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Unit 8 – Behaviour change

Mohammad Khalf

محمد خلف

Mohammad Khalf

محمد خلف

Definitions

Advocacy: the act of speaking on the behalf of or in support of another person.

Behaviour: the way someone acts or conducts themselves.

Empowerment: giving power of authority to a person or a group of people.

Influence: something that affects how a person behaves.

Realistic: something that can be done or achieved.

Relapse: a return to bad behaviour that you have stopped doing.

Behaviour change

❖ Positive behaviour changes can benefit a person's health and wellbeing, but it's not easy to keep a new behaviour. So, to have a successful long term change people should:

- Understand why they behave the way they do
- Know that they need to change.

❖ Know where to find the support to help them to change

❖ The social cognitive theory explains that our behaviour is influenced by:

- The nature and man-made environment
- Our social environment
- Personal factors

❖ The nature such as the air, water, land, and weather, The man-made environment includes things that people have created like cars, buildings, and roads.

❖ The environment can direct people to make healthy or unhealthy choices.

❖ Man-made things make our lives easier, but often people are influenced by these things without knowing., ex: stairs or escalator in a mall ? people use escalator without thinking of it.

1) During hot summer, people are more likely to stay home than go out and exercise. Which of the following about that is **True**

- This is a positive effect of the social environment on behaviour
- This is a negative effect of man-made environment on behaviour
- This is a positive effect of the nature on behaviour
- This is a negative effect of the nature on behaviour

2) Which of the following explains how our behaviour is affected by what's around us?

- The nature
- The social cognitive theory
- Man-made environment
- Social environment

❖ The social environment includes: our relationships with other people, family and friends, the society we live in and our culture. We learn many things from people around us. Example:

- Talking and listening communication skills
- Practical skills such as driving, cooking.

❖ Learning wrong and right

- Learning how to behave in different situations.

3) Standing in a line to buy something, is the influence of which of the following?

- a) The nature
- b) The man-made environment
- c) The society
- d) Personal factors

❖ Personal factors are individual things that influence a person's behaviour. Some of these are:

- 1- Self-efficacy: the people's belief in themselves and their ability to do something. Ex: if you believe that you can run for 30 mins then you are more likely to be able to.
- 2- Outcome expectations: this is what people expect to happen when they do something. Ex: when you change your diet and exercise, you expect to lose weight.
- 3- Goals: things that a person want to do in their life. Ex: going to university or joining the police, people change their behaviour to achieve a goal.

4) Your belief that you can get a 100 in the final exam makes you more able to get it. This is:

- a) Self-efficacy
- b) Social cognitive theory
- c) A goal
- d) Outcome expectation

5) You studied well enough and you expect to pass the exam. This is:

- a) A goal
- b) Self-efficacy
- c) A fact
- d) An outcome expectation

Personal health behaviours

People's behaviours affect their health. These can be positive or negative

❖ Positive health behaviours: a balanced diet, having a healthy weight, doing enough physical activity. Negative health behaviours are the opposite, and these increase the risk of disease.

❖ Replacing negative health behaviours with positive can help people to:

- Reduce their risk factors for a disease
- Increase their well-being
- Increase their life expectancy

❖ Behavioural change interventions are actions carried out by government health department or healthcare providers to protect and improve people's health. These interventions encourage a person, a community or whole population to make a positive change.

❖ The aims of behaviour change interventions are to:

- Promote health and prevent disease
- Reduce health care costs

6) Which of the following is a positive health behaviour?

- a) Not doing enough physical activity
- b) Having a very low weight
- c) They reduce the risk of disease
- d) They are actions done by the government health department



❖ There are three types of behaviour change interventions.

- Education and communication: when health advice is given to one or more people, ex: tv advert about the dangerous effects of smoking, advice from doctor to patient.
- Resources: this is when things are provided for people to use to make positive health changes, ex: a near gym or park makes it easier for people to exercise
- Policy: this is when government brings in measures to change something that affects the health of people, ex: UAE's policy of fines for those not wearing a mask in public places.

7) A new fine has been put on those who smoke in non-smoking areas inside the mall. What type of behaviour change intervention is this?

- a) Education of the smokers
- b) Policy
- c) Resource
- d) This is not a behaviour change intervention

❖ These are the steps to plan a behaviour change intervention:



Goal setting

❖ Sometimes people know what they want to achieve, but they don't know how to go about doing it. Making an action plan (detailed plan) listing the steps reach something can help the people reach their goals.

❖ SMART is a goal setting method that help people reach their goals by breaking down the goal into small steps that can be easier to put in action.

- **Specific:** your goal should be clear. Add as much information as you can. Ex: **I want to be able to run too much** vs **I want to be able to run 15 km in 6 weeks.**

Measurable: your progress is able to be tracked so that you know where you are reaching in your goal. Ex: **I want to lose weight** vs **I want to lose 10 kg.**

- **Achievable:** something that can be done or you can find support to help you with. A goal is more achievable when you are doing something that interests you. Ex: **I want to lose weight** vs **I want to lose 10kg in 10 weeks by eating healthy food and exercising. I will follow a diet plan and join a gym.**

- **Realistic:** an idea is practical and can be achieved. Ex: **I want to lose 20kg in a week by having a healthy diet and exercising.**

Mohammad Khilaf

محمد خليل

Mohammad Khilaf

محمد خليل

- **Timely:** the goal must have a realistic target date. Ex: **I want to lose 5 kg in 10 weeks by losing ½ a kg each week.**

❖ So when setting a your goals, think about:

❖ What you want to achieve.

- How will you achieve it.
- How long it will take.

❖ Steps of goal setting:

- Set a goal important to you
- Phrase your goal positively, ex: **I will vs I might**
- Use SMART to plan your goal.

8) Which of the following is True about goal setting?

- put too much information about the goal
- Have many goals so that at least some will work
- Planning the goal is a waste of time
- Use I might so that you don't get sad if you fail

9) What does the R in SMART goal setting method stand for?

- Really
- Random
- Realistic
- Rough

10) Making sure that the amount of progress can be tracked while planning for the goal is:

- Timely
- Achievable
- Realistic
- Measurable

Mohammad Khilaf

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Changing a behaviour

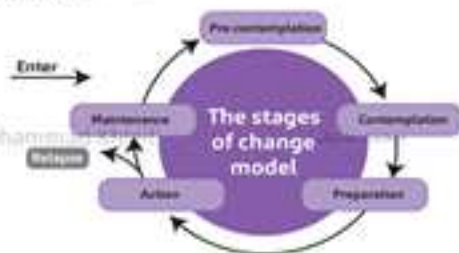
- ❖ Two models that can be used to help explain why people may be able to change their behaviour are:
 - The stages of change model
 - Motivational interviewing

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The Stages of Change Model

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- 1- **Pre-contemplation:** This is the stage before a person starts to think about making a change. They might not even know a change is needed. They have not made a goal or plan to change.
- 2- **Contemplation:** The person starts to think that there might be a need for change.
- 3- **Preparation:** This when they start planning to make the change.
- 4- **Action:** a person has started to make the planned changes
- 5A- **Maintenance:** The new behaviours have replaced the old ones.
- or
- 5B- **Relapse:** The person can fall back into old habits and behaviours.



11) Ali smokes but doesn't think that it is a problem, which stage of change model is this?

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- a) Action
- b) Pre-contemplation
- c) Preparation
- d) Contemplation

12) Which of the following scenarios is in Preparation according to the stages of change model?

- a) Sara is looking for a diet plan on the internet to follow
- b) Ahmad thinks that his overweight is bad for his health
- c) Maya has been going to the gym every day and has reduced her weight
- d) Anas has returned to smoke after stopping for 3 months

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13) Which of the change model stages represent someone who has started to change their behaviour according to their plans?

- a) Preparation
- b) Contemplation
- c) Maintenance
- d) Action

❖ The healthcare professional finds the stage of the patient and give support according to that:

- **Pre-contemplation:** let the patient see that they need a change for their health
- **Contemplation:** answer the patient about why they need to change
- **Preparation:** give information and help the patient plan
- **Action:** help the patient find any extra support they need
- **Maintenance:** keep track of the patient and encourage them to continue
- **Relapse:** reminds the patient that relapse is normal and helps them to try again

❖ People who get support to change their behaviours are more likely to be successful

Motivational interviewing

- ❖ Motivational interviewing is an approach used by healthcare professionals to help people to change their behaviour by a meeting where people talk to each other in order to ask questions and get information (interview), this aims to help the people identify their goals and the reasons that they want to make a change.
 - ❖ Motivational interviewers should:
 - Allow the person to identify their own goals.
 - Encourage the person to believe that they can reach their goal.
 - Help the person to feel supported to achieve their goals.
 - ❖ The role of the healthcare professional is to guide the person and support them in making their own choices and decisions, because a person feels in control of their own decisions, they are then more likely to succeed.
- 14) During an interview, the healthcare professional should Not:
- a) Help the client believe that they can successfully change
 - b) Understand the person's motivation and why they want to change
 - c) Blame the patient on his mistakes to help them change
 - d) Have empathy and try to understand the person's feelings

Advocacy and empowerment

- ❖ Advocacy is the process of helping a person, or a group of people, to get their voices heard. This may include:
 - Expressing their views.
 - Accessing information and services for them.
 - Defending their rights.
 - Finding out about their choices.
 - ❖ Self-advocacy means having the ability to speak up for what you need, and is made from three main parts:
 - Understanding what you need
 - Knowing what to do so that you can meet those needs
 - Getting the message across to the right people who can help you meet your needs
 - ❖ Health advocacy can be applied to individuals or a whole community. Ex: Individual health advocacy is when a doctor finds out what treatment choices a patient has or helps them to find information about their health condition. Community health advocacy is when an action is made to improve the health of a whole group of people, such as a healthy diet education programme.
- 15) Which of the following is True ?
- a) Advocacy is used to control the people
 - b) Health advocacy aims to promote health
 - c) Advocacy takes away people's rights by speaking instead of them
 - d) A healthy diet education programme is an example of self-advocacy

❖ Empowerment means to give power to people to allow them to do or change something. According to WHO, it's a process through which people gain greater control over decisions and actions affecting their health.

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- Individual empowerment is when a person is able to make decisions and have control over their own life. Ex: an empowered individual is a person that has the power to control their own health.

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- Community empowerment is when a group of people take control of something to benefit everyone in the community. Ex: an empowered community is a group of people who work together to improve the healthcare services and needs in their community.

16) Giving the patient the power to have control over their own healthcare decisions without just relying on healthcare professionals is called:

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- a) Advocacy
- b) Community empowerment
- c) Self-advocacy
- d) Patient empowerment

❖ There are so many personal benefits of getting involved in community advocacy and empowerment activities such as:

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- Developing your communication skills.
- Building your self-confidence.
- Identifying your strengths.
- Learning new skills from other people.
- Helping to improve your community.

Mohammad Khalif

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