Ardmore Institute of Health

Report Abstract for Awarded Grant

Organization Name

Miami University

Project Title

Using a Taxonomy of Behavior Change Techniques to Map the FullPlate program

Amount

$17,000

Project Start Date

01/15/2018

Project End Date

07/31/2018

Anticipated Number of People Impacted

0

Actual Number of People Impacted

0

Project Overview

The purpose of this project was to apply the Full Plate Living Program through the Behaviour Change Wheel planning guide, and identify the number and type of behavior change techniques (BCT) the program is currently using. To accomplish this goal, Dr. Paul Branscum, and his PhD student, Valerie Senkowski, watched all 16 lessons and read through supplementary materials, and then coded the BCTs using Susan Michie's Taxonomy of BCT guide. Through this process, we helped

identify BCTs already happening in the program, and provided feedback on opportunities to further enhance the program by recommending other BCTs that could supplement or enhance the current program.

Results

Overall, we concluded that the Full Plate program is based on 5 of the 9 functions of the Behavior Change Wheel (Education, Training, Persuasion, Modeling and Enablement). Additionally, we coded almost 1000 BCTs used across the 16-video modules, lesson supplements, weekly email messages, and member email messages. The most common BCTs used during the program included: BCT 1.1: Goal setting (behavior); BCT 1.2: Problem solving; BCT 4.1: Instruction on how to perform the behavior; BCT 5.1: Information about health consequences; BCT 5.3: Information about consequences; BCT 6.1: Demonstration of the behavior; BCT 6.2: Social comparison; BCT 8.2: Behavior substitution; and BCT 13.2: Framing/reframing. We also concluded that the member emails and the weight loss weekly emails were tools that helped to reiterate messages learned in the lessons, while also supplementing the lessons with additional BCTs.

Use of Funds

The total projected costs for this project was $17,000. The source of the funding was this Ardmore Institute of Health Grant. The actual expenditures were as follows: (1) Indirect Costs of Miami University ($1259); Travel to/from Ardmore, OK ($1928); Personnel ($13,813).

Key Challenges

There were minimal challenges that happened during this project. The only slight challenge we ran into was our underestimation for how long the coding of BCT's would take for the lessons and supplementary materials.

Key Learnings

The Full Plate living program currently does an excellent job by encouraging behavior change by utilizing a diverse set of BCTs. Some BCTs were also identified as being 'incomplete' which leaves room to enhance the current Full Plate program. For example, when setting behavioral goals during the program, the

program facilitator should make sure the goal is set using the SMART acronym, and provide guidance on problem solving and action planning for difficult goals.

Recommendations for Future Projects

Currently, it is clear what behaviors the Full Plate program are promoting, and with this project, it is clear what BCTs are being used, but it is unclear what behavioral antecedents are being utilized to facilitate behavior change. I would recommend a program analyses that would help link the BCTs to behaviors, through using a theoretical framework. The framework I would recommend would be the Reasoned Action Approach, which accounts for attitudes (including both cognitive and affect), social norms (including internal and external normative pressure) and perceived behavioral control (which includes autonomy and self-efficacy). This analysis can also lead to the development of an evaluation tool that can be used to evaluate the behavioral antecedents. In the big-picture, this evaluation tool will help complete the evaluation plan for the Full Plate program, which can ultimately include: behavioral antecedents (i.e., attitudes towards eating more fiber foods); behaviors (i.e., fiber consumption); and outcomes of behaviors (i.e., weight loss and a reduction in blood pressure). These are all critical towards understanding how the Full Plate program works (or doesn't work) because it helps to understand which behavioral antecedents are linked to behaviors and behavior change, and which behaviors are linked to changes in behavioral outcomes. I would also recommend coding other supplementary materials the Full Plate program offers.

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