Health Behavior Change Models Training Course

Professional Development Training Course Outline

Category	Public Health	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Health Behavior Change Models Training Course equips participants with advanced, evidence-based frameworks such as the Health Belief Model (HBM), Transtheoretical Model (Stages of Change), Social Cognitive Theory (SCT), COM-B Model, and Nudge Theory. These models are essential for designing impactful interventions that improve patient adherence, chronic disease prevention, wellness optimization, and sustainable lifestyle transformation.

In an era driven by digital health innovation, AI-powered coaching, and population health management, understanding behavior change science is more important than ever. This course integrates motivational interviewing, behavioral economics, health psychology, and digital behavior tracking tools to help professionals design scalable interventions. Participants will learn how to influence positive health decisions across diverse populations, improve engagement in healthcare systems, and drive measurable outcomes in obesity control, diabetes management, mental health, and wellness behavior adoption.

Programme Curriculum

Health Behavior Change Models Training Course

Introduction

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Course Objectives

By the end of this training, participants will be able to:

1. Apply the Health Belief Model (HBM) in preventive health programs
2. Use the Transtheoretical Model (Stages of Change) for behavior modification planning
3. Design interventions using the COM-B (Capability, Opportunity, Motivation-Behavior) model
4. Integrate Social Cognitive Theory (SCT) into health education strategies
5. Apply Nudge Theory for improving patient decision-making
6. Conduct effective motivational interviewing sessions
7. Develop digital health behavior change interventions
8. Improve patient adherence and engagement strategies
9. Analyze determinants of lifestyle-related chronic diseases
10. Build evidence-based health promotion campaigns
11. Utilize behavioral economics principles in healthcare design
12. Evaluate outcomes using behavioral metrics and KPIs
13. Implement scalable population health behavior change frameworks

Target Audience

1. Public Health Professionals
2. Doctors & General Practitioners
3. Nurses & Clinical Staff
4. Health Coaches & Wellness Consultants
5. Psychologists & Behavioral Therapists
6. NGO & Community Health Workers
7. Digital Health & HealthTech Specialists
8. Corporate Wellness Program Managers

Course Modules

Module 1: Foundations of Health Behavior Change

- Introduction to behavior science in healthcare
- Determinants of health behavior
- Role of psychology in lifestyle change
- Overview of major behavior change models
- Behavior tracking and measurement techniques
- **Case Study:** Smoking cessation program using behavioral triggers in urban youth.

Module 2: Health Belief Model (HBM) Application

- Perceived susceptibility and severity
- Perceived benefits vs barriers

- Cues to action strategies
- Self-efficacy in health decisions
- Designing HBM-based interventions
- **Case Study:** Vaccination uptake improvement using HBM messaging in rural communities.

Module 3: Transtheoretical Model (Stages of Change)

- Precontemplation to maintenance stages
- Stage-matched interventions
- Relapse prevention strategies
- Readiness assessment tools
- Behavior progression mapping
- **Case Study:** Diabetes lifestyle modification program using stage-based coaching.

Module 4: COM-B Model for Behavior Systems

- Capability: physical & psychological
- Opportunity: social & environmental
- Motivation: reflective & automatic
- Behavior system mapping
- Intervention design using COM-B
- **Case Study:** Increasing physical activity in office workers via COM-B workplace redesign.

Module 5: Social Cognitive Theory (SCT)

- Observational learning and modeling
- Reinforcement mechanisms
- Self-efficacy development
- Reciprocal determinism
- Social environment influence
- **Case Study:** Adolescent nutrition improvement using peer-led learning programs.

Module 6: Motivational Interviewing Techniques

- Open-ended questioning techniques
- Reflective listening skills
- Ambivalence resolution strategies
- Change talk identification
- Goal setting and commitment planning
- **Case Study:** Alcohol reduction counseling in primary healthcare settings.

Module 7: Nudge Theory & Behavioral Economics

- Choice architecture design
- Default options in healthcare
- Incentives and behavioral nudges
- Cognitive bias application
- Decision fatigue reduction strategies
- **Case Study:** Increasing organ donation rates through opt-out system redesign.

Module 8: Digital Health & AI-Driven Behavior Change

- Mobile health (mHealth) interventions
- Wearable technology integration
- AI-driven behavior prediction
- Gamification in health apps
- Data-driven personalization strategies
- **Case Study:** Weight management success using AI-powered fitness coaching app.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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