How People Change their Minds to Adopt Healthful Habits

A 6-Hour Home Study Program for Health Professionals

Applying Social Psychological Methods to Change Minds and the Brain

- Miller and Rollnick’s Motivational Interviewing
  - Key Principle
  - Motivational Brain
- Prochaska’s Readiness to Change
  - Five Stages of Readiness to Change
  - Attitudes and the Brain
- Bandura’s Self-Efficacy
  - I Can Do This! Ways to develop self-efficacy.
  - How Self-Efficacy Changes the Brain
- Adjen’s Translating Good Intentions into Action
  - The Power of Planning
  - The Goal-Directed Brain
- Rothman and Salovey’s Health Messages that Compel Action
  - Persuasive Messages
- Two Competing Brain Systems
- Cialdini’s Social Influence to Create Meaningful Change
  - Sources of Social Influence
  - Social and Emotional Reasoning
- Deci and Ryan’s Intrinsic Motivation
  - Motivating to Become Our Best Self
  - Extrinsic Motivation
- Marlatt’s Relapse Prevention
  - Resisting Temptations
  - Retraining the Addicted Brain

Self-Regulation and the Habit Brain

- Why Self-Regulation is Hard to Achieve
- Understanding Cravings
- Changing How We Feel By Changing How We Think
- Improving How We Imagine the Future
- Maintaining Goal-Directed Behavior

Tools for Retraining the Habit Brain

- Reprogramming the Habit Brain
- Improving Impulse Control
- Tools for Behavioral Change
- Practicing Reward Substitution for Want-Based Habits
- Developing Resilience: a set of habits that can restore balance by reframing how we experience the past and imagine the future.

ABOUT THE INSTRUCTOR

Kateri McRae, Ph.D., is Assistant Professor of Psychology at the University of Denver, and an expert in the study of emotion regulation. Her work includes the study of brain and behavior involved in social and emotional resilience.

Dr. McRae's lectures are highly regarded by health professionals. Her programs are both practical and inspirational. Using fascinating case histories, film clips, and her skills as an actress, Dr. McRae uses innovative teaching methods that make her presentations highly memorable and enjoyable, and are designed to enhance emotional intelligence in health professionals and their patients.