

The Transtheoretical Model (TTM)

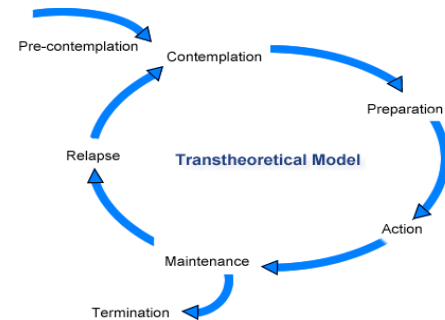
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History

- **Developed by Prochaska et al (1977-1997)**
- **Theoretical Roots**
 - Emerged from leading theories of psychotherapy and behaviour change
- **Critical Assumptions**
 - No single theory can account for behaviour change
 - Behaviour change is a process
- **Initial Applications**
 - Smoking cessation
 - Later applied to a broad range of health behaviours (i.e alcohol and substance abuse, depression, obesity, high-fat diets, HIV/AIDS prevention, etc.)

TTM Defined

- A model used to assess an individual's readiness to act on a new healthier behaviour or terminate an unhealthy behaviour
- Provides strategies or processes of change to guide the individual through the stages of change to action and maintenance
- Individual-oriented model



Stages

- **Precontemplation**
 - No intention to take action in the next 6 months
- **Contemplation**
 - Intends to take action within the next 6 months
- **Preparation**
 - Intention to act in the next 30 days and has taken steps in this direction

Stages - Continued

- **Action**
 - Changed behaviour for less than 6 months
- **Maintenance**
 - Changed behaviour for more than 6 months
- **Termination**
 - No temptation to relapse and 100% confidence

Processes

CONSTRUCT	DESCRIPTION
Consciousness raising	Finding and learning new facts that support change
Dramatic relief	Experiencing the negative emotions (fear, anxiety, worry) that go along with unhealthy behaviour
Self-reevaluation	Realizing that the change is an important part of the person's identity
Environmental reevaluation	Realizing the negative impact of unhealthy behaviours or the positive impact of healthy behaviours
Social liberation	Realizing that social norms are changing in the direction of supporting the healthy behaviour change

Processes – Continued

CONSTRUCT	DESCRIPTION
Self liberation	Making a firm commitment to change
Helping relationships	Seeking and using social support for the healthy behaviour change
Counter conditioning	Substitution of healthier alternative behaviours and cognitions for the unhealthy behaviours
Reinforcement management	Increasing the rewards for the positive behaviour change and decreasing the rewards of the unhealthy behaviours
Stimulus control	Removing reminders or cues to engage in the unhealthy behaviour and adding cues or reminders to engage in the healthy behaviour

Additional Components

- **Decisional Balance**
 - Pros (Benefits of changing)
 - Cons (Costs of changing)
- **Self-efficacy**
 - Confidence (Confidence in ability)
 - Temptation (Temptation to engage)

I've gotta cut back on the caffeine



Relationship Between Stages & Processes of Change

Table 1
The Stage of Change Where the Processes of Change Are Most Emphasized

Processes of Change	Stages of Change				
	Precontemplation	Contemplation	Preparation	Action	Maintenance
Consciousness raising					
Dramatic relief					
Environmental reevaluation					
Self-reevaluation					
Self-liberation					
Contingency management					
Helping relationship					
Counterconditioning					
Stimulus control					

Strengths & Limitations

- Recognizes that behavior change is a non-linear, dynamic process
- Link between stages and processes of change allows for targeted interventions
- Generalizable
- Challenges arise when changing complex behaviors ex: bullying
- Criticized-human functioning is too versatile & multidimensional to be categorized into discrete stages
- Primarily self-help
- Lacking SDOH perspective-focuses on the decision-making abilities of the individual

Discussion Questions

- The majority of at-risk populations are not prepared for action and therefore will not be effectively served by traditional action-oriented behaviour change programs. How do we, as health promoters, respond to this challenge in designing effective interventions?
- Is the criterion of the termination stage too strict? (defined as no temptation to relapse and 100% confidence). What are the potential implications for interventions and research?