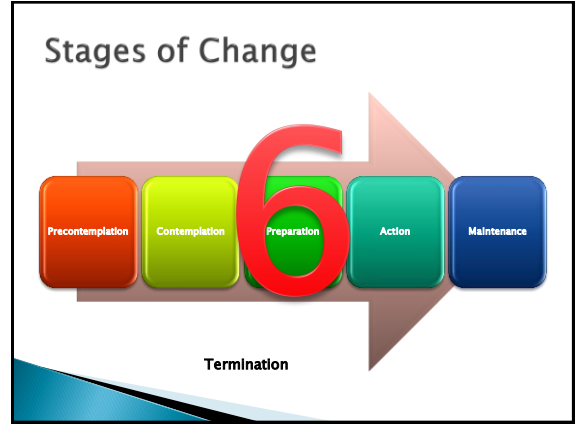


## Transtheoretical Model (TTM)

Morris  
Jenny



- ### Processes of Change
- ▶ Conscious-Raising
  - ▶ Dramatic Relief
  - ▶ Self-Reevaluation
  - ▶ Environmental Reevaluation
  - ▶ Self-Liberation
  - ▶ Helping Relationships
  - ▶ Counterconditioning
  - ▶ Reinforcement Management
  - ▶ Stimulus Control
  - ▶ Social Liberation

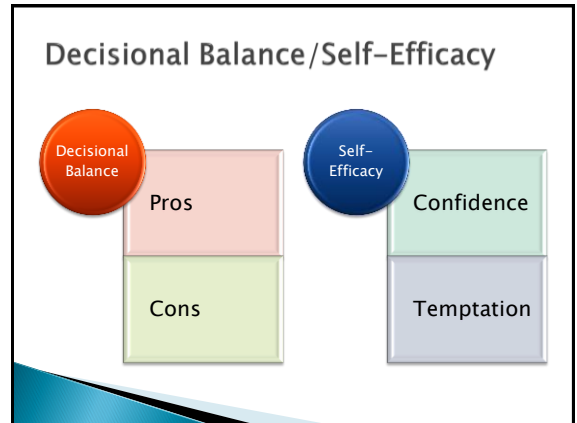
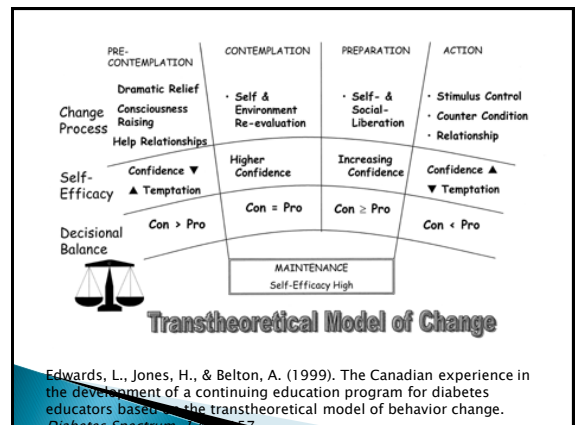


Table 1  
*The Stage of Change Where the Processes of Change Are Most Emphasized*

Change Process	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					



## Activities

Description	Stages
Moves to consolidate newly acquired health behaviour and to prevent relapse	3 1. Precontemplation
Smoker unaware that his behaviour constitutes health problem	1 2. Action
Smoker begins to think about changing his behaviour but is not committed	5 3. Maintenance
Smoker has intention to quit and begins to make plans how to quit	4 4. Preparation
Smoker is now an ex-smoker and has not at risk for relapse	6 5. Contemplation
Characterized by active attempts to quit	2 6. Termination

## Critiques of TTM

- ▶ Staging algorithms based on subjective self assessment as such it lacks validity and liability
- ▶ Unrealistic time period (i.e. 6 months)
- ▶ Real life is not discrete
- ▶ Not conscious of environmental factors
- ▶ Emphasis on pro-active recruitment

## Critiques of Applicability

- ▶ Emphasis on pro-active recruitment
- ▶ Inapplicability to specific populations and complex health behaviours (e.g. Physical activity and nutrition)

## Questions?

