**Health Psychology – Experimental Intervention Project**

**Overview of project**: You and your classmates will apply the various theories and concepts (e.g., health belief model, fear appeals, implementation intentions, cognitive dissonance, self-affirmation, etc) we’ve covered during the semester to create your own intervention campaign for a specific health behavior.

In groups of 4 or 5, design an experimental intervention for a specific audience or population aimed at promotion or prevention of a type of health behavior (e.g., a campaign to get cancer survivors to engage in regular exercise; a campaign aimed at reducing smoking among teenagers, etc.). Each group will present their intervention project on Tuesday, December 4 and Thursday, December 6. Additionally, turn in either a hard copy of your paper or upload it on CANVAS on Friday, December 7 at 5:00pm (only one copy per group is necessary).

In addition to the presentation, you and your group will write a 5-7 page paper introducing why your intervention topic is important, providing background information on your topic, describing your intervention.

Your paper should include:

* **2-3 pages introducing your intervention and relevant background information**
  + An introduction to the health behavior you are attempting to change (e.g., either something you are trying to encourage, like exercise, or prevent, like smoking in teenagers).
  + Introduce the general topic – provide background information on this topic (cite at least 5 research studies that are relevant to your intervention). This means you will have to do some background research on the topic of interest. I recommend using the database “PsychInfo” that can be found on Stevens library database website - <https://library.stevens.edu/azlist>
    - For example, a past study that examined how to reduce smoking among high school students, research showing why reducing smoking in high school students is important for future health, etc
  + Describe its importance (you may do this by citing statistical findings or by mentioning other research studies that show the physical or psychological impact/importance of the problem)
    - For example, high school students who smoke are more likely to have at least one chronic illness by age 40
* **2-3 pages explaining your intervention** 
  + After you have reviewed the previous work and highlighted areas in need of research or previous methodological flaws, you want to describe your own hypothesis and the purpose of your study
  + Methodology – describe exactly what the intervention would involve
    - why you are targeting the specific population you’ve chosen to focus on?
    - what is your independent variable(s)?
    - what is your dependent variable(s)?
    - and how will you measure each IV and DV?
    - what other variables will you measure to control for (e.g., education level, SES, etc.)?
  + Results – base your results for your intervention on at least 3 studies that examine a similar research question (cite these 3 studies).
* **2 - 3 paragraph discussing roadblocks and impact** 
  + how will you encourage people to stick with the intervention/deal with hard times?
  + what other roadblocks do you perceive?
  + consider and discuss both the individual and society impact your intervention may have
* **1 - 2 paragraph conclusion**

Format for the paper:

* 1. **Heading:** The first page should include the following:
     1. All group member names, A title that describes your intervention
     2. The Heading should occupy no more than three lines of the page.
  2. **Length: 5-7 pages** double spaced
  3. **Font:** 12 point Times New Roman
  4. **References:** Cite your sources in a reference section at the end of the paper, cite your sources in the body of the paper of the paper (last name(s), date).

An example intervention design

* IV: exercise condition and control condition
  + Experimental Group: assign participants to exercise 3 times a week for 30 minutes
    - Track type of exercise, duration, and time/date with a fitness tracker
  + Control Group: do not assign participants to exercise (but still measure if they worked out - if so, how long)
    - Ask how often participants exercise each week
* DV: smoking cessation
  + Did the participants stop smoking? Measure how many cigarettes they report having in past week.
* Track exercise and smoking behaviors for 3 months. Assess cigarette usage and exercise in daily log
* Control for: education level, SES, number of past attempts to quit smoking, current level of exercise, etc.