

The science of behavioral change in health care and oral care

This isn't because your advice is too difficult to understand, it's because **forming and changing habits is a slow, complex process**.

Around **90%** of the **global population** experiences some form of periodontal disease¹

Today, there is an unprecedented focus on oral health **behavior change**²

1. Pihlstrom et al., 2005

Asimakopoulou K, Kitsaras G, Newton JT. Using behaviour change science to deliver oral health practice: A commentary. Community Dent Oral Epidemiol. 2023; 51: 697-704. doi: 10.1111/cdoe.12766



Benefits of practicing behavioral change techniques for YOU & YOUR PATIENTS



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Strengthens patient confidence and long-term patient trust relationships

>2

More time to focus on and assist active dental problem patients

>3

Keeping up-to-date with the leading science in patient compliance means better oral and overall health in the long-run







In this course you will:

- Explore the psychological, social, and environmental factors that influence behavior
- Learn how to collaborate with patients in shared decision-making to empower them to take control of their health
- Develop interventions to encourage positive changes

Ready to spark positive change in the lives of your patients? Let's begin!



Behavioral Change: The GPS Approach



In 2022, a taskforce of the International Association for Dental Research (IADR) issued its first consensus on applying behavioral principles in oral health care.

1. McNeil DW, Randall CL, Baker S, et al. Consensus Statement on Future Directions for the Behavioral and Social Sciences in Oral Health. J Dent Res. 2022;101(6):619-622. doi:10.1177/00220345211068033

In 2022, a taskforce of the International Association for Dental Research (IADR) issued its first consensus on applying behavioral principles in oral health care (McNeill, 2022)

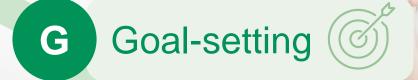
Evidence demonstrates how simple behavioral change techniques like **GPS** can effectively improve oral hygiene behaviors and reduce clinical indices of periodontal disease.

Professor Tim Newton, leading expert in psychology as applied to dentistry at King's College London





The GPS model encourages you to engage your patients in simple, meaningful conversations around:



- P Planning
- S Self-monitoring

This means avoiding <u>telling</u> patients what to do but rather gently guiding them towards the answer themselves.



Watch the next video. Learn more in the conversation with Professor Tim Newton