

Bolder Healthier Champions

Introduction to Behaviour Change

Public Health Division 2023



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Think about what **behaviour change** means to
you?



What is Behaviour Change?

Behaviour change is doing something which causes you to behave differently (West, 2018).

Behaviour change is...

Problem-solving

It helps us figure out why we do certain things.

Broad

It can be applied to different situations.

Valuable

We should always think about it when we're trying to improve things.

(Lilley & King, 2021)

What Behaviour Change is NOT...

A silver bullet

It's not the answer to every problem.

Standard

What works for one situation might not work for another.

Judgemental

It is not meant for us to be harmful or criticise.

Exclusive

Anyone can change their behaviours, not just experts.

(Lilley & King, 2021)

Why is Behaviour Change Important?

We need to support individuals to live a healthier and happier life and we can do this by supporting them with healthy behaviours



Healthy Eating

5 portions of a variety of fruit and veg each day (NHS, 2022)



Not Smoking

Live up to 10 years longer compared to smokers (NHS, 2022)



Physical Activity

150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity a week (NHS, 2021)



Limiting Alcohol Intake

A maximum of 14 units of alcohol a week, across 3 days at least (NHS, 2022)

Lower risk of:

- Heart disease
- Stroke
- Cancers
- Unhealthy weight gain
- Respiratory disease
- Type 2 Diabetes
- Mental health illnesses
- Anxiety
- Dementia

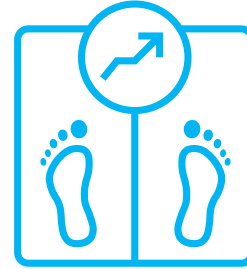
(PHE, 2018)

Local Picture in Birmingham



2 in 7

year 6 children are classified as obese.
(Body Mass Index (BMI) at 95th or above on the growth chart for children and teens of the same age and gender)



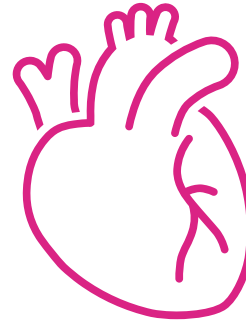
2 in 3

adults are overweight.
(BMI is over 25.0)



1 in 10

hospital admissions is due to alcohol-related harm.
E.g. alcoholic liver disease.



1 in 1000

under 75 deaths is due to cardiovascular diseases.
E.g. heart attack.

(OHID, 2020)

Introduction to Behaviour Change

CONTEXT

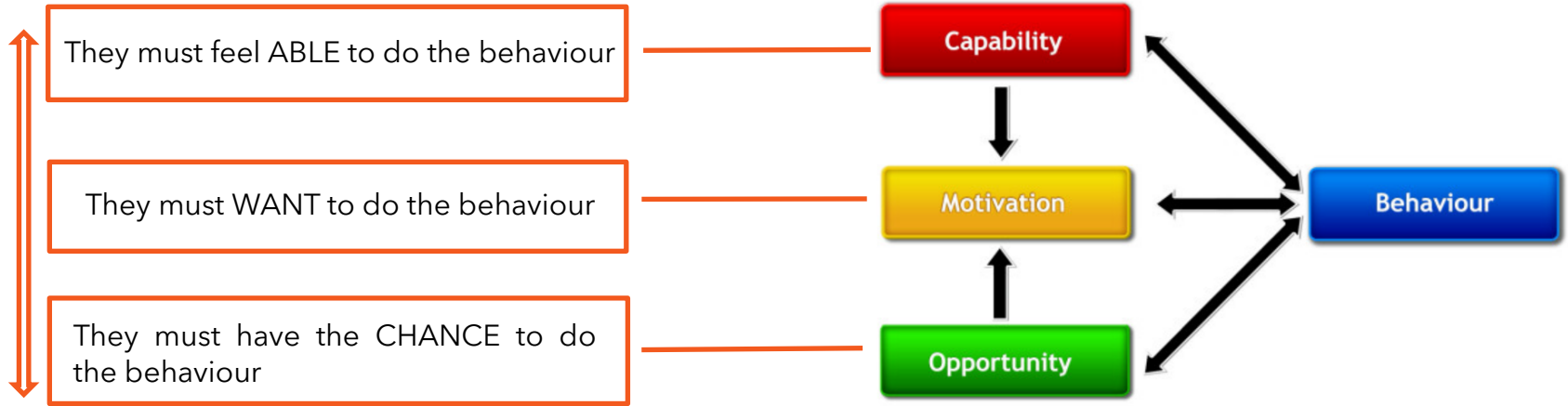


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What is the COM-B Model?

COM-B model is one of many behaviour change models. Every behaviour has three interacting components (B):

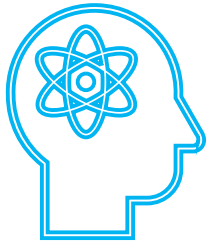


We must target one or more of these components to change and maintain behaviours.

(Social Change UK)

Capability

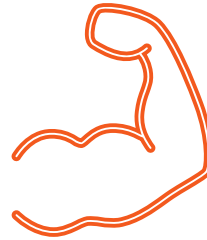
They must feel they are ABLE to do something.



■ Psychological Capability

- Knowing what to do.
- Having the psychological skills to do it.

*e.g. Know a healthy meal recipe.
e.g. Being confident of their cooking skills.*



■ Physical Capability

- Being physically able.
e.g. Being out of breath when jogging.

e.g. Struggling with lifting heavy pots when cooking.

(Social Change UK)

Opportunity

They must have the CHANCE / RIGHT SET OF CIRCUMSTANCES to do the behaviour.

- Physical

- Environment
- Cost and time
e.g. gym, nearby park, clothes, time

- Social

- Culturally or socially okay to do a behaviour
e.g. No one to accompany them and they may not feel safe alone, do not feel uncomfortable socially, does not feel discriminated



(Social Change UK)

Motivation

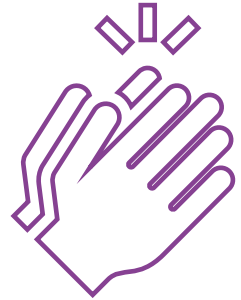
They must WANT to do the behaviour.

■ Reflective Motivation – **The Long-term**

- Thinking about what has happened and wanting to make a change
e.g. Long term benefits of physical activity, thinking of a time where they were unable to play football with their children and believing that if they start running, they will be able to play football with their children.

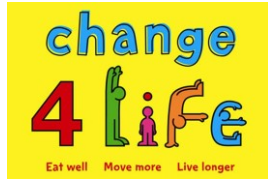
■ Automatic Motivation – **The Now**

- Desires, impulses and inhibition
- *Must think healthy behaviour is more desirable than unhealthy behaviour*
e.g. Must think running is better than not running



(Social Change UK)

Behaviour Change Examples



Public Health England (PHE) campaign for families to make simple change to diet.



Hertfordshire campaign to increase physical activity.

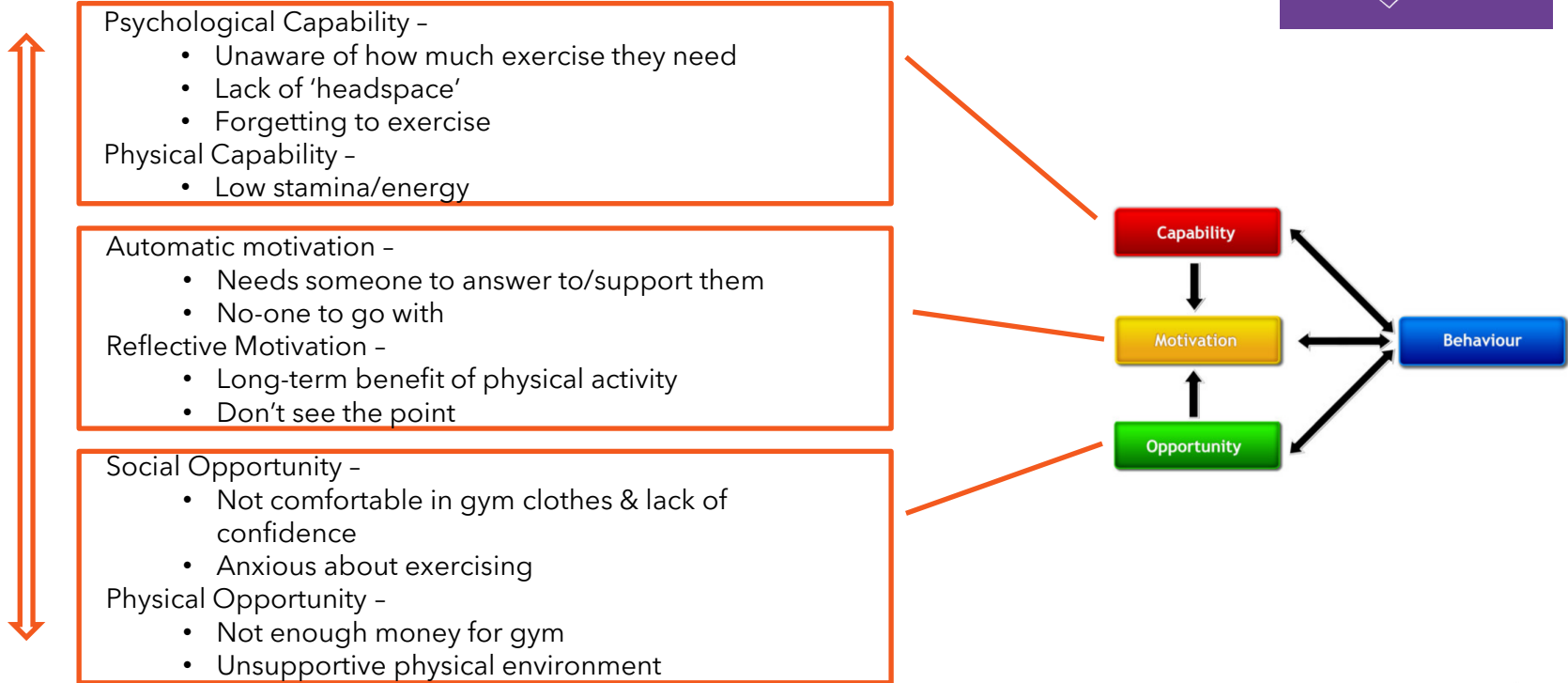


PHE campaign to get people to walk briskly for 10 minutes daily.



Wolverhampton campaign to increase physical activity.

Increasing Physical Activity



Introduction to Behaviour Change

BRIEF INTERVENTIONS



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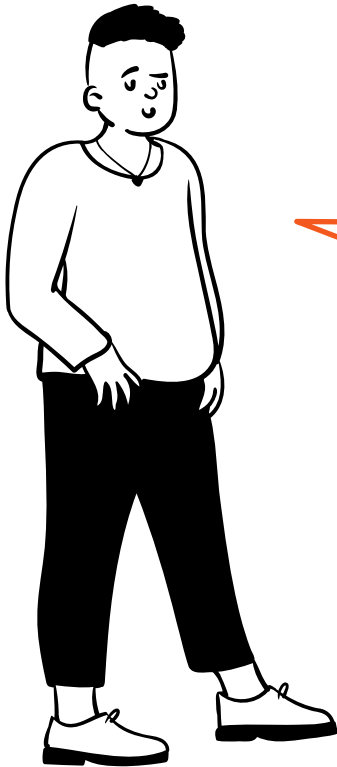




As a Community Champion, think about how can you encourage behaviour change?

By leading by example, providing information, and offering support and encouragement, Community Champions can help our communities develop healthy behaviours and make positive changes in their lives.

Case study 1 - Reducing Alcohol intake



Stephen

- Male, 35 years old
- Good but stressful job
- Family with 2 children

Stephen drinks a lot and is starting to be more and more unwell. His partner isn't happy with his drinking habits. He wants to drink less alcohol but doesn't seem to make any effort.

What questions can you ask to understand Stephen?

CAPABILITY

What do you understand about the importance of drinking less alcohol?

Are you able to have drink-free days? If no, why?

OPPORTUNITY

What other ways to relax do you know of?

Do you know of alternatives to alcoholic drinks?

In what ways would your family and friends' support help you?

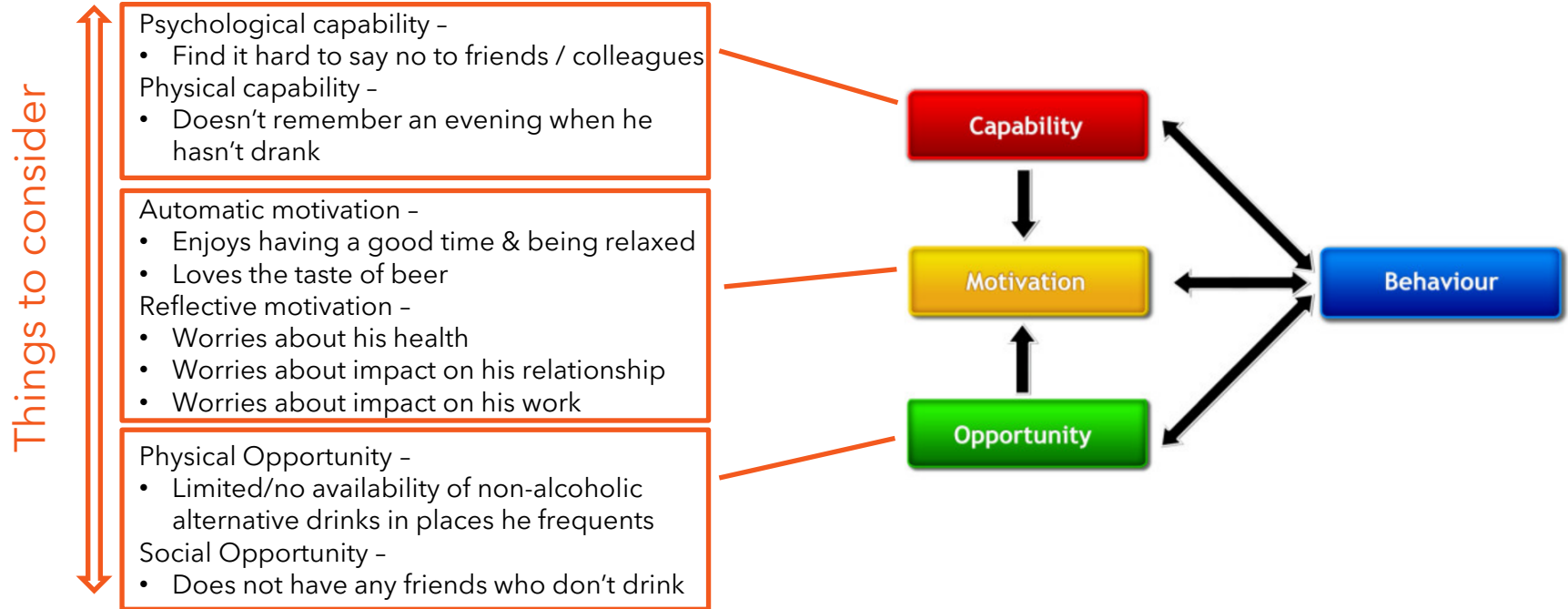
Do you have friends who do not drink?

MOTIVATION

How beneficial would drinking less alcohol be to you?

Do you think your friends drink the same as you? Why yes or why no?

Reducing Alcohol Intake



Case study 2 - Poor Diet and Physical Inactivity



Gemma

- Female, 35 years old
- Single with 2 children
- Works long hours

Gemma watches TV after work and eats junk food and sweets. She feeds her children the same food. She became more and more physically inactive and has developed breathing problems when going up the stairs.

What questions can you ask Gemma?

CAPABILITY

What could you do to exercise?

What healthy meals do you know how to cook?

OPPORTUNITY

What time do you have to cook or exercise?

What is your understanding of the benefits of healthy eating?

In what ways would you family and friends' support help you?

MOTIVATION

How beneficial would a better diet be to you?

Do you know exercising can also help you relax?

Poor diet and Physical Inactivity

1. Better eating habits

Psychological Capability -

- Does not know any recipe

Physical Capability -

- Has never cooked before
- Easy to heat up frozen food

Automatic Motivation -

- Tired from work and prefers to relax
- Junk food tastes better

Reflective Motivation -

- Unaware of long-term benefits

Physical Opportunity -

- Easy to buy junk food
- Easy to make junk food

Social Opportunity -

- Eats junk food with children watching TV

2. Physically active

Psychological Capability -

- Does not know easy ways to exercise
- Scared of having lack of breath

Physical Capability -

- Breathing problem when physically active

Automatic Motivation -

- Tired from work and prefers to relax

Reflective Motivation -

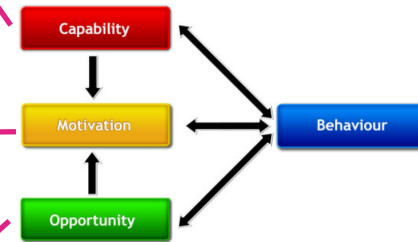
- Unaware of long-term benefits

Physical Opportunity -

- No time to exercise with work and children

Social Opportunity -

- Does not want to exercise alone
- Worried to be seen out of breath



Things you can do to help others change behaviours

Educate

Provide information, knowledge and skills to help change behaviours.

*E.g. Explain that excessive alcohol consumption causes health issues such as heart disease.
Show them simple exercises
Show them where to get simple and affordable healthy meals*

Self-monitor

Suggest the person to monitor and record their behaviour.

E.g. Encourage the person to keep a food journal to track daily food intake, to help them become more aware of their eating habits.

(Michie et al. 2013; Samdal et al. 2017; French et al. 2014; Martín-Martín et al. 2021)

Things you can do to help others change behaviours

Goal-setting

Set or agree easy and small goals towards the targeted behaviour.

E.g. Encourage weekly goal of increasing number of fruit/veg per day until 5 pieces as specified in public health guidelines.

Prompt

Put reminders to prompt a behaviour.

*E.g. Place a fruit bowl on the kitchen counter as a visual reminder to eat more fruits as snacks.
Put a sticker on the bathroom mirror to remind people to brush their teeth.*

Suggest alternatives

Suggest healthier behaviours.

E.g. Suggest that the person goes for a walk rather than watches television

(Michie et al. 2013; Samdal et al. 2017; French et al. 2014; Martín-Martín et al. 2021)

Introduction to Behaviour Change **RESOURCES**



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Things to remember when supporting others with behaviour change

Most importantly, be a friend.

Do

- Listen
- Support
- Help
- Respect
- Work together
- Show compassion

Don't

- Confront
- Judge
- Generalise

(Lundahl et al. 2010)

Behaviour Change Resources

Online Trainings



Behaviour Change Literacy for
Individuals and Workforce
Leaders

Offered by HEE to educate and improve behaviour change literacy in individuals. Click the links for or scan the QR code for more information:

- [Behaviour Change Literacy for Individual Learners](#)



YouTube Videos



Short introductory videos about behaviour change and the COM-B model. Click the links to watch them or scan the QR code to access Youtube.com to search for them.

- [Behaviour Change By Design - YouTube](#)
- [Approaches to Behaviour Change - YouTube](#)
- [The COM-B Model - YouTube](#)
- [What is COM-B? - YouTube](#)



Behaviour Change Resources

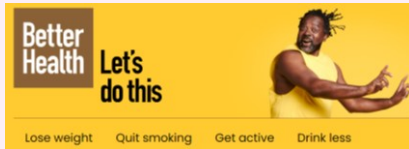
Websites



The
British
Psychological
Society

Useful website with resources. Psychology can give us insights into understanding behaviour. Click the links or scan the QR code for more information.

- [Homepage | BPS](#)
- [Health and habits | BPS](#)



Includes information, tools and apps to help you make healthier choices related to losing weight, quitting smoking, getting active and drinking less. Click the link or scan the QR code for more information:

- [Better Health - NHS \(www.nhs.uk\)](http://www.nhs.uk)



Healthy Behaviours Resources

Smartphone Applications

Useful apps provided by the NHS. They use behaviour change models and seek to change behaviour, track and create healthy habits. You will need to download them on a smartphone to have access, using the Play Store or App Store. Click the links or scan the QR codes for more information:



[Weight Loss \(www.nhs.uk\)](http://www.nhs.uk)



[Couch to 5K \(www.nhs.uk\)](http://www.nhs.uk)



[Food Scanner \(www.nhs.uk\)](http://www.nhs.uk)



[Active 10 \(www.nhs.uk\)](http://www.nhs.uk)



[Drink Free \(www.nhs.uk\)](http://www.nhs.uk)



[Quit smoking \(www.nhs.uk\)](http://www.nhs.uk)

Healthy Behaviours Resources

Weight Management Support for Birmingham Residents

- Services are provided on behalf of Birmingham City Council.
- To use them, the person must be a Birmingham City Council resident and be at least 18 years old.
- The person may be referred to this service by their GP or another healthcare professional or they may refer themselves.
- Click the links below or scan the QR codes for more information:



[Weight Management Support for people with Learning Disabilities \(beezeebodies.com\)](https://beezeebodies.com)



[Weight Management Support for people with Visual Impairments in Birmingham \(beezeebodies.com\)](https://beezeebodies.com)



[Weight Management Support for people with Physical Impairments in Birmingham \(beezeebodies.com\)](https://beezeebodies.com)

Healthy Behaviours Resources

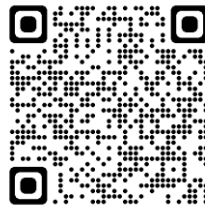
Other Support Services for Birmingham Residents

- Click the links below or scan the QR codes for more information:



Designed to help lose 5% of body weight in 12 weeks, and ensure people learn long term habits to change their lifestyle.

[Weight management mobile app for everyone](#)



Weight management support programme for older adults.

[Momenta Weight Management for people 55+ | Free Birmingham Programme | Sign Up](#)



Free 24/7 on demand artificial intelligence stop smoking service.

[Home - Quit With Bella](#)

Thank you.

For more information, please contact us at
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