



SO BC | Science Of Behavior Change

Project Overview 2017

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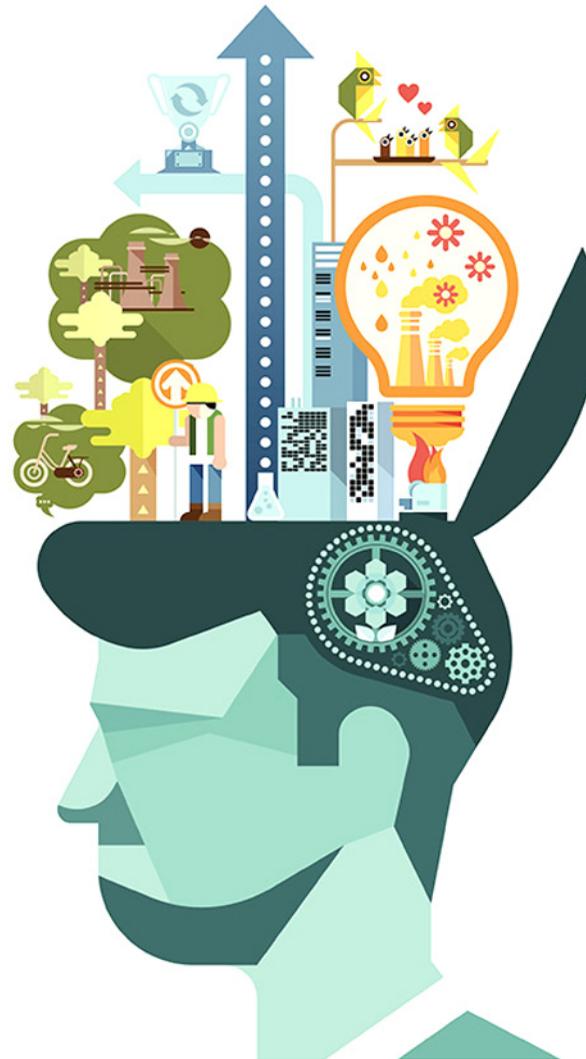
Behaviors are among the most important factors that determine whether people will live long, healthy lives.

Researchers need a way to better identify the mechanisms that make behavior change efforts successful, so that we can quickly find out what works—and what doesn't. We are developing new scientific methods that will reveal how and why people start and sustain healthy behaviors. This new approach will benefit scientists and the public by providing blueprints for effective and efficient behavior interventions that will reliably improve health outcomes.



Human behavior

accounts for almost 40% of the risk associated with preventable premature deaths in the United States. Health-injuring behaviors such as smoking, drinking, and drug abuse, as well as inactivity and poor diet contribute to many common diseases and adverse health conditions. Unfortunately, there are few tried and true approaches to motivate people to adopt and maintain healthy behaviors. It is difficult for people to change unhealthy behavior and even more difficult for them to maintain positive behavior changes over time. Effective and personalized approaches to achieve sustained behavior change are typically outside the routine practice of medical care. We often use terms like "willpower" and "self-control" to explain behavior change, although the underlying biological, social, and cultural contexts for these terms are not clearly understood.



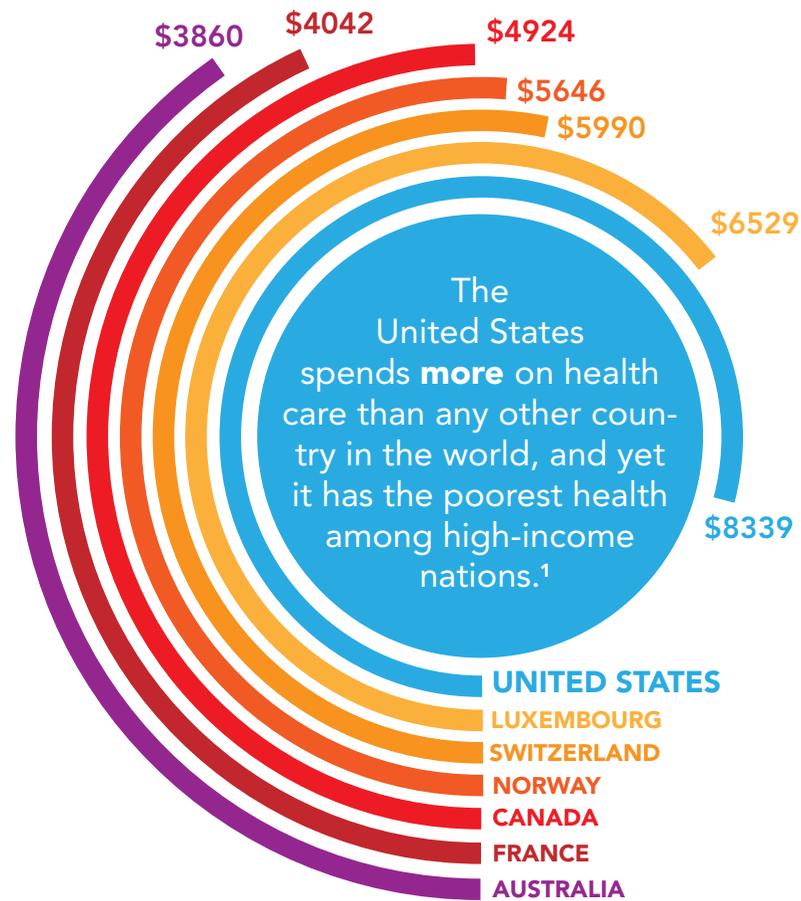
Understanding the basic mechanisms of behavior change, across a broad range of health-related behaviors, can lead to more effective approaches and interventions, improving the health of our nation.

SOBC | Science Of Behavior Change

Science Of Behavior Change (SOBC) aims to improve our understanding of human behavior change across a broad range of health-related behaviors.

SOBC supports research that integrates basic and translational science and cuts across many disciplines including, cognitive and affective neuroscience, neuroeconomics, behavioral genetics, and behavioral economics. SOBC establishes the groundwork for a unified science of behavior change that capitalizes on both the emerging basic science and the progress already made.

WHY NOW?



The United States spends **more** on health care than any other country in the world, and yet it has the poorest health among high-income nations.¹

2015
Per person average.²

Chronic diseases contribute to 7 out of 10 deaths in the U.S. Treatment of these diseases accounts for over 85% of U.S. health costs.³ Many of these chronic diseases are preventable.

Human behavior **RISK**

accounts for almost 40% of the risk associated with preventable premature deaths in the U.S.⁴



U.S. health policy has largely ignored the effects of behaviors on health, but the costs of this approach are now being acknowledged.⁵



The importance of engaging in healthy behaviors has been touted recently in major news outlets, including the New York Times. Recent articles have emphasized the important role that health behaviors play in diseases like cancer but noted how people often fail to appreciate their significance.⁶

¹ Robbins A. The World Health Report 2000: health systems. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1497333/pdf/pubhealthrep011600300268.pdf>. Accessed September 15, 2016.

² OECD Health Statistics, 2016. <http://www.oecd.org/els/health-systems/health-data.htm>. Accessed November 11, 2016.

³ The Power of Prevention: Chronic Disease...The Public Health Challenge of the 21st Century. Atlanta, GA: Centers for Disease Control and Prevention; 2009.

⁴ Yoon PW, Bastian B, Anderson RN, Collins JL, Jaffe HW. Potentially preventable deaths from the five leading causes of death—United States, 2008–2010. *Morbidity and Mortality Weekly Report* 2014; 63(17): 369-74.

⁵ Adler N, Cutler D, Fielding J, et al. *Vital Directions for Health: Addressing Health Disparities and Social Determinants of Health*. Washington, DC: National Academy of Medicine; 2016.

⁶ Carroll AE. Small Lifestyle Changes Can Sharply Cut Cancer Risk. *The New York Times*. July 5, 2016:A3.



The SOBC Research Network

will focus on three broad classes of intervention targets to understand the mechanisms of behavior change.



Self-regulation

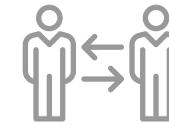
Self-regulation is the ability to monitor and control our own behavior, emotions, or thoughts, altering them in accordance with the demands of the situation.



Stress Reactivity & Stress Resilience

Stress reactivity is the capacity or tendency to respond to a stressor. It is a disposition that underlies individual differences in responses to stressors and is assumed to be a vulnerability factor for the development of diseases.

Stress Resilience is an individual's ability to successfully adapt to life tasks in the face of social disadvantage or highly adverse conditions.



Interpersonal & Social Processes

Interpersonal & Social Processes are those activities, actions, and operations that involve the interaction between people.

Our goal is to create a digital destination

SO BC

Science Of Behavior Change



where **scientists from around the world** can go to understand our program, view our method framework, access and download assays, and share their own insights.



where **the general public** can go to gain insight into the world of behavioral science and find reliable, easy-to-understand, scientific information about behavioral research.



where **our own SOBC network of scientists and researchers** can go to engage in dialogue, post new data, keep up-to-date with SOBC initiatives, and stay connected.

PROJECTS SUMMARY



UH2 Team	Mechanism		Intervention(s)	Outcome
Loucks, Britton, King Mindfulness Influences on Self-Regulation: Mental and Physical Health Implications	Attention control, emotion regulation, self-awareness		Mindfulness-based interventions (yoga, meditation)	Blood pressure Healthy eating Physical activity Medical regimen adherence
Heyman, Slep Targeting Corrosive Couple Conflict and Parent-Child Coercion to Impact Health Behaviors and Regimen Adherence	Coercive conflict in couples/parent-child dyads		Cognitive intervention (reframing or reattributing causes of behavior) Behavioral intervention (implementation intentions)	Healthy eating Tooth brushing Self-care
Miller Targeting Self-Regulation to Promote Adherence and Health Behaviors in Children	Emotion regulation, executive function, food bias, future orientation		"Brain games" interventions (relaxing rhythms, executive function training, food cue bias, episodic future thinking)	Healthy eating
Epstein, Bickel Delay Discounting as a Target for Self-regulation in Prediabetes	Delay discounting		Episodic future thinking intervention	Healthy eating Physical activity Medical regimen adherence Glycemic control
Haushofer How Does Stress Affect Health Behaviors: Preferences, Beliefs, or Constraints?	Temporal discounting, self-efficacy, executive control		Behavioral interventions (e.g., computerized games, videos associated with writing/speaking exercises, in-person training)	Healthy behavior Medical regimen adherence (antenatal and postnatal care visits among mothers) Chlorination of water
Poldrack, Marsch Applying Novel Technologies and Methods to Inform the Ontology of Self-regulation	Psychological, behavioral, and neural indicators of multiple self-regulation processes (e.g., behavior suppression, emotion regulation, inhibiting)		4-week interventions implemented via mobile behavioral assessment/intervention platform	Physical activity Medical regimen adherence Smoking
Ma, Williams Engaging Self-regulation Targets to Understand the Mechanisms of Behavior Change and Improve Mood and Weight Outcomes	Emotion regulation, cognition control, self-reflection		RAINBOW I-CARE intervention (includes strategies for problem solving, goal setting, self-monitoring, action planning, and social support, and antidepressant medication recommendation)	Healthy Eating Physical activity Problem solving
Almeida, Smyth Everyday Stress Response Targets in the Science of Behavior Change	Everyday stress responses (stress reactivity, stress recovery, stress pile-up)		Adaptive, just-in-time interventions to reduce stress	Physical activity Sleep

Who we are

C BCH Center for Behavioral Cardiovascular Health

C BCH at Columbia University Medical Center is an interdisciplinary team of scientists dedicated to understanding how and why behaviors, psychological factors, and societal forces influence hypertension and cardiovascular disease. We conduct basic, translational, and clinical research, and we train the next set of professionals to carry on our research mission. In this website you can find details on our faculty and staff, current enrolling research studies, details on our training, and some of our recent findings.

cumc.columbia.edu/cbch



The National Institutes of Health (NIH), a part of the U.S. Department of Health and Human Services, is the nation's medical research agency — making important discoveries that improve health and save lives. NIH's mission is to seek fundamental knowledge about the nature and behavior of living systems and the application of that knowledge to enhance health, lengthen life, and reduce illness and disability.

nih.gov

The SOBC Network Participating Institutions

Brown University, Providence, RI
Dartmouth College, Hanover, NH
New York University, New York, NY
University of Illinois at Chicago, Chicago, IL
University of Michigan, Ann Arbor, MI
Pennsylvania State University–University Park, State College, PA
Princeton University, Princeton, NJ
State University of New York at Buffalo, Buffalo, NY

CBCCH

Center for
Behavioral
Cardiovascular
Health



COLUMBIA UNIVERSITY
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