

## **Contents**

Preface	xiii	Theory of Planned Behavior	24
CHAPTER 1		Application of the Theory of Planned Behavior	25
<b>Preparing to Meet Your Clients</b>	1	Social Cognitive Theory	25
Introduction	2	Application of the Social	
Foundation of Nutrition	_	Cognitive Theory (SCT)	27
Counseling and Education	2	Client-Centered Counseling	27
<b>Fundamentals of Food Behavior</b>	2	Cognitive-Behavioral Therapy	28
Understanding an Effective Counseling Relationship	5	Application of Cognitive-Behavioral Therapy	29
Characteristics of Effective		Solution-Focused Therapy	29
Nutrition Counselors	5	<b>Motivational Interviewing</b>	30
Understanding Yourself—Personality and Culture	7	Integrating Motivational Interviewing with Other	
Understanding Your Client	10	Behavior Change Approaches	35
Relationship Between Helper and Client	11	Brief Encounters Using Motivational	2.0
Novice Counselor Issues	12	Interviewing	36
Review Questions	13	Summary of Behavior Change Attributes	36
Assignment—Build a Collage	13	CASE STUDY: Helping Relationships	39
References	13	Review Questions	40
CHAPTER 2		Assignment—Observation of a Nutrition Counselor	41
Frameworks for		Suggested Readings, Materials, and Internet Resources	42
Understanding and		References	43
Attaining Behavior Change	16		
Introduction	17	CHAPTER 3	
Self-Efficacy	17	Communication Essentials	46
Health Belief Model	18	Introduction	47
Application of Health Belief Model	19	<b>Nutrition Counseling Goals</b>	47
The Transtheoretical Model		Stages of Skill Development	47
(Stages of Change Model)	20	Model of Communication	48
Motivational Stages	20	Cultural Influence on Communication	48
The Transtheoretical Model as a Behavior Change Guide	21	Guidelines for Enhancing Counseling Communication Effectiveness	49
Using the Transtheoretical Model to Measure Outcomes	22	Use Focuses and Intents when Formulating Responses	49
Application of the Transtheoretical Model	24	Use Effective Nonverbal Behavior	53

Harmonize Verbal and Nonverbal Behaviors	54	Nutrition Counseling Protocols: Analysis	
Analyze Nonverbal Behavior of Your Client	54	and Flow of a Counseling Interview and Counseling Session	81
Communication Roadblocks	55	Involving Phase	
Empathy	55	Greeting	81
Basic Counseling Responses	57	Establish Comfort	81
Attending (Active Listening)	58	Small Talk	82
Reflection (Empathizing)	58		82
Steps in Reflecting	59	Opening-First Session	83
Legitimation (Affirmation, Normalization)	62	Opening–Subsequent Sessions	83
Respect	62	Identifying Client's Long-Term Behavior Change Objectives (General Goals)	83
Personal Support	62	Explain Program and Counseling	03
Partnership	62	Process–First Session	83
Mirroring (Parroting, Echoing)	62	Discuss Weight Monitoring,	03
Paraphasing (Summarizing)	63	If Appropriate–First Session	84
Giving Feedback (Immediacy)	64	Setting the Agenda–First Session	84
Questioning	64	Setting the Agenda–Subsequent Sessions	85
Useful Questions	64	Transitioning to the Next Phase	85
Problematic Questions	64	Exploration-Education Phase	85
Clarifying (Probing, Prompting)	65	Educational Activities	85
Noting a Discrepancy		Assessment-First Session	85
(Confrontation, Challenging)	66	Assessments–Subsequent Sessions	87
Directing (Instructions)	67	Giving Nonjudgmental Feedback	
Advice	67		87
Allowing Silence	67	Determining What's Next	87
Self-Referent (Self-Disclosing and Self-Involving)	(0	Assessing Readiness to Make a Change	88
<u>~</u>	68	Resolving Phase	88
CASE STUDY: Communication Analysis of John's Interactions	69	Level 1: Not Ready to Change (Precontemplative)	00
Review Questions		- ,	88
Exercise 3.4 Answers	72 72	Raise Awareness of the Health Problem and Diet Options	89
Exercise 3.4 Answers	72 73	Personalize Benefits	90
	73	Ask Key Open-Ended Questions	90
Assignment—Observation and Analysis of a Television Interview	73	to Explore Importance of Change	
Suggested Readings, Materials,	, 0	and Promote Change Talk	90
and Internet Resources	74	Summarize	90
References	74	Offer Professional Advice, If Appropriate	91
		Express Support	91
CHAPTER 4		Level 2: Unsure, Low Confidence	91
Meeting Your Client:		Raise Awareness of the Benefits of	
Ti	76	Changing and Diet Options	91
		Ask Key Open-Ended Questions to	
Introduction	77 	Explore Confidence and Promote	
Nutrition Counseling Models	77	Change Talk	91
Nutrition Counseling Motivational Algorithm	70	Explore Ambivalence by Examining	0.3
Assessing Readiness to Change	78 70	the Pros and Cons	92
resenting readiffess to charge	79	Imagine the Future	93

		Contents	vii
Explore Past Successes and Provide Feedba about Positive Behaviors and Abilities	ck 93	Step 2: Select a Physical Activity (PA) Factor	118
Encourage Support Networks	93	Step 3: Determine TEE	118
Summarize Ambivalence	93	Step 4: Adjust for Weight Loss	118
Choose a Goal, If Appropriate	93	Physical Assessments and	-10
Level 3-Motivated, Confident, Ready	93	Healthy Weight Standards	119
Praise Positive Behaviors	94	Weight-for-Height Tables	119
Closing Phase	94	Body Mass Index	119
Framework for Brief Interventions	94	Waist Circumference	120
<b>Considerations for Acute Care</b>	95	Documentation and Charting	121
<b>CASE STUDY:</b> Nancy: Intervention		SOAP Format	122
at Three Levels of Motivation	95	CASE STUDY: Nancy: Documentation	
<b>Review Questions</b>	98	at Three Levels of Motivation	124
Assignment—Case Study Analysis	98	ADIME Format	125
Suggested Readings, Materials,		<b>Nutrition Care Process</b>	125
and Internet Resources	99	Standardized Language	127
References	99	Step 1: Nutrition Assessment	127
CHAPTER 5		Step 2: Nutrition Diagnosis	128
		CASE STUDY: Nancy: ADIME	
Developing A Nutrition Care		Documentation–Assessment	128
Plan: Putting It All Together	101	Step 3: Intervention	131
Introduction	102	CASE STUDY: Nancy: ADIME	
<b>Goal Setting</b>	102	Documentation–Diagnosis	
<b>Explain Goal Setting Basics</b>	103	with PES Statement	131
Explore Change Options	103	Step 4: Monitoring and Evaluation (M & E)	133
Identify a Specific Goal from a Broadly Stated Goal	104	<b>CASE STUDY:</b> Nancy: ADIME Documentation–Intervention	133
Define Goals	105	NCP Documentation and Charting	134
Design a Plan of Action	106	CASE STUDY: Nancy: ADIME	
Investigate the Physical Environment	106	Documentation–Monitoring	
Examine Social Support	106	and Evaluation	134
Review the Cognitive Environment	106	Review Questions	134
Explain Positive Coping Talk,		Assignment—Nutritional Assessment	135
If Necessary	106	Suggested Readings, Materials,	
Modify Goal, If Necessary	107	and Internet Resources	137
Select a Tracking Technique	107	References	138
Verbalize the Goal	107	CHARTER	
Write Down the Goal	107	CHAPTER 6	
Dietary Assessment	108	Promoting Change to Facilitate	
Step 1: Food Intake Data Collection	108	Self-Management	140
Step 2: Data Analysis	116	Introduction	141
Step 3: Interpretation of Analysis	116	Strategies to Promote Change	141
<b>Energy Determinations</b>	117	Food Management Tools	141
Step 1: Determine Resting Energy		Meal Replacements	141
Expenditure (REE)	117	Detailed Menus and Meal Plans	142

Exchange List for Weight Management	143	Social Network	17(
MyPyramid or Dash Food Plan	143	Social Support	170
Goal Setting	143	Social Disclosure	172
Tracking	143	Social Pressures	172
Journaling	144	Stress Management	174
Journaling Alternatives	145	Stress Management Counseling	175
<b>Behavior Change Strategies</b>	145	Relapse Prevention	177
Behavior Chain	146	Immediate Determinants	177
Cue Management (Stimulus Control)	146	Covert Antecedents	178
Countering	<b>14</b> 7	Relapse Prevention Counseling	178
Reinforcement: Rewards	147	Mindful Eating	180
Contracting	150	<b>Ending the Counseling Relationship</b>	181
Encouragement	151	Preparation for a Conclusion	182
Goal Setting	151	Final Session	182
Modeling	151	Handling Abrupt Endings	183
Problem Solving	152	Counseling Evaluation	183
Cognitive Restructuring	153	<b>Evaluation of Client Progress</b>	184
<b>Education During Counseling</b>	156	Goal Attainment Scale	184
Effective Education Strategies	157	Final Client Evaluation	184
Effective Education Language	157	<b>Evaluation of Counseling</b>	
Positive or Negative Approach	160	Effectiveness and Skills	185
<b>Supporting Self-Management</b>	161	Client Evaluation of Counselor	185
Terminology	161	Assessing Client's Nonverbal Behavior	185
Individualization of Therapy	161	Checking	185
Length and Frequency of		Counseling Checklists (Interview Guides)	185
Counseling Sessions	162	Charting	185
Perception of Quality of Care	162	Videotape, Audiotape, or Observation	
Nonadherence Counselor Issues	163	Evaluations	185
CASE STUDY: Mary: Busy Overweight College Student and Mother	163	<b>CASE STUDY:</b> Amanda: The Busy Sales Representative	186
<b>Review Questions</b>	164	Review Questions	186
Assignment—Food Management		Assignment—Identifying Stress	186
Tool Usage	164	Suggested Readings, Materials,	
Method 1	164	and Internet Resources	187
Method 2	165	References	187
Method 3	166		
Method 4	166	CHAPTER 8	
Suggested Readings, Materials,		Physical Activity	190
and Internet Resources	166	Introduction	191
References	167	Physical Activity Initiatives	191
CHAPTER 7		Role of Nutrition Counselor	
	160	in Physical Activity Guidance	192
Making Behavior Change Last	169	Physical Activity and Fitness	192
Introduction	170	Benefits of Regular Physical Activity	193

Contents	ix

Injury Risks Associated with Exercise	195	Cross-Cultural Nutrition Counseling Algorithm	225
Exercise Myths	195	Working with Interpreters	225
Physical Activity Goals	195	Life Span Communication	223
Moderate Physical Activity	196	and Intervention Essentials	225
Vigorous Physical Activity	196	Preschool-Aged Children (2 to 5 Years)	227
Methods to Determine Level of Exertion	197	Middle Childhood (Age 6 to 11)	228
Muscular Strength	198	Adolescence (12 to 19 Years)	229
Flexibility	198	Older Adults	231
<b>Barriers to Becoming Physically Active</b>	199	Eating Disorders	236
Physical Activity Counseling Protocols	199	Weight Bias	236
<b>Assessments of Physical Activity</b>	199	Intervention Essentials	237
Physical Activity Status	199	Individuals with Disabilities	238
Medical Assessment	201	Mobility Impairment	242
Motivational Level	201	Visual Impairment	242
Assessment Feedback	201	Deaf or Hard of Hearing	242
<b>Resolving Phase Protocols</b>	202	Speech Disabilities	242
Level 1—Not Ready to Change	202	Invisible Disabilities	242
Level 2—Unsure About Changing	205		272
Level 3—Ready to Change	206	CASE STUDY: Counseling in a WIC Program	243
Level 4—Pysically Active	207	CASE STUDY: Activities	243
<b>Issues Pertinent to Physical Activity Goal</b>		Review Questions	244
Setting and Action Plan Development	209	Case Study Answers	244
Walking Basics	209	Assignment—Conducting an	211
CASE STUDY: Officer Bill	210	Interview Across Cultures	244
Review Questions	210	Suggested Readings, Materials,	
Assignment—Physical Activity		and Internet Resources	247
Assessment and Counseling	211	References	248
Suggested Readings, Materials, and Internet Resources	213		
		CHAPTER 10	
References	214	Group Facilitation	
CHAPTER 9		and Counseling	252
Communication with		Introduction	253
Diverse Population Groups	216		253 253
	<del></del>	Communication Styles	253 253
Introduction	217	Using Questions in a Group	253 254
Gaining Cultural Competence	217	Types of Questions	
Reasons to Focus on Cultural	217	Facilitating Groups	255
Competence	217	Preparation	255
Cultural Competence Models	218	Consensus	257
Cultural Competence Continuum	219	Group Management	257
The EERN Model	219	Group Counseling	260
The ETHNIC Model	219	Advantages of Group Counseling	260
Campinha-Bacote Cultural Competency Model for Healthcare Professionals	220	Disadvantages of Group Counseling	260

Group Process	260	Verbs
Ending	266	Types of Objectives
Practical Considerations		Cognitive Domain
for Successful Groups	268	Affective Domain
valuation of Group Interactions	269	Psychomotor Domain
CASE STUDY: Group Facilitation at a		Generalizations
Diabetes Camp for Adolescent Girls	271	Instructional Plan
Review Questions	271	CASE STUDY: Keys to Success #4–Establish
Assignment—Practice Group Counseling	271	Goals and Objectives
Suggested Readings, Materials,		Review Questions
and Internet Resources	273	Assignment
References	273	Suggested Readings, Materials, and Internet Resources
CHAPTER 11		References
Keys to Successful Nutrition		
•	275	
ntroduction	276	CHAPTER 12
Nutrition Education Settings	276	Educational Strategies, Mass
<u> </u>	277	Media, and Evaluation
Keys to Nutrition Education  Keys to Success #1–Know Your Audience,	411	Introduction
Conduct a Thorough Needs Assessment	277	Keys to Success # 5-Provide
Needs Assessment Categories	277	Instruction Planning and Incorporate
Data Collection Methods	279	Learning Strategies
CASE STUDY: Nutrition Education		Presentation
Intervention for a Congregate		Discussion
Meal Program	280	Demonstration
CASE STUDY: Keys to Success #1-Know		Visual Aids
Your Audience, Conduct a Thorough	201	Action-Oriented Techniques
Needs Assessment	281	Technology-Based Techniques
Keys to Success #2–Determine Your Educational Philosophy	281	Learning Domains and Strategies
		Keys to Success # 6–Develop Appealing and Informative
<b>CASE STUDY:</b> Keys to Success #2–Determine Your Educational Philosophy	283	Mass Media Materials
Keys to Success #3–Design Theory-Based		Developing Audio and
Interventions	283	Audiovisual Messages
<b>CASE STUDY:</b> Keys to Success #3–Design		Developing Print Materials
Theory-Based Interventions	285	Application of Emotion-Based
Community Level and Planning		Approach
Models: Social Marketing	285	Keys to Success # 7-Conduct
Definition of Social Marketing	285	Evaluations
Basic Principles of Social Marketing	286	Planning for an Evaluation
Application of Social Marketing	287	Formative Evaluations
Keys to Success #4–Establish Goals		Summative Evaluations
and Objectives	287	CASE STUDY: Presentation
Goals	288	to High School Class
Objectives	288	Review Questions

		Contents	хi
Assignment—Develop a TV Public Service		Social Media Marketing	339
Announcement	321	<b>CASE STUDY:</b> Interactive	
Suggested Readings, Materials,		Personal Case Study	340
and Internet Resources	322	Review Questions	341
References	323	Assignment—Evaluate Your Counseling Effectiveness	341
CHAPTER 13		Suggested Readings, Materials,	
Professionalism and		and Internet Resources	342
Final Issues	325	References	342
Introduction	326		
Professionalism	326	CHAPTER 14	
Block One: Foundation Knowledge	327	Guided Counseling	
Block Two: Evaluation Resources	327	Experience	345
Block Three: Decisional Aids	328	Introduction	346
Ethics	328	Developing a Counseling Style	346
Client Rights	328	Finding Volunteer Clients	346
Confidentiality	328	Goals of the Guided Counseling	340
Procedures and Goals of Counseling	331	Experience	346
Qualifications and Practices of the Counselor	333	Skill Goals	347
Boundary Between Nutrition	555	Attitude Goals	347
Counseling and Psychotherapy	333	The Four Counseling Sessions	347
Referrals	333	Preparation for Session 1	347
Proper Dress Attire	335	Session 1	348
Starting a Private Practice	335	Session 2	349
Define a Focus	335	Session 3	349
Professional Credentials and Achievements	335	Session 4	350
Learn and Connect	336	Appendix A DASH Food Plan	370
Create a Business Roadmap	337	Appendix B Body Mass Index	373
Professional Support Systems	337	Appendix C Exchange Lists for Weight	370
Business Basics	337	Management	374
Marketing Basics	337	Appendix D Lifestyle Management	
Marketing Plan	338	Forms	396
Web-Based Marketing	338	Index	433