



YMCA Awards

Level 3 Promoting wellness
through client motivation and
interaction

2018

Level 3 Promoting wellness through client motivation and interaction

Behaviour change theories

Learning outcomes

By the end of this session you will be able to:

- Describe motivational theories/approaches that can assist clients in making positive changes to their lifestyle
- Identify a client's readiness to change
- Demonstrate appropriate communication techniques for gaining client information
- Identify appropriate strategies for intervention at each stage of change when required

Behaviour change theories

There are many behaviour change theories and awareness of these theoretical frameworks and of the different psychological stages and processes a client moves through when making changes is useful for guiding interventions to support an individual's commitment to physical activity

Behaviour change theories

- Theory of reasoned action - Ajzen & Fishbein 1975
- Theory of planned behaviours - Ajzen 1988
- The health belief model - Rosenstock 1966
- Health locus of control - Wallston, Wallston, Kaplan & Maides 1976
- Social cognitive theory - Bandura 1977
- Transtheoretical model - Prochaska & DiClemente 1983

- **Theory of planned behaviour** - for an individual to make a behavioural change they need to have a combination of positivity, support and control
- **Transtheoretical model of behaviour change** - identifies an individual's readiness to change, using five stages (pre-contemplation, contemplation, preparation, action and maintenance)
- **Decisional balance** - weighs up the pros and cons of making a change by highlighting the benefits of making a change and increases the likelihood of success

Behaviour change

- Increasing knowledge of benefits
- Risks
- Consequences
- Understanding beliefs
- Identifying healthier choices
- Role models
- Substituting alternatives
- Rewards
- Social support
- Commitment

Social support

- Friends
- Family
- Other service users
- Buddy systems
- Training partners
- Group exercise



How to use strategies

- Decision balance sheet to identify barriers
- Problem solving strategies for overcoming barriers
- Increase confidence
- Goal setting
- Action planning
- Promoting autonomy and interdependence (relational skills)

The logo consists of a solid blue square. Inside the square, the word "YIMCA" is written in a white, rounded, sans-serif font. Below "YIMCA", the word "awards" is written in a smaller, white, lowercase, sans-serif font.

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