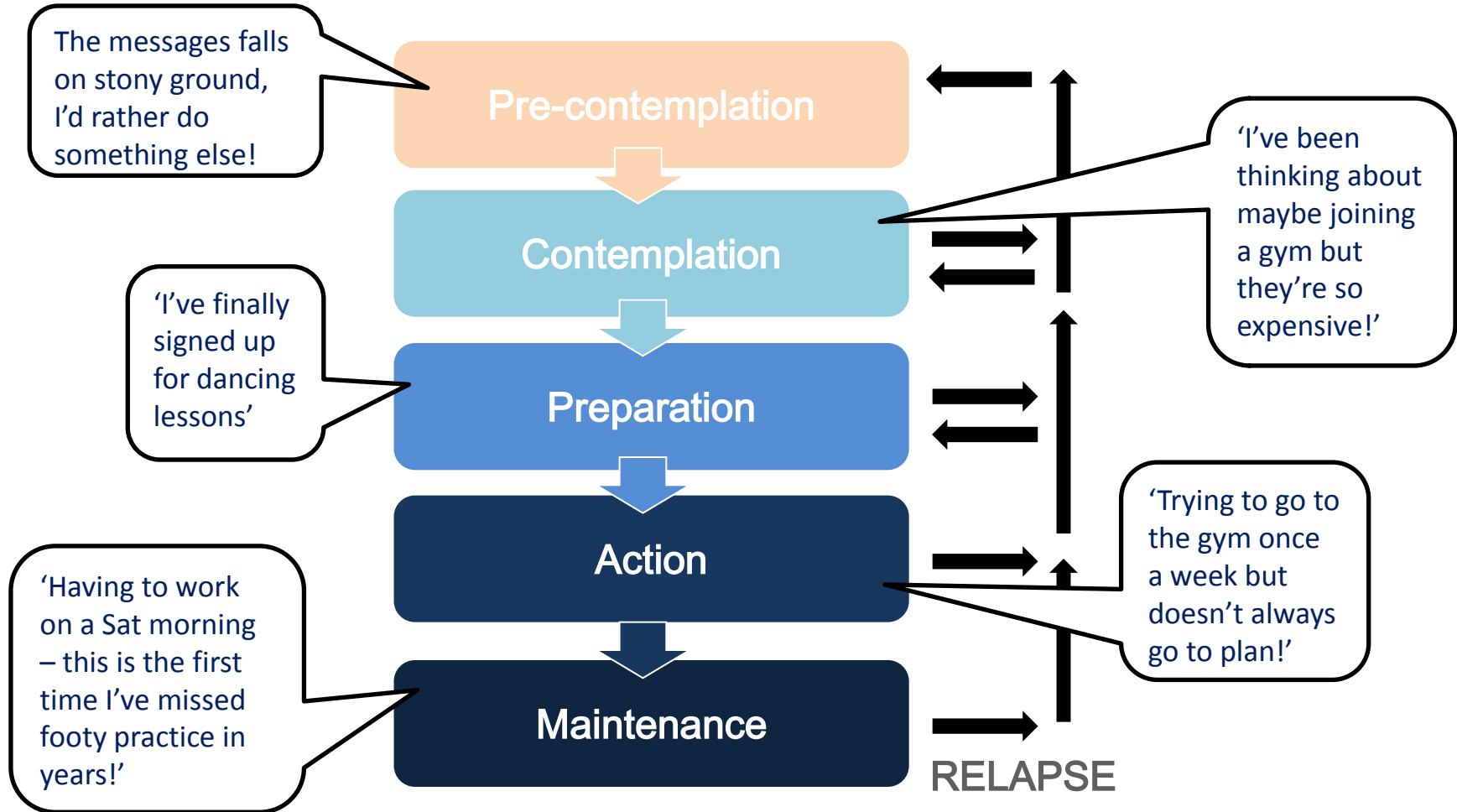


- Not everyone is currently active
- Some people don't take part in any sport or physical activity
- Some people want to take part, but they just haven't quite done it yet
- Now we are going to think mostly about those people, and how we can change their behaviour.



SOURCE: Prochaska and Diclemente Transtheoretical Model of Behaviour Change

- An individual's readiness to change depends on how far along the stages they are
- People can enter at any stage
- Some people repeat a stage more than once!
- People can move backwards and forwards – that's normal!

- Not thinking about changing their behaviour or becoming active
- Rather be doing something else!
- Not even looking at the messages/marketing

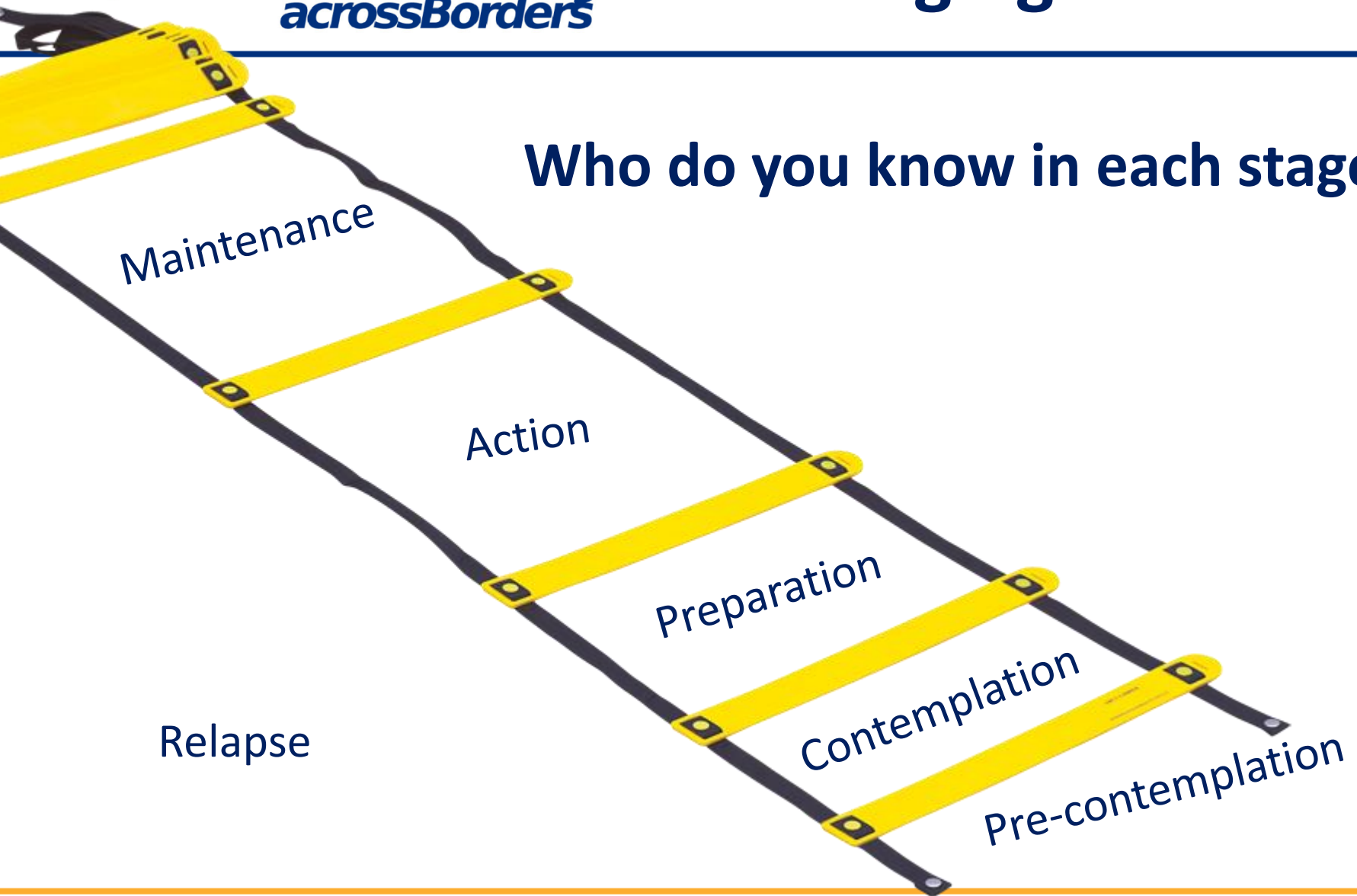
- They have thought about becoming active, but haven't done anything about it yet
- “I'd like to join a gym, but they are too expensive!”
- Might have seen some of the messages/marketing

- They have looked at some options and intend to start doing something
- “I’ve signed up to dance lessons!”
- They’ve done something that will help them start being active, but they haven’t started yet

- They have started doing something...
- “I’ve started going to the gym, trying to go once a week but it doesn’t always work out!”
- They’ve made the decision to start going and have had their first session

- They have been active for a while and are doing activity on a regular basis
- “Having to work on a Sat morning – this is the first time I’ve missed footy practice in years!”
- They are now active and would call themselves an active person

Who do you know in each stage?



Bringing it to life!

What is this person thinking,
feeling, saying?

Maintenance

Action

Preparation

Contemplation

Pre-contemplation

Relapse



What do you already do to help this person?

What could you start doing to help them?



- **Motivation** – the person needs to want to change! We can help them to become motivated
- **Self Esteem** – how the person sees themselves, do they think they can do it? We can help them with this and build their self esteem

- Tailored approach
- One size does not fit all
- Be patient
- Move one stage at a time