

IT'S
MY
LIFE

KEY TIPS FROM PSYCHOLOGY

Psychologists study human attitudes and behaviours, including what makes us change them.

A popular theory for health behaviour change from the field of psychology is Prochaska and DiClemente's 'Stages of Change' model.

Some basic overview resources for Prochaska and DiClemente's model include:

- http://en.wikipedia.org/wiki/Transtheoretical_model
- <http://hamsnetwork.org/ch5/> (contains both a graphic representation and some discussion)
- <http://localenterprise.wordpress.com/2008/06/25/cycle-of-change-prochaska-and-diclemente-and-enterprise/> (contains a simple graphic representation)

or as a podcast

- <http://socialworkpodcast.blogspot.co.nz/2009/10/prochaska-and-diclementes-stages-of.html>

or a pdf of the theory which takes a bit more time and thought.

- http://www.stepupprogram.org/docs/handouts/STEPUP_Stages_of_Change.pdf



Another relevant theory is Erikson's lifespan development model – and from that, James Marcia's focus on youth (the links below are to wiki and images for a simple overview):

- http://en.wikipedia.org/wiki/Erikson's_stages_of_psychosocial_development
- <http://www.glogster.com/kierakarlentzig/erikson-s-eight-stages-of-psychosocial-development/g-6ljiupo8gqopd4ra448l5a0>
- http://en.wikipedia.org/wiki/James_Marcia
- <http://www.learning-theories.com/identity-status-theory-marcia.html>

A more academic explanation of Erikson's theory which takes a bit more time and thought is at:

- <http://www.personal.psu.edu/users/m/w/mws5372/academic.html>

According to Erikson, the target audience for 'It's My Life' will be thinking about identity and roles – 'Who am I?' and 'Who can I be?' These could potentially be relevant questions for you to address in designing your competition entry.

Lots of further information about these theories is available by searching online. You could take your pick of relevant papers by Googling "health behaviour and developmental stage for adolescents". Plus, if you would like to talk to a Massey staffmember about psychology resources that could help your campaign, please feel free to contact Dr Linda Jones on l.m.jones@massey.ac.nz