

# The MAP of Behaviour Change Training Programme:

Navigating the route to making healthier choices and improved health outcomes.

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## Aim: Why is health behaviour change important?

Supporting behaviour change is a key competency for health and social care practitioners. In the UK, 89% of deaths are due to chronic diseases including cardiovascular disease, cancers and diabetes. If we ate and drank more healthily, and were more physically active, 40% of cancers, and 75% of diabetes and cardiovascular disease would be avoided<sup>1</sup>.

Supporting people's behaviour change is challenging, including

- Navigating complex conversations
- Knowing which tools to use
- Knowing when to use them

Embedding behaviour change skills in our daily interactions with people helps us to

- Provide quality care
- Improve individual/population health
- Add value and sustainability

## Methods:

NES Psychology has created a practical, skills-based learning programme, using evidence-based techniques<sup>2,3</sup> you can use immediately to help people make changes to their health related behaviour.

The programme enables you to confidently move from person-centred, conversations about change, to using specific behaviour change techniques which respect the person's values and context.

- Clear, practical, step-by-step process
- Combines theory and behaviour change skills
- Can be used by ALL health and social care practitioners
- Suitable for any length of behaviour change conversation

- Works for planned as well as opportunistic interventions
- Supports person centred/outcome focused approaches



## Outcomes/results:

MAP training has been delivered to a variety of practitioner groups, such as Pharmacists, Health Support Workers, Mental Health Practitioners, Dentists and GPs.

## MAP Blended Learning Programme includes:

### eLearning Module

Accessible, engaging, scenario-based activities, downloadable resources.

### Feedback on the module:

"Slick process, simple illustrations, easy to follow, relatable"

"I found it very useful. It made me think and listen about what is best for the patient as not everyone's behaviour is the same."

"Clear and concise examples of how I can apply the theory of behaviour change in my work to support others to change their behaviour."

## MAP Workshop

Tailored, safe, supportive skills practice

### Feedback on the workshop:

"very adaptable to use with parents accessing our service - would be excellent for practices to participate in training"

"provided good insight into various ways to incorporate MAP into different scenarios"

"having opportunities to work with others and how they would use the model - shared skills/knowledge"

## Enhanced MAP

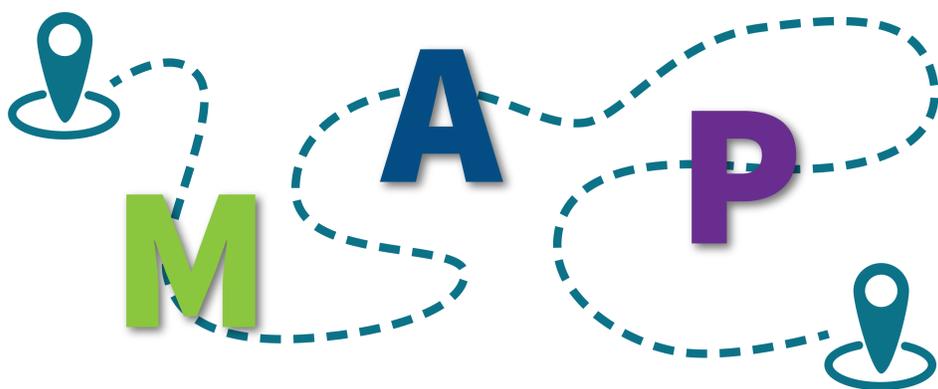
Training for Trainers, skills coaching, share learning, continuous improvement

### Feedback on training for trainers:

"I can really see the relevance of this training and its value for practitioners in relation to improving patient outcomes, so would highly recommend"

"group discussions and reflections were very helpful to gain examples of good practice/explore how others approach and apply techniques"

"I found the practical aspects very helpful - actually being able to deliver the activities"



## Conclusions:

The MAP Training Programme is available to all health and social care staff in Scotland. To learn more, visit

[www.nes.scot.nhs.uk/map](http://www.nes.scot.nhs.uk/map)

## References:

1. Marteau T. Changing minds about changing behaviour. The Lancet. 2018; 391(10116):116-117. Available from: [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(17\)33324-X/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(17)33324-X/fulltext) [Accessed 18th Dec 2018].
2. Dixon D, Johnston M. Health Behaviour Change Competency Framework: Competences to deliver interventions to change lifestyle behaviours that affect health. Edinburgh: The Scottish Government; 2010. Available from: <http://www.healthscotland.com/documents/4877.aspx> [Accessed 21st Jan 2019]
3. Michie S, et. al. The behaviour change technique taxonomy (v1) of 93 hierarchically clustered techniques: building an international consensus for the reporting of behaviour change interventions. Annals of Behavioural Medicine. 2013; 46(1):81-95.