

“HEALTH RELATED LIFESTYLE BEHAVIOR CHANGE FACILITATED BY MOBILE TECHNOLOGY”



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The seminar will introduce the worldwide public health crisis of Alzheimer’s disease (AD), due to shifting population demographics and the lack of a preventative or curative treatment. Healthy lifestyle habits such as physical activity, healthy diet, and smoking abstinence, which are associated with a lower risk of high blood pressure, heart attack, stroke and other vascular conditions, are likewise associated with a lower risk of AD. Previous public health campaigns to promote healthy lifestyles have targeted the lowering of vascular disease risk as a motivator. Nevertheless, a substantial portion of the population has not been inspired to make difficult health-related behavior change. We might hypothesize that such individuals could be motivated to make positive behavioral changes if they understood that such healthy lifestyle practices not only offer protection from vascular disease, but also may lower AD risk. With no pharmacologic cures available, nor the ability to modify one’s genetic risk, the individual wishing to avoid AD could gain a sense of hope and empowerment to develop and maintain a healthy lifestyle with the proper health education and supportive resources to facilitate behavior change. The traditional approach of a healthcare provider serving as a “health coach” in face-to-face clinical consultations to encourage positive behavior change has been effective for many people. However, in order to reach millions of people, the face-to-face approach is cost prohibitive. Because of this, the ubiquitous nature of mobile phones may provide a valuable untapped resource that could facilitate healthy lifestyle changes in persons for whom the traditional clinical approach is out of reach. Results from a recently completed pilot study utilizing mobile technology to promote healthy lifestyles will be presented, emphasizing what makes this smartphone application unique. Implications and future directions will be discussed.

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Ore 9.30- 12.00:

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