

## Registration Form

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Continuing Education Credits Requested:

\_\_\_ CHES/MCHES

NYSPHA Member.....\$50

Non- Member.....\$65

Student.....\$40

Payment:

\_\_\_ Check (made payable to NYSPHA)

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Please mail completed registration form to:

**NYSPHA**  
**PO BOX 38127**  
**Albany NY 12203**

**Pro-Change Behavior Systems** is an internationally recognized behavior change company that partners with wellness companies and institutions to produce award winning programs that are designed to reduce multiple health risk behaviors and to enhance multiple domains of well-being while lowering health care costs and increasing productivity.

Pro-Change is committed to helping wellness companies enhance the health and well-being of individuals and organizations through the scientific development and dissemination of high impact behavior change management programs based on leading theories of behavior change, especially the Transtheoretical Model.

**New York State  
Public Health  
Association**

PO BOX 38127  
Albany, NY 12203  
[www.NYSPHA.org](http://www.NYSPHA.org)  
[info@nyspha.org](mailto:info@nyspha.org)

## Promoting Health Behavior Change: Practical Application of the Transtheoretical Model

**December 10, 2012**

8:30 AM – 4:30 PM

*The Century House*  
997 New Loudon Road  
Latham, NY 12110

*7 CHES/MCHES credits  
available*



# Promoting Health Behavior Change: Practical Application of the Transtheoretical Model

## Program Description:

This workshop features Dr. Kerry Evers, Senior Vice President with Pro-Change Behavior Systems, who works directly with the co-creator of the TTM, Dr. James Prochaska. Dr. Evers is a dynamic speaker who brings to life the TTM, a model designed to explain why people succeed and fail in their attempts to achieve health behavior change. Please join us to learn practical ways to apply the TTM to a variety of behavioral areas and develop skills to integrate evidence-based approaches into your programs or individualized interventions.

This workshop will be of interest to individuals working with people who are attempting to change high risk behaviors and is geared towards: health educators, counselors, physicians, EAP counselors, psychologists, nurses, case managers, nutritionists and others working in the health field.

By the end of the training, the health professional will be able to:

1. Understand and describe the characteristics of people in each stage of change.
2. Describe the four major constructs of the TTM.
3. Describe concrete strategies that can be used to facilitate stage progression.
4. Set stage-matched goals for clients.

## AGENDA

8:00-8:30	Registration & coffee / tea
8:30- 9:00	Introduction and readiness to use the TTM
9:00-11:15	Understanding the major dimensions of the TTM: <ul style="list-style-type: none"> <li>➤ Stages of Change</li> <li>➤ Decisional Balance</li> <li>*Break*</li> <li>➤ Self-Efficacy</li> <li>➤ Processes of Change</li> </ul>
11:15- 11:45	Providing tailored guidance to facilitate change
11:45- 12:45	Lunch (Provided)
12:45- 1:45	Tailoring TTM to your work
1:45 – 4:00	Implementing strategies for behavior change — concrete guidance for each stage of change
*Break*	
4:00- 4:30	Summary, questions and reassessment of readiness to use the TTM

**7 CHES/MCHES credit hours have been approved by NCHEC and are included with registration fee. Registration fee also includes coffee/tea, lunch and materials.**

## Presenter:

**Kerry E. Evers, PhD**  
**Pro-Change**

*Senior Vice President of Research and Product Development*

Dr. Evers leads projects focusing on the development and dissemination of tailored interventions, methods to increase their impact and approaches for integrating them into population based systems. These programs focus on a variety of behaviors including lifestyle management, well-being, stress management, bullying prevention, substance abuse avoidance and unwanted pregnancy prevention.

Also serving as adjunct faculty at the University of Rhode Island and an Associate Editor for the American Journal of Health Promotion, Dr. Evers was named one of Rhode Island's top business people in the 2011 "40 Under Forty" feature in Providence Business News (PBN) based on her career success and community involvement. Dr. Evers has close to 40 publications including refereed research publications, book chapters, and published reports.

A block of rooms has been reserved at a rate of \$104 for December 9<sup>th</sup> at the Century House in Latham, NY.

To reserve a room, please call the hotel at (518) 785-0931 and ask for the NYS Public Health Association block.