Wondering what a Psychologist has to offer?

I WAS A MICROBIOLOGIST

& THEN
I became a Trainer of Dog Owners and Parents

I knew what would work! But wouldn’t they do it?
THINGS YOU SHOULD DO!
The Problem

“There is something in human nature that resists being coerced and told what to do.”

Transtheoretical Model of Change

(Prochaska, Norcross & DiClemente, 1992)

- Precontemplation (No intention to change)
- Contemplation (thinking of changing)
- Preparation (Intending to change)
- Action/Maintenance (Actively engaging in behavior)
A tale of two threats

They are both:

- Unexpected
- Come and Go
- Minor to catastrophic
- Acute and enduring

Human Response:

- Avoidance the Experience
- Think about something else

**BUT**

Outcomes are better if we plan for them
Along Comes Mitch: Preparing for Drought

Protection Motivation

- Intrinsic & Extrinsic Rewards
- Perceived Severity Fear
- Response & Self Efficacy
- Response Cost

Threat Appraisal

- Protection Motivation
- Intention
- Coping Appraisal

Action Planning

Coping Planning

Initiation (Action Plan)

Maintenance (Metacognition, Diffusion of Innovation)

Recovery (Coping Plan)

ACTION