



Manchester
Metropolitan
University



Professor Christine Horrocks

Faculty of Health, Psychology and Social Care





Manchester
Metropolitan
University



Please answer the questions

Answer Yes or No to the following:

1. I sleep 7 or 8 hours a day
2. I eat a healthy breakfast almost every day
3. I rarely eat between meals
4. I am at or near the appropriate weight
5. I never smoke cigarettes
6. I drink alcohol rarely or extremely moderately
7. I regularly get vigorous physical activity

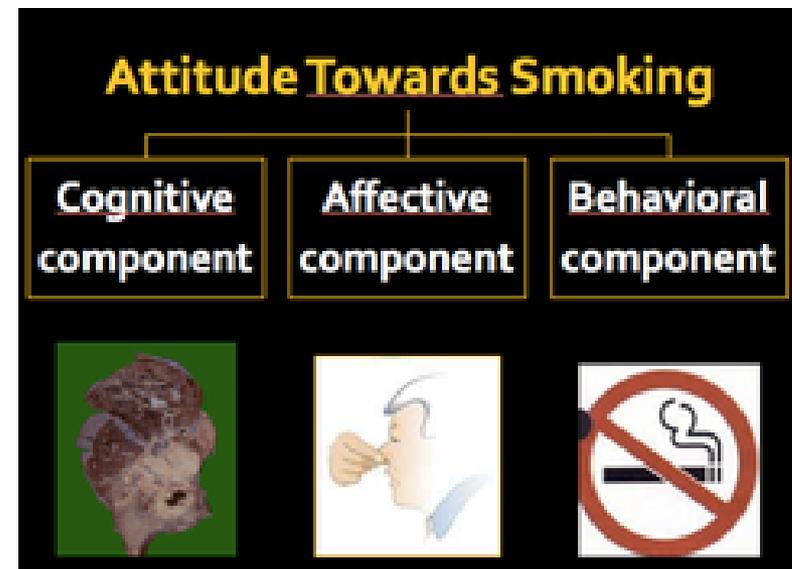


Manchester
Metropolitan
University

Understanding behaviour change



- Assumptions
 - Individuals make choices
 - If we provide sound information individuals are able to make informed choices
 - Health promotion helps us to make informed choices



Let's C

If we are better informed why are we not better behaved in relation to lifestyle choices?

- 100.000 new conversation start every month e.g. within diabetes, COPD, CNS, etc**

Patients more likely to go online than their doctor*

70-80% of user sessions start on Google*

21% of patients bring up online info during consultation

*Manhattan Research, 2012.

** Radian6 stats 2012



Manchester
Metropolitan
University



Lifestyle and behaviour

- Lifestyle is often linked to individual health.
- Lifestyle is often identified as the main cause of illness and death.
- We have access to endless information – democratisation (Dr Google)



Manchester
Metropolitan
University



Please answer the questions

Essay title for Health Psychology
undergraduates:

So why don't we adopt a healthy lifestyle?

Discuss ...

physical activity



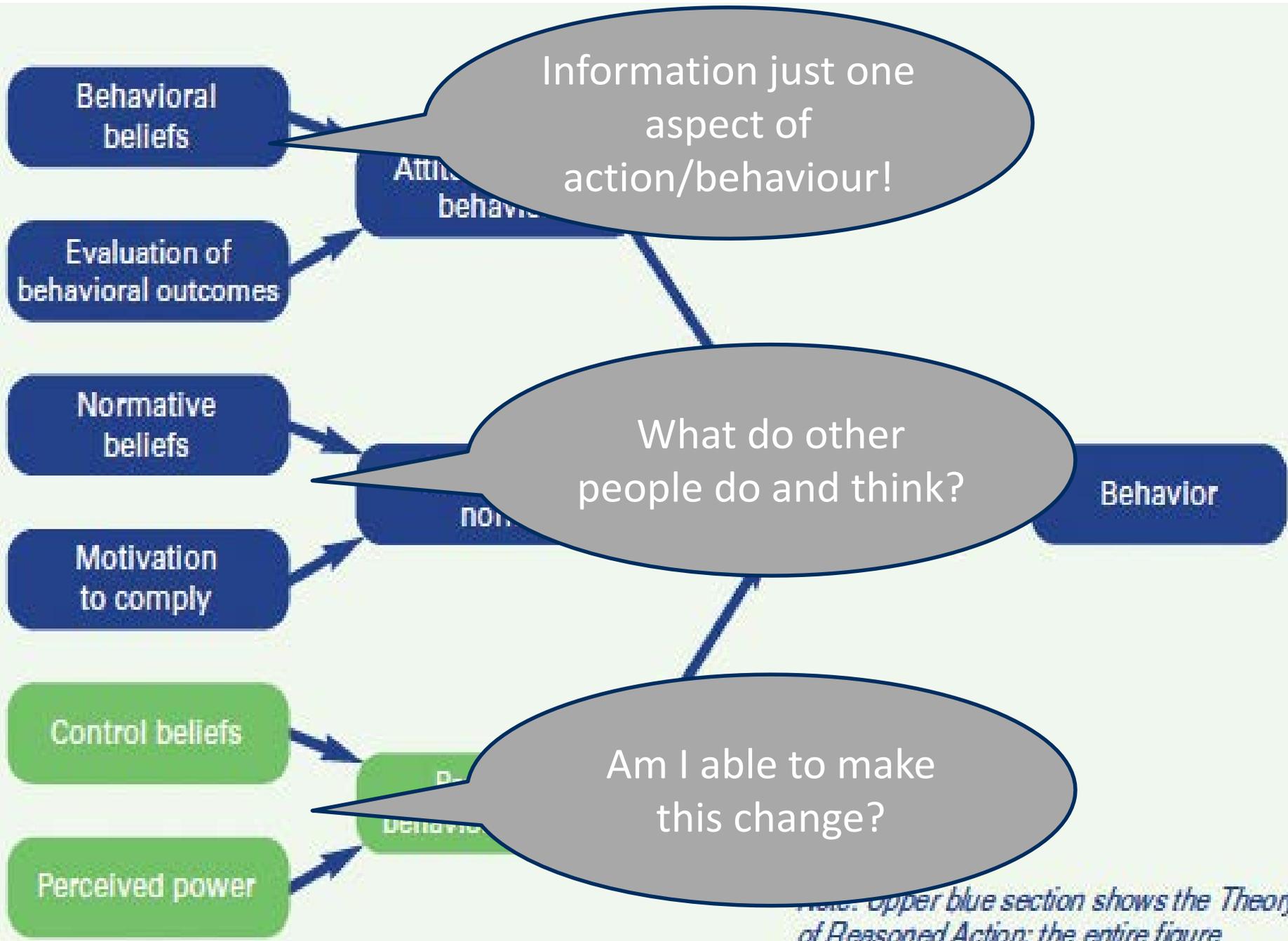
Manchester
Metropolitan
University



Behavioural Insights and Public Health

Nudge theory is a concept which argues that positive reinforcement and indirect suggestions can achieve non-forced compliance.

- **Nudge theory:** is born from behavioural economics – conventional economics holds that human beings are rational, Darwinian, self-interested beings and will therefore always act in the most advantageous way for ourselves.



Information just one aspect of action/behaviour!

What do other people do and think?

Am I able to make this change?

Note: Upper blue section shows the Theory of Reasoned Action; the entire figure shows the Theory of Planned Behavior.

Prevention Model: Staying well and interventions



- Understanding behaviour – basic psychology or far more complex?
 - Making Every Contact Count (MECC):
 - ‘ ... encourages conversations based on behaviour change methodologies (ranging from brief advice, to more advanced behaviour change techniques), **empowering healthier lifestyle choices** and exploring the wider social determinants that influence all of our health.’
-



Manchester
Metropolitan
University

Motivation and Attributions



Behavioural Intent

- The **motivational factors** that influence a given behaviour:
 - the stronger the **intention** to perform the behaviour, the more likely the behaviour will be performed.

DECIDE.
COMMIT.
SUCCEED.

Attributions

- We often perceive success as attributable to individual dispositions (traits; strengths; abilities)
- What dispositions do we attribute as ensuring we are successful in maintaining a healthy lifestyle?



Correspondent Inference

- People prefer (strong tendency) making **dispositional attributions**
 - Personal characteristics – internal; individual personality ‘traits’
 - Often perceived to be stable over time
 - Often perceived to be somewhat ‘voluntary’ / ‘blameworthy’
- Thus behaviour ‘corresponds’ with people’s intentions and dispositions – you did it because

Actor Observer Effect

- Your failure to change behaviour is because you don’t make the effort (dispositional)
- My failure to change behaviour relates to the pressures of work, not time, managing my stress levels, etc(situational)



Importance of understanding attributional style



- What is your attributional style?
- How do you attribute set-backs or behaviour that is 'unhealthy'?



Perceived behavioural control, motivation,
behavioural intent – all terms that speak to the
complexity involved in behaviour change!

– Internal attribution (we see a threat)
– External attribution (we see a threat as outside of our control)

we see a threat as outside of our control



Manchester
Metropolitan
University



W...tion model of healthcare

Personalisation
Reward and reinforcement
Changing cultures
Revisit the notion of choice
Public health interventions and
compliance