

Health behaviour change

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- Health behaviour refers to every action taken by individuals that affects, positively or negatively, health or mortality. Examples include smoking, diet, physical activity, and adherence to medical treatments [1].
- Health behaviour is shaped by bio-psycho individual characteristics (e.g., beliefs), in combination with social contexts (e.g., families), organizations and institutions and the legal, political, and policy environment [2].
- Behaviours should not be targeted in isolation, with a whole lifestyle approach preferred. This also includes consideration for the perceived lack of pleasure in the process of behaviour change [3].
- Interventions for behaviour change can target individual's capacity (e.g., knowledge and skills), motivation (e.g., emotional readiness to change) and opportunities (i.e., influencing factors in the environment, outside the individual sphere of action) [4].
- In order to achieve behaviour change, it is important to build partnerships with the individuals to strengthen their motivation and commitment to change. This is best accomplished using a guiding rather than a directing approach [5].
- The steps to plan behaviour change are to: (1) identify and set measurable goals; (2) analyse individual and environmental barriers and facilitators; (3) design the communication strategy, (4) implement and (5) evaluate it [6].

References

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