

Do Something Different
Healthy Habits
programme

Royal Society for Public Health
Award in the field of Health and
Wellbeing 2015



www.dsd.me

Theoretical background to the programme

Every day people are surrounded by advice about how to lead a healthier life. Yet despite all the information in the media, in schools, on packaging, in health centres and in doctors' surgeries, lots of people still eat too much of the wrong food and don't get enough exercise. And many continue to smoke and neglect their health needs, despite being aware of the adverse consequences. Clearly educating people about how to be healthy doesn't change their behaviour.

Do Something Different approaches health change from a behavioural science perspective which shows that people's pre-existing and entrenched lifestyle habits can render them resistant to change. We send behavioural prompts to modify the small lifestyle behaviours that trigger unhealthy habits and, over time, help people embed new behaviours. Breaking habits frees people up to make better choices. People find this helps them to lose weight, exercise more, feel more satisfied with life and reduces anxiety and depression. This improves the self-management of long-term conditions because people come to understand that they can take control of their health, moving them away from reliance on health professionals and towards greater self-care.

Our psychologists have developed a range of micro-behaviours that help people develop healthy habits through a series of small actions resulting from behavioural prompts. Or one Do at a time.

How the Do Something Different Healthy Habits programme works

1. The pillars of healthy habits underlying the programme:

- Sleep
- Mood
- Relaxation
- Exercise
- Self-care
- Diet
- Relationships
- Self-Management
- Health awareness
- Alcohol
- Screen use

2. Benchmarking and profiling every individual at sign-up

A simple sign-up process on-line takes 10-15 minutes. During this time the individual undertakes behavioural profiling, answers questions relating to their existing habits and health behaviours (below) and about their general wellbeing. Engaging animations/videos introduce the person to the background behind Do Something Different, informing them about the programme, the theories and how it works.

How often do you

- lack energy?
- have a flat or low mood?
- really wind down and take a break?
- spend a lot of the day seated?
- have health checks?
- eat snacks, fast food or take-aways?
- enjoy exercising?
- rely on others to meet your needs
- make a real effort to care for yourself
- drink a bit too much alcohol?
- spend much of the day staring at a screen

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web interface for a questionnaire. At the top, there is a blue header with the 'NixonMcInnes' logo and 'Do Something Different' text. A navigation bar below the header shows steps: 1 Welcome, 2 About You, 3 Behaviours, 4 Habits (current), 5 Wellbeing, and 6 Your Do's. The main title is 'How often do you...?'. Below this, instructions state: 'Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you.' A green note says 'Not sure how to answer?'. The questionnaire consists of eight items, each with a horizontal slider from 'Never' to 'A lot':

- Challenge the status quo in an attempt to make improvements?
- Proactively look for ways to improve yourself?
- Go out of your way to make others feel good?
- Keep your feelings under control when faced with challenging people or situations?
- Expect a positive outcome when faced with a new challenge?
- Make a real effort to tune into how others are feeling?
- Adjust your behaviour depending on who you are with?
- Experience surprise at how you react to certain situations?

At the bottom, there are 'Back' and 'Next' buttons.

3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each habit question, for example, there are alternative 'Do's' tailored to the different development needs of individuals. These are personalised and delivered over the course of three weeks by email, app and/or text.

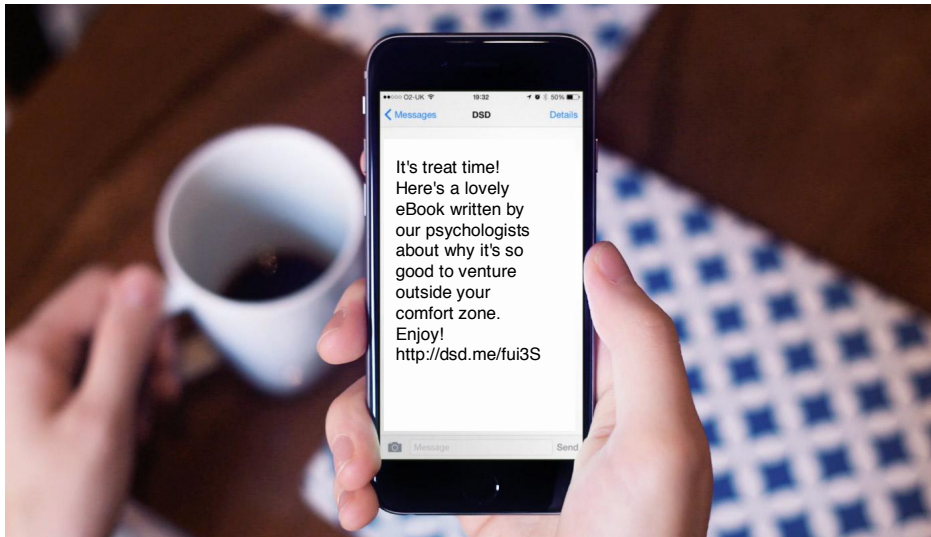
For example:

How often do you:	NEVER	SOMETIMES	A LOT
lack energy?	Hour of Calm. An hour before bed turn off all screens. Don't work or solve problems. Prepare your mind and body for sleep, try to get 8 hours shut-eye.	Snooze Cruise. Make your bedroom sleep friendly today. No phones or tech. A cool temperature, lavender oil, dim lighting and fresh linen. Sweet dreams!	Go Green Day. You need energising so green up today! Green tea. Green smoothie. Extra salad. Bring on the broccoli and say yes please to more peas.

EXPANDERS: Do's are also sent based on the individual's personality profile, targeting where they need to expand their behavioural flexibility.

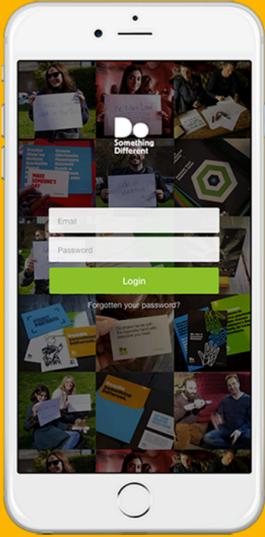
4. On-going motivational messages and support

Throughout their programme, as well as Do's, the person receives regular motivational messages, as well as links to useful resources and downloads.



5. An online sharing area

In the Do Zone, available as an app, the person can see all of their Do's, report on them, leave comments, share and get support from others on the programme.



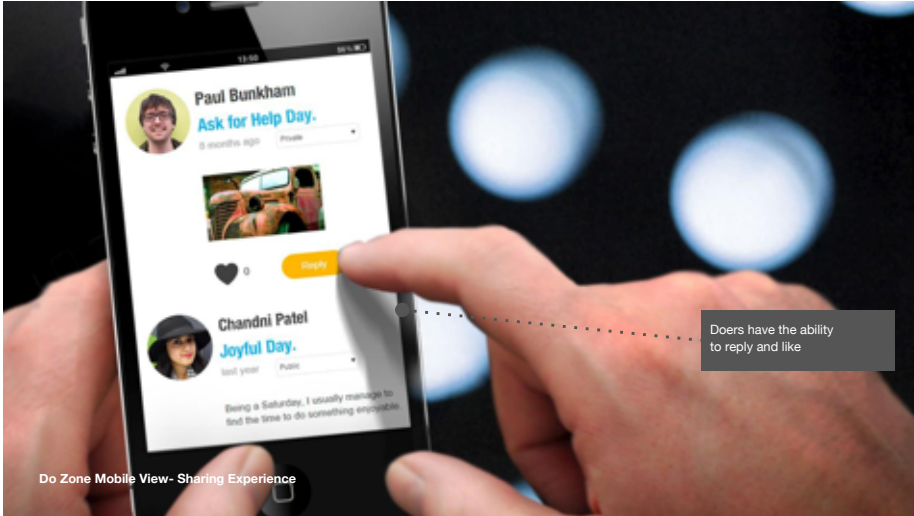
**Get the FREE
'Do Zone' app
for quick & easy
Do-ing**

Available now

Download on the
App Store

GET IT ON
Google Play

(Search 'Do Zone' in the App Store or Google Play)



Paul Bunkham
Ask for Help Day.
8 months ago Private

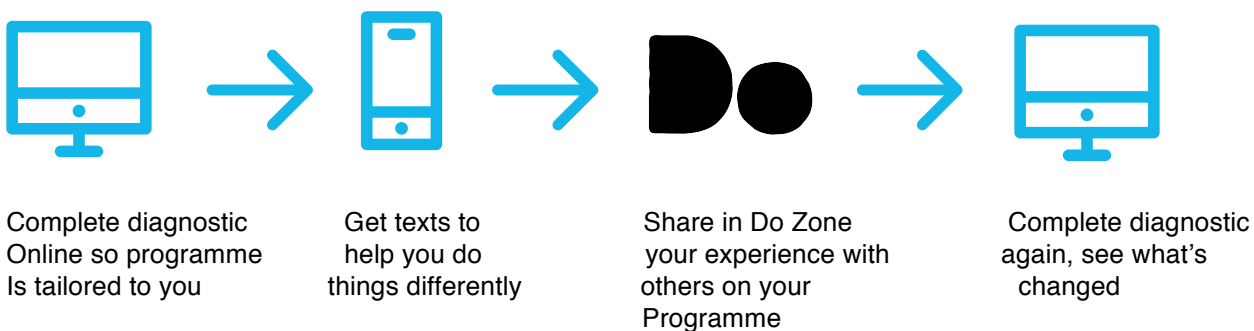
Chandni Patel
Joyful Day.
last year Public

Being a Saturday, I usually manage to find the time to do something enjoyable

Doers have the ability to reply and like

Do Zone Mobile View- Sharing Experience

The simple steps to doing something different



Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

dsd.me
info@dsd.me
[@onedoatatime](https://twitter.com/onedoatatime)

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