



# ChallengeME MONTHLY MINUTE

VOL 01 ISSUE 05 / SEPTEMBER 2018 • [mainedot.gov/challengeme](http://mainedot.gov/challengeme)

## Monthly topic: **Behavior Change**

The BJ Fogg Behavior Model states that three things need to come together in order for a behavior to occur:

1. Motivation
2. Ability
3. Prompt (trigger)

Pay close attention to these three things when you want to make a behavior change.

### Motivation

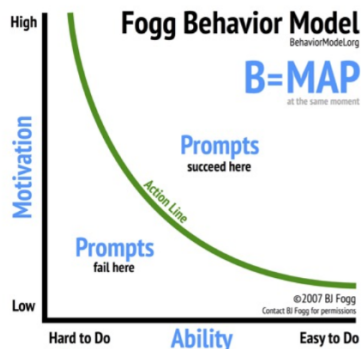
Motivation is the primary driver to persuade and promote a desired reaction. There are three core motivators: sensation (pleasure, pain), anticipation (hope, fear), and belonging (social rejection, social acceptance). When motivation is high, you can do hard things.

### Ability

Ability determines if the offer is realistic to the individual. There are three paths to increasing ability; You can train, receive a tool or resource that makes the behavior easier to do, or scale back the target behavior. Constraints limiting ability could be an amount of time, cost, or personal physical capability.

### Prompt

The third element, the prompt, ultimately reminds a person to take action. Without a prompt the behavior will not happen. Sometimes a prompt can be external, like an alarm. Other times, the prompt can come from your daily routine: walking through the kitchen may trigger you to open the fridge. There are three types of prompts: Facilitator (high motivation, low ability) Signal (high ability, high motivation) Spark (high ability, low motivation).



## Healthy Habits

### 4 WEEKS OF BEHAVIOR CHANGES

This month, focus on changing or improving upon four behaviors. A few examples of behaviors include:

#### Eat 5 Servings of Fruit and/or Vegetables (combined) Each Day

Fruits and vegetables contain important vitamins, minerals, and fiber. There are many varieties of fruits and vegetables and many ways to prepare, cook, and serve them. A diet high in fruits and vegetables can help protect against cancer, diabetes, and heart disease.

#### Perform Random Acts of Kindness

Kindness is linked inextricably to happiness and contentment; Kindness can promote gratitude, empathy, compassion, forward the will to live in depressed individuals, and create a sense of feeling connected. Practicing random acts of kindness can make you, and others around you, feel better, both physically and mentally.

#### Get 7-8 Hours of Sleep Each Night

Sleep plays an important role in your physical and mental health. Sleep is involved in healing and repair of your heart and blood vessels. Getting 7-8 hours of sleep each night can help you: burn fat, reduce stress, accelerate muscle recovery, reduce food cravings, improve focus and memory, and reduce your chance of catching a cold.

#### Stay Active

Physical activity can improve your health and reduce the risk of developing many diseases. Being active can help you to cope with stress, fight illness, lose weight, improve memory, increase energy levels, and improve muscle and bone health.

*"Most people have no idea how good their body is designed to feel."  
-Kevin Mark Trudeau*

## BJ FOGG: 3 STEP PROCESS FOR MAKING A BEHAVIOR CHANGE



**Step 1: Get Specific**  
What behavior do you want?  
Translate target outcomes and goals into behavior.  
*And be specific.*



**Step 2: Make It Easy**  
How can you make the behavior easy to do?  
*Simplicity changes behavior.*



**Step 3: Trigger the Behavior**  
What will prompt the behavior?  
Some triggers are natural. Others you must design.  
*No behavior happens w/o a trigger.*

## This Month

**Sept. 8:** Maine Lighthouse Ride, Portland  
**Sept. 14-16:** SUP Yoga Retreat, Rangeley  
**Sept. 23:** Ragged Mountain Scuttle, Camden  
**Sept. 29:** The Great Inflatable Race, Brunswick  
**Sept. 29-30:** Dempsey Challenge, Lewiston

**Events at MaineDOT HQ:**  
Sept. 14 - Employee Recognition Day  
Sept. 18 - Blood Drive, 7AM-12PM

**Events Coming Up in October:**  
Way 2 GO MAINE Challenge  
Commute **green** and win fun prizes!  
[www.gomaine.org/Programs/Way-2-GO-MAINE](http://www.gomaine.org/Programs/Way-2-GO-MAINE)

Marathon in a Month  
*Walk or run 26.2, 50, or 100 miles in October!*  
[events.healthcode.org/events](http://events.healthcode.org/events)

See more events at [fitmaine.com/calendar](http://fitmaine.com/calendar)

## A Snack Size Recipe

### FROZEN YOGURT BITES



**Ingredients:**  
6oz yogurt  
2 strawberries, chopped  
1/4 cup blueberries  
1 tablespoon unsweetened coconut flakes

### Instructions:

1. Line a 7x3 inch loaf pan with wax paper
2. Spread yogurt evenly across the bottom. Sprinkle with fruit and coconut; press some pieces in slightly.
3. Cover with plastic wrap. Freeze 3 hours.
4. Break apart into pieces using a knife.
5. Serve & enjoy!

**Fairs this month:** Springfield Fair (1-2) • Clinton Lions Agricultural Fair (6-9) • Litchfield Fair (7-9) • Oxford County Fair (12-15) • New Portland Lion's Fair (14-16) • Farmington Fair (16-22) • Common Ground Fair (21-23) • Cumberland Fair (23-29) • Fryeburg Fair (30-Oct. 7)

**Coming Up** October: Cancer Awareness and Prevention

Comments, questions, ideas, or submissions?  
Please email: [kara.a.aguilar@maine.gov](mailto:kara.a.aguilar@maine.gov)