



# Module 1

The new science  
of behavioral change  
in the dental practice

# Video lecture

# 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 disease<sup>1</sup>

Today, there is an unprecedented focus on oral health **behavior change**<sup>2</sup>

1. Pihlstrom et al., 2005

2. 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



> 1

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

**Sparking small  
changes** in your patients'  
oral care routines can lead to  
**significant long-term  
improvements** in their oral  
health and systemic health

# 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:



This means avoiding telling 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**