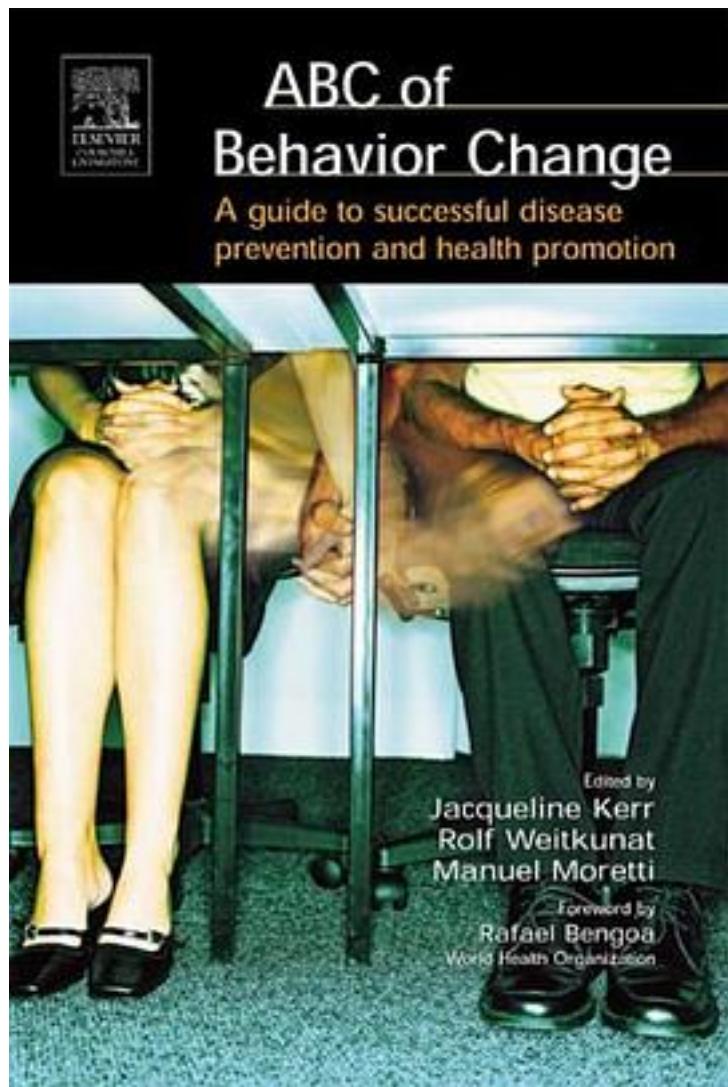


The ABC of Behavior Change



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Our health is strongly determined by what we do or don't do, what we eat, what we drink, how we live and work, and how our society is structured. Changing behavior is not a simple matter. Most people have problems giving up the things they enjoy or are accustomed to. They may not be in control of their behavior, or society may not support their healthier lifestyle. This is the challenge of behavior change: providing the right framework - mental, physical, or social - in which an individual can change. "The ABC of Behavior Change" addresses the basics of behavior change: what to change and how. It has been written by a multi-disciplinary team of international experts to provide a broad summary of the factors involved and give concrete recommendations on how to manipulate the most important ones. Particular attention is given to: personal and psychological factors; social & environmental factors; and communication, and the problems faced in changing behavior. A unique feature of this book is the *Vademecum* - a detachable guide that acts as a proactive index asking questions that challenge you to think more about your intervention. Chapter references follow pertinent questions to help alert you to topics you may have overlooked and should consider. This book is an indispensable tool for students, researchers, practitioners, and policy makers involved in preventing disease, promoting health, and changing behavior.

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