



**BARBARA J. MAYFIELD, MS, RDN
NUTRITION COMMUNICATOR, LLC**

TOPICS WITH A BEHAVIOR CHANGE/MOTIVATION FOCUS

(Two or more of these presentations can be combined to form a longer workshop on communicating for change.)

WHEN THE DESTINATION IS CHANGE... THEORIES ARE YOUR ROADMAP

You serve adults who need to make positive changes in lifelong eating and activity habits to achieve health goals. Behavior change theories help you understand why your clients are where they are now as well as chart a course to take them in the direction they need to go. This session will cover several theories with tested effectiveness in nutrition: Stages of Change, Cognitive Behavioral Therapy, Social Cognitive Theory, and several theories of habit formation and change. Learn how to use theories to promote positive steps toward lifelong change.

SMALL CHANGES BRING BIG RESULTS: THE POWER OF POSITIVE HABITS

Habits are powerful. A positive habit supports our health with little effort or thought. A negative habit sabotages us relentlessly. This session digs deeper into the science of habits and helps you learn how to understand your own habits as well as those of the clients you serve. Learn strategies to overcome the negative and build on the positive. When behavior change becomes habitual it can last a lifetime.

“DREAMS WITH DEADLINES”: MAKING GOAL-SETTING WORK

It was Diana Scharf Hunt who said, “Goals are dreams with deadlines.” Lots of people set goals but far fewer achieve them. What leads to successful goal setting? This session will examine personal attributes of successful goal-setters, strategies for setting and reaching goals, and overcoming the fears and failures that get in the way.

YES, ADULTS CAN LEARN: REACHING AND TEACHING ADULT AUDIENCES

Regardless of the channel you use to reach adult audiences, motivating them to participate, pay attention, and take action challenges the most seasoned nutrition communicator. This session reviews adult learning theory and dialogue learning to maximize your results. Come prepared to discuss real life dilemmas in educating adults, leave with strategies ready to tackle your next nutrition or wellness initiative.

CLIMATE CONTROL: YOU SET THE THERMOSTAT

The evidence is clear: leaders play a critical role in setting the tone in any situation and creating an atmosphere that either promotes or prevents positive change. “Leaders” can be managers, teachers, clinicians, or parents. As leaders we role model behaviors that positively or negatively impact everyone around us. Become a positive role model by choosing attitudes, words, and actions that you want your colleagues, students, patients, or family members to emulate.

OVERCOMING OUR OBESOGENIC ENVIRONMENT

To succeed at achieving and maintaining healthy lifestyle changes, the clients and families you work with must overcome an obesogenic environment that promotes excess intake and prevents adequate daily movement. Awareness of the impact of our environment is the first step. Changing our personal environment and making healthier choices when faced with temptations to eat more and move less is the second. Helping change our obesogenic environment through community involvement and social change is the ultimate answer. We *can* help people succeed on all fronts.

IS IT TIME TO REINVENT THE WHEEL?

Are you burned out? Then it’s time to reinvent yourself and your job. Renew your perspective and motivation to become a change agent in the lives of your clients by focusing your service, counseling, and education in ways that empower people to solve problems, meet their goals, and achieve lifelong behavior change.

LIVING YOUR VISION

You entered your profession because you wanted to make a difference in people’s lives. Along the way work became routine or frustrating and your passion fizzled. Perhaps the busyness of life became overwhelming. You feel like you need to become your own therapist. You can. Dream again, define your goals, be intentional about doing something you believe in. Make each moment matter rather than living for the weekend, vacation, or retirement.

THE WISDOM OF AGE: LEARNING HOW TO LIVE WELL A LONG TIME

What are the hallmarks of a long, healthy life? What can we learn from men and women who successfully live to age 100 and beyond? How can we encourage others to adopt life-enhancing habits? Examine the results of several studies of centenarians and discuss ways to implement healthier habits decades before.

FINISHING STRONG: RETIREMENT WITH A PURPOSE – REDUCE, RENEW, RECYCLE

Whether you are approaching your own retirement, or helping clients who are retired, today’s retirees are not content to sit still and watch the world go by. The curtain has not dropped on life. Retirement can be a “final act” lived with purpose. The world needs the wisdom, expertise and perspective that retirees now have the time and resources to contribute. Consider ways to effectively use retirement to reduce (down-size and declutter stuff and bad habits), renew (learn new skills and hobbies, travel to new places), and recycle (repurpose old skills and jobs to serve in new ways). Make retirement rewarding and finish strong.