

## Change Starts Here



JOYAL MEYER, RN BSN  
MATERNAL CHILD HEALTH  
NURSE CONSULTANT

## Stages of Behavior Change



### Precontemplation

- **No intention of taking action**
  - Lack of awareness or information
  - Failure in the past
- **How to overcome this stage?**
  - Engage partners with information about need for change
  - Provide information about the risks of no change
  - Describe benefits to change



### Contemplation

- **Intend to take action in the next 6 months**
  - Actively thinking about the need for change
  - Motivate partners to set realistic goals
  - Encourage partners to make specific plans
  - Pros & Cons



### Preparation

- **Intend to take action in the next month**
  - Change is identified
- **Have taken steps to change behavior**
  - Create a specific action plan
  - Establish realistic goals



### Action

- **Changed behavior is less than 6 months**
  - Provide problem-based (action oriented) learning experiences
  - Provide social support, feedback





## Maintenance

- Changed behavior for greater than 6 months
  - Continue to provide support
  - Assist with problem-solving
  - Provide updates and support tools for program

## What can your organization commit too?

**CHANGE**  
STARTS HERE.  
CAN WE COUNT YOU IN?

## How to implement Bright Futures?

~ Ideas ~

- Focus on one Bright Futures Health Promotion Theme at monthly meetings for the next 10 months (there are 10 themes)
- Provide anticipatory guidance by using one of the Bright Futures tools
- Establish new partnership models to empower families to make informed health decisions
- Discover new ways of engaging family and community support

## What can you do by next Tuesday?



## Set stretch goals



## Change

*Do not go where the path may lead;  
go instead where there is no path  
and leave a trail*



Ralph Waldo Emerson