

“Put on Your Own Oxygen Mask First”: An Integrative Approach to Self-Care that Works

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Be the Scientist and the Subject



The Shoemaker's Children



Why Now?



Alarming, Disturbing, Epidemic, Crisis



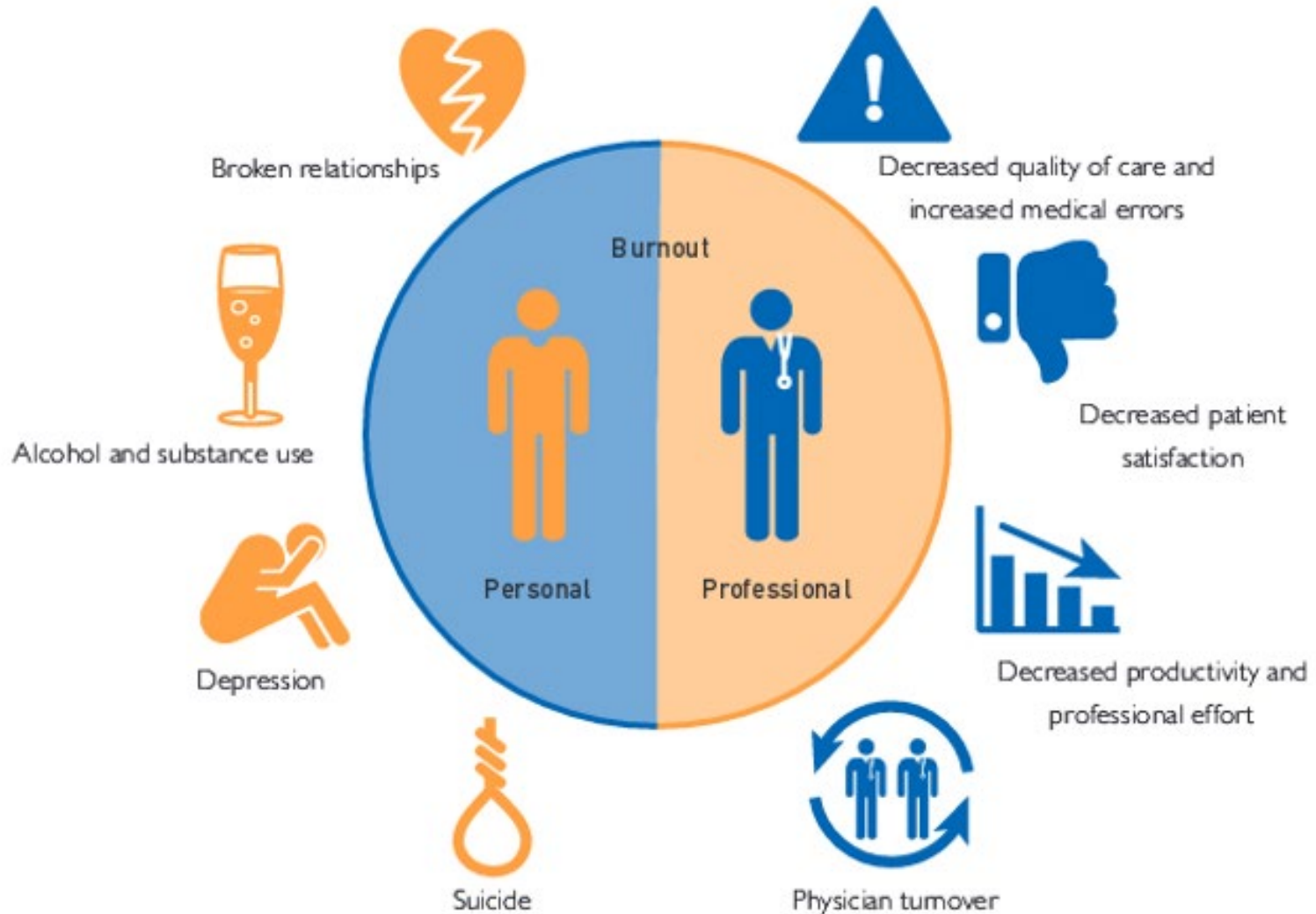
Personal Toll



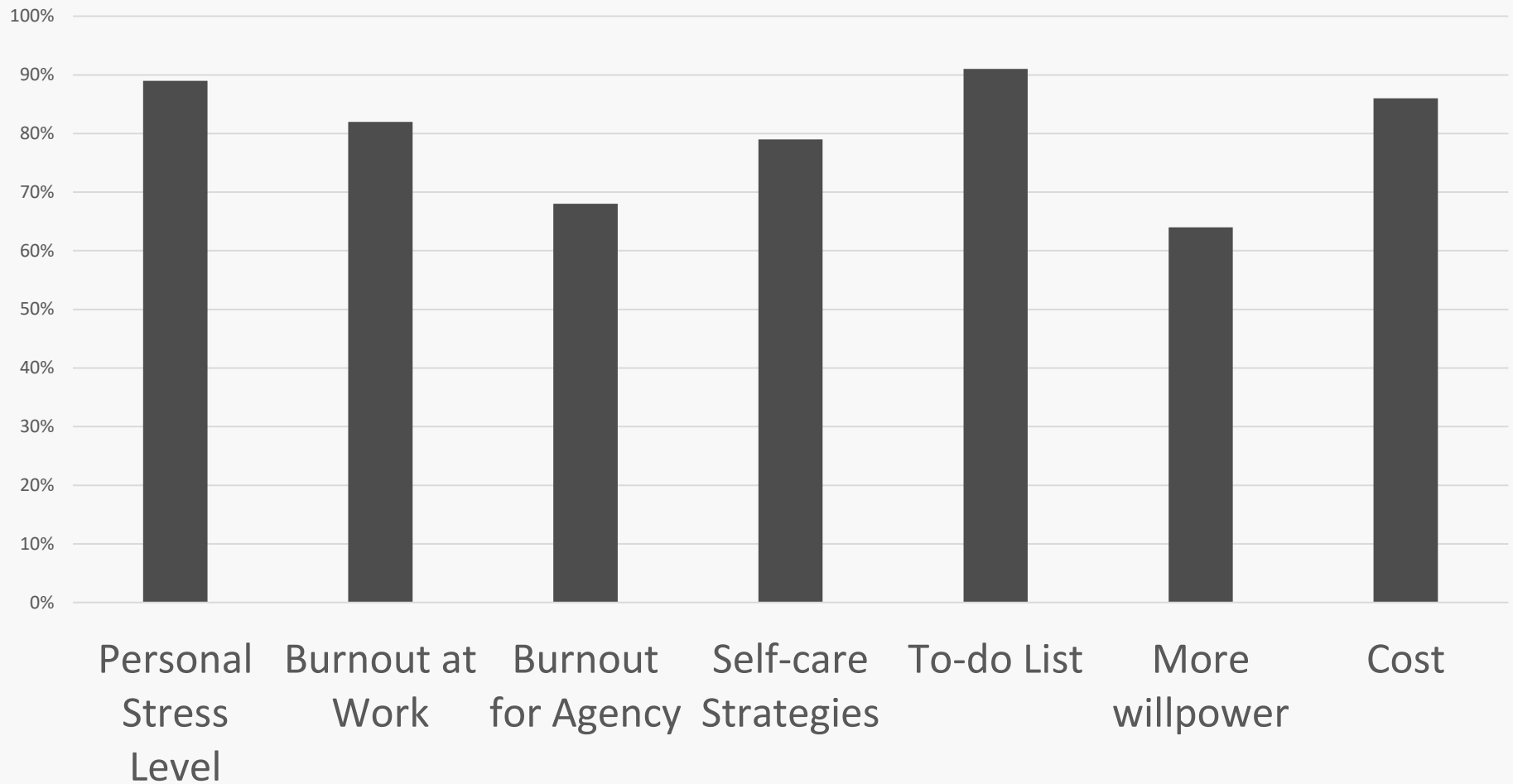
Professional Toll



The Repercussions of Burnout



How's It Going?



IWE data, April 2019

It's the Relationship!

Therapeutic alliance = one of the strongest and most robust predictors of successful psychotherapy.

Well-honed Instruments or Blunt Tools?



Present or Preoccupied?



Empowered by Self-care



SAMHSA's Definition of Recovery

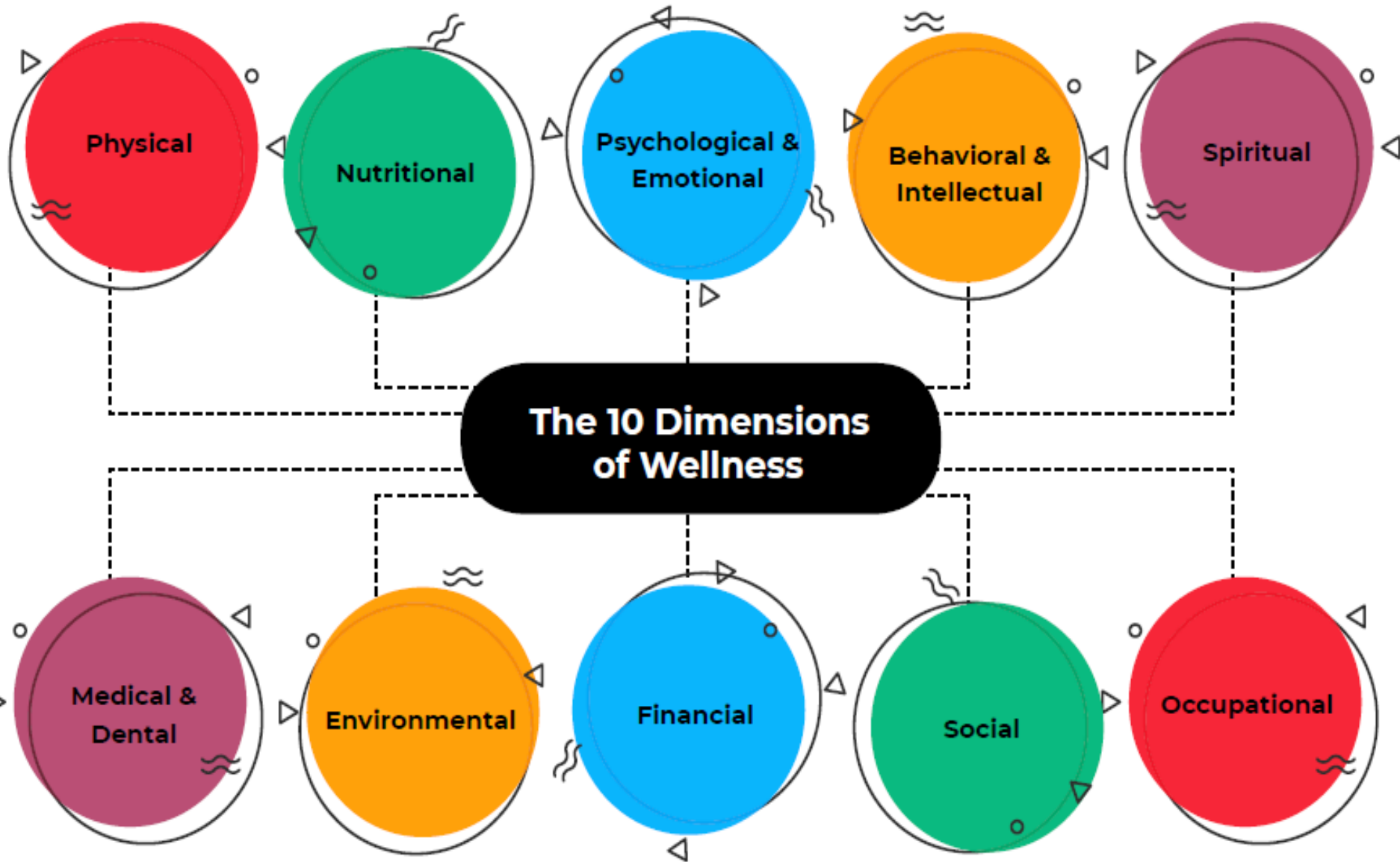


A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.



SAMHSA's 4 Dimensions of Recovery





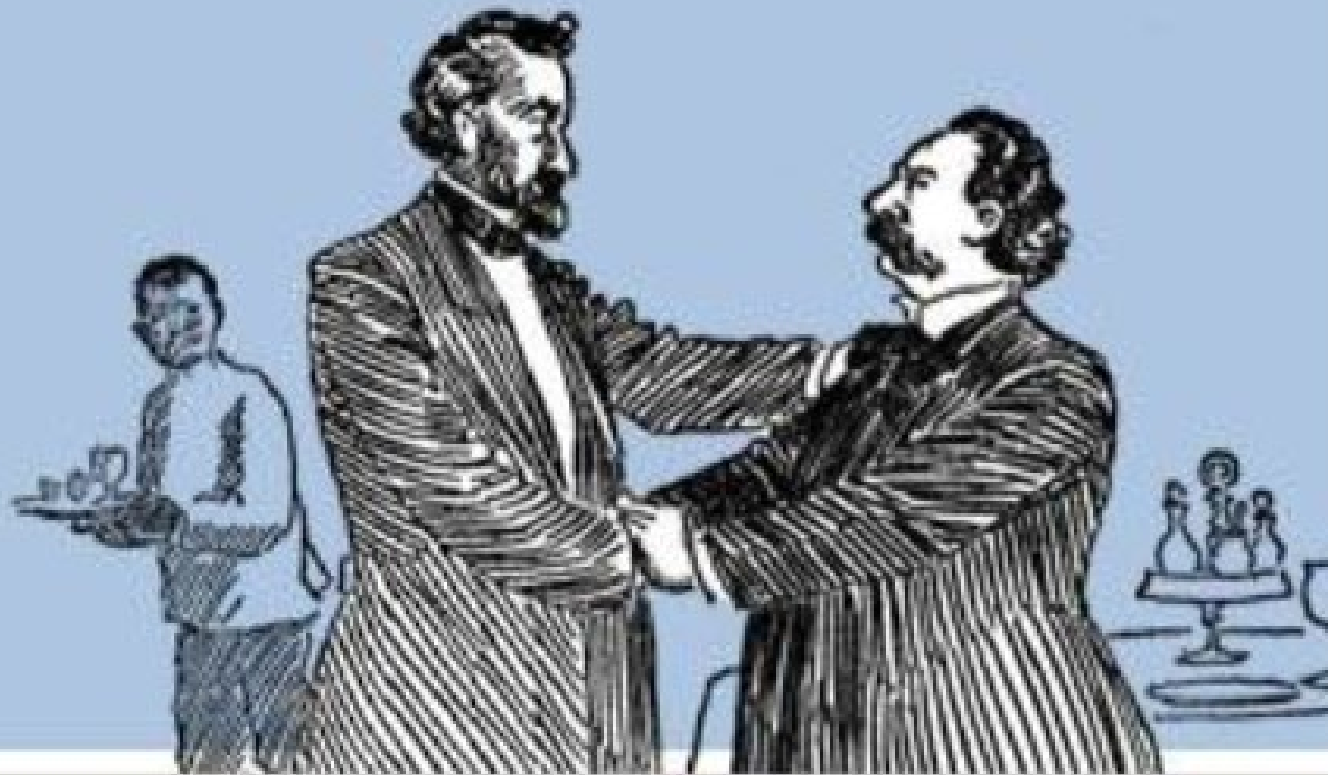
What About the System?



10 Myths and Mistakes



Thanks for not laughing at my absurdly unattainable New Year's resolutions.

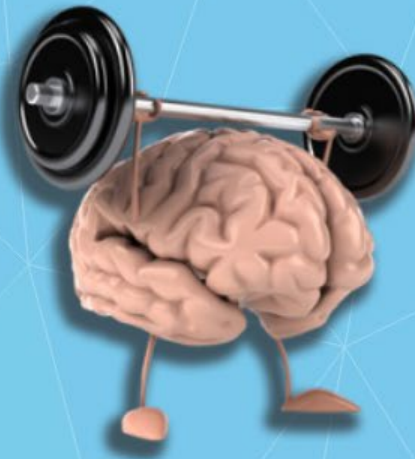


somee cards

My Life Changes

- drink less alcohol
- Stop smoking
- eat less chocolate
- join Gym
- Start diet
- drink more water
- early nights
- go running

1. Relying on willpower for long-term change





2. Attempting big leaps instead of baby steps

3. Ignoring how environment shapes behaviors



4. Trying to stop old behaviors instead of creating new ones



5. Blaming failures on lack of motivation



6. Underestimating the power of triggers



7. Believing that information leads to action



8. Focusing on abstract goals more than concrete behaviors



9. Seeking to change a behavior forever, not for a short time.



10. Assuming that behavior change is difficult

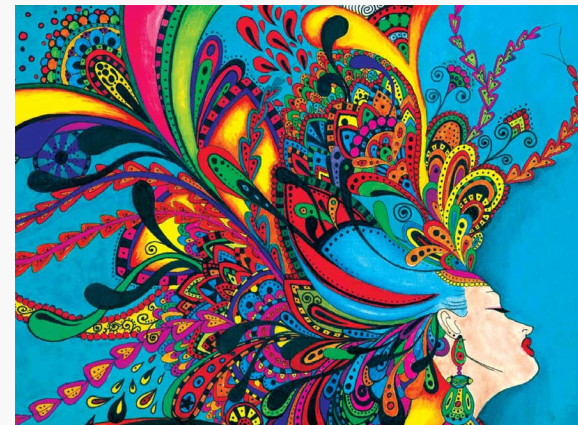


Epiphany

Just Do It



Not a Matter of Just “Dream Big”



**think
different.**

Change Is a Process You Can Design For

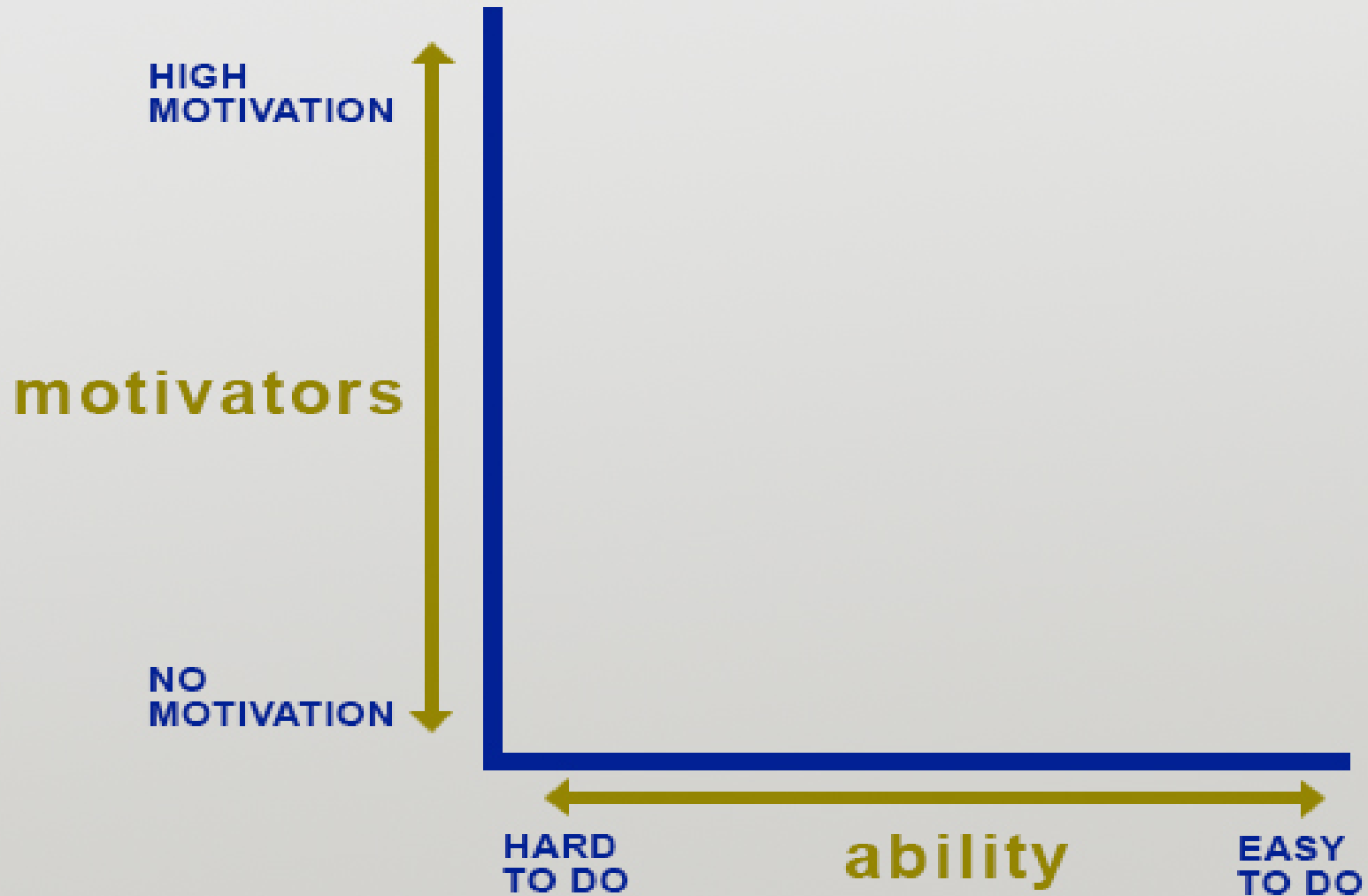


Fogg Behavior Model



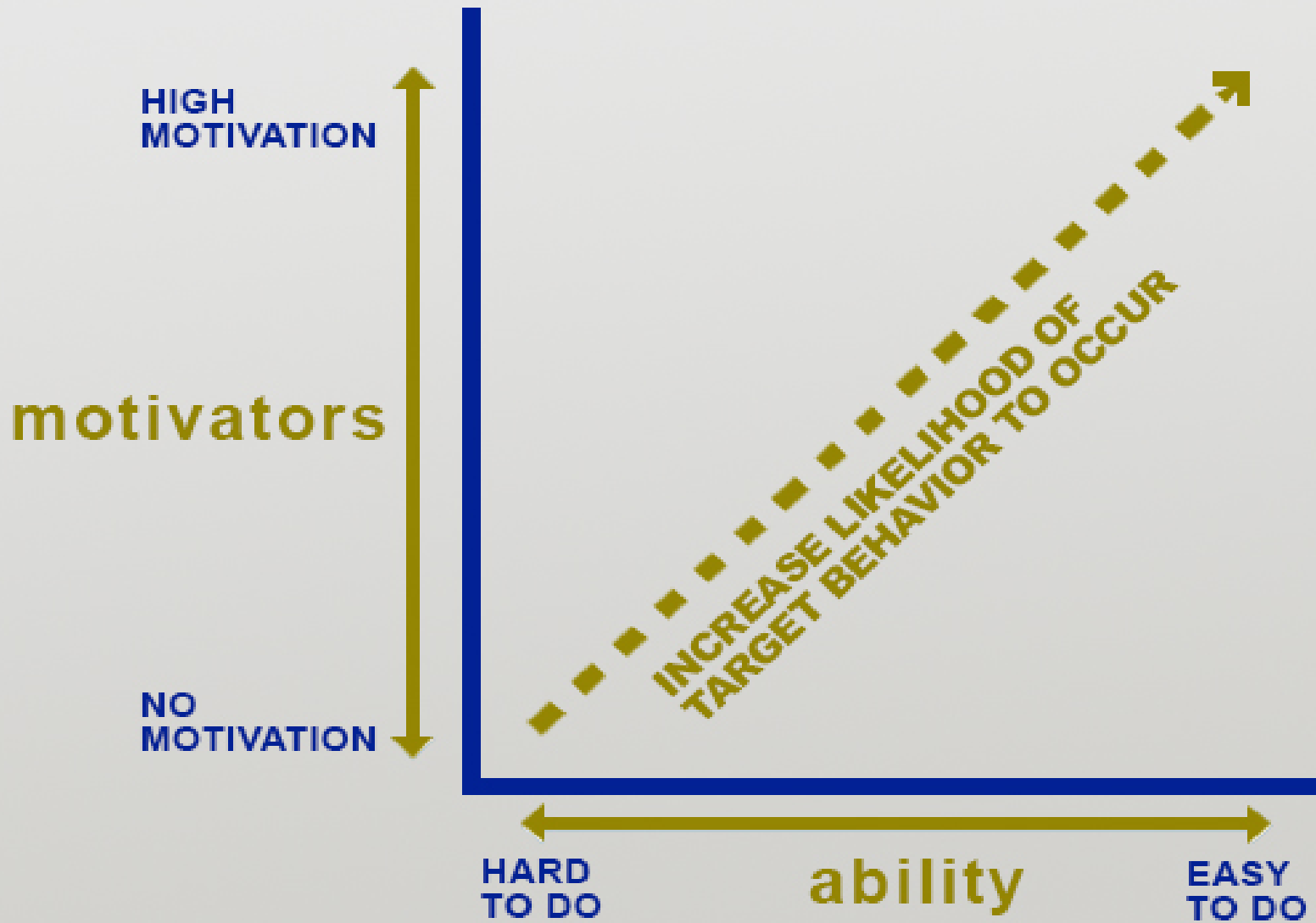
B = MAP

Fogg Behavior Model



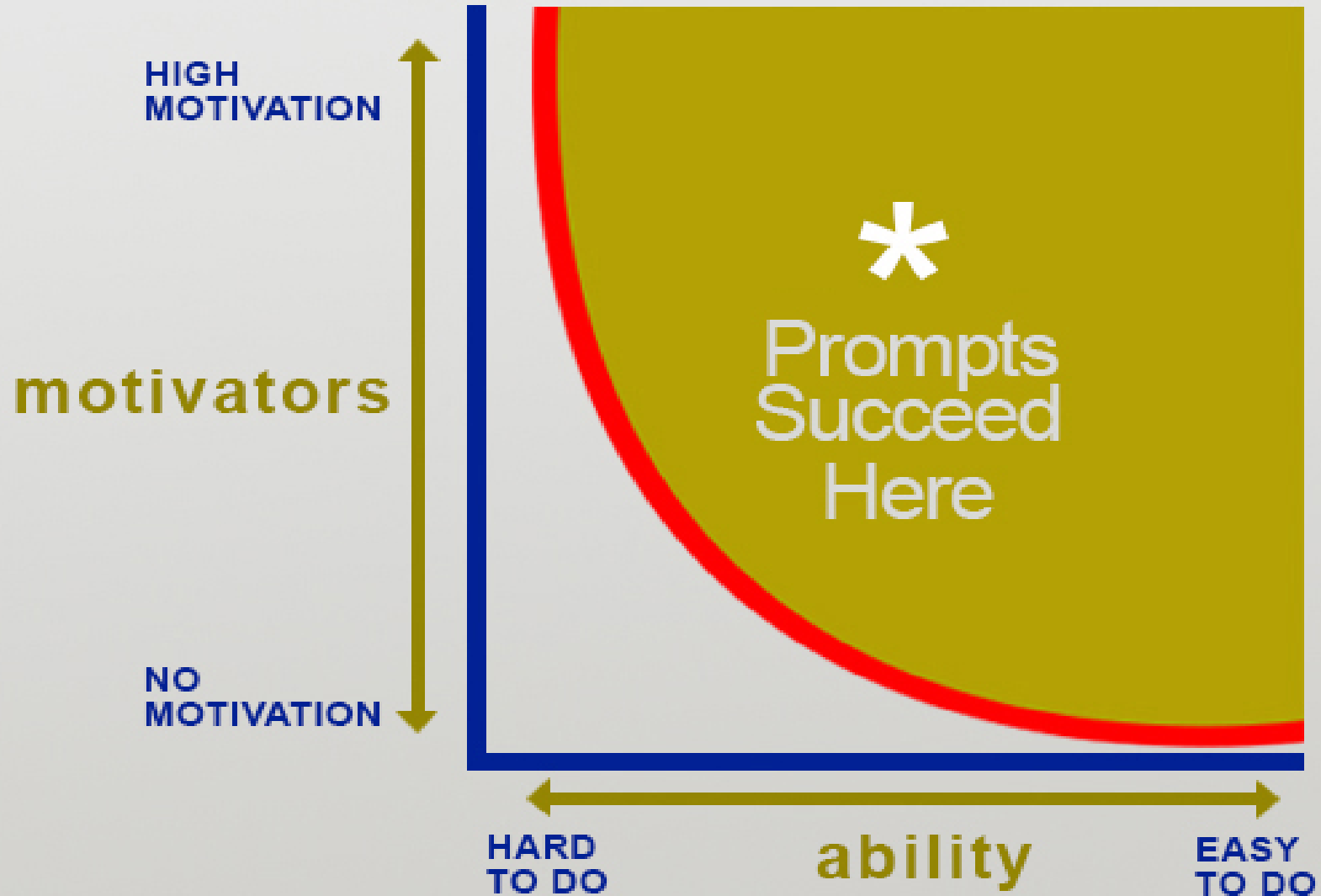
B=MAP

Fogg Behavior Model



B=MAP

Fogg Behavior Model



B=MAP

Fogg Behavior Model



Behavior Bingo!

**Create desire, make the
task easy to do, and
prompt action.**



BUY NOW with 1-CLICK

Tiny Habits Method



A 3-Step System

After I [**your anchor**],

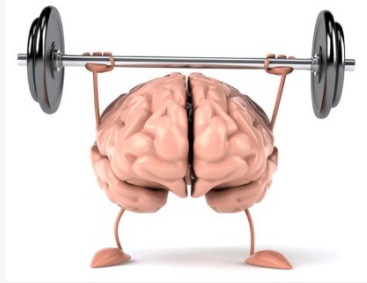
I will [**new tiny behavior**].

Then, I will [**celebration**].

What Is a Tiny Habit?

- Behavior you do at least **once per day**
- Takes **<30 seconds** to do
- Requires **little effort** (ie, cost)
- **Want** vs should
- **Doesn't create** pain or bad emotions
- **NOT** for breaking bad habits

Make the Task Easy by Cutting the Cost



- Money
- Time
- Physical effort
- Mental effort
- Social deviance
- Non-routine

How Small Is Tiny? Ridiculously Small

Tiny Version

- Floss one tooth
- Take one bite of carrot
- Do 2 push-ups
- Take one deep breath

Starter Step

- Put an apple in my backpack
- Put out the dog food
- Open my journal

Why So Tiny?



Small Changes...Big Rewards

Control:

EUR 69.00

Quantity: **ADD TO CART**

In Stock. Ship within: 1 week.
[Add to wish list](#)



Treatment:

EUR 69.00

Quantity: **ADD TO CART**

In Stock. Ship within: 1 week.
[Add to wish list](#)



35.81% increase in conversion

Statistical Confidence: **98%**

Make Your Bed

“

*“If you want to change the world,
start off by making your bed.”*

*“If you can’t do the little things right,
you will never do the big things right.”*

”

Admiral William H. McRaven
Admiral William H. McRaven

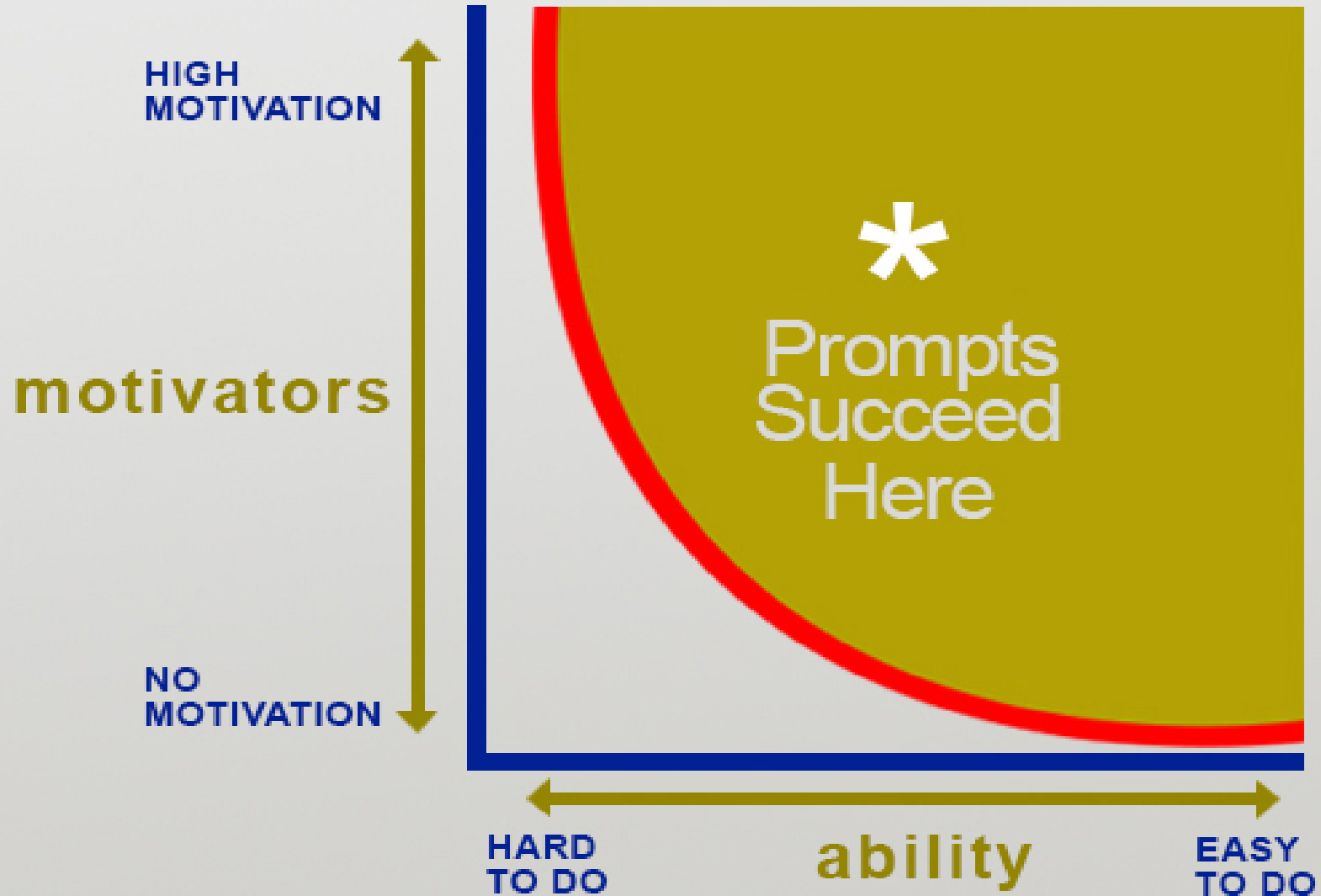
Activity

Write down a few behaviors you'd like to start doing on a regular basis.

Then, write down the tiniest version of the behavior or the first step in the process that leads to the behavior. (Remember the “floss one tooth” and “put out my vitamins” examples.)

B=MAP

Fogg Behavior Model



What Is a Prompt?



- Says “Do it now!”
- Must be:
 1. Solid
 2. Reliable
 3. Specific
 4. Related in behavior, proximity, time, frequency, purpose

Anchors, Triggers, Prompts from Tech

External	Internal
Alarms	Emotions
Reminders	Routines
Props	Situations
Tools	Places
Calls-to-action	People
What to do next is in the trigger.	What to do next is in the user's head.

Anchors

After I get into bed . . .

After I start the coffeemaker . . .

After I pee (a favorite!) . . .

After I turn on the shower. . .

After I hear my baby wake up. . .

After I sit down in my seat. . .

After I plug in my phone . . .

Activity

Write down some of the many routine behaviors you do everyday that could serve as anchors to trigger the tiny behaviors you wrote down.

Tiny Habits Recipe

After I [**your anchor**], I will [**new behavior**].

Linking Anchors to Target Behavior

Link anchor and target behavior by making sure they are related in:

- Behavior
- Proximity
- Time
- Frequency
- Purpose

Put It All Together

After I...[your anchor]	I will...[tiny habit]
Close the front door	Put my keys in the basket
Buckle my seatbelt	Sit up straight and relax my shoulders
Open my eyes in the morning	Tell myself “This is going to be a great day”
Turn off my computer	Write down 1 item on my to-do list for tomorrow
Take off my shoes	Put them on the mat at the front door
Close my eyes at night	Take 2 slow deep breaths and relax my body
Turn on the dishwasher	Set out my vitamins in my favorite ceramic dish
Put the water on for tea	Call my mom and say “hi”
Press the start button on the coffee maker	Do 2 squats

Which First: Anchor or Tiny Behavior?



Your Brain, Your Emotions: Celebrate!



Celebrate!

Physical	Vocal
Fist pump	Say “yea!”
Smile at self in mirror	Say “good job!”
Thumbs up	Say “I did it!”
Both arms up in victory	Whisper “bingo!”
Clap hands	Hear roaring crowds
Big smile	Think “awesome!”
Or, combine physical and vocal celebrations	

The Delight of the Dunk



Activity

Write down three tiny habits to try out for this week.

After I [**your anchor**],

I will [**new tiny behavior**].

Then, I will [**celebration**].

When Readiness to Change Is Low

Use tiny habits as a tool to boost readiness and prepare for change.

Focus on:

- Benefits
- Reasons
- Importance
- Other....?

Tiny Habits & Recovery Process

Set the stage

- Get support
- Be gentle on yourself
- Keep hope alive

Address critical moments

- Address trigger situations
- Avoid danger zones

Tiny Habits & Deliberate Practice

- After I say, “You’re doing great,” I will name the trait and action that defines “great.”
- After my client sits down, I will make eye contact and say, “I’m glad to see you today.”
- After I sit down for a session, I’ll remind myself to start by asking one open-ended question.

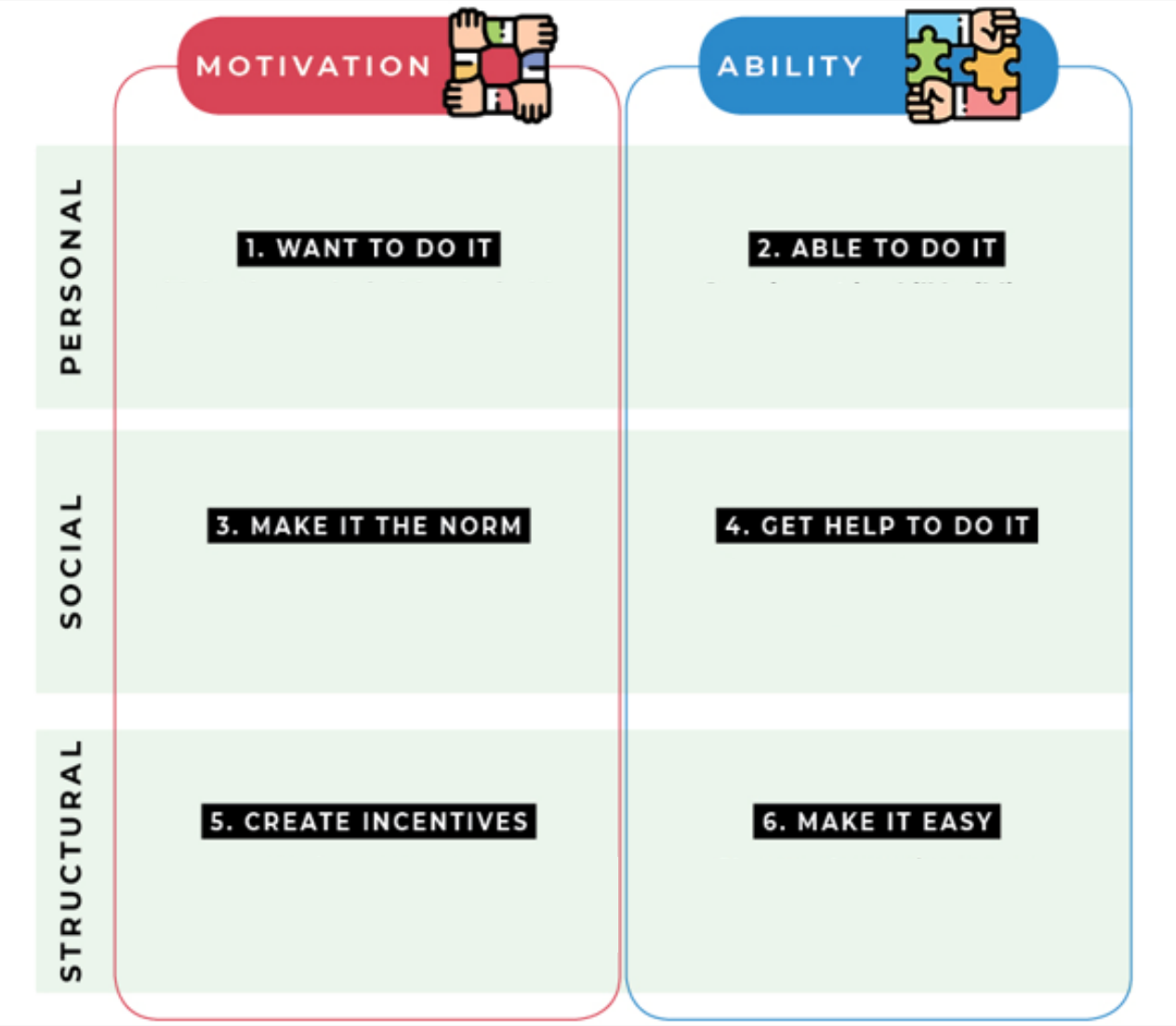
Common Mistakes

1. When I get home, I'll sweep the floor.
2. Before I leave the house, I'll check to make sure the back door is locked.
3. After I clean the kitchen, I'll take out the recycling.
4. After I wake up, I will put an apple in my lunch sack.
5. After I sit down, I will close my eyes and meditate for 5 minutes.

Raise the Bar? Grow Tiny Habits?



Tiny Habits & Six Sources of Influence



My Life Changes

- drink less alcohol
- Stop smoking
- eat less chocolate
- join Gym
- Start diet
- drink more water
- early nights
- go running

SMART Goals: Smart or Not?

1. “I will walk enough to burn at least 1,250 calories through exercise this week.”
2. “I will drink no more than three cans of sugar-sweetened soda per week.”
3. “I will bring my lunch to work instead of eating out 4 days this week.”
4. “I will meditate for 15 minutes every morning.”

Tiny Habits for Breaking Bad Habits?



Wrap-up: Bring It on Home



WHAT?



SO WHAT?



NOW WHAT?

Practice!



Free 5-Day Online Tiny Habits Training

<https://bit.ly/2J5iQVo>

Get on our mailing list:

www.instituteforwellness.com/tinyhabits

Let's Talk!

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