Staging: A Revolution in Helping People Change

James O. Prochaska, Ph.D.
Founder
Pro-Change Behavior Systems, L.L.C
Director and Professor
Cancer Prevention Research Center
University of Rhode Island
U.S. Health Care Costs =

1,200,000,000,000 / yr.
Pharmaceutical Costs = 8%
Behavioral Costs = 60%
The Stages of Change:

Maintenance
Action
Preparation
Contemplation
Precontemplation
Intervention Issues

1. Recruitment
2. Retention
3. Progress
4. Process
5. Outcomes
## Percent of Smokers by Stage Across Three Different Samples

<table>
<thead>
<tr>
<th>Sample</th>
<th>Precont.</th>
<th>Cont.</th>
<th>Prep.</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rhode Island</td>
<td>42.1</td>
<td>40.3</td>
<td>17.6</td>
<td>4,144</td>
</tr>
<tr>
<td>4 Worksites</td>
<td>41.1</td>
<td>38.7</td>
<td>20.1</td>
<td>4,785</td>
</tr>
<tr>
<td>California</td>
<td>37.3</td>
<td>46.7</td>
<td>16.0</td>
<td>9,534</td>
</tr>
</tbody>
</table>
Premature Termination
Appropriate Termination
Continuers

T Scores

PC C A M
Pros and cons (in T scores) across stages of change for 43 health behaviors
Stages by Processes

PRECONTEMPLATION ➔ CONTEMPLATION ➔ PREPARATION

CONSCIOUSNESS RAISING
DRAMATIC RELIEF
ENVIRONMENTAL REEVALUATION

SELF REEVALUATION
Stages by Processes

PREPARATION ⟷ ACTION ⟷ MAINTENANCE

SELF LIBERATION

REINFORCEMENT MANAGEMENT HELPING RELATIONSHIPS

COUNTERCONDITIONING STIMULUS CONTROL
Treatment Groups

1. Action-oriented Manuals
2. Stage-Matched Manuals
3. Stage-Matched Computers & Manuals
4. Counselors & Stage-Matched Computers
Percentage

Assessment Periods

- Action Manuals
- Stage Manuals
- Computers+
- Counselors+

Pretest 6 12 18
Percentage in Action/Maintenance

χ² significant (p < .001) at 6, 12, & 18 months
Pre-Action at Baseline Only
Proactive vs. Reactive Recruitment

![Graph showing the comparison between proactive and reactive recruitment over time. The x-axis represents Assessment Periods (Baseline, 6 months, 12 months, 18 months) and the y-axis represents Percentage. The graph compares Reactive Recruitment (black line) and Proactive Recruitment (purple line).]
Smoking Point Prevalence Home

% in Action and Maintenance

Baseline 12 Month 24 Month

Treatment
Control
Diet Point Prevalence
(all subjects - PO1 School Adult Sample)

% in Action and Maintenance

Baseline 12 Month 24 Month

- Treatment
- Control
Sun Point Prevalence
Home

% in Action and Maintenance

Baseline 12 Month 24 Month

Treatment
Control
Point Prevalence Smoking Cessation

![Graph showing smoking cessation rates over time with different methods.](image-url)
UV Exposure Risk Reduction

- Baseline
- 12 Month
- 24 Month

- Expert System
- Assessment Only

Percent in Action/Maintenance

0% 5% 10% 15% 20% 25% 30% 35%

Baseline 12 Month 24 Month
Dietary Fat Risk Reduction

Percent in Action/Maintenance

- Baseline
- 12 Month
- 24 Month

Expert System
Assessment Only