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Changing Eating Behaviour:
Broadening Social Marketing by
Adopting a Dual-Process
Approach ... maintaining a
downstream focus in its attempts
to foster behaviour change
(Gordon, 2013) relying heavily on

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promotion, education and persuasion to encourage individuals to make a conscious decision to change their behaviour. ... education and ...

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Changing Eating Behaviour:
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Adopting a Dual-Process
Approach Julia Elizabeth Carins
Bachelor of Science (Behavioural
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Masters of Business

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Administration (Tech Mgt), Deakin University/APESMA Department of Marketing

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On the 26th June 2012 the Foundation held its 45th

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anniversary conference entitled Behaviour change in relation to healthier lifestyles. This featured expert speakers in areas of behavioural science, weight control, physical activity, eating behaviour and a number of case studies to show how behaviour

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can be changed for the better in practice.

Behaviour change - British Nutrition Foundation

A major determinant of human eating behavior is social modeling, whereby people use

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others' eating as a guide for what and how much to eat. We review the experimental studies that have independently manipulated the eating behavior of a social referent (either through a live confederate or remotely) and measured either food choice or

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intake. **Preventing Social Marketing By**

Social modeling of eating: A review of when and why social ...

Eating behaviour is strongly influenced by social context. We eat differently when we are with

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other people compared with when we eat alone. Our dietary choices also tend to converge with those of our close social connections. One reason for this is that conforming to the behaviour of others is adaptive and we find it rewarding.

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Social influences on eating - ScienceDirect

Similarly an intervention study using videos to change eating behaviour reported that rewarding vegetable consumption increased that behaviour (Lowe et

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al., 1998). The relationship between food and rewards, however, appears to be more complicated than this.

Children's eating attitudes and behaviour: a study of the

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However, we know that a key to reducing obesity is changing behaviour. Some of this will come from government and the local environment, making it easier for people to change – like providing information on affordable healthy eating and making it easier to be

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physically active whether at home or at work.

Small Changes, Big Gains! - British Nutrition Foundation

how to affect behavioural change in a systematic and sustainable way at population levels.

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Therefore, there is a call for additional research in order to identify the alternative ways of changing dietary behaviours. Healthy eating is a target behaviour of social marketing, which is a

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HEALTHY EATING BEHAVIOUR

Do allow yourself to eat a range of foods without forbidding yourself a particular food. Do give yourself encouragement. Do look for a support person to help you stay motivated and accountable. Do be gentle with yourself! Try

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Do not beat yourself up when you lapse. Do think of eating healthfully as a lifestyle change. Do use the scale mindfully.

Food Psychology: Understanding Eating Behavior & Habits

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“Healthy life ‘can give you another 14 years’” according to a headline in The Daily Telegraph. The report underneath explains that “four healthy behaviours – not smoking, exercising, alcohol intake of less than 15 units per week (less than

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five large glasses of wine or five pints of medium-strength lager) and having vitamin C levels equivalent to eating five servings of fruit and ...

Healthy behaviours extend life - NHS

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What we need is for enough of us to do so. If 25 percent of us change our behavior—and publicize making this change to friends, neighbors, and family members—we can shape social norms more ...

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Changing Social Norms in the Time of a Pandemic ...

Changes in consumer eating habits, seen in the patterns of eating-out and eating at hawker stalls are rapidly becoming the hallmark of an urban lifestyle (Hafiz, 2005). This study finding

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shows an almost equal result of our study, (40%) of participants took junk food in the frequency of three times per week compared to the same variables result conducted by Ganasegaran et al (2012) with the outcome of (42.4%).

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**PSYCHOLOGICAL FACTORS
AFFECTING EATING HABITS
AMONG NURSES ...**

Participants (n = 282) completed a questionnaire describing a recent change in eating behaviour (becoming a

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vegetarian, cutting out a food group, eating fewer calories), their intentions, their attitudes to the food being avoided, a range of motivations and their degree of success. The results showed that the three behaviour change groups differed in terms of their

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Cognitions with those trying to eat fewer calories reporting less success in changing their behaviour.

Understanding successful behaviour change: the role of

...

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While it's true that social media can lead to some negative thoughts and behaviors related to food, there is more good news than bad. Social media can be a wealth of helpful advice on diet and...

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This book presents a series of empirically based case studies conducted by social change scholars from Asia-Pacific, showcasing the latest social marketing approaches geared at

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Improving societal well-being in the region. Cutting across cultural perspectives, the contents gather ideas on social marketing campaigns and strategies from around the region and use these case studies as a platform to address concomitant challenges

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in employing marketing tools to positively change social behaviour. The selection of case studies covers and compares aspects of public health and well-being, and public environmental consciousness in terms of driving attitudes towards implementing

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improved sustainability in developing and developed countries. Drawing on related policies and legislation, and examining social behaviour at the individual, community, and organisational levels, the authors propose innovative new methods

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in social marketing and social change research. The book is of interest to researchers and practitioners in social marketing, business ethics, behavioural science, public health, and development studies.

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Health psychology is the study of psychological and behavioral processes in health, illness, and healthcare. It is concerned with understanding how psychological, behavioral, and cultural factors contribute to physical health and illness. Psychological factors can

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Health Psychology is concerned with understanding how biology, behavior, and social context influence health and illness. Health psychologists work alongside other medical professionals in clinical settings,

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work on behaviour change in public health promotion, teach at universities, and conduct research. For example, chronically occurring environmental stressors affecting the hypothalamic-pituitary-adrenal axis, cumulatively, can

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harm health. Health psychology also concerns itself with bettering the lives of individuals with terminal illness. When there is little hope of recovery, health psychologist therapists can improve the quality of life of the patient by helping the patient

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recover at least some of his or her psychological well-being. Health psychologists are also concerned with providing therapeutic services for the bereaved. The theoretical and conceptual input of the book in the health areas will prove quite

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beneficial for students and researchers whereas the ideas and research questions raised in the book will surely provoke the scientists for fulfilling heuristic function.

This book describes the reasoned

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action approach, an integrative framework for the prediction and change of human social behavior. It discusses critical issues related to the reasoned action framework, and provides methodological and conceptual tools for the prediction and

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Explanation of social behavior and for designing behavior change interventions.

We live in an era where people live longer but also suffer from more chronic illnesses. Yet these two issues present not only

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significant challenges to healthcare professionals, but also governments seeking cost-effective ways to manage their health and social care budgets. Encouraging people to live healthier lifestyles is, therefore, a fundamental issue for both those

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at risk as well as for society as a whole. This is the first textbook to present not only the theoretical foundations that explain health behavior change but also the methods by which change can be assessed and the practical contexts where theory and

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method can be applied. Covering behavior change aimed at improving health as well as preventing disease, it places behavior change firmly in context with the social and demographic changes which make it such an urgent issue, from the rise in

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levels of obesity to an aging population. The book considers the role of individuals but also other important influences on health behavior, such as the environment in which people live, public policy and technological changes. Fostering a critical

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perspective, and including case studies in each chapter with key issues highlighted throughout, the book provides a complete understanding of health behavior change, from its theoretical building blocks to the practical challenges of developing and

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testing an intervention. It will be essential reading for students and researchers of health psychology, public health and social work, as well as any professional working in this important area.

Motivation is that which moves us

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to action. Human motivation is thus a complex issue, as people are moved to action by both their evolved natures and by myriad familial, social and cultural influences. The Oxford Handbook of Human Motivation collects the top theorists and researchers of

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human motivation into a single volume, capturing the current state-of-the-art in this fast developing field. The book includes theoretical overviews from some of the best-known thinkers in this area, including chapters on Social Learning

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Theory, Control Theory, Self-determination theory, Terror Management theory, and the Promotion and Prevention perspective. Topical chapters appear on phenomena such as ego-depletion, flow, curiosity, implicit motives, and personal

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interests. A section specifically highlights goal research, including chapters on goal regulation, achievement goals, the dynamics of choice, unconscious goals and process versus outcome focus. Still other chapters focus on evolutionary

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and biological underpinnings of motivation, including chapters on cardiovascular dynamics, mood, and neuropsychology. Finally, chapters bring motivation down to earth in reviewing its impact within relationships, and in applied areas such as

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psychotherapy, work, education, sport, and physical activity. By providing reviews of the most advanced work by the very best scholars in this field, The Oxford Handbook of Human Motivation represents an invaluable resource for both researchers and

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practitioners, as well as any student of human nature.

This revised and updated fifth edition of the highly acclaimed “gold standard” textbook

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continues to provide a foundational review of health behavior change theories, research methodologies, and intervention strategies across a range of populations, age groups, and health conditions. It examines numerous, complex,

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and often co-occurring factors that can both positively and negatively influence people's ability to change behaviors to enhance their health including intrapersonal, interpersonal, sociocultural, environmental, systems, and policy factors, in the

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context of leading theoretical frameworks. Beyond understanding predictors and barriers to achieving meaningful health behavior change, the Handbook provides an updated review of the evidence base for novel and well-supported

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behavioral interventions and offers recommendations for future research. New content includes chapters on Sun Protection, Interventions With the Family System, and the Role of Technology in Behavior Change. Throughout the textbook,

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Updated reviews emphasize mobile health technologies and electronic health data capture and transmission and a focus on implementation science. And the fifth edition, like the previous edition, provides learning objectives to facilitate use by

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course instructors in health psychology, behavioral medicine, and public health. The Handbook of Health Behavior Change, Fifth Edition, is a valuable resource for students at the graduate and advanced undergraduate level in the fields of public or population

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health, medicine, behavioral science, health communications, medical sociology and anthropology, preventive medicine, and health psychology. It also is a great reference for clinical investigators, behavioral and social scientists, and

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healthcare practitioners who grapple with the challenges of supporting individuals, families, and systems when trying to make impactful health behavior change.

NEW TO THE FIFTH EDITION:

Revised and updated to encompass the most current

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research and empirical evidence in health behavior change

Includes new chapters on Sun Protection, Interventions With the Family System, and the Role of Technology in Behavior Change
Increased focus on innovations in technology in relation to health

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behavior change research and interventions KEY FEATURES: The most comprehensive review of behavior change interventions Provides practical, empirically based information and tools for behavior change Focuses on robust behavior theories, multiple

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contexts of health behaviors, and the role of technology in health behavior change Applicable to a wide variety of courses including public health, behavior change, preventive medicine, and health psychology Organized to facilitate curriculum development and

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Includes tools to assist course instructors, including learning objectives for each chapter

Revised edition of The Oxford handbook of human motivation, c2012.

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This volume presents the most current theoretical advances in the fields of social marketing and public health communications. The volume is divided in two parts. Part 1 contains chapters pertaining to research and theory reflecting improvements and

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contributions to theories that help improving quality of life. It includes literature reviews, conceptual research and empirical studies on social marketing communications, models to understand individual's risky behaviors, and how to

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improve social interventions. The second part emphasizes applied research, consisting of best practices, applied experiments, and case studies on social marketing innovative practices with implications for quality of life.

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