

ASSIGNMENT 3

Case Study: Applying Health Behavior Theory (10 Points)

The purpose of this assignment is to give you the opportunity to apply a specific health behavior theory to reach your health-related goals. As a follow-up to Assignment 1, you are specifically asked to select a health behavior theory that you think is suitable for helping you reach goals that you identified in Assignment 1. You are asked to research your theory of choice in more detail, identify key mediating mechanisms specified by the theory, and to select several behavior change techniques that you will apply towards reaching your goals. The ultimate result of the assignment will be to come up with a specific intervention plan which will contain several behavior change techniques aimed at changing theory-based mediators of behavior change.

Specific Instructions:

1. Consider the goals you selected in Assignment 1. You were asked to select three goals, two of which had to be specifically behaviors. Which theoretical approach do you think would be most useful for reaching your goals?
2. Select one theory. Research the theory in more detail and identify key constructs in the theory and the key mediating mechanisms of behavior change based on the theory.
 - *You may chose more than one theoretical approach should you wish to do so, however, you have to provide rationale for your decision. The need to select more than one theory has to be clearly articulated along with specific reasons for your decision. Remember, the more theoretical approaches you choose, the more complex your intervention plans may become.*
3. Using Michie's Behavior Change Wheel that you read about, select specific areas to intervene to reach your behavior goals.
4. Using Michie's taxonomy of behavior change techniques (in Assignments folder), identify several techniques that would help you target key mediators and so help you reach your behavior goals. Create a concrete intervention plan for reaching your behavior goals.
5. Consider how this approach (1-4) differs from the strategy you described in Assignment 2 in relation to physical activity of your client.
6. Individually write a 3-5 page paper summarizing the information above. Be sure to include all the following elements: brief summary description of your individual health goals; selection of theoretical approach and a brief description of the theory you selected including key mediators; design of your intervention approach (including specific behavior change techniques and intervention plan); discussion of how your theory-driven approach differs from approach used in Assignment 2. **YOU SHOULD DO THE LAST PART EVEN IF YOUR BEHAVIOR TARGET DIFFERS FROM ASSIGNMENT 2.** I am interested in the differences between the two approaches conceptually.

Format:

The written case study should be 3-5 pages double-spaced with 1 inch margins and 11 or 12 point font.

Due Date:

Assignment 3 must be submitted by Mar 17 on IS.

Evaluation Criteria:

Criteria	Weight
Scope (all elements answered with sufficient detail)	4 points
Thoughtfulness (clear links between "what" and "why")	3 points
Clarity and quality of writing	2 points
Grammar, spelling, format	1 point
Total	10 points

Criteria	Assigned Point Value			
Scope	[4 points] All elements answered in sufficient detail	[3 points] One element missing or insufficient detail in some	[2 points] >1 element missing and insufficient detail provided	[0-1 points] Most (3+) elements missing; none or insufficient detail provided
Thoughtfulness	[3 points] “What” is to be done is clearly linked to “why” across all elements	[2 points] “What” is to be done is linked with “why” only for some elements	[0-1 points] Does not describe or describes insufficiently “what” is to be done and “why”	
Clarity and quality of writing	[2 points] Thoughts are presented clearly; exemplary organization of ideas with cohesive flow	[0-1 points] Thoughts not clearly presented; disorganized ideas with poor flow		
Grammar, spelling, format	[1 point] No grammatical or spelling errors; Adheres to specified format and length	[0 points] Grammatical or spelling errors; does not adhere to specified format and length		
Total	10 points			