

WELCOA'S SUGGESTED RESOURCES ON BEHAVIOR CHANGE

Changing unhealthy behaviors is a very complicated and complex thing to do: but it is possible. In fact, some people do it every day. WELCOA shares a number of excellent resources that can help you navigate the vast topic of behavior change.

Switch: How to Change Things When Change Is Hard

CHIP HEATH, DAN HEATH

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems—the rational mind and the emotional mind—that compete for control. In *Switch*, the Heaths show how everyday people—employees and managers, parents and nurses—have united both minds and, as a result, achieved dramatic results. *Switch* shows that successful changes follow a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

https://www.amazon.com/dp/0385528752/ref=cm_sw_em_r_mt_dp_U_wQnkDb3ARW6K6

The Power of Habit: Why We Do What We Do In Life and Business

CHARLES DUHIGG

In *The Power of Habit*, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Duhigg presents a whole new understanding of human nature and its potential. At its core, *The Power of Habit* contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work.

https://www.amazon.com/dp/081298160X/ref=cm_sw_em_r_mt_dp_U_nTnkDbC6R0DWC

TEDx TALKS (2013, 20th March)

Three Myths of Behaviour Change - What You Think You Know That You Don't

JENI CROSS AT TEDxCSU

RETRIEVED FROM: <https://www.youtube.com/watch?v=I5d8GW6GdR0>

Common sense leads us to the following misguided assumptions to influence people's behavior:

- » We primarily need to educate people
 - » If people want to change, they just need to decide to do so
 - » Change in attitudes will change behavior
 - » Good communication will change behavior
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The Happiness Advantage: How a Positive Brain Fuels Success In Work and Life

SHAWN ACHOR

Conventional wisdom holds that if we work hard we will be more successful, and if we are more successful, then we'll be happy. But recent discoveries in the field of positive psychology have shown that this formula is actually backward: Happiness fuels success, not the other way around. When we are positive, our brains become more engaged, creative, motivated, energetic, resilient, and productive at work. A must-read for everyone trying to excel in a world of increasing workloads, stress, and negativity, *The Happiness Advantage* isn't only about how to become happier at work. It's about how to reap the benefits of a happier and more positive mind-set to achieve the extraordinary in our work and in our lives.

https://www.amazon.com/dp/0307591557/ref=cm_sw_em_r_mt_dp_U_

Nudge: Improving Decisions About Health, Wealth, and Happiness

RICHARD H. THALER, CASS R. SUNSTEIN

Every day we make choices. Unfortunately, we often choose poorly. *Nudge* is about how we make these choices and how we can make better ones. Nobel Prize winner Richard H. Thaler and Harvard Law School professor Cass R. Sunstein show that no choice is ever presented to us in a neutral way, and that we are all susceptible to biases that can lead us to make bad decisions. But by knowing how people think, we can use sensible “choice architecture” to nudge people toward the best decisions for ourselves, our families, and our society, without restricting our freedom of choice.

https://www.amazon.com/dp/014311526X/ref=cm_sw_em_r_mt_dp_U

“Guiding people to stop engaging in behaviors that have a negative consequence for them.”

-JOSEPH WILLIAMS

The American Journal of Health Promotion

The American Journal of Health Promotion (AJHP) is a peer-reviewed journal advancing the science of health behavior change and the art of creating a culture of well-being. Established in 1986, AJHP provides a forum for the eclectic disciplines that improve workplace, school and community health, to reduce the gap between research and practice by featuring research and exploring its practical applications.

<https://journals.sagepub.com/home/ahp>

Drive: The Surprising Truth About What Motivates Us

DANIEL H. PINK

Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of life. He examines the three elements of true motivation—autonomy, mastery, and purpose—and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.

https://www.amazon.com/dp/1594484805/ref=cm_sw_em_r_mt_dp_U

Health Behavior Change: A Guide for Practitioners, 3rd Ed

STEPHEN ROLLNICK, PIP MASON, CHRIS BUTLER

Based upon a tried and tested framework of intervention, *Health Behavior Change*, third edition, brings together the field of communication, the study of motivation and how people change, and insights derived from listening to and observing patients over many years, to provide a helpful source of advice on how to encourage individuals to embrace behavior change and then maintain it. The book also contains information on learning the necessary techniques, overcoming personal barriers to success, and how to use the techniques in a wide variety of settings.

https://www.amazon.com/Health-Behavior-Change-Guide-Practitioners/dp/0702077569/ref=dp_ob_image_bk

Fogg Behavior Model

BJ FOGG, STANFORD UNIVERSITY

The Fogg Behavior Model (FBM) makes it easier to understand behavior in general. What was once a fuzzy mass of psychological theories now becomes organized and specific when viewed through the FBM.

<https://www.behaviormodel.org/>

<https://www.bjfogg.com/>

Mindset: The New Psychology of Success

CAROL S. DWECK

After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own.

https://www.amazon.com/dp/0345472322/ref=cm_sw_em_r_mt_dp_U_3cokDb55GA1V5

"To change any behavior we have to slow down and act intentionally rather than from habit and impulse."

-HENNA INAM

Changing to Thrive: Using the Stages of Change to Overcome the Top Threats to Your Health and Happiness

JAMES O. PROCHASKA, JANICE M. PROCHASKA

Eat healthy. Exercise. Quit smoking. Cut down on drinking. Reduce stress. Changing unhealthy behaviors is easier said than done. If you're like most of us, you have already made repeated attempts to change your lifestyle and improve your well-being without lasting success. You may attribute those failures to things like lack of motivation or the "wrong genes." But it's more likely that you simply don't know how to change. Backed by countless research studies, the stages of change model, developed by James Prochaska in collaboration with Carlo DiClemente, PhD, has revolutionized the field of behavior change.

https://www.amazon.com/dp/1616496290/ref=cm_sw_em_r_mt_dp_U_.fokDb03S5FRQ

TEDx TALKS (2009, 19TH MAY)

Are We in Control of Our Own Decisions?

DAN ARIELY AT EG 2008 CONFERENCE

RETRIEVED FROM: <https://www.youtube.com/watch?v=9X68dm92HVI>

Behavioral economist Dan Ariely uses visual illusions and his own research findings to show how we're not as rational as we think when we make decisions.

<http://www.danariely.com/>

Health Behavior: Theory, Research, and Practice

KAREN GLANZ, BARBARA K. RIMER, K. VISWANATH

Health Behavior: Theory, Research and Practice provides a thorough introduction to understanding and changing health behavior; core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. This essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior.

https://www.amazon.com/dp/1118628985/ref=cm_sw_em_r_mt_dp_U_UmokDb4T6M7YR

Why and How People Change Behaviors

DR. JOE LEUTZINGER

This book is a collection of inspiring stories from individuals who have made successful lifestyle behavior changes and maintained them for a significant period of time. It was compiled with the intent to provide motivation and insight, assisting those who want to change or who are currently attempting lifestyle change. Additionally, this book will serve as a source of hope and support for those who have experienced failures in the past.

<https://www.healthimprovementsolutions.com/whyhow>

FREE BEHAVIOR CHANGE PLANNING LOG: https://docs.wixstatic.com/ugd/99bcca_5b676be0a167435eaeffe993cd39631f.pdf

WELCOA RESOURCES

Influencing Lasting Lifestyle Change Through Health and Wellness Coaching

Use this Infographic to walk through health and wellness coaching steps to gain initial insight into helping people move from where they are to where they want to be.

<https://www.welcoa.org/resources/influencing-lasting-lifestyle-change-health-wellness-coaching>

Creating Sustainable Habit Change in Your Company Culture

Use this Quick Guide as you are planning your workplace wellness interventions. The Habits at Work tactical approach creates alignment with your well workplace strategy and operating plan.

<https://www.welcoa.org/resources/creating-sustainable-habit-change-company-culture>

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new."

- SOCRATES

WELCOA INSTITUTE TRAINING COURSES

Rebranding Health as Well-Being - A Science Based Story about Creating Sustainable Change

Have you ever wondered why people who desperately want to adopt healthier lifestyles don't stick with the changes once their initial burst of motivation fades? This course discusses a science-based paradigm to motivate healthy behavior so it is maintained over time. Dr. Michelle Segar explains why logic-based reasons for behavior change (e.g., better health, disease prevention, etc.) keep people stuck in cycles of starting and stopping but not behavioral sustainability. Using story and science, she describes an easy-to-adopt, novel approach to promoting health, wellness, and fitness behaviors that leading organizations are starting to adopt.

WELCOA MEMBERS ONLY: <https://institute.welcoa.org/courses/rebranding-health-well>

Demystifying Engagement - Principles to Foster Long-Term Engagement That Results In Behavior Change

There is a lot of talk about the importance of engagement when it comes to creating successful wellness programs, but what is the true definition of engagement? If you have been looking for strategies to foster the kind of engagement that results in behavior change in the days, weeks, and months following your program's intervention, you will not want to miss this webinar by wellness innovator, Laura Putnam. She shares key principles for fostering long-term engagement that results in behavior change. Obtain the knowledge you need to skillfully promote and achieve the 4 keys to engagement, implement key steps to creating powerful experiences with wellness programming, and apply exciting new engagement models to maximize program effectiveness.

WELCOA MEMBERS ONLY: <https://institute.welcoa.org/courses/demystifying-engagement>



ABOUT WELCOA

WELCOA believes that organizations that prioritize the wellness of their people should be recognized and celebrated. WELCOA's 7 Benchmarks & Well Workplace Process provides a proven framework with companion training and resources to help our members create high-performing wellness programs and strategies. Our goal is to help alleviate the demand on those charged with wellness planning by providing them with the tools, best practices, and professional development opportunities they need to be successful. With over thirty years of thought leadership in employee wellness, WELCOA is proud to be a consistent partner of more than 20,000 organizations who are building Well Workplaces.