

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:

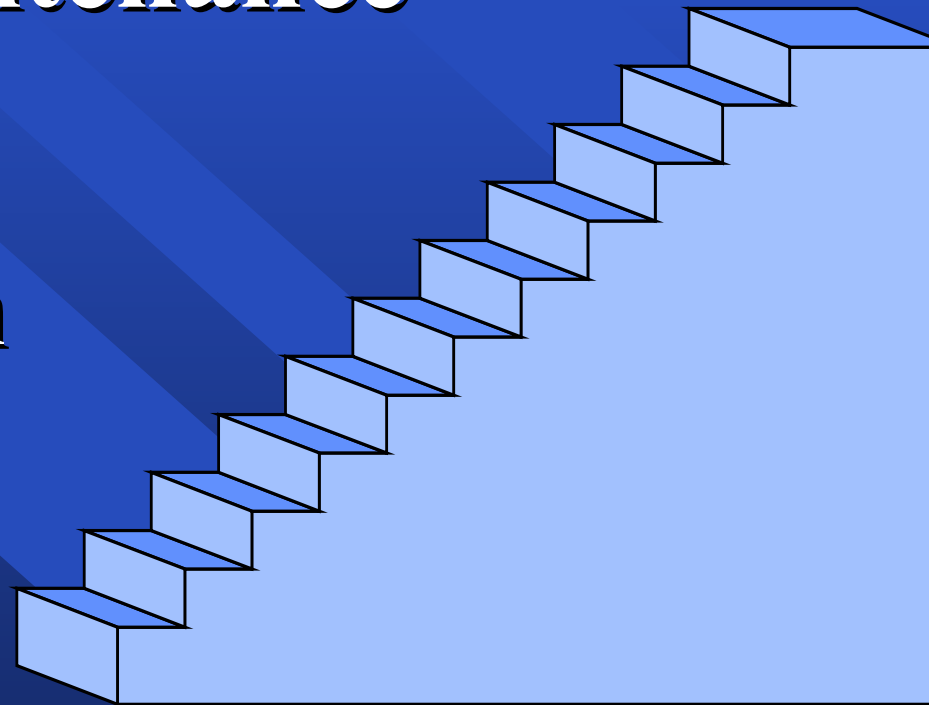
Maintenance

Action

Preparation

Contemplation

Precontemplation



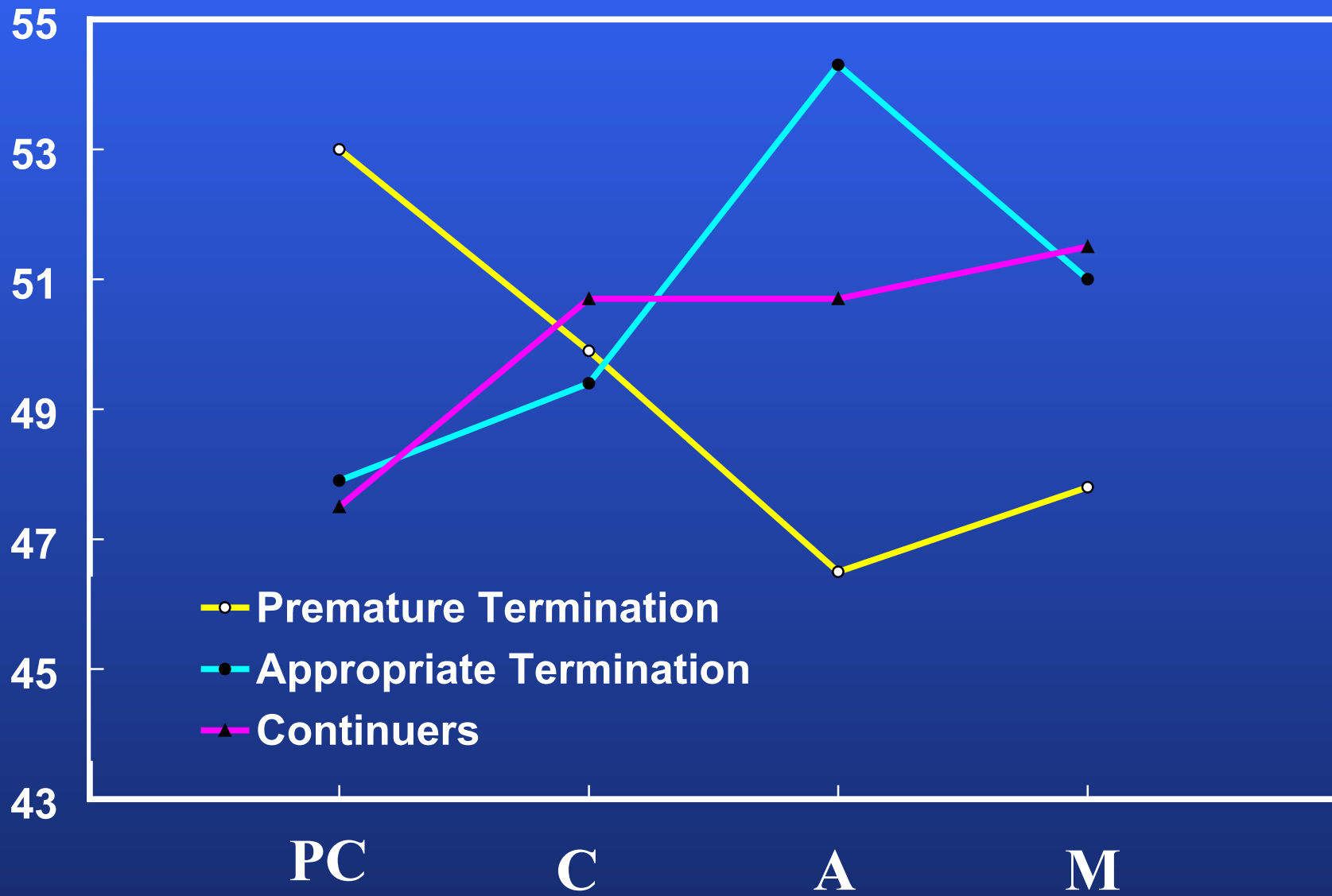
Intervention Issues

1. Recruitment
2. Retention
3. Progress
4. Process
5. Outcomes

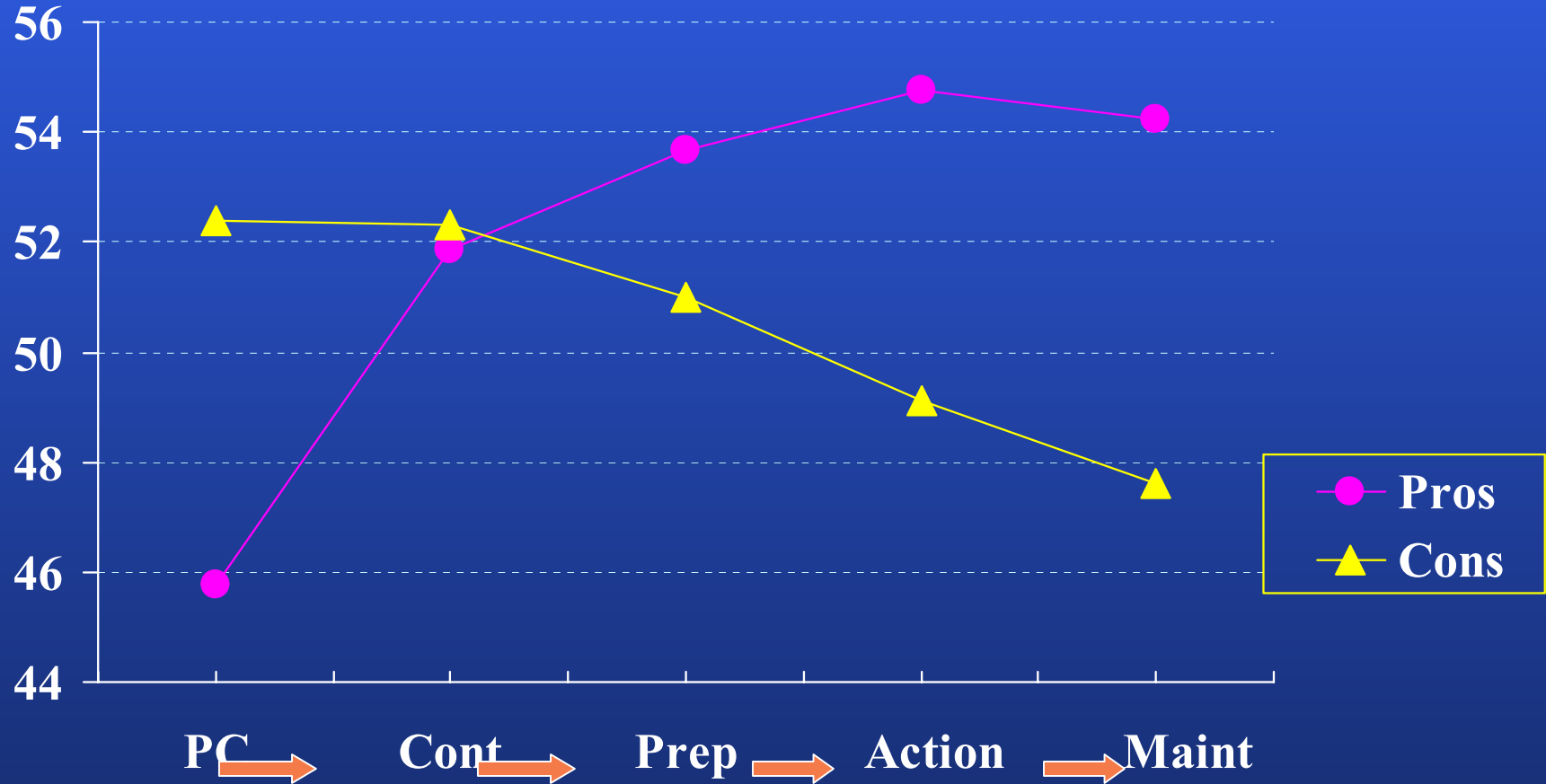
Percent of Smokers by Stage Across Three Different Samples

Sample	Precont.	Cont.	Prep.	N
Rhode Island	42.1	40.3	17.6	4,144
4 Worksites	41.1	38.7	20.1	4,785
California	37.3	46.7	16.0	9,534

T Scores



Stage Transitions



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

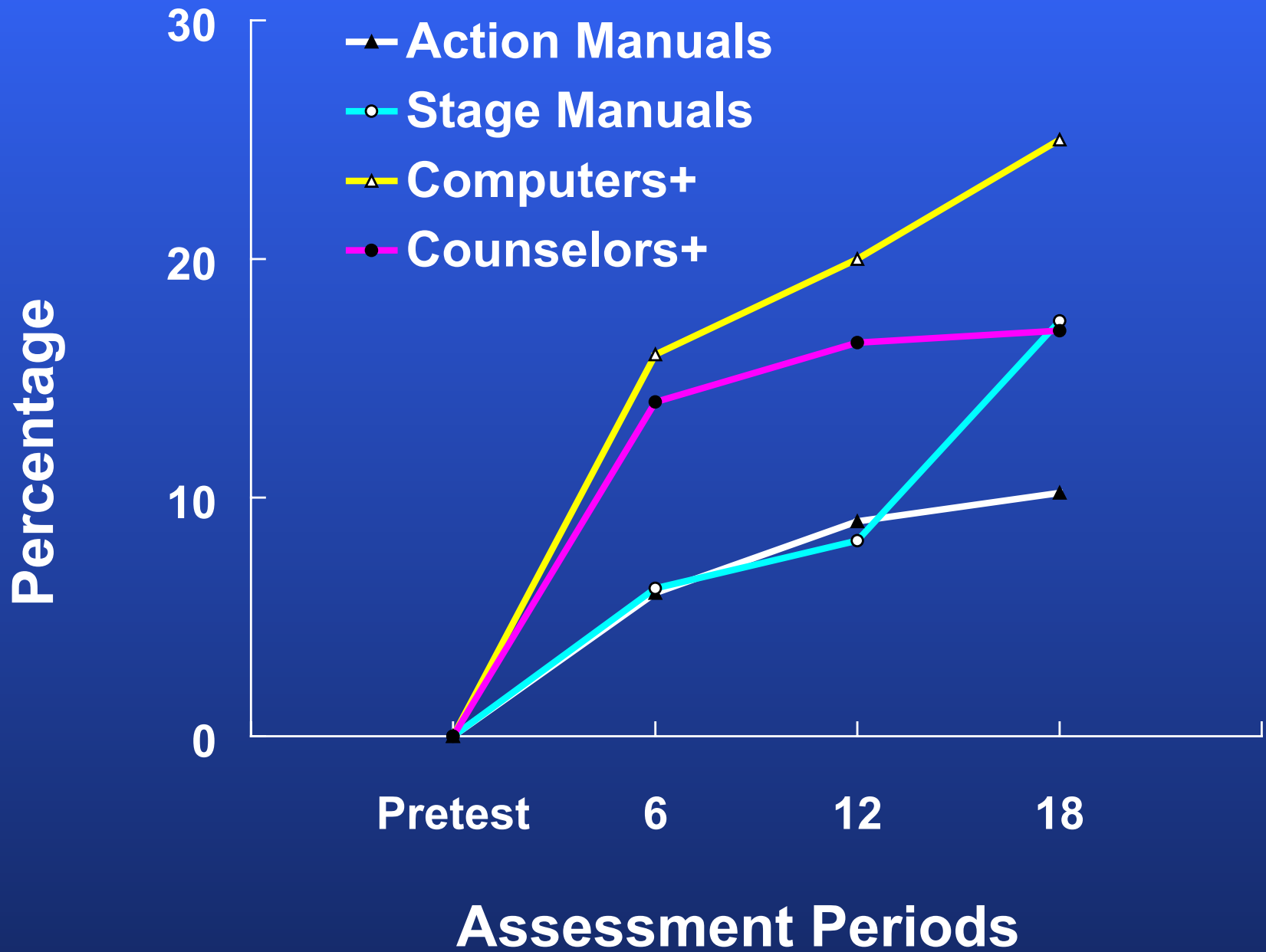
SELF LIBERATION

**REINFORCEMENT MANAGEMENT
HELPING RELATIONSHIPS**

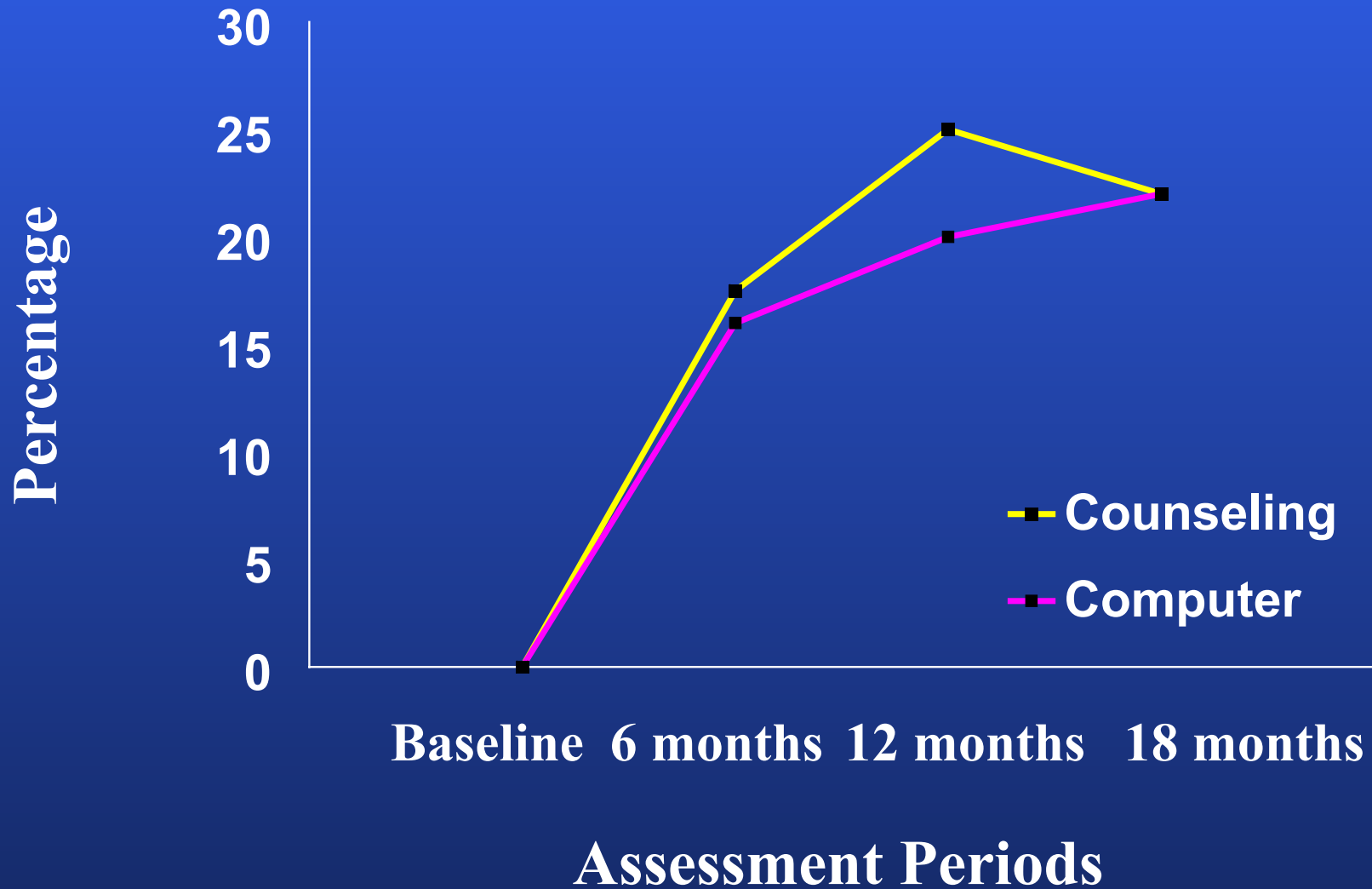
**COUNTERCONDITIONING
STIMULUS CONTROL**

Treatment Groups

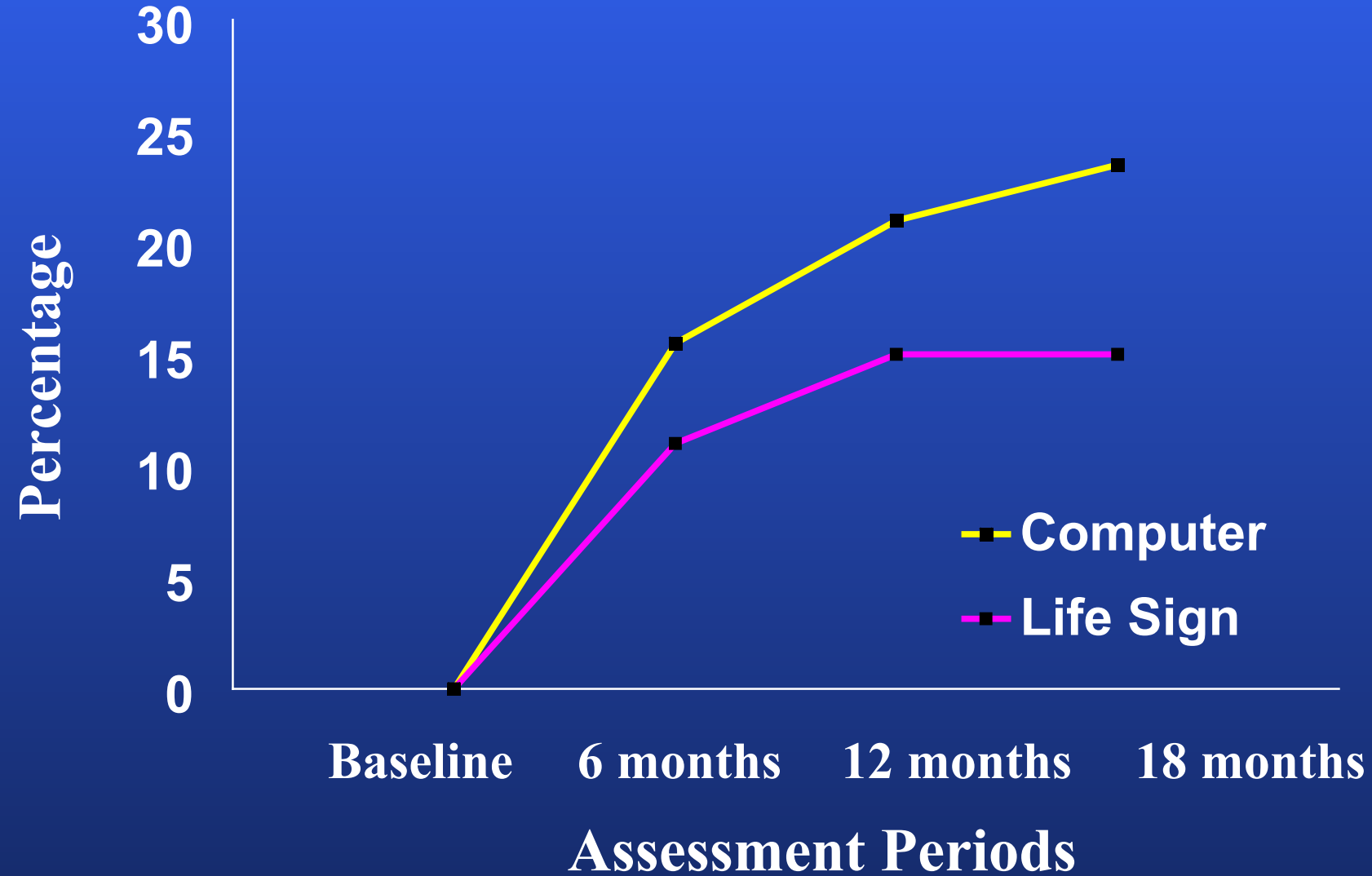
1. Action-oriented Manuals
2. Stage-Matched Manuals
3. Stage-Matched Computers & Manuals
4. Counselors & Stage-Matched Computers



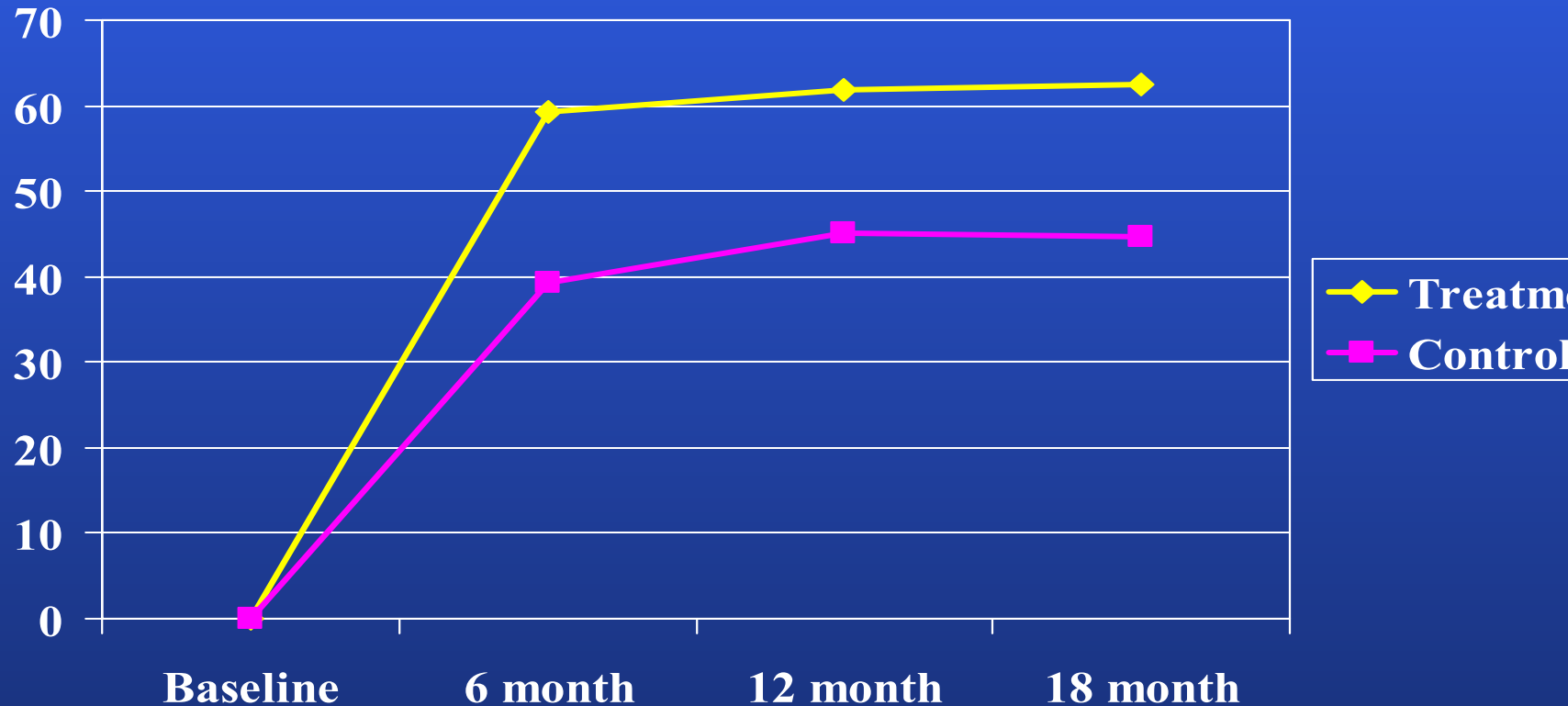
Computer vs. Counseling



Computer vs. Life Sign

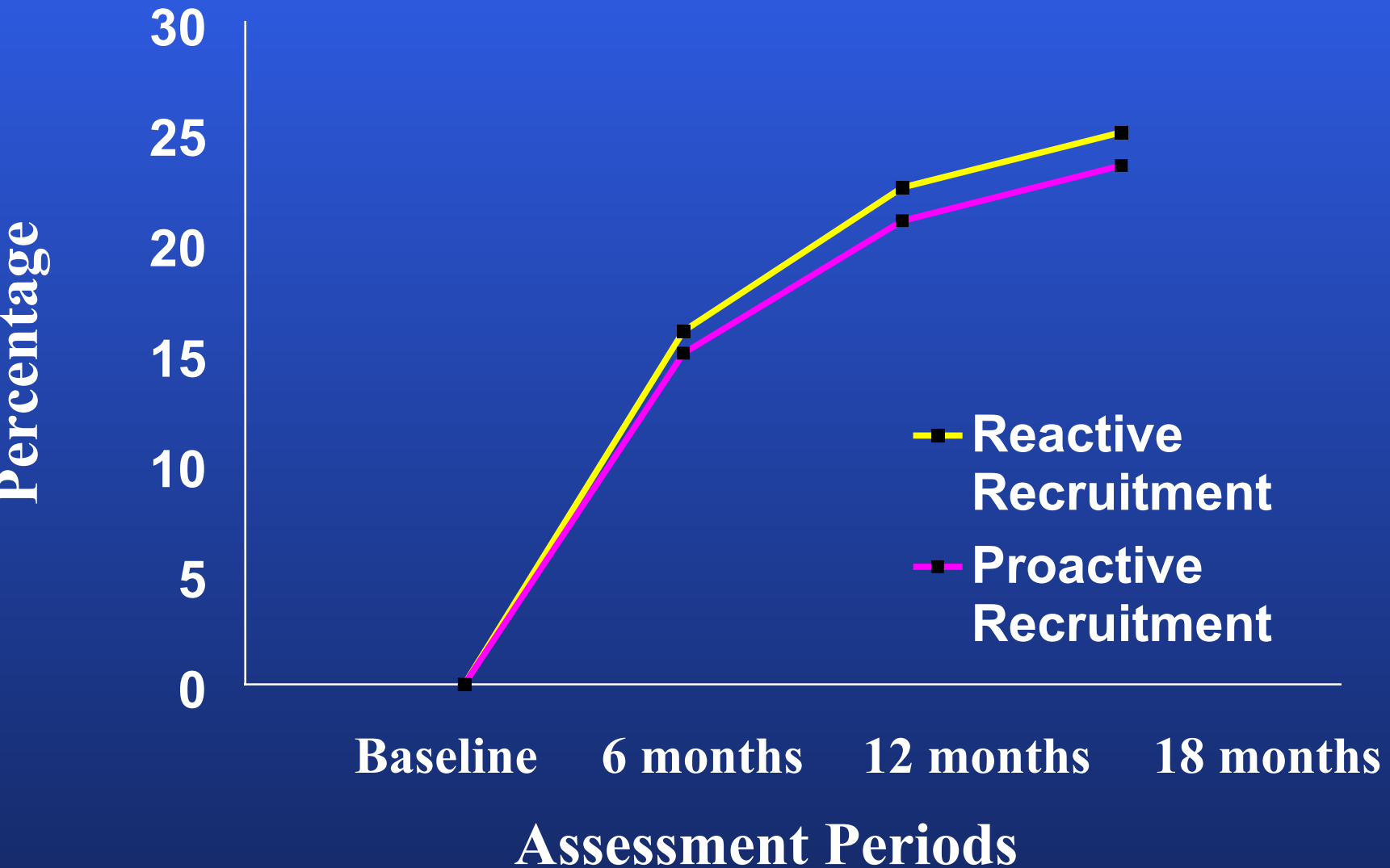


Percentage in Action/Maintenance

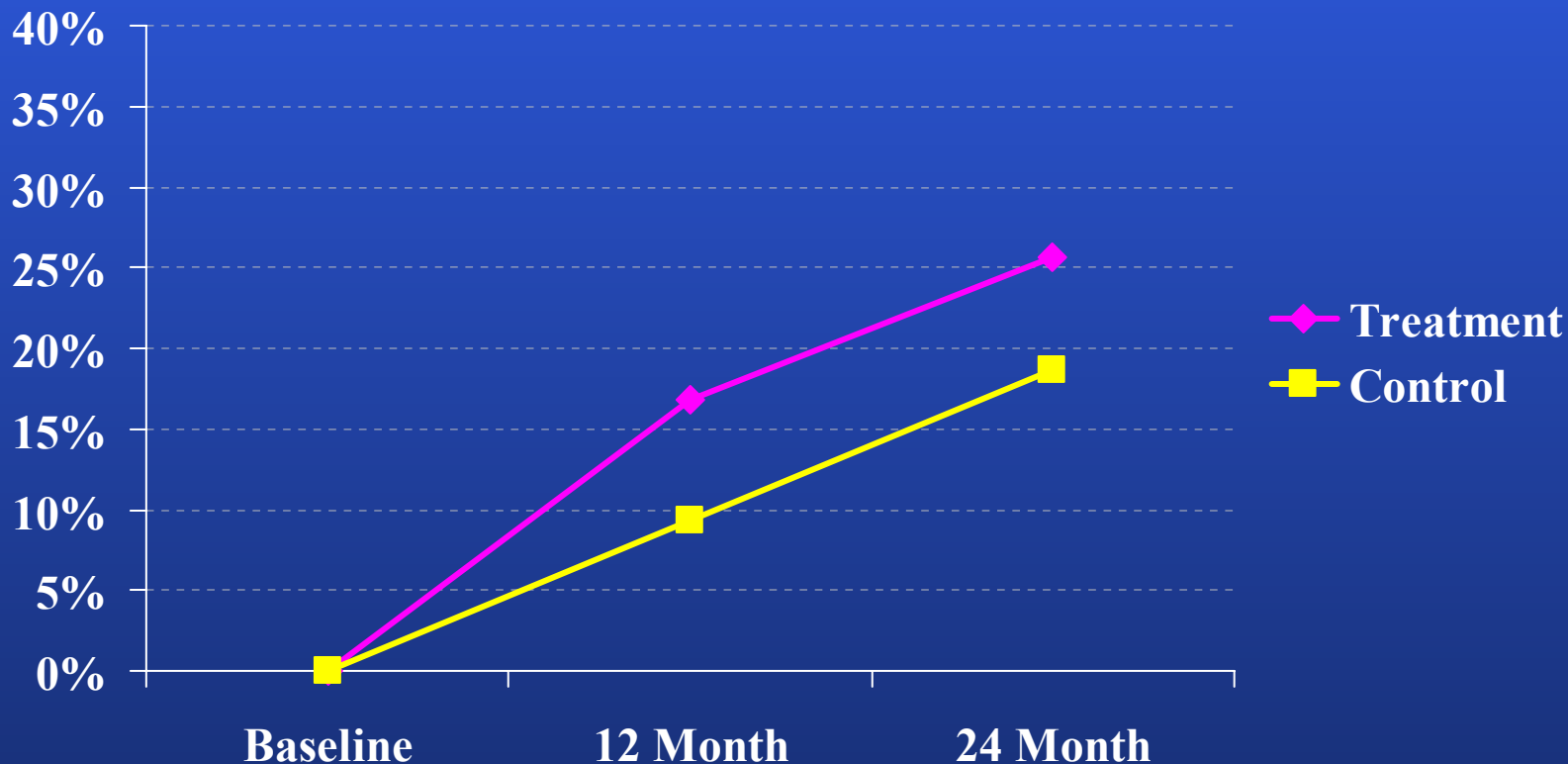


χ^2 significant ($p < .001$) at 6, 12, & 18 months
Pre-Action at Baseline Only

Proactive vs. Reactive Recruitment

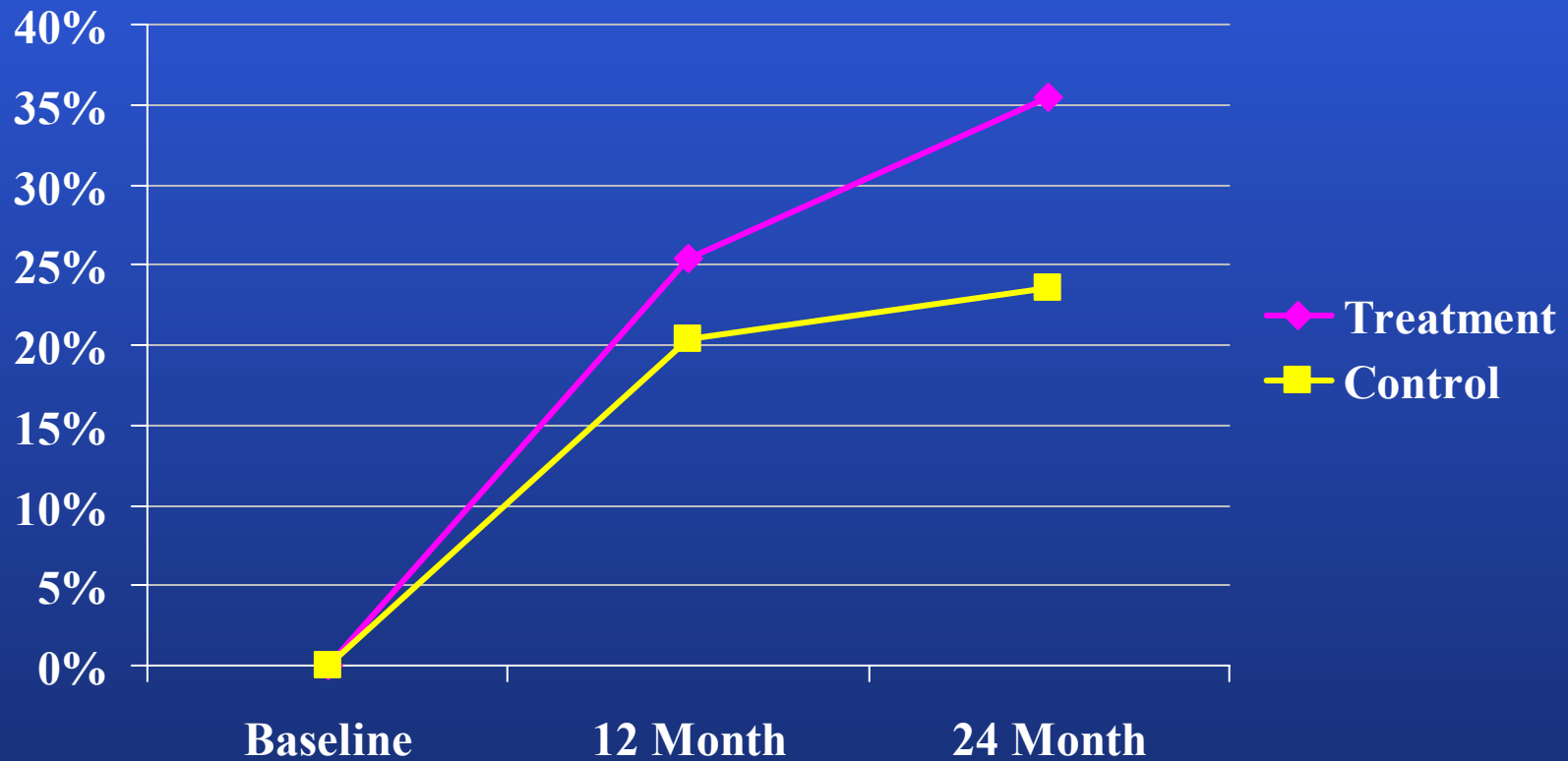


Smoking Point Prevalence Home

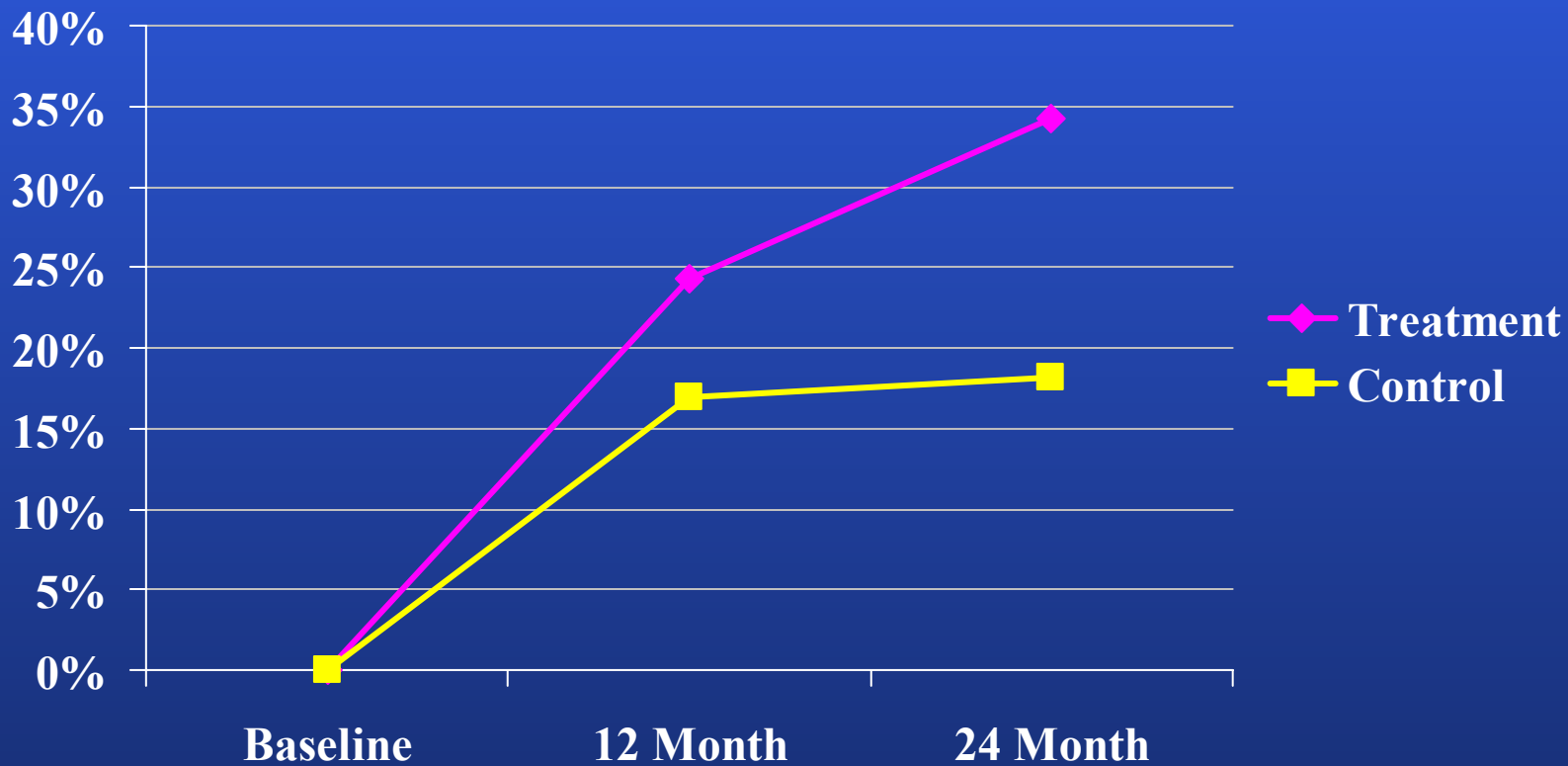


Diet Point Prevalence

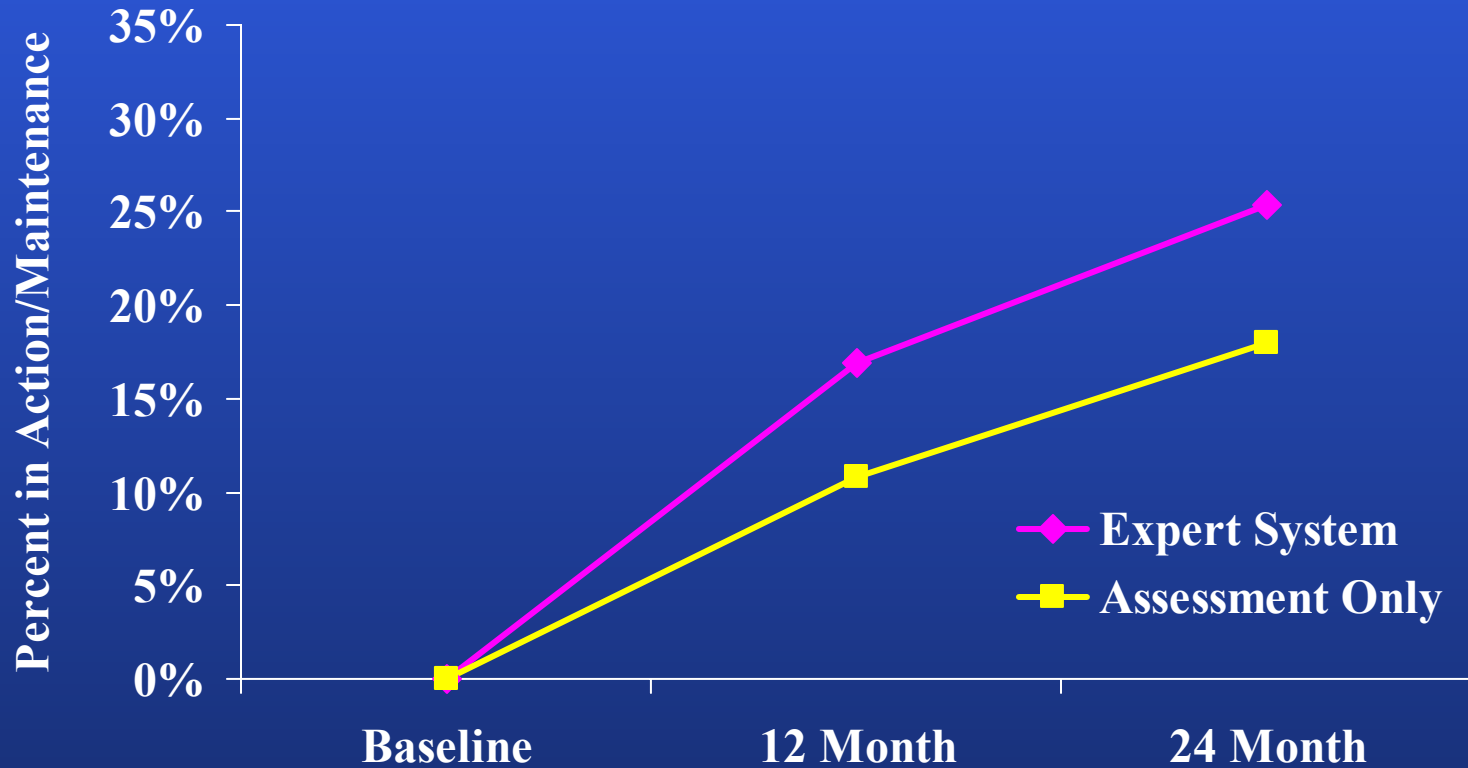
(all subjects - PO1 School Adult Sample)



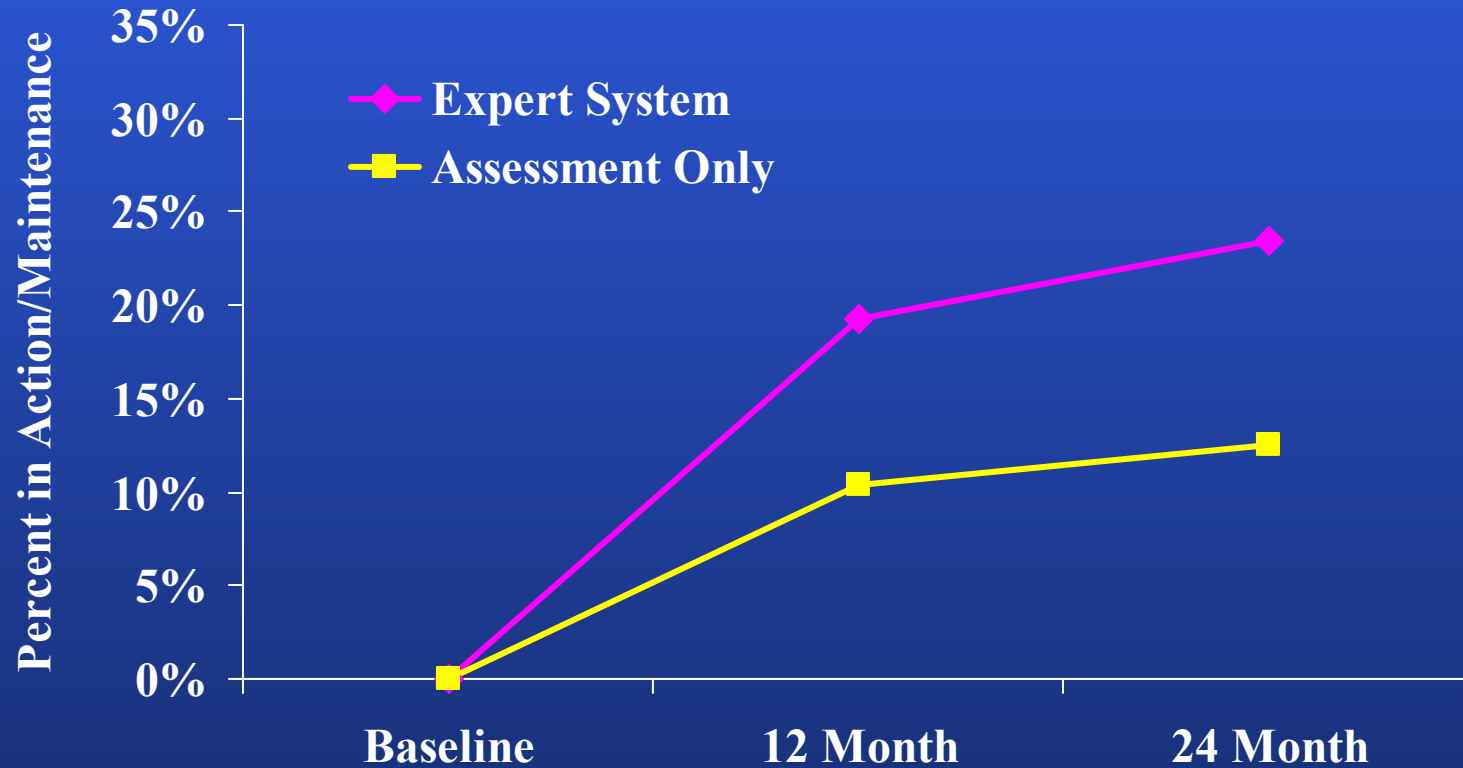
Sun Point Prevalence Home



Point Prevalence Smoking Cessation



UV Exposure Risk Reduction



Dietary Fat Risk Reduction

