



NEW DIRECTIONS IN CONSERVATION PSYCHOLOGY WEBINAR SERIES

## Facilitating Pro-Environmental Behavior: How to Put the Transtheoretical Model of Behavior Change into Action

Tuesday, Jan. 15, 2019  
12:00-1:00 PM EST



**Presenter:**

**Dr. Abi Abrash Walton**

Co-Director, Conservation Psychology Institute  
Antioch University New England

This webinar builds on our series' February 6, 2018, session, in which Dr. Abrash Walton presented an overview of research on facilitating pro-environmental behavior. In this upcoming webinar, Dr. Abrash Walton will focus, in more detail, on the Transtheoretical Model of Behavior Change (TTM), an integrative research- and evidence-based psychological approach to understanding and facilitating behavior change. This interactive session will illustrate ways of understanding and applying the TTM's Processes of Change construct. Come with your examples of specific behaviors that might be a focus for change.



COMING

SOON!

## Save the Date for our next Conservation Psychology Institute!



We are pleased to announce that our next  
**Conservation Psychology Institute**  
will be held **August 20-23, 2019** at the  
**St. Louis Zoo** in St. Louis, MO

More details including accommodations and registration information will be available in the next few months. Be sure to stay connected with us to hear more about this exciting event.

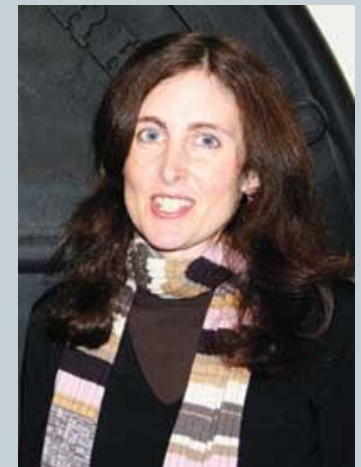


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- Overview & Introductions
  - **Dr. Joy Ackerman**
- Presentation
  - **Dr. Abi Abrash Walton**
- Audience Questions
  - **Dr. Joy Ackerman**





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**Dr. Abi Abrash  
Walton**

Co-Director, Conservation  
Psychology Institute  
Antioch University New England

**Dr. Abigail Abrash Walton** serves as co-director of Antioch's Conservation Psychology Institute as well as co-director of Antioch's Center for Climate Preparedness and Community Resilience and as faculty in the Department of Environmental Studies, where she directs the Advocacy for Social Justice and Sustainability master's degree concentration and both master's programs.

Under her leadership, Antioch has developed and advanced a range of sustainability and social justice initiatives. Her public engagement, research, and teaching focus on change leadership, facilitating pro-environmental behavior, and translating values into effective action, particularly regarding environmental and social performance. She enjoys the spirit and practice of innovation and has played a central role in launching Antioch's Conservation Psychology Institute and Translating Research to Inform Policy workshops and in catalyzing a national-level working group to build the capacity of scientists and researchers to engage with the public policy process



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**Moderator:**

**Dr. Joy Ackerman**

Co-Director, Conservation  
Psychology Institute  
Antioch University New England

**Dr. Joy Ackerman** is a Core Faculty member in the Environmental Studies Department at Antioch University New England, where she serves as Director of Conservation Psychology. Joy teaches graduate courses including Conservation Psychology, Ecological Thought, and Making Sense of Place.

Joy advises students in the Conservation Psychology Certificate Program, the Self-Designed M.S. in Environmental Studies, and doctoral students with interests in spirituality, place and nature experience. She received her Ph.D. in environmental studies from Antioch University, focusing on sacred geography through researching Walden Pond as a place of pilgrimage. She is interested in the phenomenology of place experience, environmental and ecological identity, and how people experience, develop and articulate their connection with nature.



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## Webinar Logistics

- Everyone should be connected via Audio Broadcast upon entering the webinar  
You do not need to call in and you are automatically muted
- The presentation will be recorded and posted to the Antioch web site within one week
- Please submit any questions you have for the presenter in the Q& A section
- If you are having trouble with any aspect of the broadcast, use the Chat section to message the Host directly

# Types of Pro-Environmental Behavior (PEB)



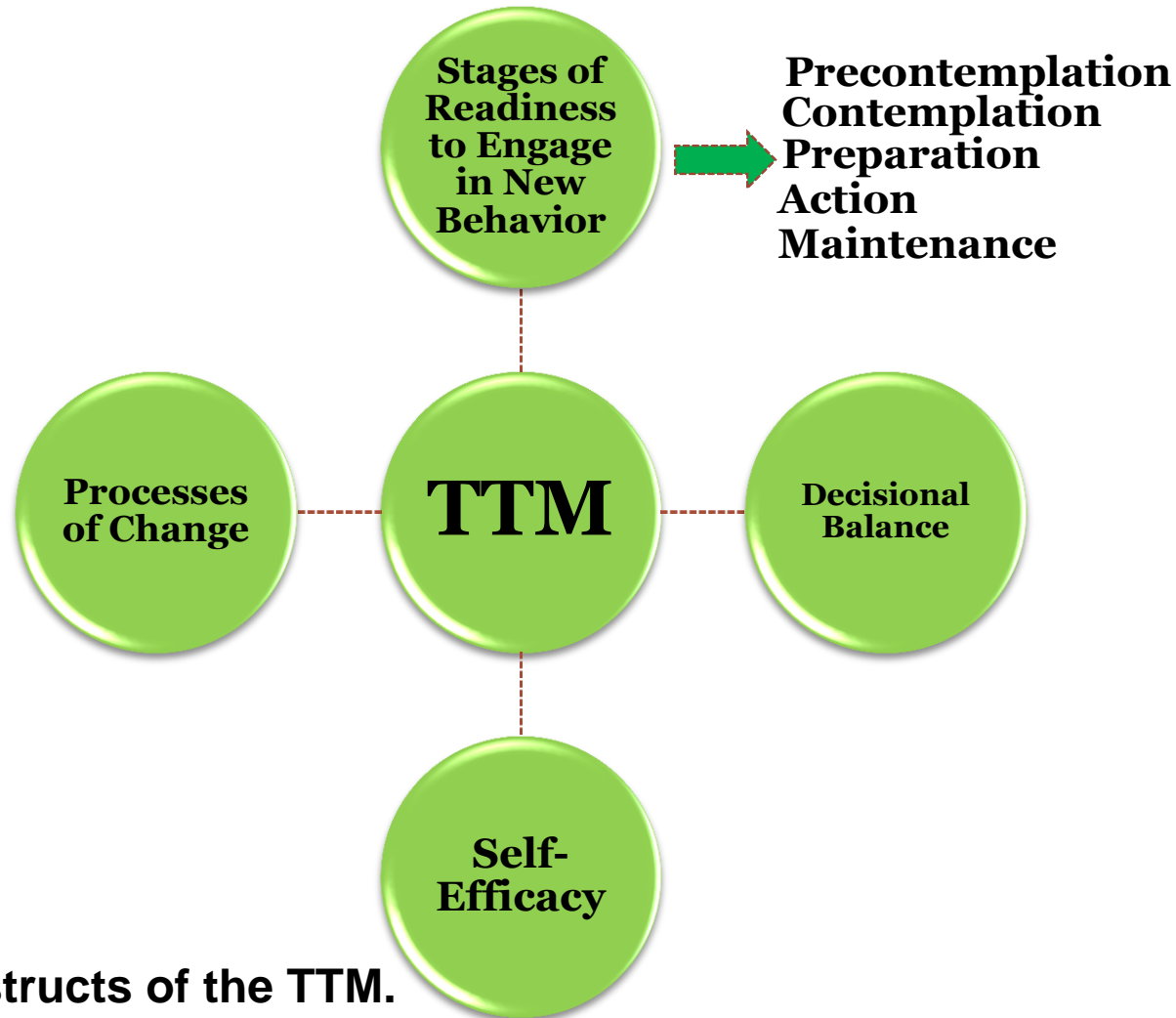
THEORY

PRACTICE

**“Nothing is as practical as a good theory” (Lewin, 1951)**



# Transtheoretical Model of Behavior Change



**Fig. 1. Core constructs of the TTM.**

(Figure adapted from source: [www.prochange.com](http://www.prochange.com)).

**Source:** Abrash Walton, 2018

# Stages by Principles and Processes of Change

Precontemplation

Contemplation

Preparation

Action

Maintenance

Consciousness Raising  
Environmental Reevaluation  
Dramatic Relief  
Social Liberation

Self-Reevaluation

Self-Liberation

Helping Relationships  
Counter Conditioning

Reinforcement Management  
Stimulus Control

Decisional  
Balance

Pros of Changing Increasing

Cons of Changing Decreasing

Self-Efficacy Increasing

(adapted from source: [www.prochange.com](http://www.prochange.com))



# TTM Processes of Change

**Precontemplation**  **Contemplation**

**Consciousness raising:** increasing awareness via information, education, and personal feedback about a problem behavior and potential solution

**Dramatic relief:** experiencing negative and positive emotions regarding the behavior/change

**Environmental Reevaluation:** assessing impact on others of your behavior and possible change

**Social liberation:** empowering individuals to engage in the change behavior by providing choices and resources; societal support for behavior; realizing that social norms are changing to support the new behavior

**Terms & Sample techniques**

**Recognizing,  
Reacting,  
Re-evaluating**

Films, videos, books,  
field experiences

**Realizing**  
Goods and service  
companies  
Certification programs  
Movement organizations  
Policy changes (private  
and public)

## **TTM Processes of Change**

**Contemplation**  **Preparation**

**Self-Reevaluation:** realizing that the behavioral change is important to personal identity, happiness, success and/or values

**Terms & Sample techniques**

**Re-evaluating**

Reflect on values, identity, and relevant past experience

# **TTM Processes of Change**

**Preparation**  **Action**

# **Terms & Sample techniques**

**Self-liberation:** making a firm commitment to change; believing in one's ability to change and making commitments and recommitments to act on that belief

**Committing**  
Pledges, Commitment statements, Challenges

**Helping Relationships:** seeking and using social support to make and sustain change; interacting with people who are supportive of the change

**Reaching Out**  
Clubs, camps, advocacy/activist groups, communities of practice

**Counter Conditioning:** substituting new ways of acting/thinking for old behaviors

**Replacing**  
Carrying a canvas shopping bag, using a metal/glass water bottle or metal/bamboo cutlery

## **TTM Processes of Change**

**Action**  **Maintenance**

## **Terms & Sample techniques**

**Reinforcement management:** increasing rewards for new behaviors and decreasing rewards for old behaviors

### **Rewarding**

Prizes, Positive feedback from others, Positive results

**Stimulus control:** removing reminders and cues to engage in the old behaviors; introducing reminders and cues to engage in the new behaviors

### **Restructuring**

Prompts, signage, policy change

**If people just know  
enough, they'll change.**

**Ready**

**Pros outweigh cons**

**Feel confident about ability to change**

**There are 10 general techniques for facilitating  
behavior change**



# Selected References

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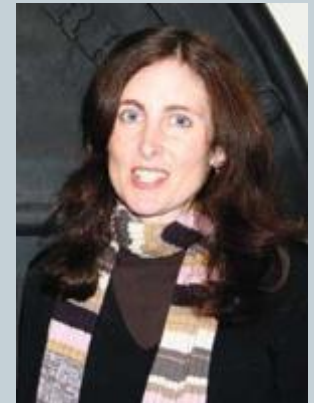


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**Q & A and Discussion**



Moderator:  
**Dr. Joy Whiteley Ackerman,**  
Antioch University New England



Presenter:  
**Dr. Abigail Abrash Walton,**  
Antioch University New England



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Thank you for joining us today! Within a week you will receive an email from us with a link to the webinar recording and slides.

**You should have already received an email today with a link to our webinar survey. Please take a few moments to fill it out - we value your feedback!**



COMING

SOON!

## Next Webinar

**Our next webinar will be on Tuesday, March 19<sup>th</sup> from 12:00-1:00pm EST.**

### **Presenter: Dr. Thomas J. Doherty**

Dr. Thomas J. Doherty is a psychologist from Portland, Oregon who specializes in applying an environmental perspective to mental health and well-being.

**More information about this webinar coming soon.**



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