

SUB AREAS

- ▶ Nutrition Coaching
- ▶ Health Promotion
- ▶ Wellness Coaching
- ▶ Lifestyle Coaching
- ▶ Personal Training
- ▶ Behavioral Health Coaching

OVERVIEW

Behavior analysts apply behavior-analytic concepts and principles to improve personal health and fitness, primarily outside of the formal healthcare system, with a focus on health promotion through diet and exercise modification. Behavior analysts work directly with individuals, or in collaboration with healthcare professionals, registered dietitians, and personal trainers, to help individuals achieve meaningful behavior change, such as sustained adherence to dietary and physical activity regimens, to improve individualized health and wellness outcomes. Interventions in this area typically include task clarification, goal-setting, self-monitoring, accountability, feedback, self-talk regulation, stimulus control, behavioral skills training, and contingency management.

LEARN MORE

Initial Publication

Ferster, C. B., Nurenberger, J. I., & Levitt, E. B. (1962). The control of eating. *Journal of Mathematics*, 1, 87-109.

Recommended Reading

Kurti, A. N., & Dallery, J. (2013). Internet-based contingency management increases walking in sedentary adults. *Journal of Applied Behavior Analysis*, 46, 568-581.

Petry, N. M., Barry, D., Pescatello, L., & White, W. B. (2011). A low-cost reinforcement procedure improves short-term weight loss outcomes. *The American Journal of Medicine*, 124, 1082-1085.

Normand, M. P., Dallery, J., & Ong, T. (2015). Applied behavior analysis for health and fitness. In H. S. Roane, J. E. Ringdahl, & T. S. Falcomata (Eds.), *Clinical and organizational applications of applied behavior analysis* (pp. 555-582). Waltham, MA: Academic Press/Elsevier.

Wengreen, H. J., Madden, G. J., Aguilar, S. S., Smits, R. R., & Jones, B. A. (2013). Incentivizing children's fruit and vegetable consumption: Results of a United States pilot study of the Food Dudes Program. *Journal of Nutrition Education and Behavior*, 45, 54-59.

Additional Resources

- ▶ [Behavior Analysis Health, Sport, and Fitness Special Interest Group](#)
 - [On Facebook](#)
 - [On Instagram](#)
 - [On Twitter](#)