

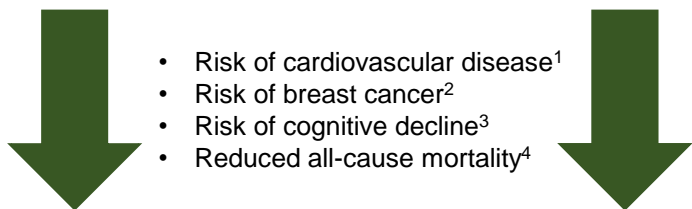
Theoretical Model of a Hypnosis-Based Intervention to Increase Physical Activity among Aging Women

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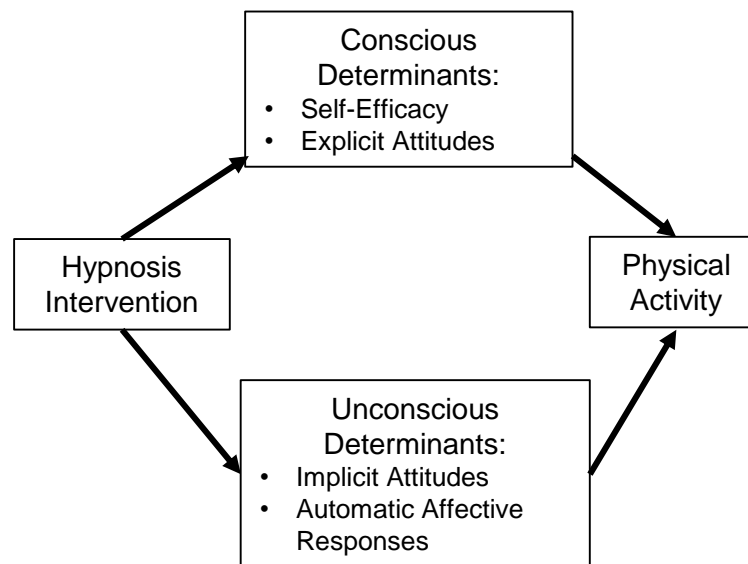


Background

- Physical activity behavior follows a dual-process framework where it is motivated by both conscious and unconscious processes
 - Conscious determinants of physical activity behavior include things such as self-efficacy, explicit attitudes, and goal setting
 - Unconscious determinants of physical activity behavior include things such as automatic affective evaluations, implicit attitudes, and habits
- While in a hypnotic state, conscious, reflective thought is suspended, and the unconscious system becomes dominant
- Hypnosis will be used to target both conscious and unconscious processes that influence physical activity behavior
 - Suggestions for imagery for increasing self-efficacy, imagining oneself exercising, feeling strong and energized during physical activity, and experiencing low perceived exertion during physical activity
- Increasing physical activity is beneficial for health among aging women



Proposed Model



Population

- Aging women
 - Among aging adults, women are significantly more inactive than men and inactivity increases with age⁵
 - Age 50 and older
 - Report sedentary behavior
 - Report desire to increase physical activity

Intervention

- Design a hypnosis intervention that can be delivered electronically using modules, including videos and audio recordings
- The intervention will aim to:
 - Improve attitudes (explicit and implicit) toward physical activity
 - Increase self-efficacy for physical activity
 - Improve affective responses to physical activity
 - Increase physical activity
- First, feasibility and acceptability of the intervention will be examined

References

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