to develop or be left untreated?
      - People are likely to seek treatment if effects are perceived to be serious
  - **Perceived susceptibility**
    - Likelihood of developing the health problem
      - People who think they’re at high risk more likely to take action
  - **Cues to action**
    - Those reminded about the potential problem more likely to take action
Changing Your Health Behaviors

- **Self-Efficacy**
  - Belief in one’s ability to perform a task successfully

- **External versus Internal Locus of Control**
  - The “location,” external (outside oneself) or internal (within oneself), an individual perceives to be the source and underlying cause of events in his or her life

- **Significant Others as Change Agents**
  - Family
  - Social bonds and the influence of others
Changing Your Health Behaviors

- Motivation and Readiness to Change
  - Motivation
    - Having incentive or reason to make a change
  - Readiness
    - State of being that precedes behavior change and makes change possible
Changing Your Health Behaviors

- **Transtheoretical Model of Health Behavior Change (States of Change Model)**
  - **Precontemplation**
    - No current intention of changing
  - **Contemplation**
    - Recognize a problem and begin to contemplate the need to change
  - **Preparation**
    - Close to taking action, and may have a plan
  - **Action**
    - Begin to follow action plans
  - **Maintenance**
    - Vigilance, attention to detail, and long-term commitment
  - **Termination**
    - New behavior has become an essential part of daily living
Discussion Questions

1. Why did it take a traumatic event to change Dr. Jill Bolte Taylor’s perception of the world? What are other, less traumatic, ways to pursue behavior change?

2. How did her life experience before her stroke affect the way she perceived the event? Do you think other stroke victims have similar experiences?

3. Discuss ways in which life-changing events can be seen as either positive or negative.
Choosing a Behavior-Change Technique

- **Techniques**
  - Shaping
  - Visualization
  - Modeling
  - Controlling the Situation
  - Reinforcement
    - Consumable reinforcers
    - Activity reinforcers
    - Manipulative reinforcers
    - Possessional reinforcers
    - Social reinforcers
  - Changing Self-Talk
Choosing a Behavior-Change Technique

- Changing Self-Talk
  - Rational-Emotive Therapy
    - Cognitive therapy
    - Self-directed behavior change
    - Based on the premise that there is a close connection between what people say to themselves and how they feel
  - Blocking/Thought Stopping
    - Purposefully stopping negative thoughts
    - Concentration on positive steps
Planning Behavior Change

Self-Assessment: Antecedents and Consequences

• Antecedents are the setting events for a behavior.
• Consequences are the results of behavior.

Self-Assessment: Analyzing Personal Behavior

• Frequency
• Duration
• Seriousness
• Basis for problem behavior
• Antecedents
Decision Making: Choices for Change

- Decision Making
  - Anticipate what might occur.
  - Be aware of alternatives.
  - Maintain values/beliefs.
  - Make a commitment by completing a behavior change contract.