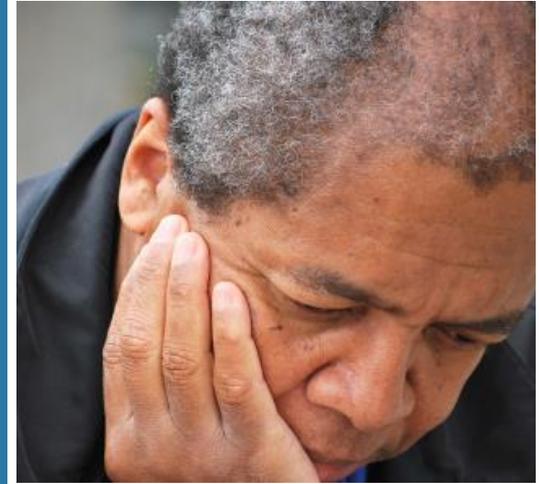


# Brief Prevention Interventions

## Targeting Multiple Health Risks Using Positive Images

Chudley Edward Werch, PhD, President, Prevention Plus Wellness, LLC, September 23, 2015, West Virginia



# Today's Objectives



- 1) **Problem**: Describe the epidemic of multiple and co-occurring health risks among American youth.
- 2) **Solution**: Defend brief, integrated health behavior programs as the best solution to the epidemic of multiple health risks among youth.
- 3) **Theory**: List the two components of the Behavior-Image Model (BIM) for developing brief, integrated multiple health behavior programs.
- 4) **Research**: Present research evaluating health behavior outcomes from brief integrated programs.
- 5) **Practice**: List the four steps for implementing brief integrated multiple health behavior programs.

# Epidemiology of Youth Risks: ATOD Use



1. **66% of adolescents tried and 35% currently drink alcohol**
2. **One in 10 currently drive after drinking, and 22% ride with a drinking driver**
3. **Over 1 in 5 (21%) currently binge drink alcohol**
4. **40% tried and 23% currently use marijuana**
5. **41% tried and 23% currently smoke cigarettes**
6. **18% have taken prescription drugs without a doctors script, while...**

# Epidemiology of Risks: Chronic Disease



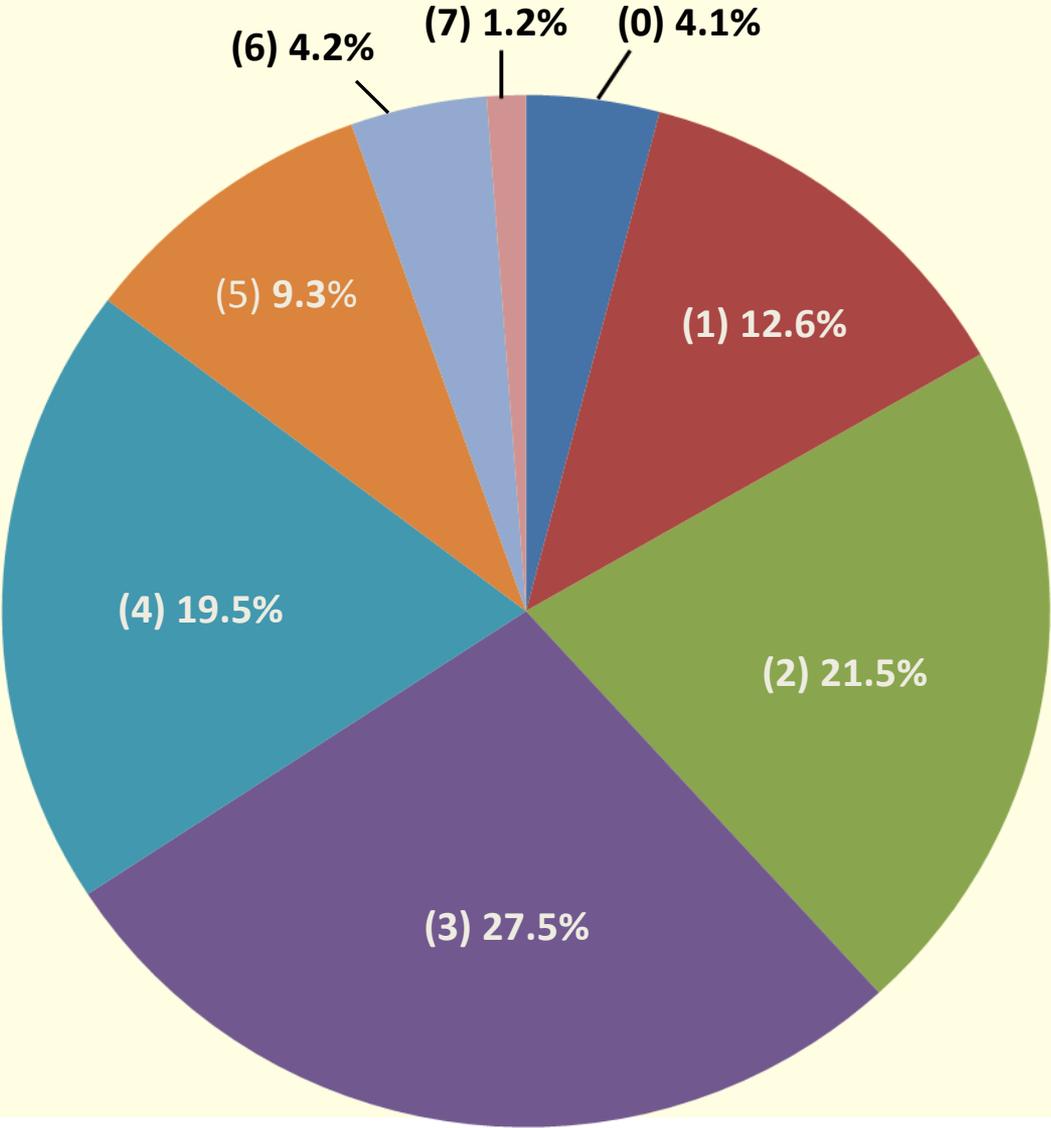
1. Only 27% of adolescents were physically active for 60 minutes every day last week
2. 41% used a computer three or more hours a day that was not for school work
3. Only 38% ate breakfast every day last week
4. Only 16% ate vegetables, and 22% ate fruit 3 or more times a day
5. Only 13% drank three or more glasses of milk last week, while 27% drank soda every day last week
6. Only 32% got 8 hours of sleep on school nights

# Epidemic of Multiple, Co-Existing Risks



- Many risk behaviors are established during adolescence and increase throughout early adulthood.
- The majority of US youth (53%) experience two or more co-existing risk behaviors, and over a third (36%) experience three or more (Fox, et al, 2010).

# Number of Youth Risk Behaviors N=1242



# Compounded Effects of Multiple Health Risks

## Alcohol Use

- Injury
- Disease
- Death
- Social problems
- Sadness

+

## Phy. Inactivity

- Injury
- Disease
- Death
- Social problems
- Sadness

= ?

# STOP! What's the Problem?



- **Epidemic of multiple risk behaviors among youth.**
- **Most youth experience co-existing risks that can compound negative effects.**

## The Piecemeal Approach

- a. Maintains the status quo.
- b. Youth risks are viewed as single, independent, non-concurring problems.
- c. Most prevalent and least cost-effective approach.

## The Serial Approach

- a. Multiple risks addressed, one at a time.
- b. Youth risks are addressed independently of each other.
- c. Time consuming and not practical in busy settings.

## The Integrated Approach

- a. Multiple, divergent risks addressed simultaneously in single programs.
- b. Recognizes co-existence and connections among youth risks.
- c. Most holistic, efficient and potentially effective strategy.

# The Good News



- Many risk behaviors are interrelated and share underlying risk/protective factors.
- Wellness behaviors are negatively associated with substance use, i.e., greater health and fitness habits are linked to less alcohol, tobacco, marijuana and other drug use and problems.

# Advantages of Integrated Programs



- **More cost-effective than single behavior programs**
- **May produce broader and even larger effects**
- **“Whole health” programs increase parent, provider and youth participation**
- **Brief programs especially save time, money and are more practical in busy settings**
- **Trend toward funding integrated programs**

# STOP! What's the Solution?



- **Programs that integrate, i.e., bundle, multiple and diverse youth risk behaviors in single programs.**
- **Brief, integrated programs may be even more cost-effective and practical in time-strapped settings.**

# The Behavior-Image Model (BIM)



- **BIM is a road map for developing brief, integrated multiple health behavior interventions emphasizing positive behaviors and self-identity.**
- **BIM consists of two key components:**
  - 1. Triggering naturally motivating positive (appealing) social and future images to link health risk and health promoting/protective behaviors, and**
  - 2. Developing self-regulation skills to set and monitor multiple health behavior goals.**

- Image has a conceptual foundation in:
  1. Social Cognitive Theory (Bandura, 1986).
  2. Prototype/Willingness Model (Gibbons, Gerrard, & Lane, 2003).
  3. Developmental Psychology of Self-concept (Harter, 1999).
- The use of appealing images has a practical foundation in marketing and advertising communications.

SMARTSOURCE BIG GAME EXTRAVAGANZA



MANUFACTURER'S COUPON    EXPIRES MARCH 30, 2010

**\$1.00 off**  
any package of Deli Cuts

CONSUMER: Coupon good only in U.S.A. on purchase of any variety of Buddy Deli Cuts 10 or 16 oz. package. Void if copied, transferred, photocopied or registered. **RETAILER:** Carl Buddy & Company will reimburse you for face value of this coupon plus 8 cents handling, if redeemed in compliance with our redemption policy. Cash value .0000 cent. Mail coupons to Carl Buddy & Company, Coupon Redemption Center, P.O. Box 880109, El Paso, TX 79868-0109. Visit us at [www.buddyclub.com](http://www.buddyclub.com). © 2009 Carl Buddy & Company.

0077400-015489



5 77400 31076 8



Save even more.

Receive exclusive offers and discounts when you join the Lunch Club at [buddilunchclub.com](http://buddilunchclub.com).



© 2009 Carl Buddy & Company  
EA, EA SPORTS, EA SPORTS Active, the EA SPORTS logo and the EA SPORTS Active logo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. SmartSource Big Game Extravaganza is a registered service mark of News America Marketing Properties, Inc. All other trademarks belong to Carl Buddy & Company.

# New year. New you.

This year, we're offering a heart-healthy combination that saves you money, helps you eat right and keeps you exercising. Get \$5\* off EA SPORTS Active™ when you buy one of our specially marked packages of Deli Cuts.



SMARTSOURCE BIG GAME EXTRAVAGANZA

SMARTSOURCE BIG GAME EXTRAVAGANZA

\*\$5 discount and free standard shipping offer expires Mar 31, 2010. Valid for one purchase of EA SPORTS Active and EA SPORTS Active More Workouts ("Products") only at the EA STORE at [www.easports.com](http://www.easports.com). Value of discount will be deducted from Products' list price at time of purchase. Cannot be combined with any other offer, Gift Card, rebate or other discount coupons. Valid only in U.S. Limit one offer per transaction. Products subject to availability. Offer may not be substituted, exchanged, sold or redeemed for cash or other goods or services. Retailers, distributors and employees of Electronic Arts Inc. and their agencies/affiliates are not eligible. Void where prohibited, taxed or restricted by law.

SMARTSOURCE BIG GAME EXTRAVAGANZA

New From  
**SKECHERS**  
Fitness Group  
**Shape-ups**



Patent Pending

**SHAPE UP  
WHILE YOU  
WALK**

**DESIGNED TO:**

- PROMOTE WEIGHT LOSS
- TONE MUSCLES
- IMPROVE POSTURE



IMPROVES  
POSTURE

IMPROVES  
BLOOD  
CIRCULATION

STRENGTHENS  
THE BACK

TIGHTENS  
ABDOMINAL  
MUSCLES

FIRMS  
BUTTOCKS  
MUSCLES

TONES AND  
FIRMS THIGH  
MUSCLES

REDUCES  
KNEE JOINT  
STRESS

FIRMS CALF  
MUSCLES

**See what people  
are saying**

"I've had my Shape-ups about a month and I already feel a difference in the way my jeans fit!"

- Lisa, Missouri

"Best athletic shoes I have ever worn... I recommend these shoes to anyone who wants to tighten up their legs and butt."

- Leah, North Carolina

"After performing a six week clinical trial testing the benefits of SKECHERS Shape-ups, I am confident in recommending them to patients to increase their low back endurance and improve gluteal strength. Patients also benefited from weight loss and improved body composition."

- Dr. Steve Gautreau,  
California

**GET IN SHAPE WITHOUT SETTING FOOT IN A GYM.**

also available at select **NORDSTROM**

Visit [Skechers.com](http://Skechers.com)

# What Characteristics are Illustrated?



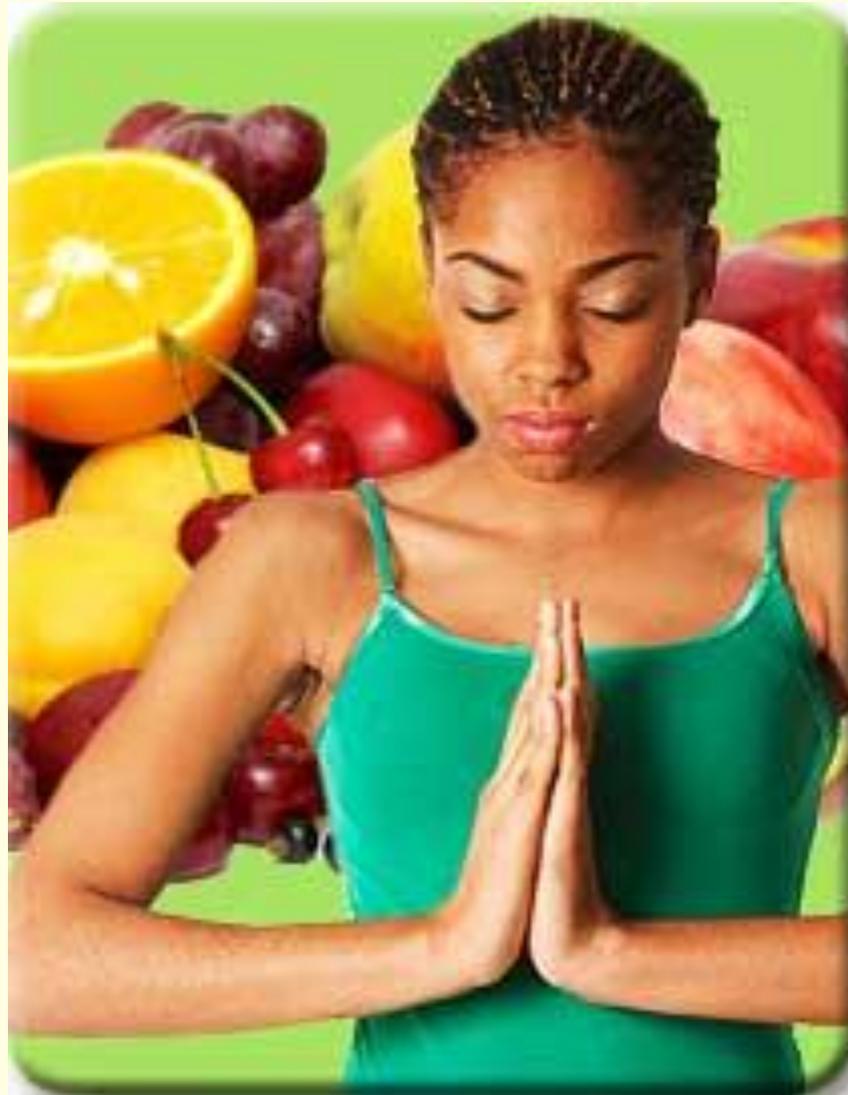
# What Characteristics are Illustrated?



# What Characteristics are Illustrated?



# What Characteristics are Illustrated?



**BIM evolved from developing and testing over a dozen brief integrated interventions linking wellness promotion with ATOD prevention:**

- 1. *SPORT PPW for adolescents,***
- 2. *InShape PPW for young adults,***
- 3. *SPORT 2 PPW for youth, and***
- 4. *In God's Image (IGI) for youth.***

# STOP! What are BIM's 2 Components?



- 1. Triggering naturally motivating positive (appealing) social and future images to link health risk and health promoting/protective behaviors, and**
- 2. Developing self-regulation skills to set and monitor multiple health behavior goals.**

**465 middle school students, with 3-month follow-up, randomized to:**

- 1) a single-lesson integrated program (SPORT),**
- 2) SPORT plus alcohol content, or**
- 3) SPORT plus alcohol content plus parent mailed materials.**

# Young Adolescent Results



**The brief integrated intervention significantly:**

- **reduced initiation of alcohol use,**
- **reduced alcohol problems,**
- **improved protective factors like self-control,**
- **reduced risk factors like perceived peer use of alcohol,**
- **increased moderate physical activity,**
- **increased vigorous exercise, three months after intervention, and**
- **increased parent-youth communication for parents receiving the mailed communication materials.**

**604 high school students, with 3 and 12-month follow-up, randomized to:**

- 1) single-lesson integrated program (SPORT) with mailed flyer, or**
- 2) wellness brochure control.**

# Older Adolescent Results



**The brief integrated intervention significantly:**

- **reduced quantity of alcohol use,**
- **reduced frequency of alcohol use,**
- **reduced binge drinking,**
- **reduced the length of drinking,**
- **reduced the stage of initiating drinking,**
- **reduced frequency of cigarette smoking, and**
- **increased moderate physical activity three months after intervention.**

# More Older Adolescent Results



**Among drug using youth, the integrated intervention showed significant:**

- **reductions in binge drinking,**
- **reductions in frequency of cigarette smoking,**
- **reductions in marijuana use,**
- **reductions in the initiation of cigarette use,**
- **reductions in initiation of marijuana use,**
- **increases in vigorous exercise, and**
- **increases in moderate physical activity one year later.**



**215 high school students in Istanbul, Turkey, with 3-month follow-up, randomized to:**

- 1) single-lesson integrated program (SPORT) translated into Turkish, or**
- 2) no treatment control.**

# Cultural Translation Results



**The brief integrated intervention significantly:**

- **increased vigorous and moderate physical activity,**
- **increased vegetable and fruit consumption,**
- **increased the duration of sleep,**
- **improved exercise self-efficacy,**
- **improved dietary self-efficacy,**
- **reduced the number of days in an unhealthy mental condition, and**
- **reduced the number of days youth were unable to do school activities three months after intervention.**

# Young Adult Trial: II



**303 college students, with 3-month follow-up, randomized to:**

- 1) single-lesson integrated program (InShape), or**
- 2) standard care materials control.**

# Young Adult Results



**The brief integrated intervention significantly:**

- **reduced frequency of alcohol use,**
- **reduced heavy drinking,**
- **reduced driving after drinking,**
- **reduced quantity of marijuana use,**
- **reduced heavy marijuana use,**
- **increase moderate physical activity,**
- **increased amount of sleep,**
- **increased spiritual health quality of life, and**
- **increased social health quality of life three months after intervention.**

# STOP! Brief Intervention Outcomes



**Single-lesson integrated prevention with wellness programs:**

- 1. Influence substance use and wellness habits of young and older adolescents, and young adults**
- 2. Prevent and reduce substance use and problems, with some effects lasting a year**
- 3. Impact multiple health behaviors of youth from diverse cultures**
- 4. Improve wellness habits and even health-related quality of life**

# SFGF Evidence-based Practices Model



- 1) Screen youth for their current health habits,**
- 2) Feedback and wellness image communication is provided to youth in individual or group formats integrating ATOD use and healthy behaviors,**
- 3) Goal-setting and monitoring of multiple behavior goals is conducted so youth avoid ATOD use while increasing their health and fitness habits, and**
- 4) Follow-up strategies and support are provided to maintain initial effects.**

# Step #1: Screen Youth Health Behaviors



- **Implementers ask youth to answer screening survey questions about their health and fitness habits.**
- **Screens can be implemented to youth individually or in a group.**

## Screening has 2 goals:

- 1) **Cue desired behaviors & related positive images, and**
- 2) **Provide data for tailoring feedback on both health enhancing & risk habits, and setting goals.**



## Step #2: Feedback and Positive Images



- **Implementers select the youth’s screen responses and then “reads” the brief one-on-one or group lesson feedback script.**
- **Colorful slides highlight positive behaviors and positive image terms.**





**Example: “Young people who engage in regular physical activity tend to feel energetic, sleep better, and look more active, fit and confident.”**



**Example: “Alcohol use can get in the way of participating in moderate exercise and achieving your fitness goals of being in-shape, looking good, and feeling fit and active.”**



**“As your (Personal Trainer), I recommend that you stay away from alcohol, cigarette and marijuana use.**

**At the same time, get 30 minutes of moderate physical on most days.**

**Together, these actions will help you to be physically active, fit and in-shape.”**

# Step #3: Setting Multiple Behavior Goals



- **Youth set concrete goals for any of the target health enhancing and risk behaviors to achieve desired positive images.**
- **Youth make a public commitment to achieving goals by signing a contract.**
- **The need to monitor goal attainment and continue to revise goals over time is emphasized.**

# Step #4: Follow-up or Booster Strategies



- **Implementers can re-administer the single-lesson program every 6-12 months as a booster.**
- **Additional follow-up lessons and strategies can be provided.**

# Summary



1. **Problem**: Multiple, co-existing health risks among the majority of US youth
2. **Solution**: Brief, integrated multiple health behavior interventions
3. **Theory**: The two-component Behavior-Image Model (i.e., images and goal setting)
4. **Research**: Brief integrated programs prevent substance use AND promote healthy habits
5. **Practice**: Four-step SFGF Model: 1) Screening, 2) Feedback, 3) Goal setting multiple behaviors, 4) Follow-up

# Contact



## Name

Title: Chudley Edward Werch, PhD

Phone: (904) 472-5022

Email: [cwerch@preventionpluswellness.com](mailto:cwerch@preventionpluswellness.com)

Website: <http://preventionpluswellness.com>



**Prevention Plus Wellness™**