

# **Passing Through the Stages: Are You Ready for Disease Management?**

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# Stages of Change

PRECONTEMPLATION  CONTEMPLATION

PREPARATION  ACTION

MAINTENANCE  TERMINATION

# 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

# ORIGINAL IMPACT EQUATION

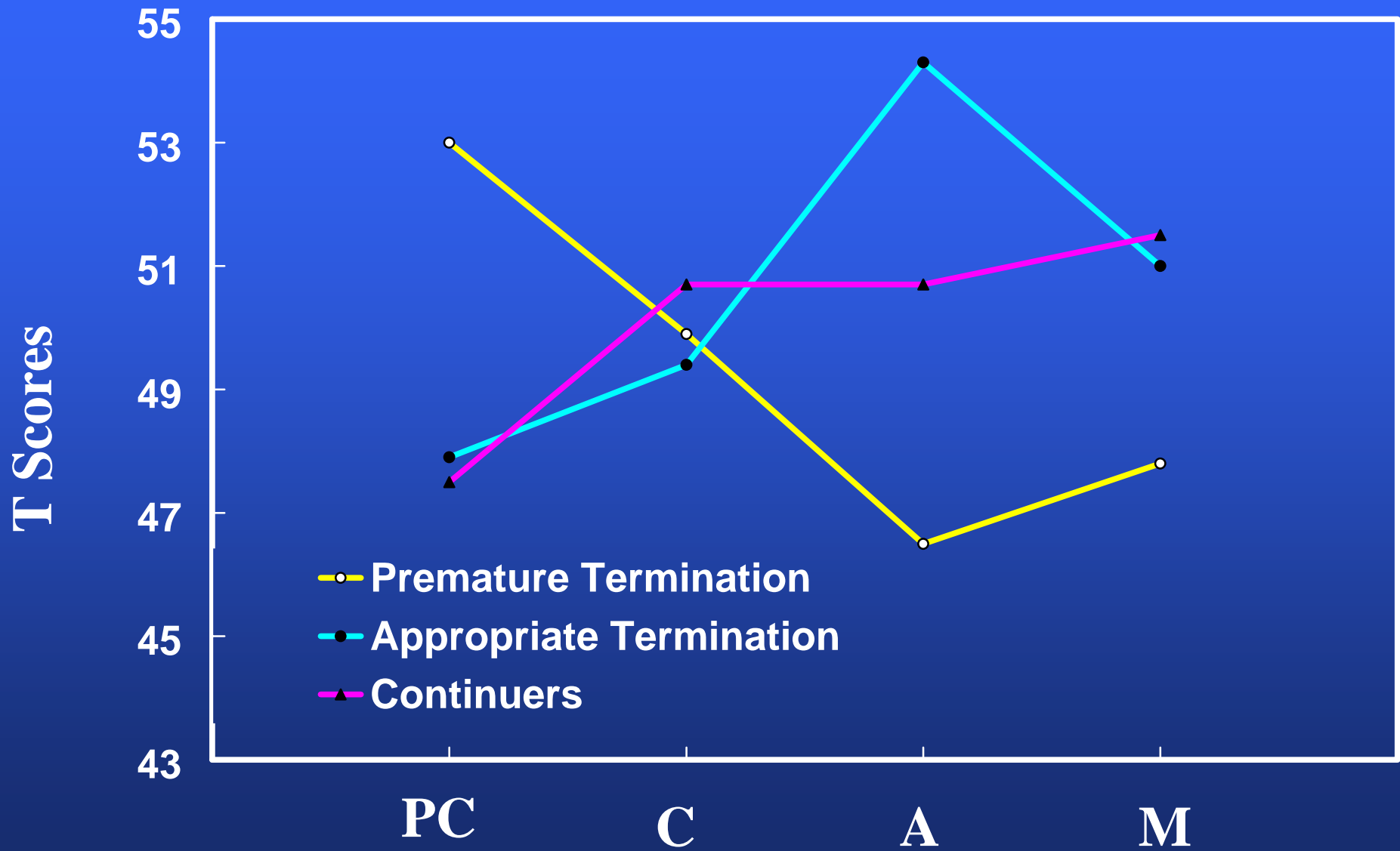
**IMPACT = REACH X EFFICACY**

**IMPACT = (5% REACH) X (30% ABSTINENCE) = 1.5%**

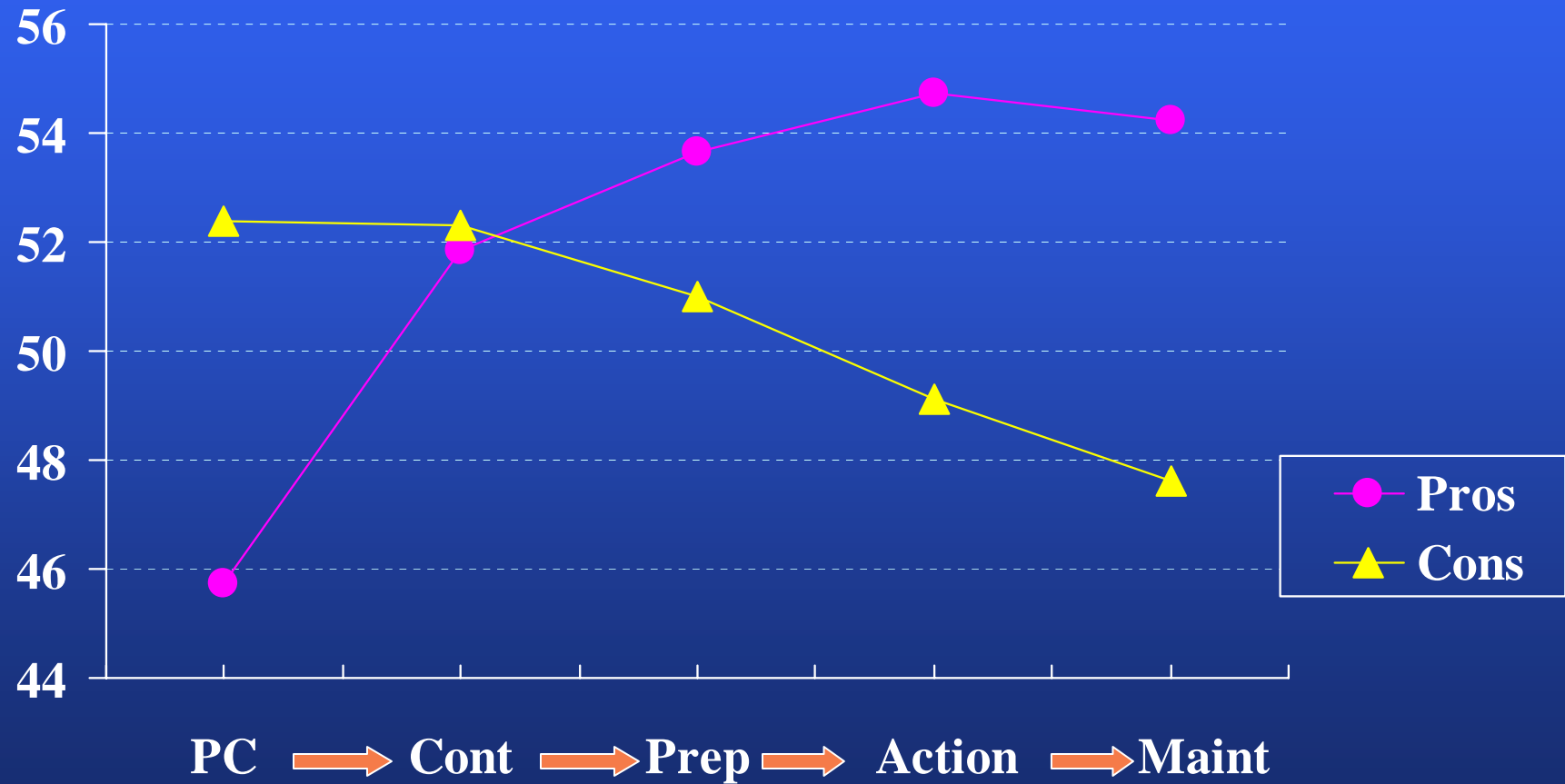
**IMPACT = (75% REACH) X (20% ABSTINENCE) = 15%**

# Four Leading Recruitment Strategies

1. Persuasive Communications
2. Positive Reinforcement
3. Personal Outreach
4. Negative Reinforcement



# Stage Transitions





# 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

## ROADWAYS TO HEALTHY LIVING

A GUIDE FOR HEALTHY WEIGHT MANAGEMENT



A **Pro-Change** LIFESTYLE MANAGEMENT MANUAL

Weight Management >Preparation> Make a Commitment - Microsoft Internet Explorer provided by Pro-Change Behavior Systems

File Edit View Favorites Tools Help Links >>

**Pro-Change**  
Behavior Systems

Healthy Weight Management

Your Progress 1 2 3 4 **5** 6 7

## Make a Commitment

**Envision yourself as someone who has successfully managed his/her weight.**

To make progress, you have to believe in your ability to change your behavior and be willing to act on your belief. That's what commitment means.

Here are four ways to strengthen your commitment. It's important to do each one.

**1. Set a Realistic Goal.**

Often people who are ready to manage their weight set unrealistic goals about reaching an "ideal" weight. Be sure that your goal is attainable by striving for a weight loss of 5-10% of your current weight. This amount of weight loss is associated with significant physical and emotional benefits and reduces your risk of chronic diseases. [Set your goal.](#)

**2. Make an Action Plan.**

No single approach to healthy weight management is right for everyone. To help you make a plan you can stick with, consider the four key behaviors of weight management and, for each one, choose a method that is best for you. Begin by [considering all the options.](#)

**3. Set Your Date.**

Look over your calendar. Take a moment now to think of a start date for taking action. Click to [set your start dates.](#)

**4. Tell Others about Your Commitment.**

People often keep their commitment to change their behavior to themselves. They don't tell others that they are trying to make a change, just in case they fail. Unfortunately, keeping your commitment to yourself only weakens your determination.

[Tell others about your commitment.](#) Don't wait! Let as many people as possible know that you are ready to change your behavior.



**What you can do...**

It is always a good idea to discuss your plans with your health care provider so that you're making the choice that is safest and most appropriate for you.

**Be inspired...**

Public commitments are stronger than private ones.

**Try this...**

- [Make an Action Plan](#)
- [Set Your Start Dates](#)
- [Tell Others About Your Commitment](#)

**Learn more...**

- [40 Benefits of Reducing Calories](#)
- [50 Benefits of Eating Low-Fat Foods](#)
- [25 Benefits of Managing Emotions Instead of Eating](#)
- [65 Benefits of Regular Exercise](#)

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Internet



This is your personalized feedback report based on your answers to the assessment you most recently completed. It summarizes your recent accomplishments, as well as those areas where you may need more work. This report can help you continue eating fewer calories and low-fat foods. Doing these two things can help you reach a healthy weight.

Within many of the sections of this report you will see references and links to the interactive workbook for Healthy Weight Management. There are several ways you can use this report along with the workbook:

- **You can review it online now.** If you'd like to, you can click on any of the links below as you go through the report now. The links will take you to the specific sections of the workbook that are right for you.
- **You can print it out.** You can refer to your printed report to find the strategies and activities that will be most helpful to you. When you're ready, you can access the workbook from your homepage and work on the activities suggested in your report.
- **Return to this report later.** If you're not ready to do the activities now, you can return to the program and review your feedback when you're ready. Just select the "Review my feedback" option on your homepage. You'll get all your personal feedback onscreen and then you'll get this report. From here, you can link directly to the specific sections of the workbook that are right for you.

Do what works best for you. Now let's review your feedback.

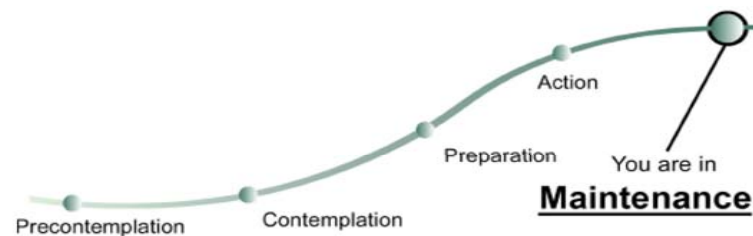
### Your Stage of Change

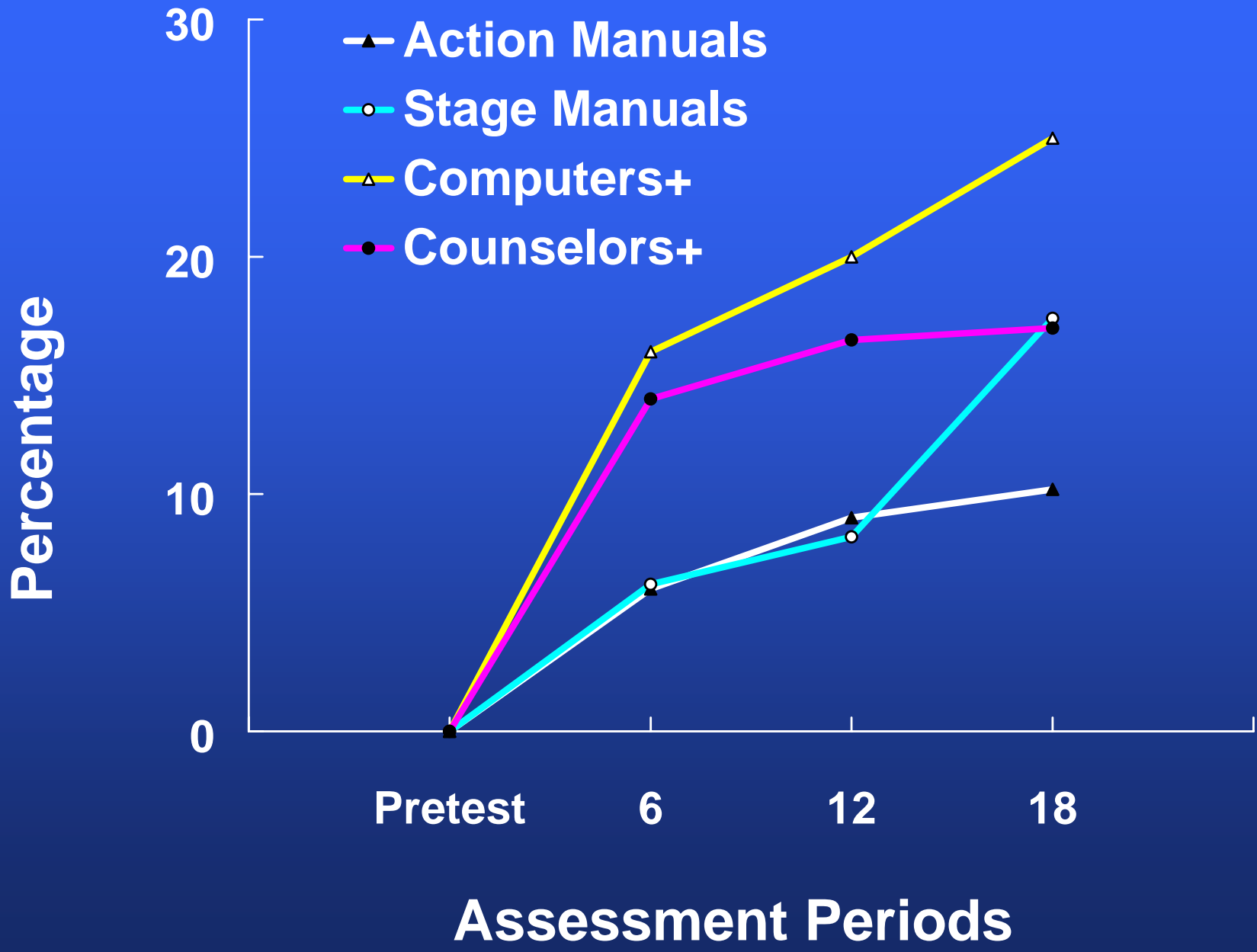
You are off to a great start! Eating less fat and fewer calories can help you reach and maintain a healthier weight.

🕒 Your answers show that you are in the **Maintenance** stage for healthy eating. This means you are eating a diet that is low in fat **and** you are eating 500 fewer calories a day to help you lose weight.

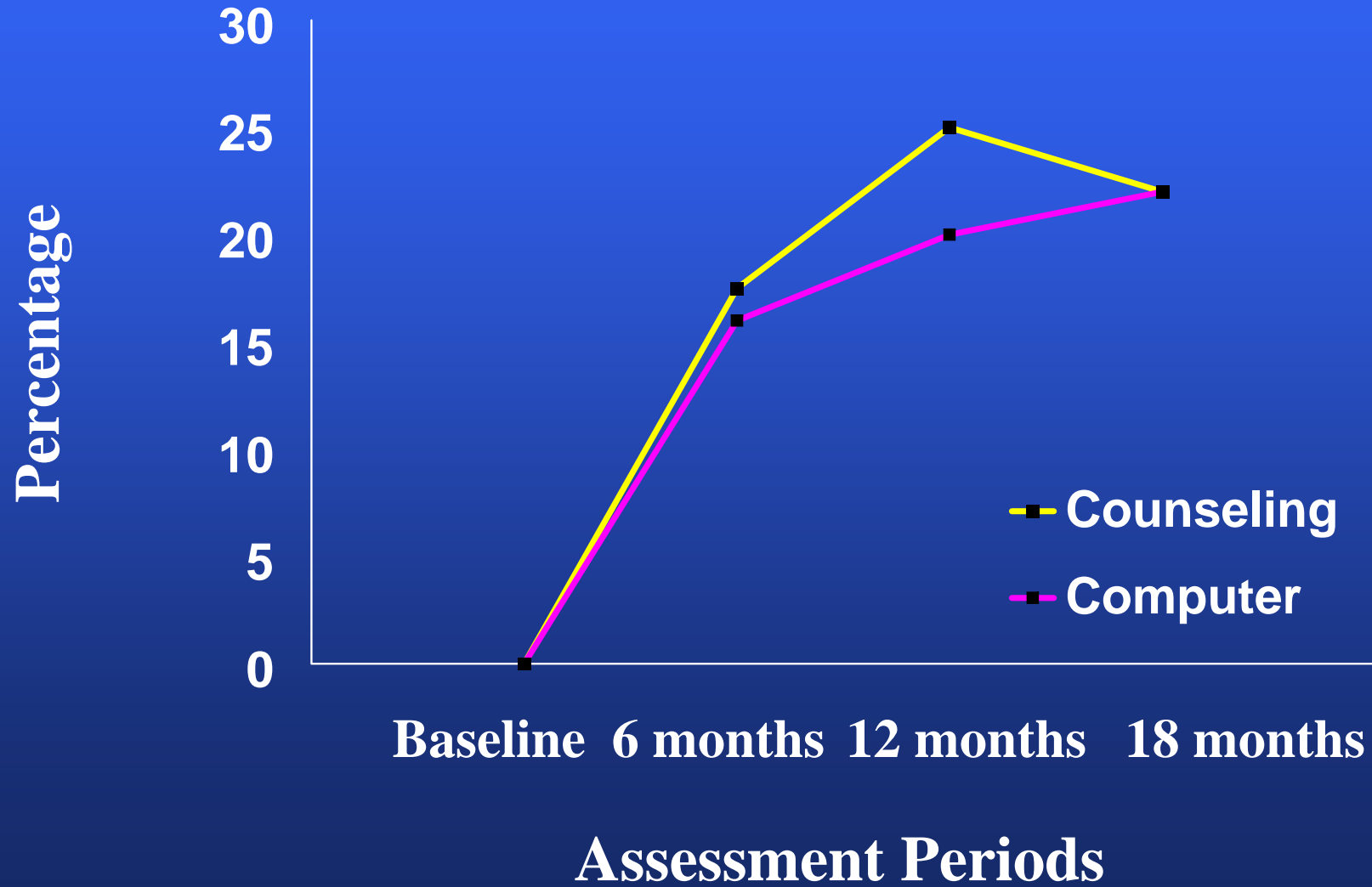
You probably know that keeping up changes can be difficult at times. This report includes strategies that can help you overcome roadblocks. It can keep you on track toward a lifetime of healthy eating.

This "map" shows where you are on the road to healthy eating.





# Computer vs. Counseling





# PROACTIVE CESSATION WITH ADOLESCENTS IN PRIMARY CARE

Tailored Interventions

23.9%

Assessment Only

11.4%

# Proactive Cessation with Depressed Patients

## Abstinence at 18 Months

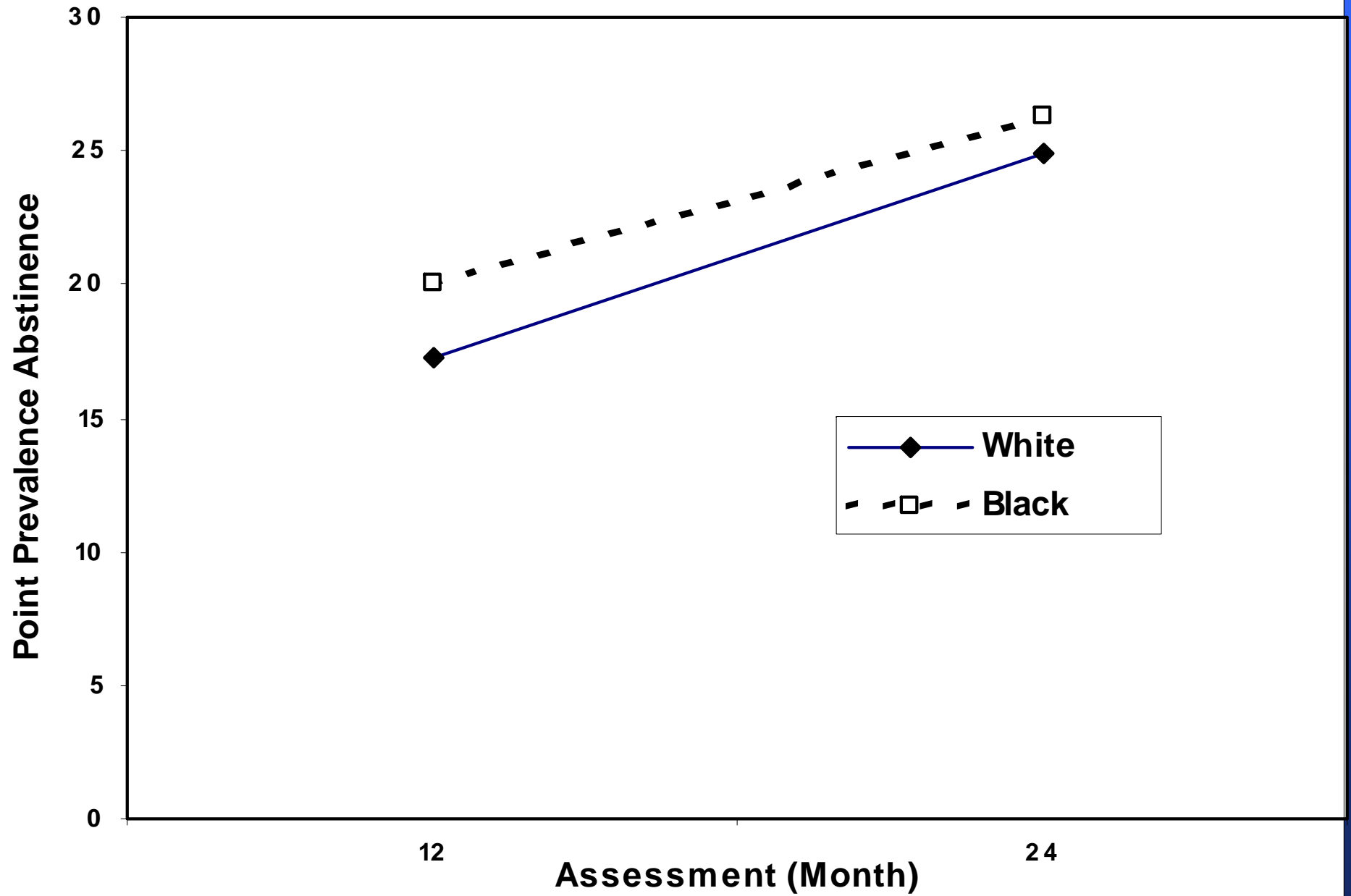
Tailored  
Intervention +

24.6%

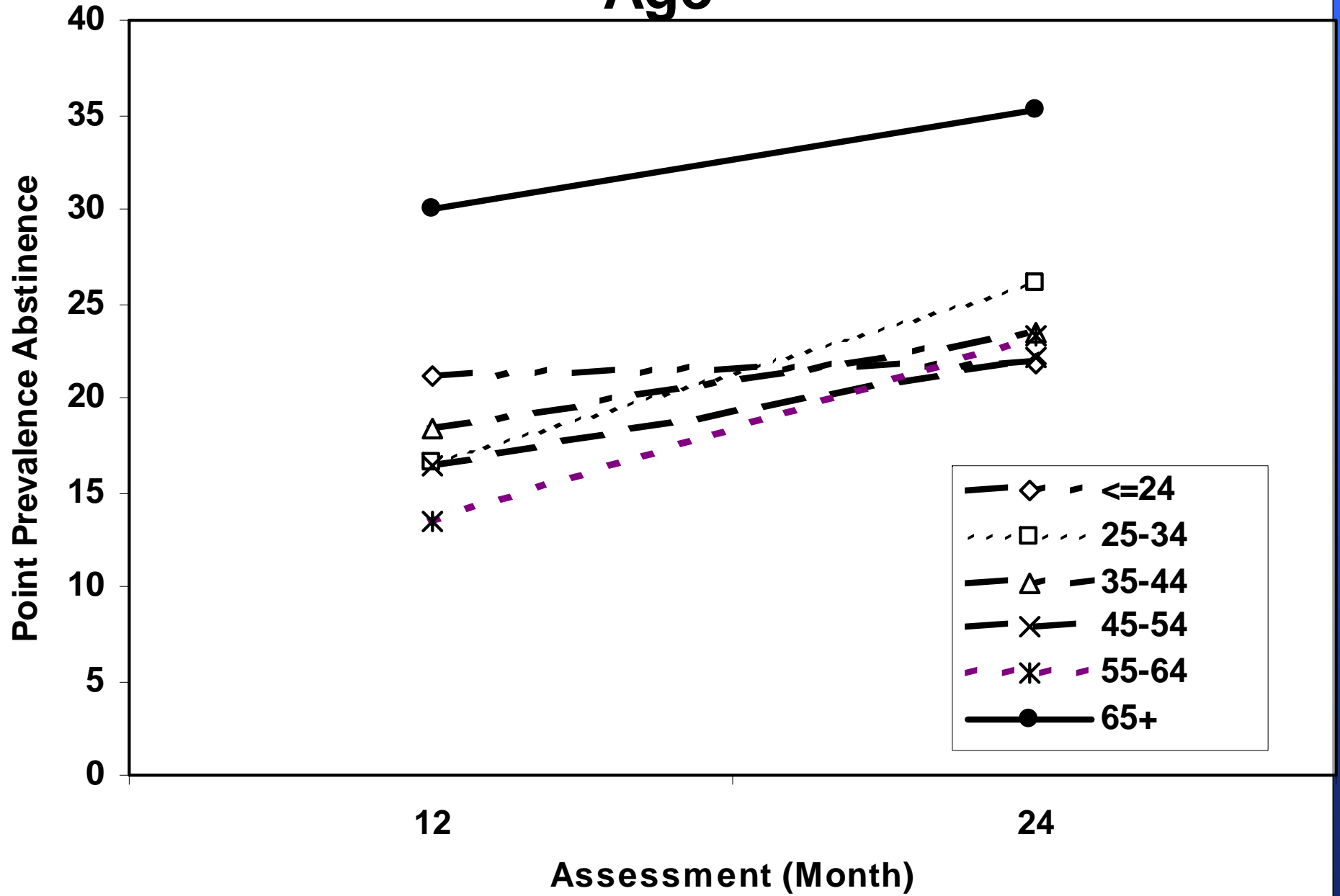
Assessment  
Only

19.1%

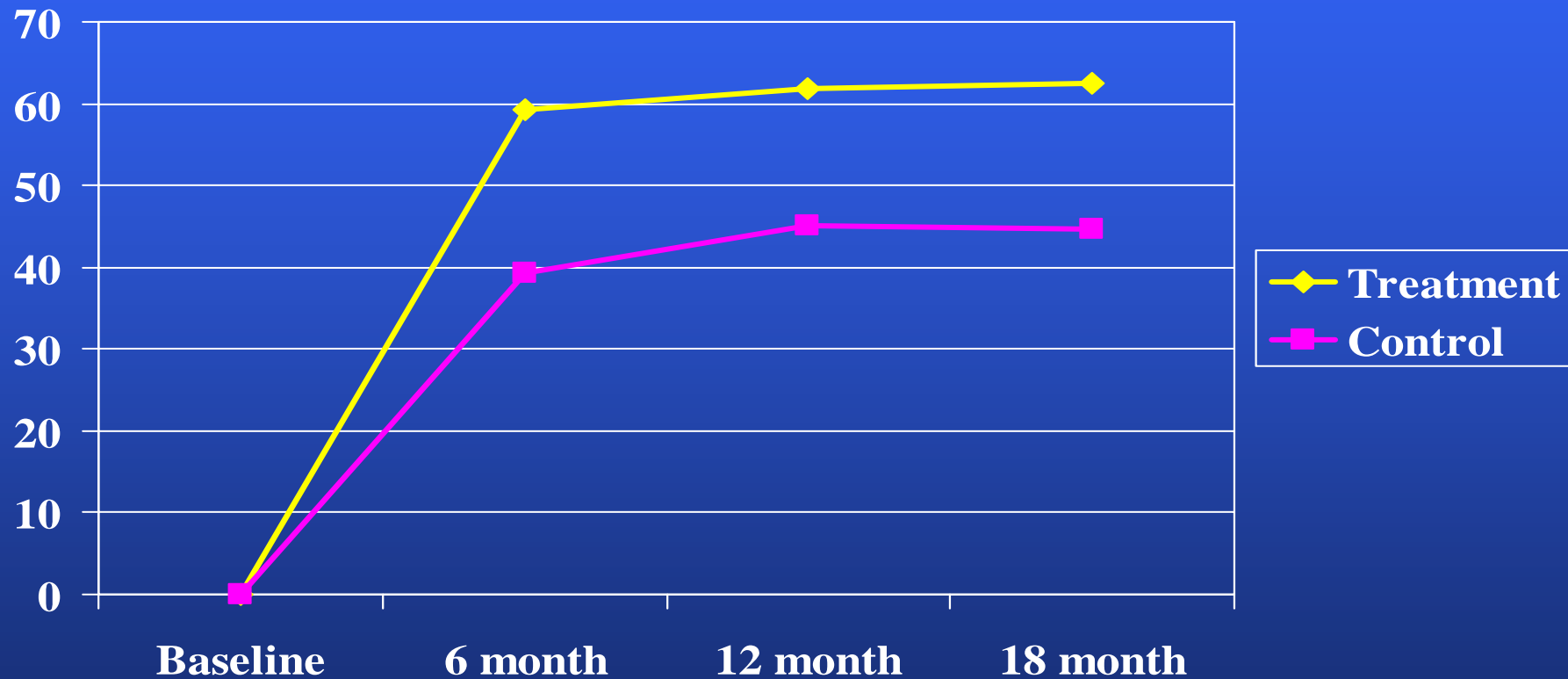
# Race



# Age

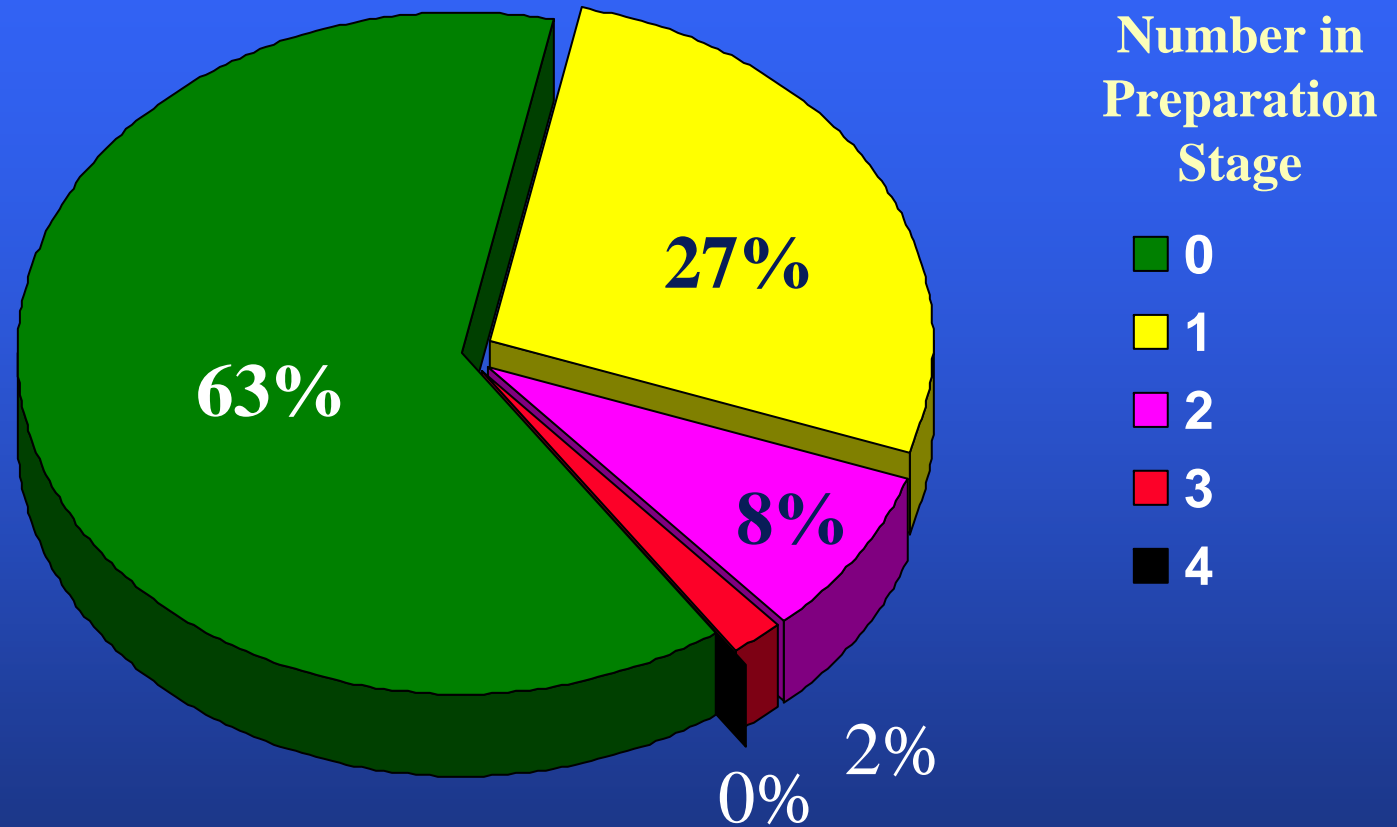


# Percentage in Action/Maintenance for Stress Management



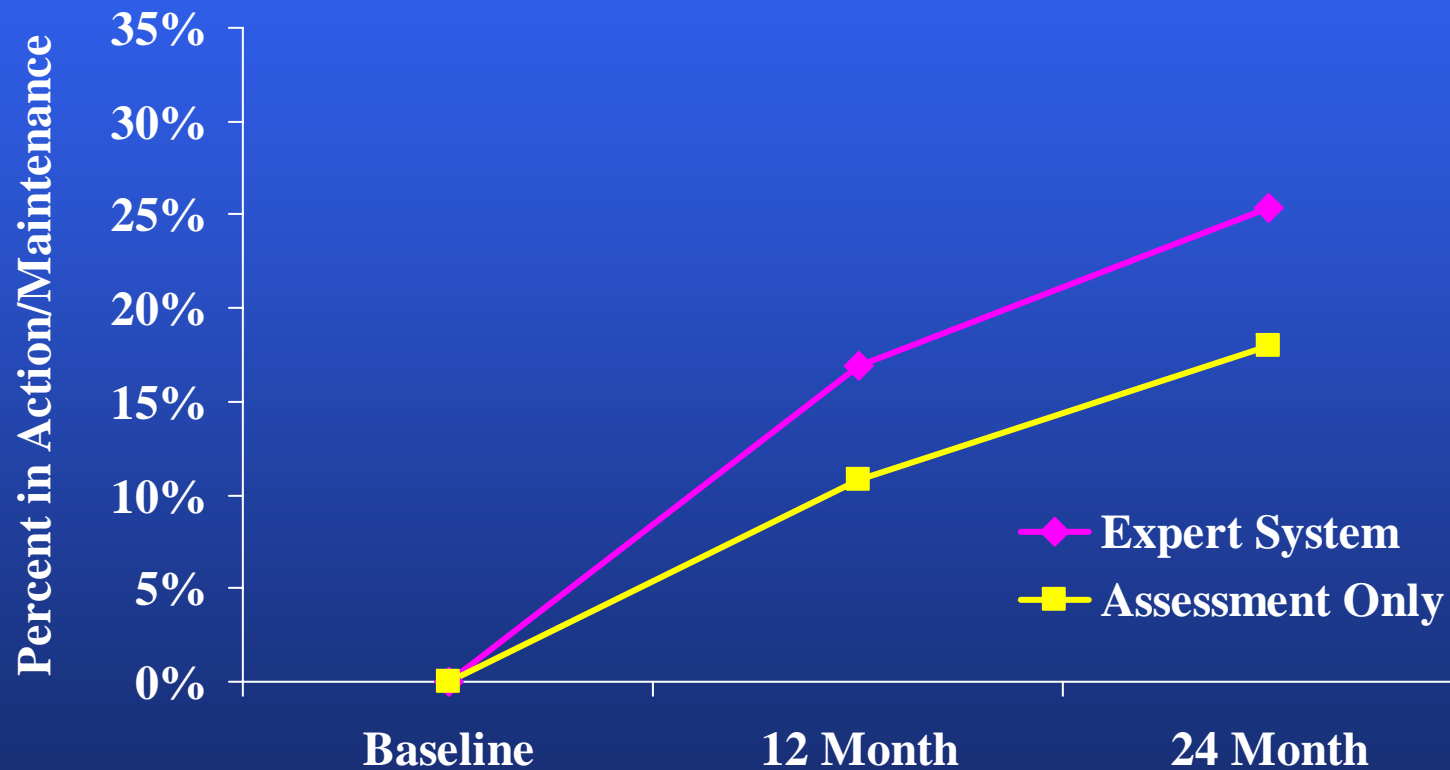
$\chi^2$  significant ( $p < .001$ ) at 6, 12, & 18 months  
Pre-Action at Baseline Only

Number of  
Risk  
Factors in  
Preparation  
Among  
3,616  
Current  
Smokers

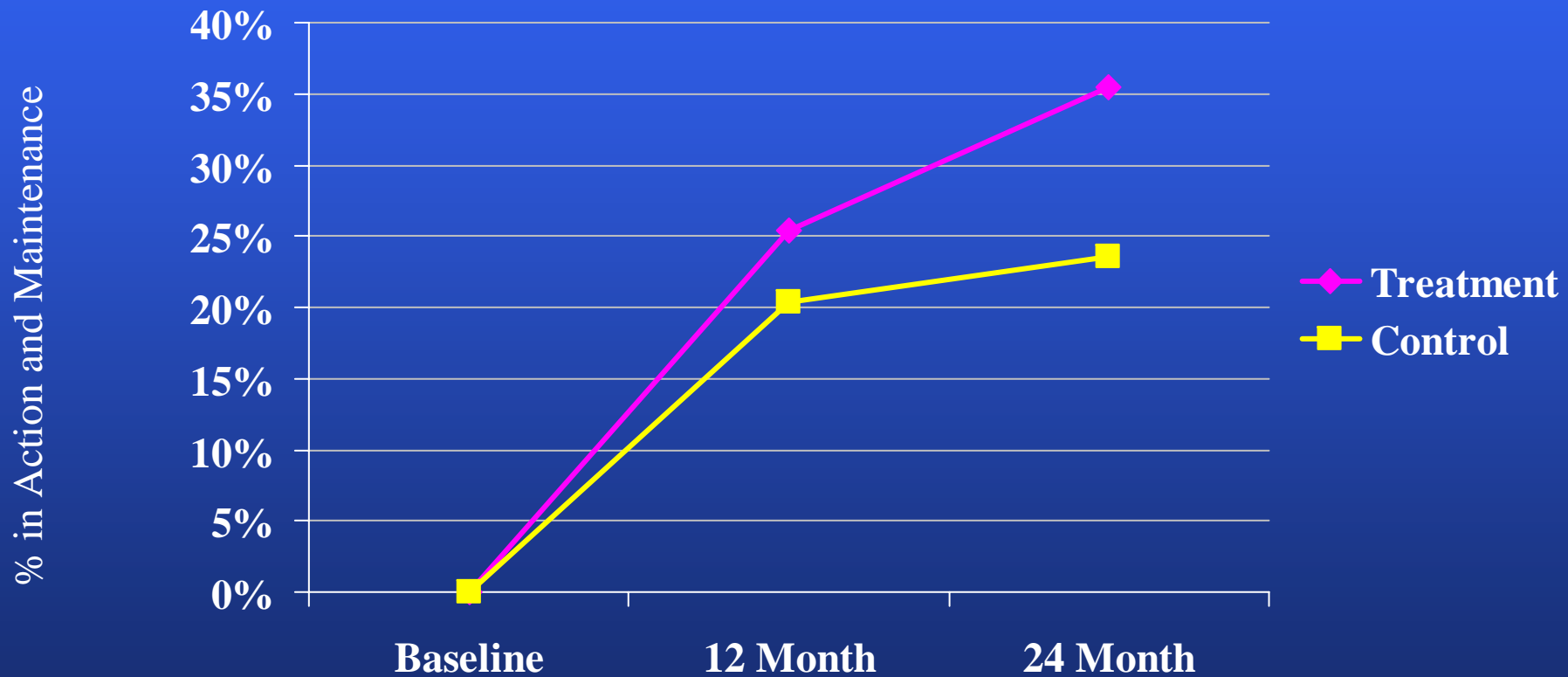


Risk Factors: Smoking, Avoid High Fat, Regular Exercise (3x/wk @ 20 min.), Use Sunscreen after 15 min. exposure

# Point Prevalence Smoking Cessation

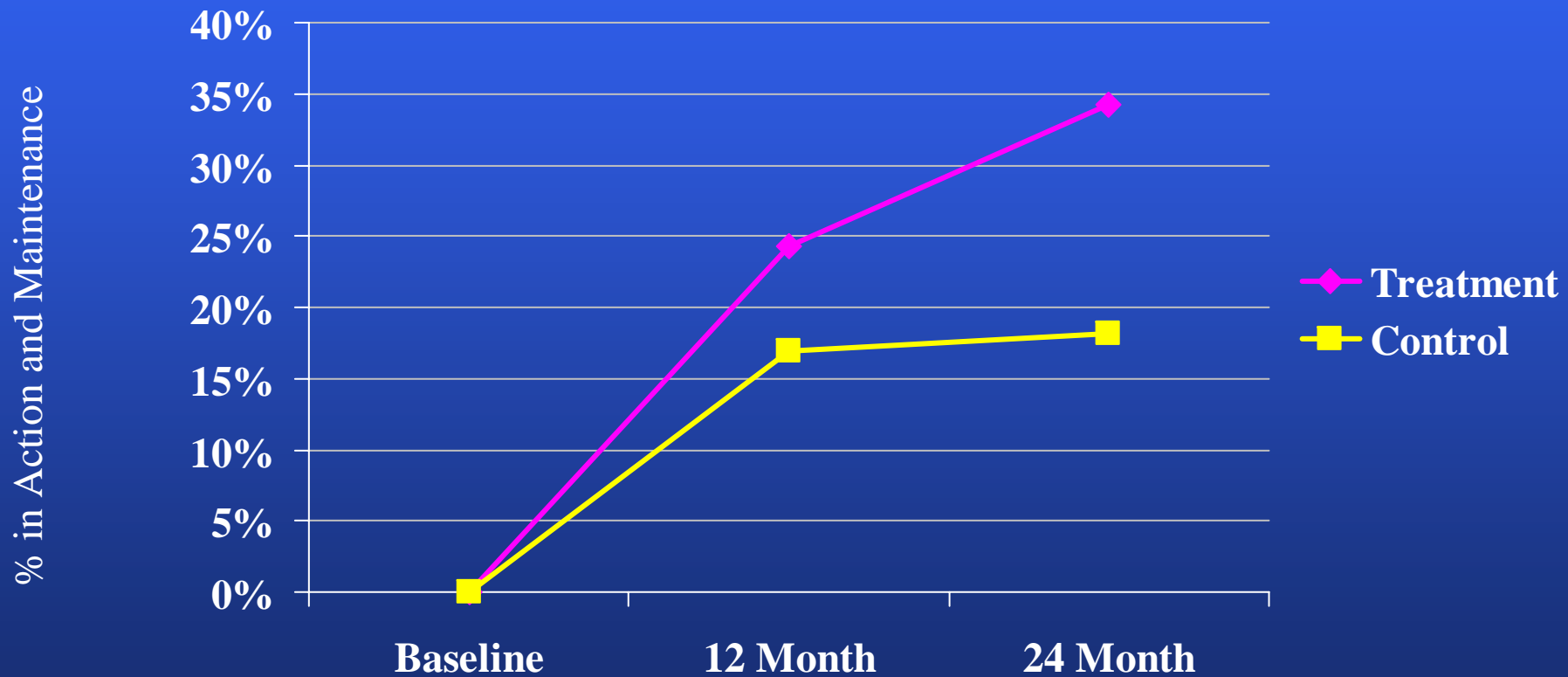


# Diet Point Prevalence





# Sun Point Prevalence



# **TWO YEARS OF PRIMARY CARE COUNSELING**

- I. No effects on any of the four target behaviors**
  
- II. No increased effect on four behaviors treated effectively with TTM-tailored interventions**

# **TWO YEARS OF WORKSITE CAMPAIGN**

- I. No effects on any of the multiple targeted behaviors**
  
- II. No increased effect on multiple behaviors treated effectively with TTM-tailored interventions**

# Diabetes Self Management Outcomes: Percent in Action or Maintenance at 12 Months

	Treatment	Assessment
I. Smoking:		
A. Canada	26 %	15 %
B. Hawaii	25.9 %	15.9 %
II. Diet		
A. Canada	40.6 %	31.8 %
B. Hawaii	24.1 %	11.5 %
III. SMBG		
A. Canada	38%	25 %
B. Hawaii	28 %	18%

**Co-variation: The increased probability of progressing to action on a second behavior (e.g. diet) when individuals have progressed to action on an initial behavior (e.g. smoking).**

**Co-variation in**

**Odds Ratio**

**Control Group**

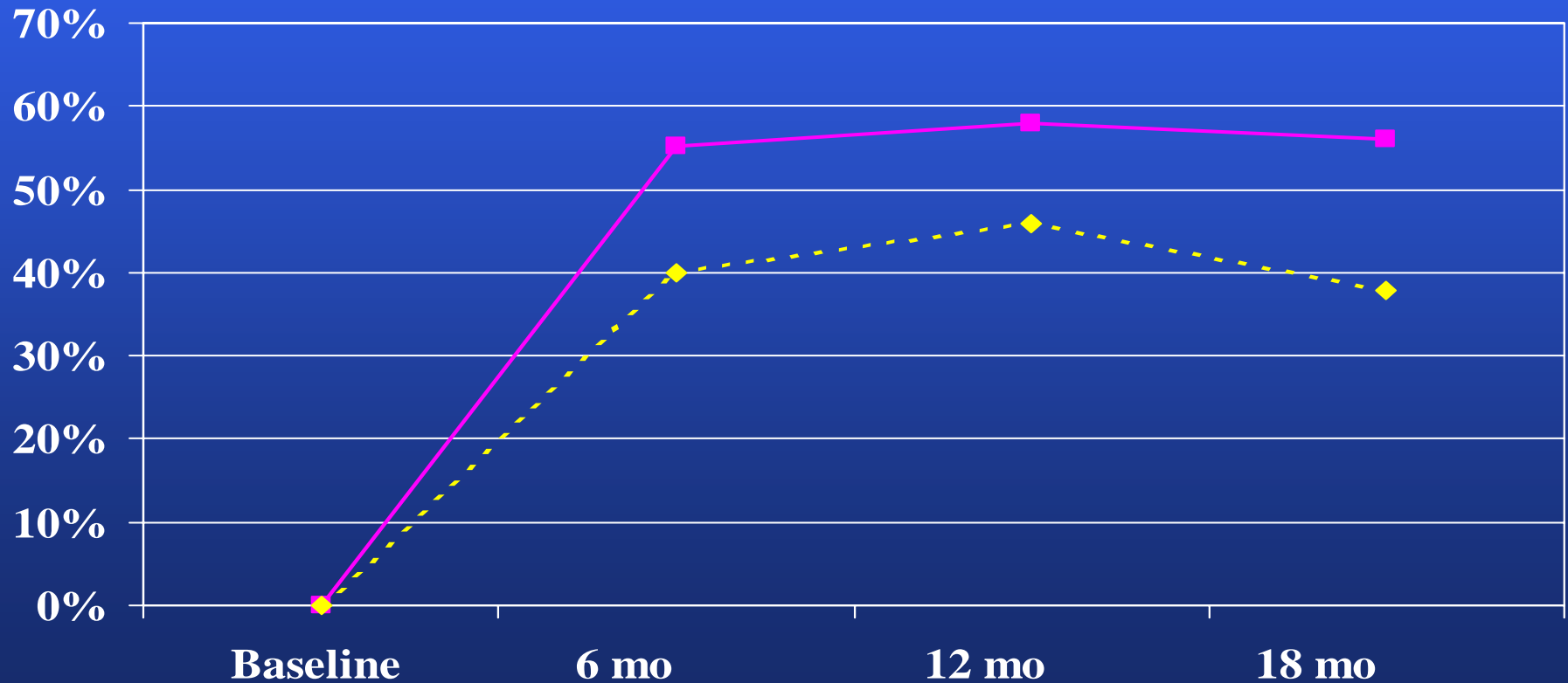
**.85**

**TTM Intervention Group**

**3.44**

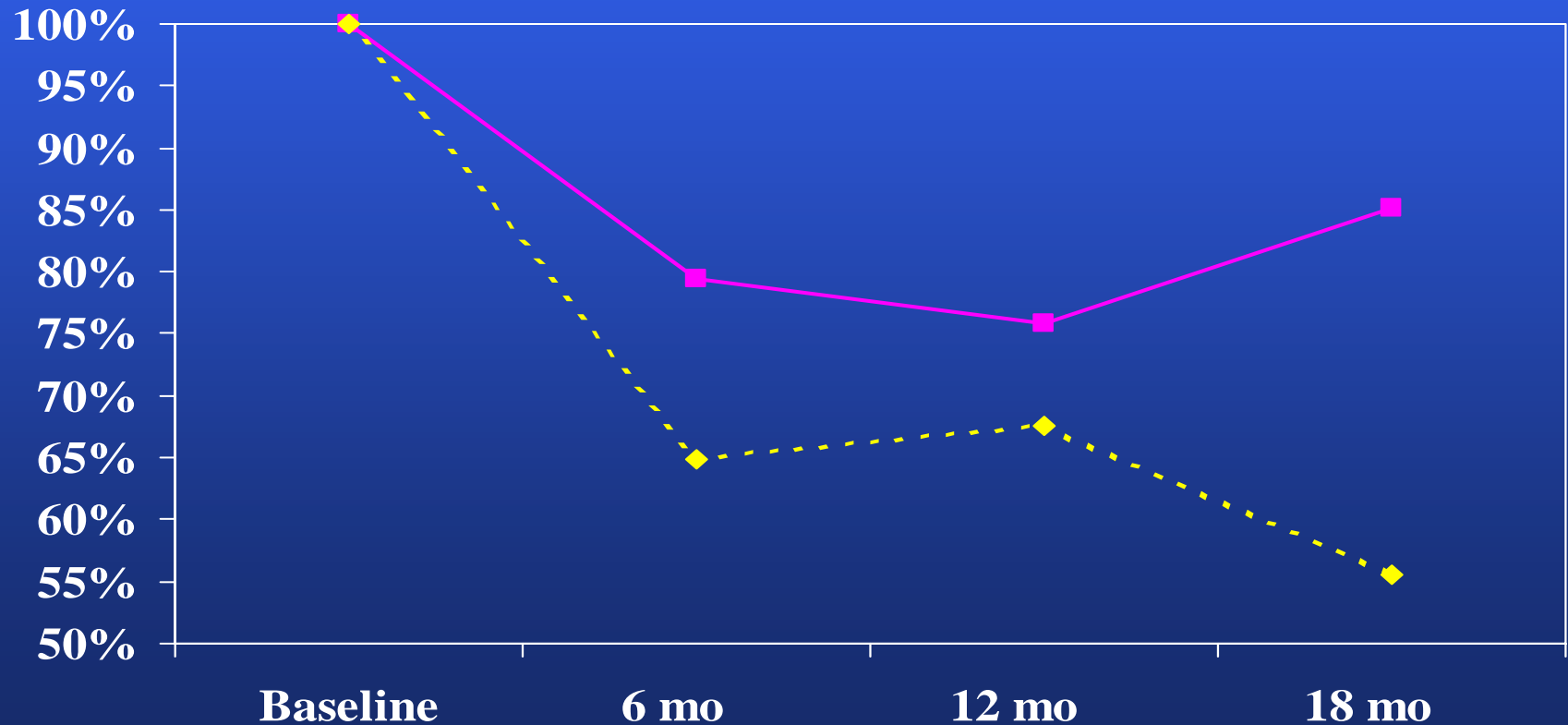
# ADHERENCE

## Treatment Success by Group Pre-action at Baseline



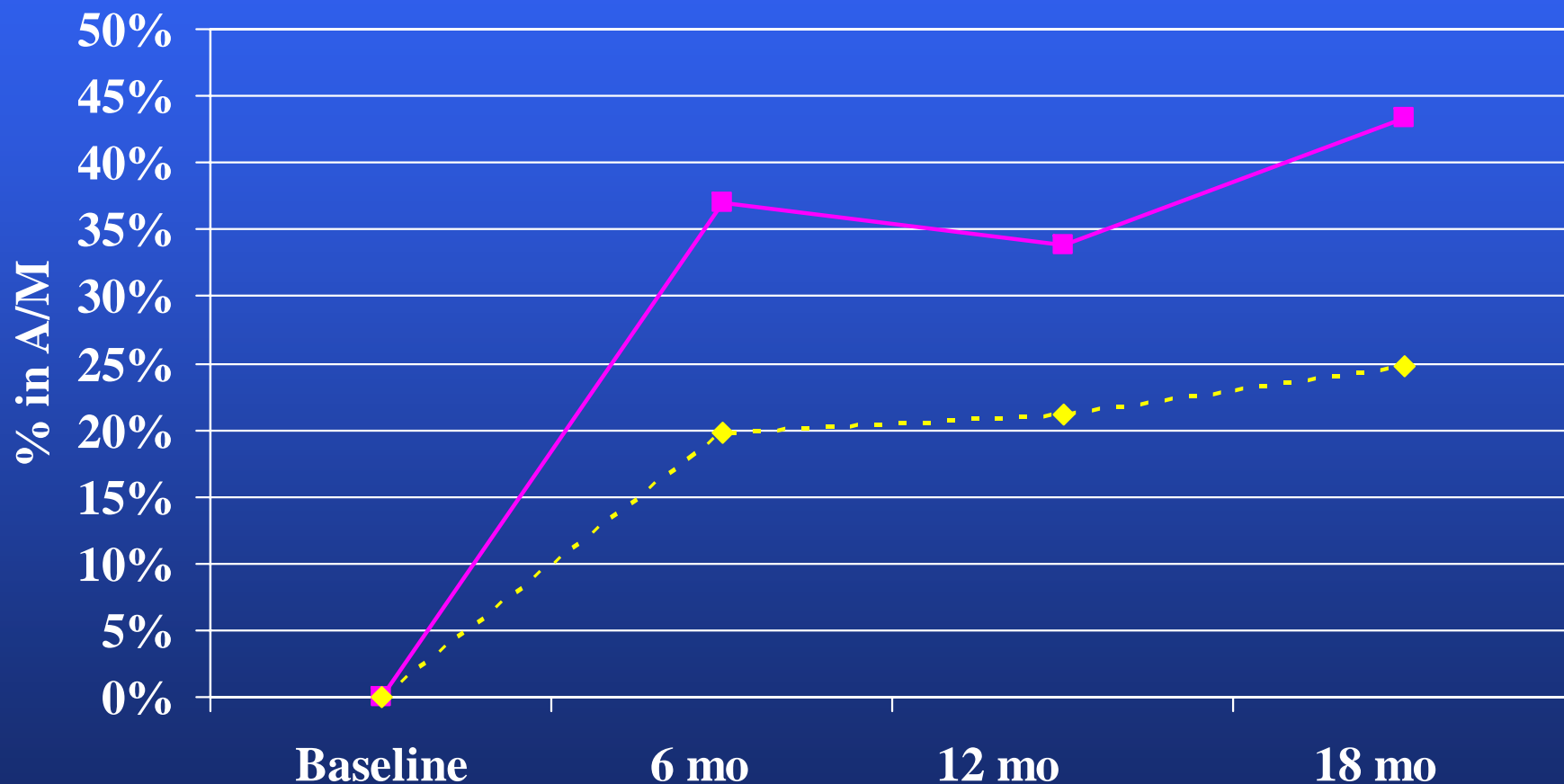
# ADHERENCE

Regression from A/M by Group  
Post-action at Baseline



# Exercise Staging – Adherence Group

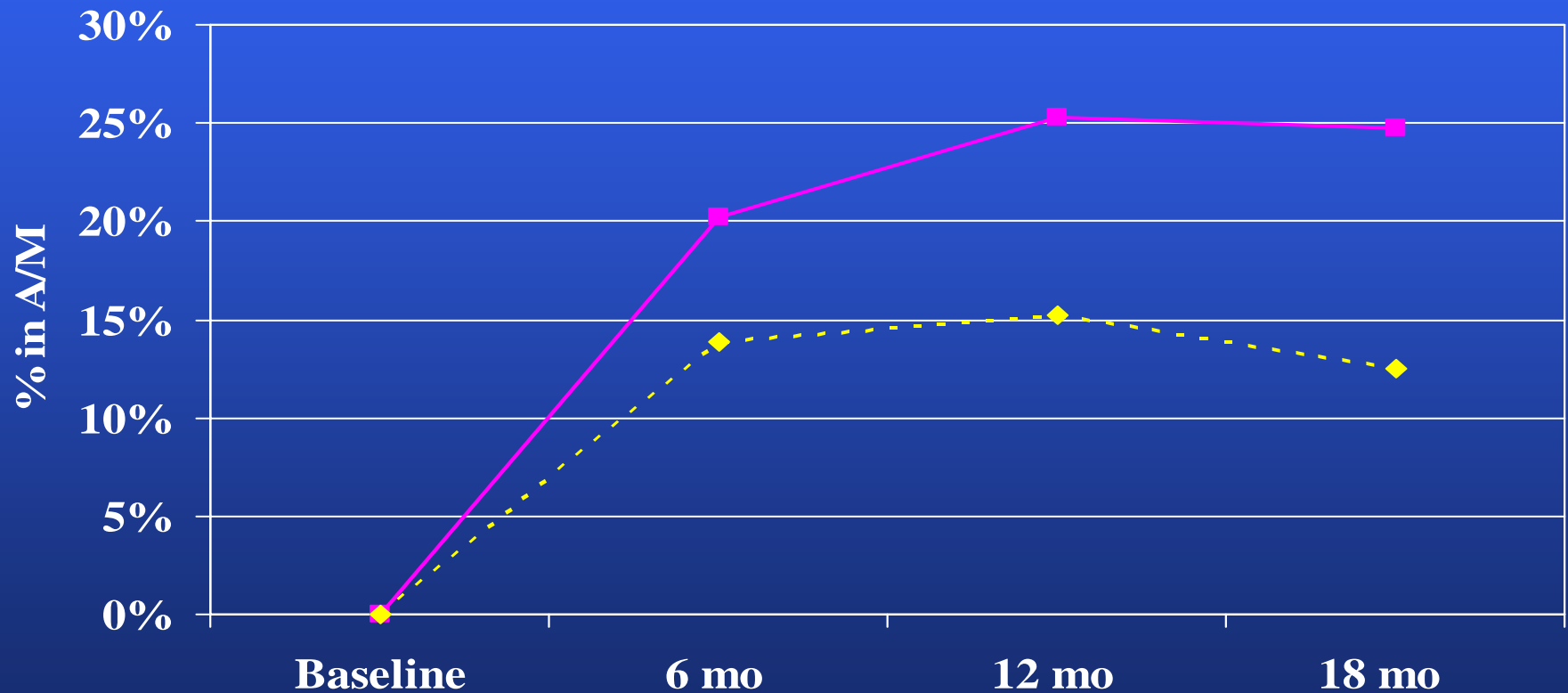
## Progression to A/M by Group (pre-action at baseline)





# Dietary Fat Staging – Adherence Group

## Progression to A/M by Group (pre-action at baseline)



# Multiple Behavior Change Strategies

**I. Sequential**

**II. Simultaneous: Modular**

**III. Simultaneous: Co-variation**

**IV. Simultaneous: Integrative**

**A. Bullying Prevention**

**B. Pro-active Health Consumer**

# **NEW IMPACT EQUATION**

**IMPACT = REACH X EFFICACY  
X ( $\Sigma$  BEHAVIORS CHANGED)**