XOXO: Using Persuasive Technology to Promote Heart Health
Thursday, July 19th 2012
Breakout Session: 8:00 a.m. – 9:15 a.m., 37th Annual National Wellness Conference
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1. Educational Objectives
   • Discuss how social networking and web conferencing build social support and self-efficacy within wellness.
   • Discuss the benefits of creating and utilizing video/audio recordings and chat coaching within wellness programs.
   • Discuss how to employ persuasive technology concepts and methods into existing or new health education programs, determining which method is more advantageous to utilize.

2. The “Change of Heart” Evolution

3. Connections
   • Traditional methods
   • Electronic world

4. Traditional
   • Health Belief Model
   • Stages of Change (Transtheoretical Model)
   • Theory of Reasoned Action
   • Social Learning Theory or Social Cognitive Theory
   • Social Networks/Social Support Theories

5. The Missing Link

6. The Last Decade

7. Technology
   • Positive: Communicate quicker, Always within reach
   • Negative: Constantly attached, Less physical activity

8. Stress
   • Good: Challenge/motivator, Not bored
   • Bad: Fight or Flight, No down time

9. Questions
   • How do you perceive technology?
   • Examples of programs utilizing traditional methods

10. The Evolution of Heart Health

11. Simple Methods
    • Email Distribution lists, Modules/Handouts, Webpage
12. Simple Methods
   - Website
   - Web Conferencing
   - Social media versus social networking
   - One-on-One Coaching
   - Laser Coaching versus Chat Coaching
   - Audio recordings

13. Statistical Overview of the “Change of Heart” Program

14. The Future
   - Texting For Compliance
   - Daily Tips
   - Daily Reminders
   - Personal Log Recordings

15. How Can We Change Your Program?

References


