



HabitShift Principles for Community Programmers

In order to design programs that attract followers, it is necessary to know how people make changes – how we let go of old patterns and how we grab on to new patterns – so that this understanding is supported by the format of the program.

The Stages of Change

1. What Problem?

- Denial of problem
- Denial of power to achieve a solution
- Insufficient perception of pain
- Insufficient perception of gain
- Due to lack of a) knowledge, b) awareness of impact on self, c) awareness of impact on others

2. Oh, THAT Problem

- Decline of denial
- Increase in perception of pain
- Increased knowledge & impacts
- But not at sufficient levels to start planning
- Chronic Contemplators

3. Ready...Set...

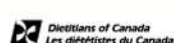
- Sufficient levels to start planning
- Visible to others
- Acquiring knowledge
- Telling others and negotiating for accommodation
- Noticing impacts
- Seeing possibilities
- Emotional commitment
- Altering schedule
- 30 days

SportMed RunWalk

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AN INITIATIVE OF THESE BC HEALTHY LIVING ALLIANCE MEMBERS



IN PARTNERSHIP WITH





4. GO!

- The Change
- Commitment
- Much of life is subordinated to new behaviour
- Solid engagement with possibility
- Waning engagement with past
- Highly visible to others
- 6 months

5. Keep the Fire Alive

- New broader life patterns solidify around new habit
- New relationships
- Shift in identity
- Enthralled by positive changes
- Declining pull of old ways

Key Understandings:

- Must go in order
- Pitfalls of pushing too hard
- Learning to accept incremental gain
- Learning to accept slips