

**A Catalog of Strategies for Motivating Behavior Change:  
Linking Theory Determinants and Behavior Change Strategies**

This catalog of strategies for motivating behavior change is first presented in Step G (5): Generate Plans. The theories that the determinant is used in are listed below the determinant name **IN THIS FONT**.

You may want to use this catalog of strategies alongside the definitions of the determinants that were presented in Step E (2).

The determinants are presented in alphabetical order by the determinant categories.

<b>MOTIVATING DETERMINANTS</b>	
<b>Determinant</b>	<b>Behavior Change Strategies</b>
<b>Behavioral Intention</b>	
Behavioral Intention TPB SCT HAPA	<ul style="list-style-type: none"> <li>• Confrontation with habit/ automatic behaviors</li> <li>• Analysis of pros and cons of action or change</li> <li>• Resolving resistance and ambivalences</li> <li>• Intention formation</li> </ul>
<b>Expected outcomes of behavior / Attitudes</b>	
Attitudes TPB	<ul style="list-style-type: none"> <li>• Reflection on enduring feelings towards the behavior</li> </ul>
Food preferences TPB	<ul style="list-style-type: none"> <li>• Provide direct experience with healthful food</li> <li>• Encourage repeated exposure to healthful food</li> </ul>
Negative emotions TPB	<ul style="list-style-type: none"> <li>• Reflection on potential negative emotions or anticipated regret</li> </ul>
Perceived barriers HBM TPB SCT HAPA	<ul style="list-style-type: none"> <li>• Reframe perception of barriers</li> </ul>
Perceived benefits HBM TPB SCT HAPA	<ul style="list-style-type: none"> <li>• Persuasive information about positive health outcomes</li> </ul>
Positive emotions TPB	<ul style="list-style-type: none"> <li>• Reflection on anticipated feelings of satisfaction from doing behavior</li> </ul>

<b>MOTIVATING DETERMINANTS</b>	
<b>Determinant</b>	<b>Behavior Change Strategies</b>
<b>Perceived norms</b>	
Descriptive social norms TPB SCT	<ul style="list-style-type: none"> <li>• Exploration of perceptions of others' attitudes and behaviors</li> <li>• Exploration of perceptions of normative cultural practices</li> </ul>
Injunctive social norms TBP	<ul style="list-style-type: none"> <li>• Reflection on others' expectations</li> </ul>
Personal moral norms TPB	<ul style="list-style-type: none"> <li>• Reflect on moral norms</li> </ul>
<b>Perceived risk</b>	
Negative outcomes of current behavior SCT HAPA	<ul style="list-style-type: none"> <li>• Negative outcomes of current behavior</li> <li>• Personalized self-assessment compared to recommendations</li> </ul>
Perceived risk HBM HAPA	<ul style="list-style-type: none"> <li>• Confrontation with health risks</li> </ul>
<b>Self-depictions</b>	
Self-identity TPB	<ul style="list-style-type: none"> <li>• Reflection on self-identity</li> </ul>
Self-representations TPB	<ul style="list-style-type: none"> <li>• Reflection on self-representations</li> </ul>
<b>Self-efficacy / Perceived control</b>	
Beliefs about control TPB SCT HAPA	<ul style="list-style-type: none"> <li>• Reframe perception of control</li> </ul>
Self-efficacy HBM TPB SCT HAPA	<ul style="list-style-type: none"> <li>• Reframe perception of confidence to carry out behavior</li> </ul>
<b>Self-evaluation</b>	
Self-satisfaction SCT	<ul style="list-style-type: none"> <li>• Reflection on self-satisfaction</li> </ul>
Self-worth SCT	<ul style="list-style-type: none"> <li>• Reflection on self-worth</li> </ul>