

PBN
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IT'S PERSONAL

Prochaskas win coaching award



JAMES AND JANICE PROCHASKA, spouses and research partners, were recently honored with an Institute of Coaching Vision of Scientific Excellence in Coaching award, an accolade presented annually to those who contribute lasting and pioneering work in developing a scientific foundation to life coaching. James is a professor of clinical and health psychology at the University of Rhode Island, where he serves as director of the Cancer Prevention Research Center. Janice is an adjunct professor at URI and former president and CEO of Pro-Change Behavior Systems Inc.

Your recent award recognizes your contributions to the field of health-related behavior change, notably the development of the transtheoretical model of behavior change. Can you briefly describe this model?

JANICE: The transtheoretical model of behavior change is founded on stages of change, which segment populations based on where they are in the process of change. Strategies are applied to initiate movement through the stages of change: Precontemplation (not ready); contemplation (getting ready), preparation (ready), action and maintenance. Brief interventions based on the principles and processes of behavior change produce individualized and interactive programs for treatment of entire populations.

How can the TTM be applied by behavior health practitioners?

JANICE: TTM has been recognized as one of the top health coaching behavior change models and methods. Our book, "Changing to Thrive," is recommended reading for health coaches taking the Institute of Coaching accreditation exam. TTM is also being applied by nurses, social workers, physicians, psychologists, dieticians and addiction counselors – all professionals who help people change health-risk behaviors, such as smoking and unhealthy eating, that account for so much of chronic diseases, diabetes, lost productivity and premature deaths. To inquire about training in the TTM, visit Pro-Change.com/elearning.

Your most recent book, "Changing to Thrive," explores how to overcome risk to health and happiness through change. Can anyone apply the TTM to their own life to create lasting,

positive change?

JANICE: Our book, "Changing to Thrive," is written for ordinary readers to help them apply TTM to their own health risks. Individual chapters offer readers stage-matched exercises to help them progress through the stages of change for healthy stress management, smoking cessation, healthy eating, regular exercise and responsible drinking. In the process of changing, the reader can also improve their well-being, learn how to simultaneously change multiple behaviors and move from suffering or struggling to thriving.

What is next for your research?

JAMES: Currently we are integrating breakthroughs we have made to greatly increase the impacts of our science and practices for enhancing population health. These breakthroughs include discovery of synergies where brief health-coaching internet interventions can produce major reductions in multiple health-risk behaviors, while simultaneously enhancing multiple domains of well-being, such as physical, emotional, social and work well-being, by helping the majority of populations change to thrive. On June 7-8, 2018, a conference on Breakthroughs in Population Health and Multiple Behavior Change will be sponsored by the Cancer Prevention Research Center at the University of Rhode Island. ■