

Matching Prevention and Treatment Approaches to the Process of Change

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Putting Addiction in the Context of Challenges for Better Health

- Chronic Illnesses replace infectious diseases as leading causes of death
- Lifestyle and habitual behaviors create major health risks
- Behavior changes can dramatically improve mental and physical health
- Information is a necessary but not sufficient strategy for changing health and addictive behaviors

**HEALTH PROMOTION &
DISEASE PREVENTION**

REQUIRE

**BEHAVIOR
CHANGE**

CANCER PREVENTION

INITIATION

HEALTH PROMOTION

**SAFETY AND INJURY
PROTECTION**

MODIFICATION

HEALTH PROTECTION

SUBSTANCE ABUSE

CESSATION

SUCCESSFUL RECOVERY

- Involves movement through a predictable pathway of HUMAN INTENTIONAL BEHAVIOR CHANGE
- This path is not often linear but is cyclical in nature and similar across health and addictive behaviors
- Understanding this pathway can empower families, communities, providers and abusers to address substance abuse



The Transtheoretical Model of Intentional Behavior Change

STAGES OF CHANGE

**PRECONTEMPLATION → CONTEMPLATION → PREPARATION →
ACTION → MAINTENANCE**

PROCESSES OF CHANGE

COGNITIVE/EXPERIENTIAL

Consciousness Raising
Self-Revaluation
Environmental Reevaluation
Emotional Arousal/Dramatic Relief
Social Liberation

BEHAVIORAL

Self-Liberation
Counter-conditioning
Stimulus Control
Reinforcement Management
Helping Relationships

CONTEXT OF CHANGE

1. Current Life Situation
2. Beliefs and Attitudes
3. Interpersonal Relationships
4. Social Systems
5. Enduring Personal Characteristics

MARKERS OF CHANGE

Decisional Balance

Self-Efficacy/Temptation

Stages of Change

Characteristics

- ◆ Provides a framework for understanding and segmenting the process of behavior change
- ◆ Offers an alternative to other approaches that tend to view people as in denial, resistant, or uncooperative if not ready to change
- ◆ Views motivation as a state of readiness to move through the stages of change
- ◆ Proposes a predictable pathway for behavior change

Tasks and goals for each of the Stages of Change

- *PRECONTEMPLATION* - The state in which there is little or no consideration of change of the current pattern of behavior in the foreseeable future.
- **TASKS:** Increase awareness of need for change and concern about the current pattern of behavior; envision possibility of change
- **GOAL:** Serious consideration of change for this behavior

The “Five R’s” of How and Why People Stay in Precontemplation

Reveling

Reluctant

Rebellious

Resigned

Rationalizing

Precontemplation - Not Ready to Change

Prevention Goals and Strategies:

- ◆ Precontemplation by default or by decision?
- ◆ Cons stronger than Pros for initiation.
- ◆ Provide information and offer feedback to increase perception of risks, increase negative expectancies
- ◆ Offer skills and info to counter pressures
- ◆ Create positive, protective context

Precontemplation - Not Ready to Change

Treatment Goals and Strategies:

- ◆ Labels, confrontation, and advice about what the client can do to make changes (action options) can be counterproductive at this stage.
- ◆ Provide information and personalized feedback to raise awareness of problem, increase client's perception of risks and problems with current behavior, and discuss possibility for change.

Tasks and goals for each of the Stages of Change

- *CONTEMPLATION* – The stage where the individual examines the current pattern of behavior and the potential for change in a risk – reward analysis.
- **TASKS:** Analysis of the pros and cons of the current behavior pattern and of the costs and benefits of change. Decision-making.
- **GOAL:** A considered evaluation that leads to a decision to change.

Decisional Balance Worksheet

NO CHANGE

PROS (Behavior)

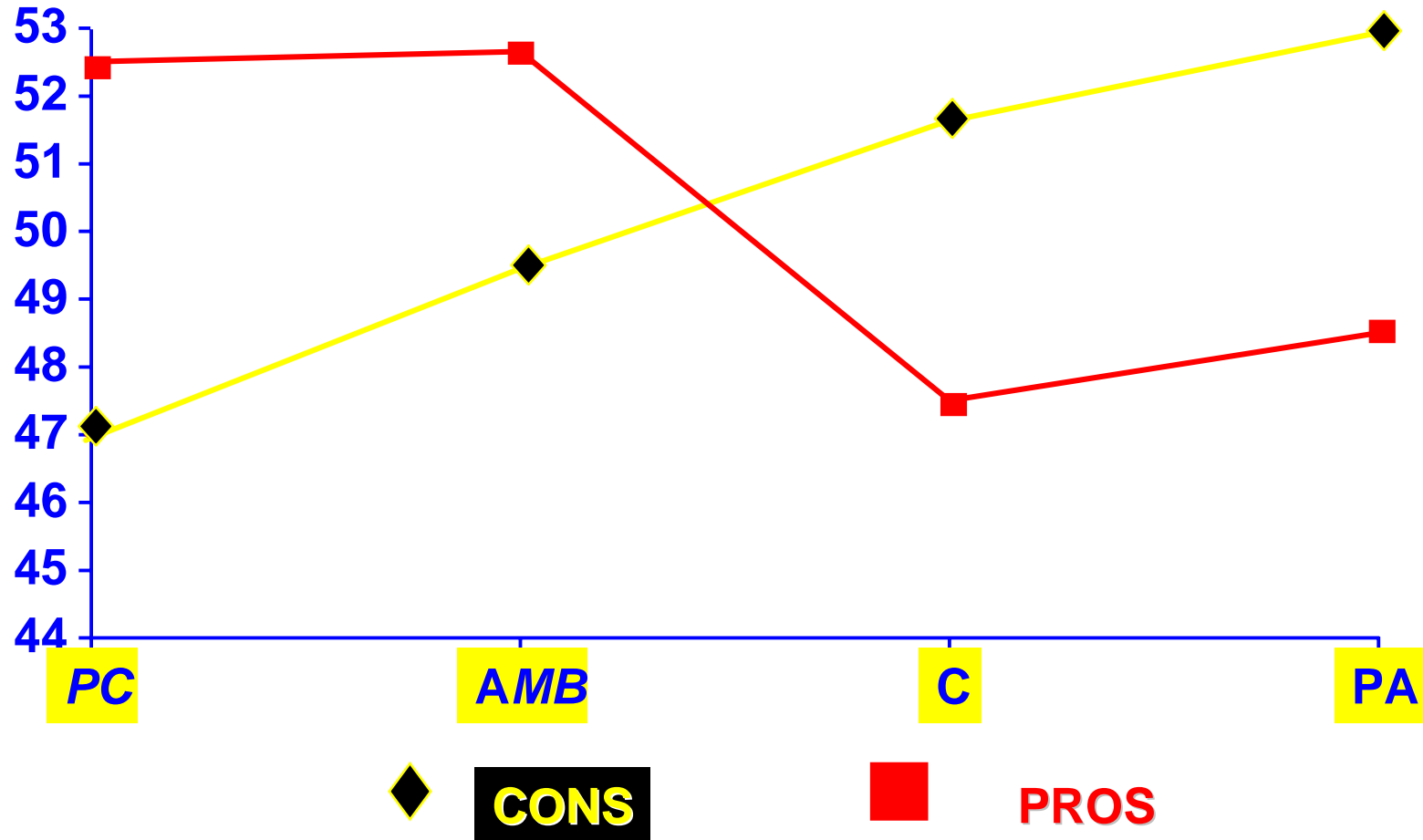
CONS (Change)

CHANGE

CONS (Behavior)

PROS (Change)

ADBS SUBSCALE SCORES by STAGES OF CHANGE PROFILE



PC = PRECONTEMPLATION AMB = AMBIVALENT C = CONTEMPLATION
PA = PREPARATION

Contemplation Stage – A Risk Reward Analysis

Prevention Goals and Strategies

- Increasing perceived Costs of the Behavior
- Link non initiation with important values
- Preventing multiple experimentations
- Creating viable counter messages
- Culturally Relevant Considerations and Approaches that provide protective motivation
- Strengthening or neutralizing family influences

Contemplation Stage – A Risk Reward Analysis

Treatment Goals and Strategies

- Increasing the Costs of the Behavior
- Increasing the Benefits of Change
- Decisional Considerations are Personal
- Challenging Ambivalence
- Envisioning Change
- Culturally Relevant Considerations and Approaches that are Motivational
- Families can influence or aggravate

Tasks and goals for each of the Stages of Change

- *PREPARATION* – The stage in which the individual makes a commitment to take action to change the behavior pattern and develops a plan and strategy for change.

TASKS: Increasing commitment and creating a change plan.

- **GOAL:** An action plan to be implemented in the near term.

Preparation - Getting Ready to Make a Change

Prevention Goals and Strategies:

- ◆ Increase consequences and perceived risks of engagement
- ◆ Make the behavior less acceptable or accessible and less desirable
- ◆ Decrease known risk factors particularly those that are environmental
- ◆ Increase positive choices and protective factors

Preparation - Getting Ready to Make a Change

Treatment Goals and Strategies:

- ◆ Help the client strengthen commitment and motivation for change
- ◆ Help the client find a change strategy that is acceptable, accessible, and effective
- ◆ Help the client make choices and commit to a plan and strategy

Tasks and goals for each of the Stages of Change

- *ACTION* – The stage in which the individual implements the plan and takes steps to change the current behavior pattern and to begin creating a new behavior pattern.
- **TASKS:** Implementing strategies for change; revising plan as needed; sustaining commitment in face of difficulties
- **GOAL:** Successful action to change current pattern. New pattern established for a significant period of time (3 to 6 months).

Action - Ready to Make a Change

Prevention Goals and Strategies:

- ◆ Early intervention into problematic behaviors
- ◆ Create consequences that teach and assist in making positive changes
- ◆ Support coping skills in vulnerable areas
- ◆ Identify additional sources of support and resources that may be helpful

Action - Ready to Make a Change

Treatment Goals and Strategies:

- ◆ Affirm client's commitment to change
- ◆ Help client identify necessary steps and skills for change
- ◆ Check adequacy of plan, skills, preparation
- ◆ Help client identify additional resources that may be helpful

Tasks and goals for each of the Stages of Change

- *MAINTENANCE* – The stage where the new behavior pattern is sustained for an extended period of time and is consolidated into the lifestyle of the individual.
- **TASKS:** Sustaining change over time and across a wide range of different situations. Avoiding slips and relapse back to the old pattern of behavior.
- **GOAL:** Long-term sustained change of the old pattern and establishment of a new pattern of behavior.

Maintenance - Continuing to Support the Behavior Change

Prevention Goals and Strategies:

- ◆ Brief motivational interventions to derail new behavior
- ◆ Highlight immediate negative effects or consequences related to the behavior
- ◆ Create opportunities for breaking the developing pattern in the new behavior and creating positive peer influence
- ◆ Offer more intensive interventions as needed
- ◆ Provide needed referrals and resources to remediate associated problems so they do not support or become part of the new problematic pattern of behavior

Maintenance - Continuing to Support the Behavior Change

Treatment Goals and Strategies:

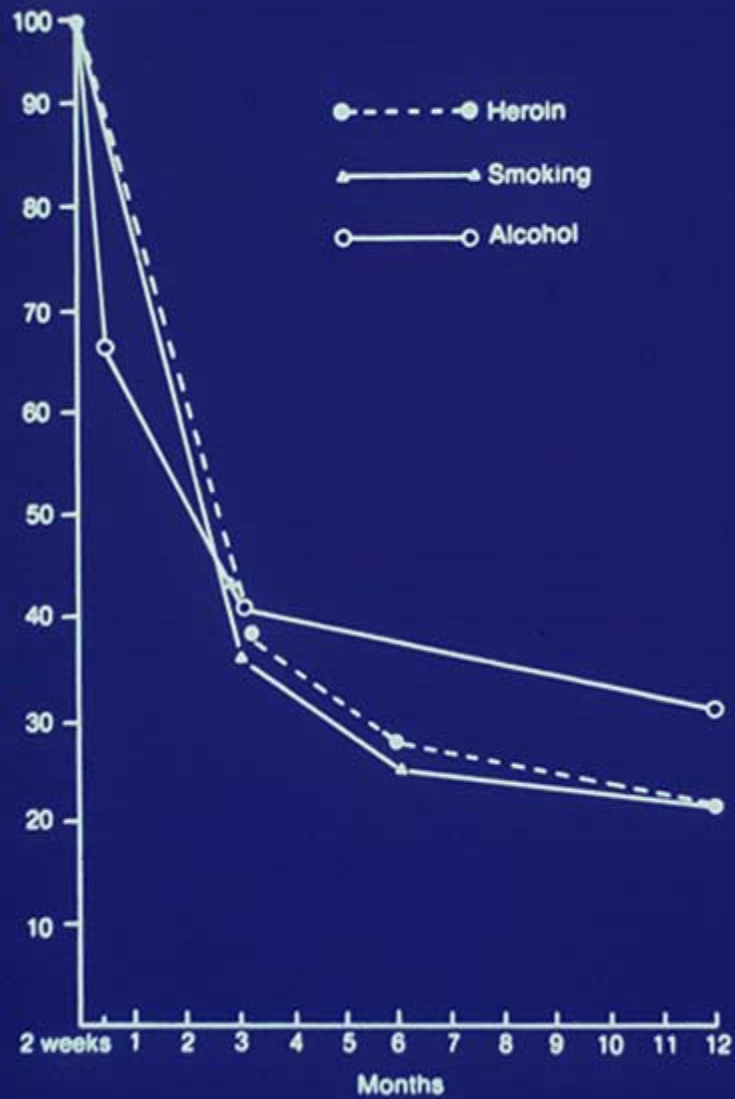
- ◆ Affirm client's commitment and efforts to change; support self-efficacy
- ◆ Accentuate positive benefits noticed since changing behavior
- ◆ Help identify potentially tempting situations and develop strategies to prevent relapse
- ◆ Provide needed referrals and resources

Relapse and Recycling - Slipping Back to Previous Behavior and Trying to Resume Change

Characteristics:

- ◆ The person has re-engaged in the previous behavior, although the extent may vary
- ◆ After reverting back to previous behavior person re-enters precontemplation, contemplation, preparation stages
- ◆ The person may feel like a failure and be discouraged about her ability to change

Relapse rate over time for heroin, smoking, and alcohol



Reasons for Relapse

- Lack of Willpower
- Environmental Pressures
- Situational Cues
- Inadequate skills
- Lack of Support for Sobriety
- Problematic Self-Efficacy
- Part of the Process of Change

Relapse and Recycling - Slipping Back to Previous Behavior and Trying to Resume Change

Prevention Goals and Strategies:

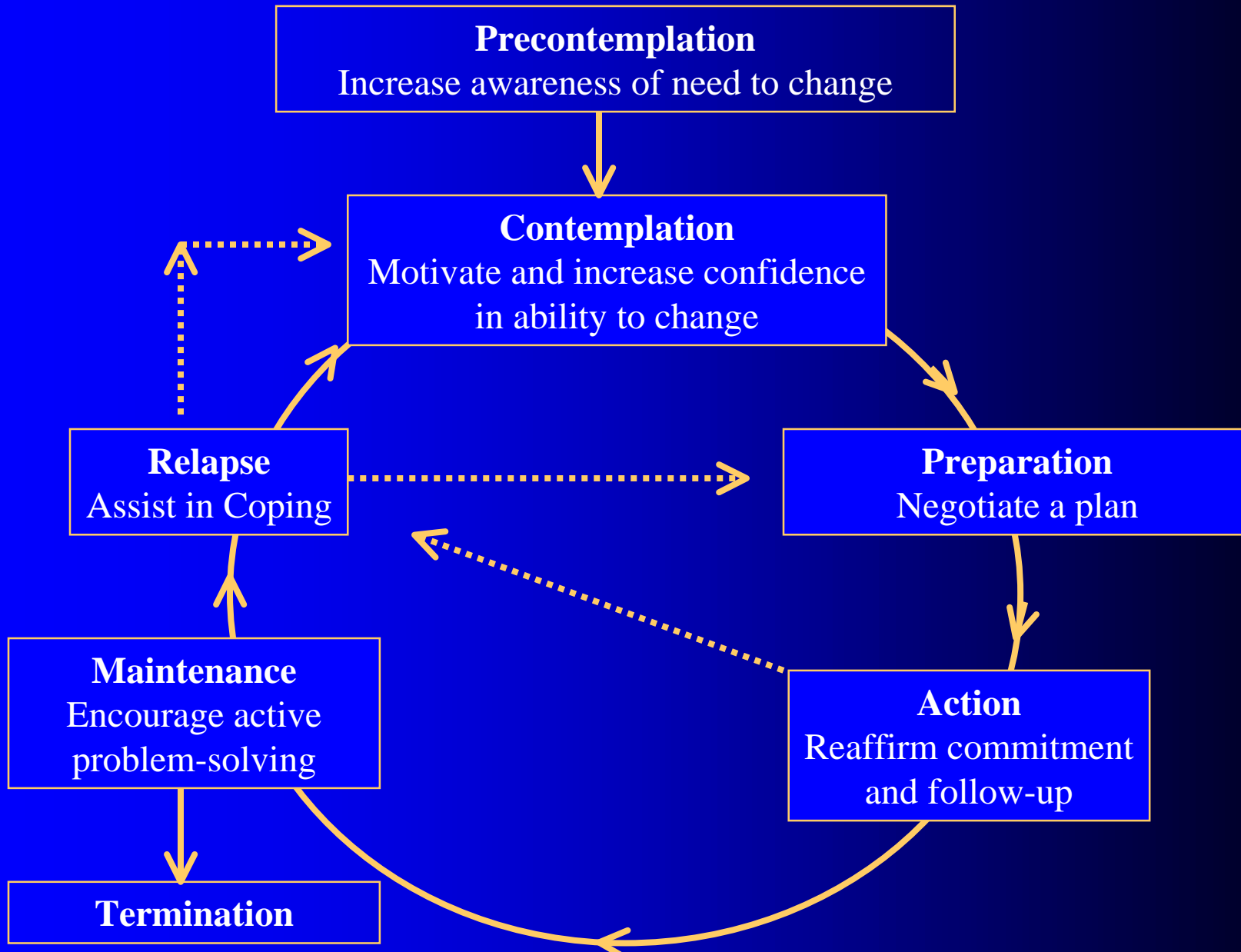
- ◆ Valued goal of late prevention is a return to old pattern of behavior or modified pattern without the new problematic behavior
- ◆ Support efficacy to avoid problematic behavior
- ◆ Create an immunization to restarting problematic addictive behavior and moving back through the stages of initiation
- ◆ Evaluate current stage of change

Relapse and Recycling - Slipping Back to Previous Behavior and Trying to Resume Change

Treatment Goals and Strategies:

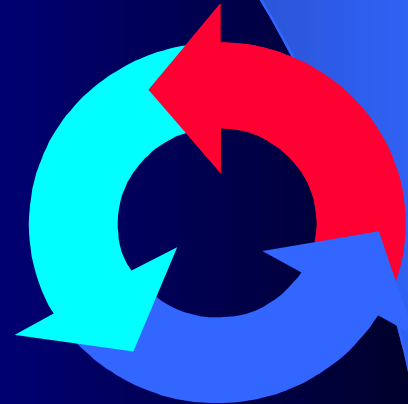
- ◆ Assure client that slips and relapses are normal and can be overcome
- ◆ Help reframe slips into learning experiences
- ◆ Help client avoid becoming discouraged or demoralized
- ◆ Help client renew determination and confidence in order to resume change efforts

Stages of Change Model



Cyclical Model for Intervention

- Most smokers will recycle through multiple quit attempts and multiple interventions.
- However successful cessation occurs for large numbers of smokers over time.
- Keys to successful recycling
 - Persistent efforts
 - Repeated contacts
 - Helping the smoker take the *next step*
 - Bolster self-efficacy and motivation
 - Match strategy to patient stage of change



STAGES OF CHANGE AND THERAPIST TASKS

PRECONTEMPLATION

Raise doubt - Increase the client's perception of risks and problems with current behavior

CONTEMPLATION

Tip the decisional balance - Evoke reasons for change, risks of not changing; Strengthen client's self-efficacy for change of current behavior

PREPARATION

Help the client to determine the best course of action to take in seeking change; Develop a plan

ACTION

Help the client implement the plan; Use skills; Problem solve; Support self-efficacy

MAINTENANCE

Help the client identify and use strategies to prevent relapse; Resolve associated problems

RELAPSE

Help the client recycle through the stages of contemplation, preparation, and action, without becoming stuck or demoralized because of relapse

Processes of Change

- Change engines that enable movement through the stages of change
- Doing the right thing at the right time
- Cognitive/Experiential processes during early stages
- Behavioral processes in preparation, action and maintenance

Transtheoretical Model: Experiential Processes of Change

Consciousness Raising: Gaining information increasing awareness about the current habitual behavior pattern or the potential new behavior

Emotional Arousal: Experiencing emotional reactions about the status quo and/or the new behavior

Self –Reevaluation: Seeing when and how the status quo or the new behavior fit in with or conflict with personal values

Environmental Reevaluation: Recognizing the effects the status quo or new behavior have upon others and the environment

Social Liberation: Noticing and increasing social alternatives and norms that help support change in the status quo and/or initiation of the new behavior

Transtheoretical Model: Behavioral Processes of Change

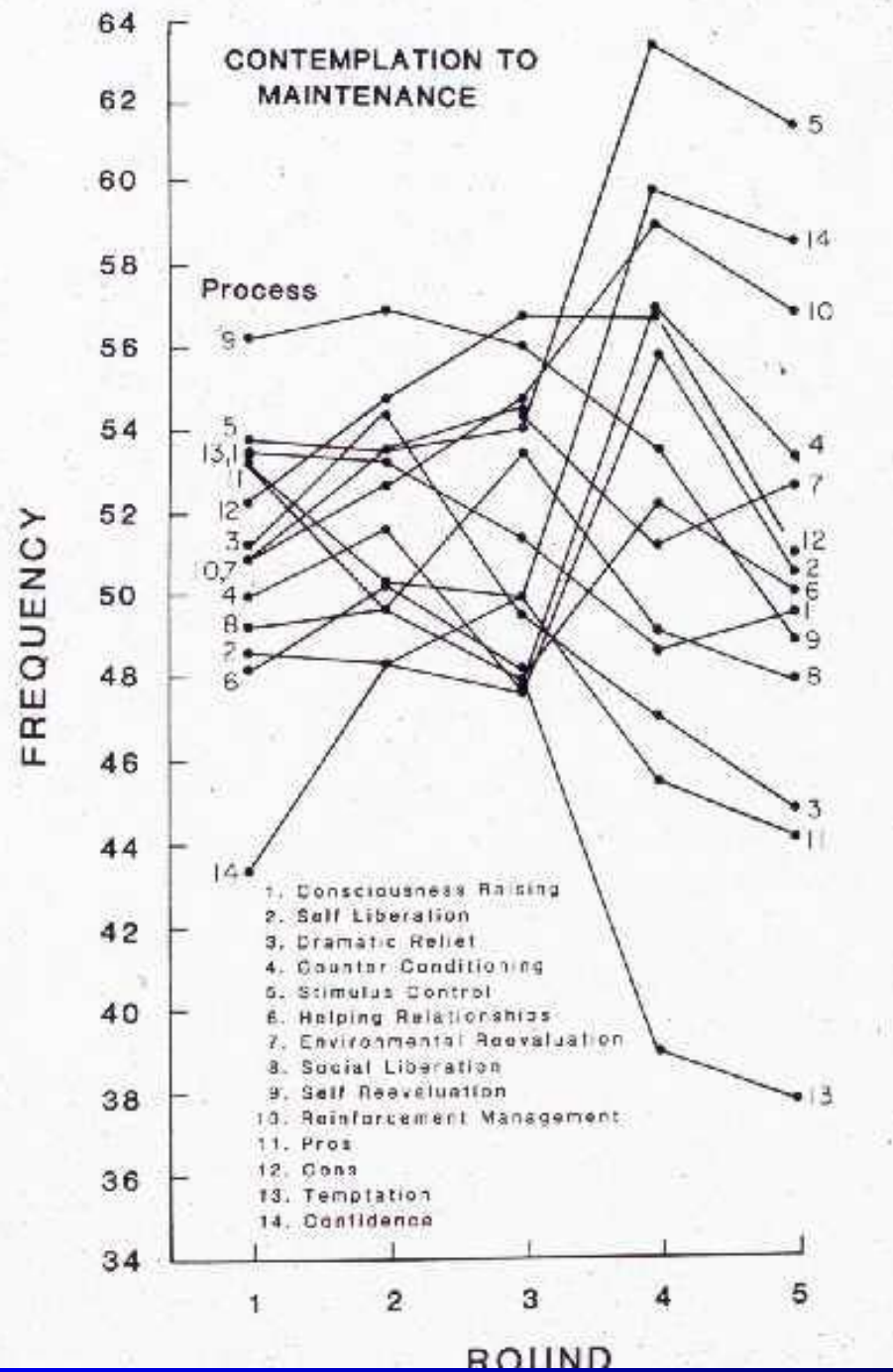
Self Liberation: Accepting responsibility for and committing to make a behavior change

Stimulus Control: Creating, altering or avoiding cues/stimuli that trigger or encourage a particular behavior

Counter-Conditioning: Substituting new, competing behaviors and activities for the “old” behaviors

Reinforcement Management: Rewarding sought after new behaviors while extinguishing (eliminating reinforcements) from the status quo behavior

Helping Relationships: Seeking and Receiving support from others (family, friends, peers)



PROCESSES OF CHANGE by STAGE

STAGES

PC

C

PA

A

M

P
R
O
C
E
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E
S

Consciousness raising

Self-reevaluation

Dramatic relief

Helping relationship

Self-liberation

Contingency
management

Counter-
conditioning

Stimulus control

Group Treatment for Substance Abuse

A Stages-of-Change Therapy Manual

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CONTEXT OF CHANGE

I. SITUATIONAL RESOURCES AND PROBLEMS

II. COGNITIONS AND BELIEFS

III. INTERPERSONAL RESOURCES/PROBLEMS

IV. FAMILY & SYSTEMS

V. ENDURING PERSONAL CHARACTERISTICS

Stages by Context Analysis

PreC Cont Prep Action Maint

I Sit

II Cog

III Rel

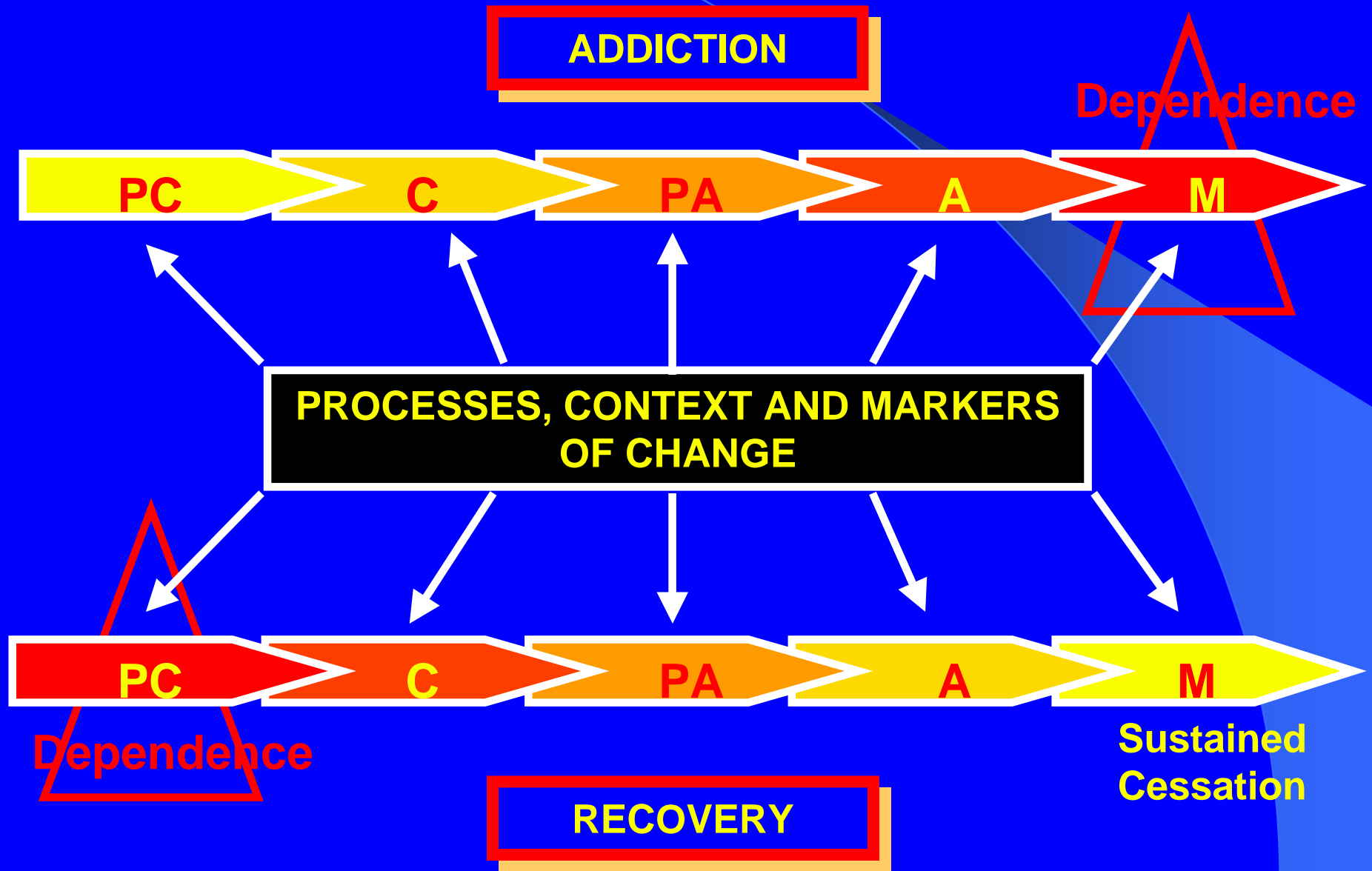
IV Sys

V Per

Experiential Processes

Behavioral Processes

THE STAGES OF CHANGE FOR ADDICTION AND RECOVERY



Key Issues In Prevention

- Know where individuals are in the process of initiation
- Create credible messages that do not do more harm than good
- Target high risk individuals in the preparation and action stages who are at highest risk
- Focus on the context of change not simply the behavior
- Realize that individuals are in different stages with regard to different problematic and positive behaviors

Key Issues In Interventions

- Coercion, Courts and Mandated Treatment
- Family Frustration and Interventions
- Confrontation breeds Resistance
- Motivation not simply Education needed
- Intrinsic and Extrinsic Motivations
- Proactive versus Reactive Approaches
- Harm Reduction and Motivation

Difficult Clients and Client Difficulties: A TTM Analysis

- Target Problem and Contextual Problems
- Stage of Change for Each Problem
- Identifying Key Processes of Change
- Finding Appropriate Strategies to Engage Processes
- Recycling and Learning from the Past
- Accomplishing Stage Tasks Adequately

Approaches that Pay Attention to the Process of Change

- Clearly identify the target behavior
- Evaluate stage of readiness to change
- Evaluate beliefs and practices related to target behavior
- Examine routes and mechanisms of influence in the culture and for the individual
- Create sensitive stage based multi-component interventions
- Re-evaluate regularly the process of change

**PROCESS OF
INTENTIONAL
BEHAVIOR
CHANGE**

**INDIVIDUAL
OR GROUP**

**PREVENTION
OR
TREATMENT**

**INTERVENTION
SPECIALISTS**

