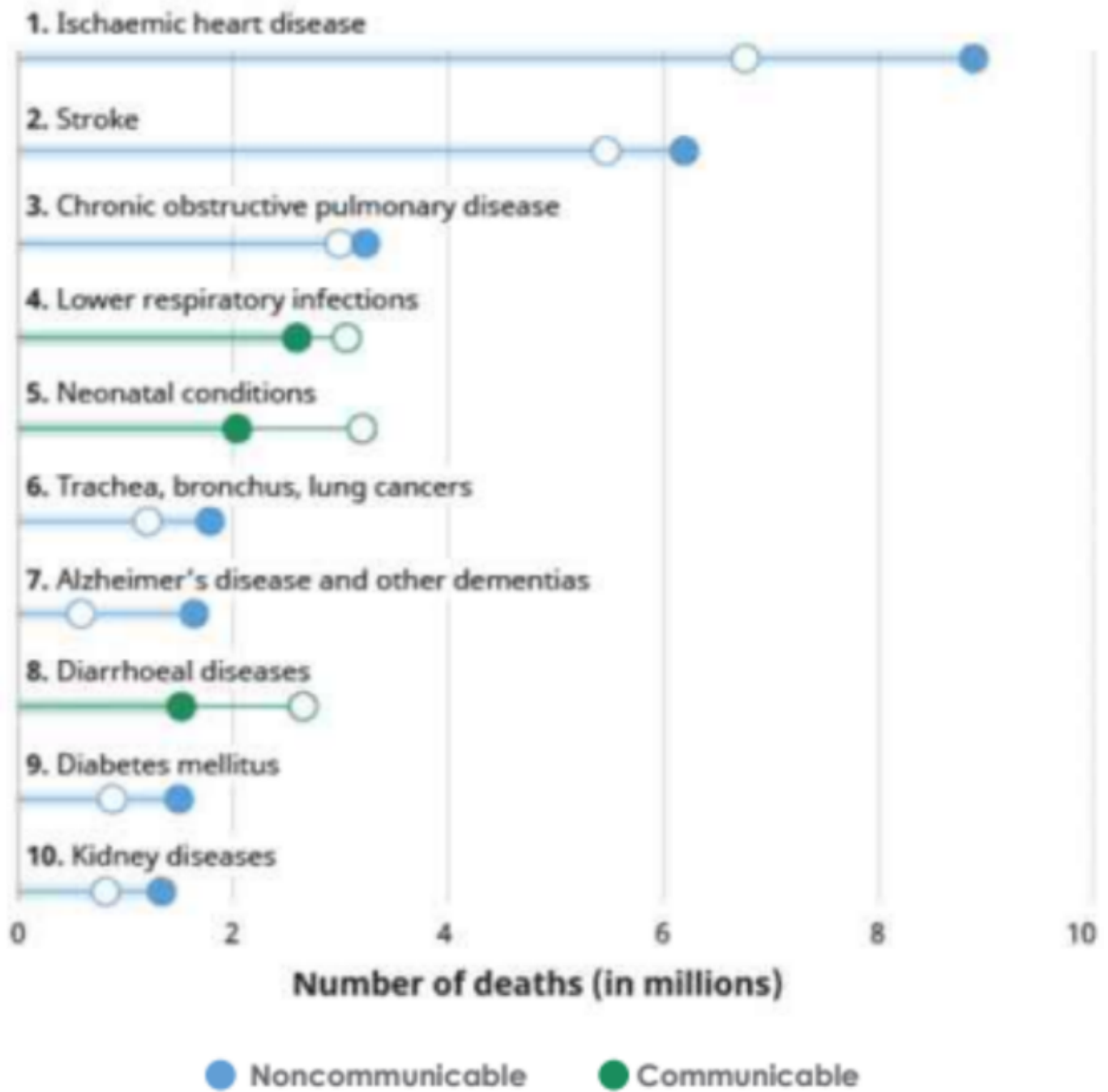


①



## 8.1 The importance of behaviour in relation to health

approximately	تقريباً	Avoiding	تجنب	Behaviour	سلوك
benefit	فائدة	Cardiovascular	القلب والأوعية الدموية	chronic obstructive pulmonary disease	انسداد رئوي مزمن
Estimated	مقتر	Expectancy	المتوقع	habit	عادة
Lack of exercise	عدم ممارسة الرياضة	long-term	طويل الأمد	Prevention	وقاية
Reduce chance	تقليل الفرصة	smoking	التدخين	Stroke	سكتة دماغية
successful	ناجح	Support	يدعم	Wellbeing	الرفاهية

What disease causes the most deaths?

**Worldwide 7** of the **10** leading causes of in 2019 were due to non-communicable diseases.

In total non-communicable diseases were the cause of **74%** of deaths globally in 2019.

**WHO 2019 estimated deaths worldwide** ① picture

**Since 2000, the largest increase in deaths has been from heart disease, increasing by more than 2 million to 8.9 million deaths in 2019.**

Stroke and chronic obstructive pulmonary disease are the 2nd and 3rd leading causes of death. They are responsible for approximately **11%**, and **6%** of all deaths.

**In the UAE It is estimated that 77% of all deaths are caused by non-communicable disease, with 40% of all deaths being because of cardiovascular disease.**

### How can your behaviour impact your health ?

Non-communicable disease can often be prevented through a healthy lifestyle and **avoiding** things that could **harm** you.

**If a person chooses positive health behaviours, they can reduce their risk of illness and disease.**

### Positive health behaviours

having a balanced diet	being at a healthy weight	avoiding smoking	getting enough physical activity.
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if people choose **negative health behaviours**

<b>not exercising</b>	<b>eating unhealthy foods</b>	<b>smoking</b>
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they are at greater risk of developing diseases.

Replacing negative behaviours with positive ones can help people to:

improve wellbeing	reduce their risk factors for disease	increase their life expectancy & quality of life
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### disease prevention & lifestyle changes

can help to prevent or reduce the chance of developing certain diseases "modifiable risk factors for disease".

modifiable factors for disease include:

Type 2 diabetes	High stress levels	Smoking
being overweight or obese	High blood pressure (hypertension)	High blood cholesterol
sedentary lifestyle (lack of exercise)		

### Health Improving

lived a certain way for a long time become a habit, so it's not always easy to change behaviour

There are many things that you can do to help make this behaviour change more easily, and different things a healthcare professional can do to support.

### What is behaviour change?

**Behaviour** is a term that describes how a person acts.

**Change** : when a person does something differently from how they used to do it.

**behaviour change** : different way of behaving.

Behaviour change is important because making positive changes can benefit a person's health and wellbeing.

Keeping a new behaviour can be hard. To make successful long-term change it's important that people:

understand why they behave the way they do.

know that they need to change.

know where to find the support to help them to change.

## 8.2 Factors that influence behaviour

abilities	قدرات	Belief in yourself	الإيمان بنفسك	Influence	تأثير
practical skills	المهارات العملية	Queue	طابور	self-efficacy	الكفاءة الذاتية

### What influences behaviour?

**influence** : something affects the way a person behaves.

**theory** : idea or set of ideas that explain facts

### Environmental influences on behaviour

natural environment				man-made environment		
everything that makes up the natural world around us				things that people have created to make our lives easier and more comfortable		
air	land	water	weather	cars	buildings	roads
The environment can have a big effect on the way that people behave. It can encourage them to make healthy or unhealthy choices.						

مثال كيف يتأثر الـ natural environment على سلوكنا :

في فصل الصيف بالإمارات، سيكون الجو حار جدًا فالناس يفضلون يبقوا في مكان داخلي بالإضافة أنه سيكونون أقل طاقة، مش برا وطاقتهم قل الفل.. أما لما يكون الجو حلو فنسبة الخروج والقيام بأنشطة رياضية كبيرة

مثال كيف يتأثر الـ man-made environment على سلوكنا :

غالبًا الناس ما بيعرفو انه سلوكهم متأثر بالاشياء المصنوعة حولهم

لما تكون مثلا بالمول ورايح عالطابق يلي فوق، هل بتستخدم السلالم العادية او السلم المتحرك؟ أغلب الناس بدون ما يفكرو بيبستخدمو السلم المتحرك عشانه موجود ما بيفكرو انه استخدام السلالم العادية مفيدة لصحتهم.

**social environment** : the social things that surround a person such as: relationships, society they live in and their culture.

**It can affect people's behaviour because many things that people do are influenced by the people that they know such as family and friends.**

learning many Things from people around us could be how we do something, or how we act.

learning :			
communication skills	practical skills	how to behave in different situations	what is right and what is wrong
talking, listening	cooking		

The way that we behave could be because we watched our parents behave that way, or we have been taught particular behaviour.

## Society مجتمع

can influence us to behave or act in a certain way For example, when you go to a shop to buy something you want in a queue to be served. You behave That way because it is what society expects you to do.

society : a group of people living together in a community

'Social Cognitive Theory' suggests that people's knowledge and behaviour is influenced by watching how others behave and by the things around them.

## Social Cognitive Theory

There are many things that influence the way that a person behaves. **Social Cognitive Theory can explain why people behave the way they do.**

**Social Cognitive Theory explains that our behaviour is influenced by:**

natural and man-made environment	social environment	personal factors
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## Personal factors

**individual things that influence a person's behaviour.**

Some personal factors can explain why people behave the way they do include:

**1. Self-efficacy** : a person's belief in themselves and their ability to do something.

:: If you believe that you can run for 30 minutes, then you are more likely to be able to do it.

**2. Outcome expectations** : what people expect to happen if they do something.

مثال : إذا قمت بالتغيير لنظام غذائي صحي ومارست التمارين الرياضية أكثر فأنت تتوقع انك تفقد وزن

**3. Goals** : things that a person wants to do in their life.

مثال : إذا كنت تمتلك هدف تود تحقيقه فقد تغير سلوكك لتصل إلى هدفك

**Having belief in yourself and your abilities and when you set out to do something is important.**

**These things can make you more likely to Succeed in making behaviour changes that could benefit your health and life.. ♡**

### 8.3 Behaviour change interventions

advice	نصيحة	Decisions	قرارات	Department	قسم
finer	الغرامات	Gather	يجتمع	government	حكومة
Population	سكان	Regulations	أنظمة	undergraduate	المرحلة الجامعية

#### Behaviour change interventions

encourage a person, community, a whole population to make a positive behaviour change ☆

**intervention** : action that is taken to change something

Interventions are usually carried out by government health

departments or healthcare providers to protect and improve people's health.

**The aims of a behaviour change intervention are to:**

promote health

prevent illness and disease

reduce healthcare costs

#### Three types of interventions:

1. **Education and communication** - تعليم وتواصل **when health advice is given to 1 or more people.** advice could be from a doctor given to 1 person about how to have a healthy diet. It could be a TV advert about the dangers of smoking which many people would see.

2. **Resources** مصادر: **when things are provided for people to help them make positive health changes.**

إذا كان الناس لديهم حق الوصول لحديقة أو صالة رياضية (جيم) قريب من مسكنهم حيسهل عليهم أنه يختارو يتمرنو

3. **Policy** سياسة - **when governments write regulations to change something that affects the health of many people.**

للقاية من تفشي فيروس كورونا، حكومة دولة الإمارات عملت سياسات جديدة. فرضو غرامات للي ما بيلبسو كمادات في الاماكن العامة، ولعدم التباعد الاجتماعي، وحددت عدد الأشخاص اللي يمكنهم التجمع معًا. هي الاجراءات ساعدت في حماية صحة جميع سكان الدولة.

Planing a behaviour change intervention using these steps :

It can help to create a targeted behaviour change plan to help to change health problem in an individual or group of people.

**behavioural science** : branch of science explores human actions

**studies the way that emotions, environment, and social factors influence our decisions.**

**to find out why individuals and societies behave the way they do.**

**The UAE college of Medicine and Health Sciences has a behavioural science department which provides an undergraduate programme in psychiatry and behavioural sciences**