



American  
Heart  
Association.

# Behavior Design Appendix

## PHYSICAL ACTIVITY

# COMMUNITY STRATEGIES

# Cultivating Healthy Behaviors



A Guide For Drafting Sustainable Behavior  
Change at the Community Level



ASSESS



CONNECT



INNOVATE



INVEST



INFLUENCE



American Heart Association.

# Behavior Design Resources For Community Transformations

## Intro To Behavior Change Basics

### AHA's Desired Outcomes and Aspirations

The American Heart Association has developed specific outcome-related goals that are validated by our ongoing science and research to lead to healthier outcomes. Some examples include:



#### Physical Activity

Ensure people get 150 minutes of moderate activity or 75 minutes of vigorous activity each week.



#### BP Control

Support achievement of blood pressure control at lower than 130/80 mmHg.



#### Healthy Eating

Eat a variety of nutritious foods from all the food groups.



#### Supporting Specific Behaviors

You will achieve the greatest level of effectiveness by designing supports for **specific behaviors** that help people achieve the desired goals.

- As you consider your approach with policies, systems, and environments, it will be beneficial to have mapped out some of the supporting behaviors that will eventually help our community members achieve the intended outcomes.



What are some of the specific behaviors your community policies, systems and environments will need to support?

---



---



---



American  
Heart  
Association.

# Behavior Design Resources For Community Transformations

## Examples of Specific Behaviors

### Considering Principles of Behavior Change

Getting people to move more, eat better, manage their condition well, and engage positively in healthy, supportive environments puts us in the role of facilitating new behaviors for large groups of people.



Change the  
Environment

**Changing the environment** is one reliable strategy that can facilitate longterm behavior changes.



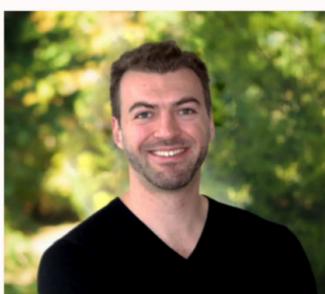
Change  
Policies

**Changing policies** is another reliable method that can create sustainable behavior change.



Support New  
Behaviors

**Supporting new behaviors** help ensure the policy, systems and environmental changes take effect and generate the desired health outcomes.



Andrew  
Zimmermann

Behavior  
Design  
Consultant

Hear insights from a Behavior Designer who works in **Community Health**. Many of these programs and initiatives will thrive best when principles of human behavior have been considered, including motivation, ability and prompting.

---

As deepen your engagement on local policies and community collaboration, we invite you to use this overview of behavior change basics to help you design successful solutions that factor in the collective motivation and abilities of the people you serve.

# INCREASING PHYSICAL ACTIVITY

## GOAL:

All people in my community will get the recommended amount of physical activity each week.



## ADULTS

**150 Minutes**  
per week of  
**moderate**  
**intensity activity**

OR

**75 Minutes**  
per week of  
**vigorous**  
**activity**

- Muscle-strengthening activity (such as resistance or weights) on at least 2 days per week.
- Spend less time sitting.
- Gain even more benefits by being active at least **300 minutes (5 hours) per week**.  
Increase amount and intensity gradually over time.



## KIDS & TEENS

The American Heart Association recommends that kids and teens (ages 6-17) get **at least 60 minutes** of moderate to vigorous physical activity every day.



**What are the specific behaviors you wish to support for physical activity?**

*Ask yourself, "Who is doing what? And in what context?"*

---

---

---

*What ideas and specific behaviors do your partners and collaborators wish to support?*

---

---

---

If you or your team wishes to have additional insight in how to facilitate specific behaviors, expert insights are available at the end of this guide.



## Behavior Change Basics - Motivation Insights



**Motivation happens in waves for every person.**



Motivation is useful to help us do hard things. Boosting positive emotions around the experience will help behaviors “stick.” Achievement and social belonging can be motivation boosters. Consider ways you can foster high five moments, while keeping the bar for success as easy as possible.



- **Easy Wins** - How can we help people do what they **already want to do**?
- **Help people feel successful.** What opportunities do we have to encourage celebration even when taking small steps toward the goal to create success momentum.
- **Ride the motivation wave.** When is motivation likely to be higher or lower? When it’s low, keep it simple.
- **“Borrow” motivation from other priorities.** For example, how can you make the activity more social? Or how might you accomplish two priorities at once? Facilitate walking meetings, or count and celebrate exercise steps achieved on the job. (See the [Mindset Matters](#) study)



### Notes




---



---



---



---





## Behavior Change Basics – Ability Insights



**Simplicity changes behavior. People need to believe they have the ability to do what they're being encouraged to do.** Entry level strategies should offer community members ways to join in without spending a lot of money, time, or mental energy to get started. Consider ways to simplify the entry level for specific people groups, like senior adults, high school students, or people who commute to work downtown. Some people may also benefit from training or guidance to help them increase their abilities to reach the goal of 150 minutes per week.



- **Easy Wins!** What strategies will encourage more people to participate in the easiest physical activities like walking?
- **Confidence matters.** Do people **believe they can do** the activities you're planning? **Reinforce success** when people make small progress toward the goal.



- **Offer starter-steps.** Starter step examples might include:
  - **Exercise here!** Offer tours, (video, posters or in-person) showing community members how they can use local facilities for family fitness.
  - **Working Walk-and-Talk Day:** Plan special days designated for celebrating and welcoming people to try a new behavior for one day.
  - **Walk-The-Run:** Walk a short route with the idea of eventually jogging the same route later.



- **Training and Modeling:** Influencers can model and encourage others to join in. Tap into resources that teach people new skills like resistance training or help them to increase their intensity, frequency or duration of physical activity. Encourage influencers to promote exercise-together opportunities.



- Example: [Walking 101](#)
- **Removing barriers: Consider ways to make exercise easier by removing barriers.** Examples:



- **Reduce social barriers:** Plan ways for employers to support and model exercise-at-work opportunities.



- **Reduce ability barriers:** Explore ways to help more people have access to water based exercise, especially if mobility is more likely to be limited by advanced age, excessive body weight, or chronic conditions. Adapted physical education is a service, not a setting, and can be provided in a general physical education class, in a separate adapted physical education class, or in a combination of settings maintaining the least restrictive environment for the student with a disability.



- **Reduce location barriers:** Teach people effective ways to exercise at home when transportation or weather is likely to present a barrier.



## Behavior Change Basics - Celebration matters!

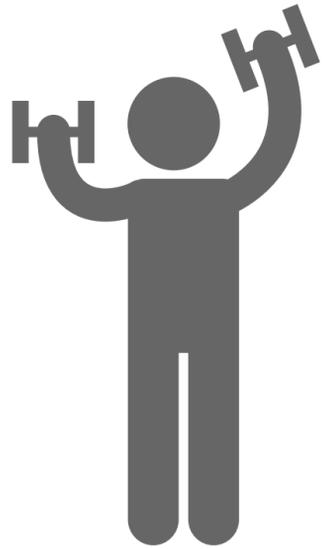
Consider how you can incorporate ways to people feel successful.

What “high five” moments exist that can be reinforced socially and emotionally?

How can you celebrate changes that are happening, even if the big changes are around infrastructure?

What are digital and social media opportunities to celebrate success?

Where do you have tangible opportunities to inject positive emotions into the experience?



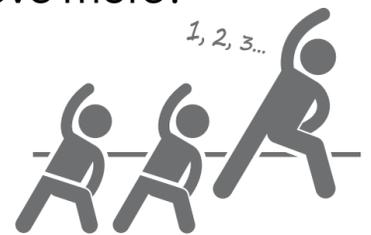
## In what ways does the environment nudge or prompt target behaviors to happen?

Behaviors do not happen without a prompt. Something in the environment, daily routine, or existing motivation signals a person to do the activity.

If we want people to adopt a new or unfamiliar behavior, we can provide additional support for *behavior change*.



- **Environment matters!** What signals in the environment encourage people to move more?
- **How can you increase opportunities to “move now” in various locations**, so that opportunities present themselves in ways that encourage people to join in?



## What environment changes will reduce sedentary behaviors?

- Where are the existing opportunities to convert sedentary behaviors into more active ones?
- What are some of the “big culprits” that facilitate sedentary behaviors and what strategies and opportunities exist to reduce their effects?





American Heart Association.

**DRAFT ONLY - TO BE FINALIZED**

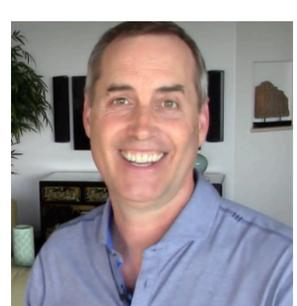
**INCREASING PHYSICAL ACTIVITY**

# Behavior Design Resources




**Andrew Zimmermann**  
Behavior Design Consultant

**AHA-exclusive bonus content and custom insights for the next phase of community change.** Andrew Zimmermann shares how behavioral insights today can help you advocate for policies and programs that will work.



**Dr. BJ Fogg**  
Stanford University  
Professor and Behavior Science Researcher

**Hear from BJ Fogg, PhD., one of the nation's top behavior scientists.** He shares how you can use the Fogg Behavior Model to help cultivate positive change.

-  **1 Minute Intro to BJ Fogg**
-  **Intro to the Fogg Behavior Model**

Further reading at [BehaviorModel.org](http://BehaviorModel.org)

## BEHAVIOR RESOURCES FOR AHA COMMUNITY TRANSFORMATION

### TOP 10 MISTAKES IN BEHAVIOR CHANGE

Did you know that when people resolve to do new behaviors and then fall in their change attempts, they actually hurt their chances for future success?

That's one reason we want to help you be successful in creating behavior change, whether you're working toward improved employee health, fostering better lifestyle opportunities in communities we serve, or just building reliable habits in your own life.

This Behavior Change Toolkit can help you think strategically and avoid some of the most common mistakes in behavior design.

Special thanks to BJ Fogg and Stanford University for publishing this original Top 10 Mistakes list. We have personally trained with Dr. Fogg, and offer this supplemental material from Behavior Design Media, Amy Vest and Andrew Zimmermann.

We're pleased to partner with you in building a healthier, happier world.




**Andrew Zimmermann**  
Behavior Design Consultant

### BEHAVIOR DESIGN INSIGHTS FOR COMMUNITIES

Stanford graduate Andrew Zimmermann's specialty is designing solutions that work when people know what they *should* do, but often don't do it.

Hear Andrew's insights for building healthier communities using policy, systems, and environments as frameworks for ultimately supporting scalable solutions and life-extending health behaviors.

### BJ FOGG, PHD STANFORD RESEARCHER

Hear from BJ Fogg, PhD., one of the nation's top behavior scientists. He shares how you can use the Fogg Behavior Model to help cultivate positive change.



## View Additional Resources

This link includes a small sample of our tools and resources to support behavior design in community health.

## Behavior Design Support

If you or your local partners desire additional behavior design support, you may reach out to Jessica Donze Black or the creators of this guide.

Our company has a Master Services Agreement in place with the AHA, and we also have strong experience with other health agencies and Fortune 100 companies.

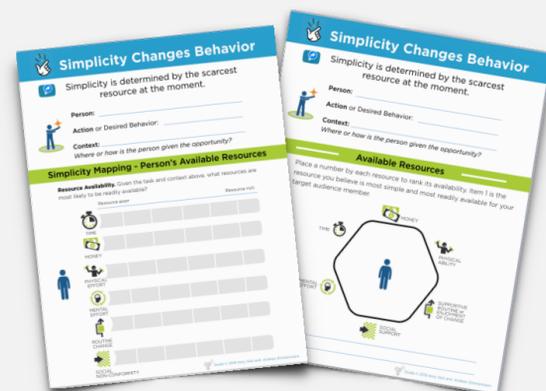


## INCREASING PHYSICAL ACTIVITY

### Additional Behavior Design Resources



- **Boost your strategy's success with this checklist to help you avoid the most common mistakes in behavior change. [Download the Toolkit.](#)**



- **Simplicity isn't always obvious, but simplicity changes behaviors. [Download the Toolkit](#) to help you analyze the opportunities to make your strategies more successful and inclusive by lowering ability barriers.**

Contact Us

If you need additional support or custom tools for your community transformation projects.

We have co-developed many of the resources for Community Transformation, Life's Simple 7, [heart.org](http://heart.org), and CEO Roundtable.