



Healthy Start  
Virtual Grantees' Meeting

# Less is More: The Revolutionary Power of Tiny Habits® so You Can Survive Today & Thrive Tomorrow

Deborah Teplow, PhD  
Institute for Wellness Education

June 25, 2020

HEALTHY  
start  
TA & SUPPORT CENTER



NICHQ  
National Institute for  
Children's Health Quality

# Agenda



Housekeeping	Nikki Maffei, NICHQ
Introductions	Sandra Mathoslah, MCHB, DHSPS
Less is More: The Revolutionary Power of Tiny Habits® So You Can Survive Today and Thrive Tomorrow	Deborah Teplow, IWE
Q&A	All
Closing	Nikki Maffei, NICHQ

# Meeting Logistics



## Please note the following:



- This session is being recorded, and will be archived for future viewing.



- All participants are muted upon entry. We ask that you remain muted to limit background noise.

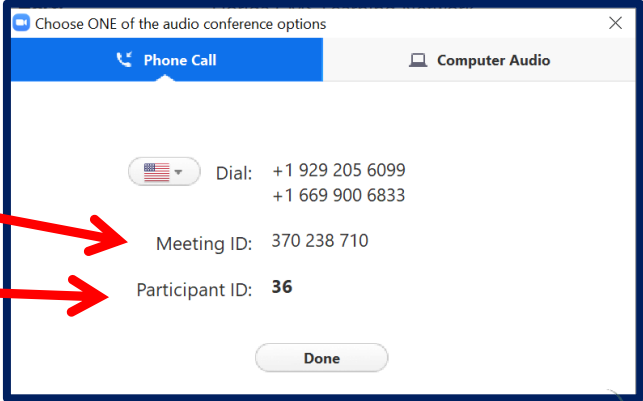
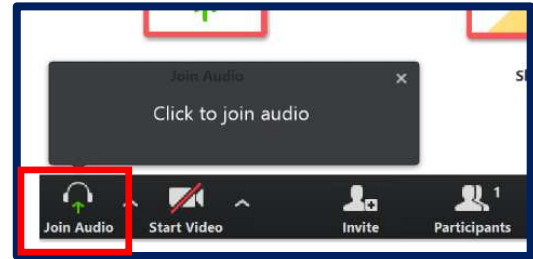
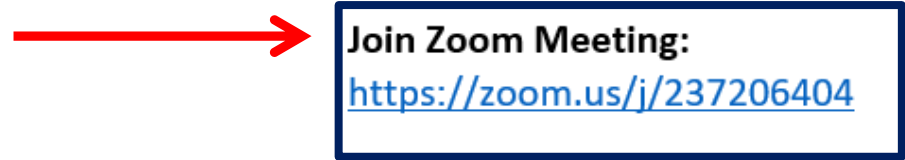


- Members are encouraged to participate in the discussion by typing your comment/asking questions using the chat box.

# Connecting to the Audio Conference



- Join Zoom Meeting by **clicking Zoom Meeting link** & launching the Zoom application
- An audio conference box will appear
  - If you do not see the box click the **'Join Audio' button**
- From the audio conference box: Select to **"Phone Call"** or **"Computer Audio"**
- If using the phone:
  - dial the number next to **"Dial"**
  - You will be prompted to enter the **"Meeting ID"**
  - Then you will be prompted to enter the **"Participant ID"**



# Ways to Participate: Chat



A screenshot of a Zoom meeting window. The top bar shows 'Zoom Participant ID: 49 Meeting ID: 617-788-369'. Below this is a 'Talking:' bar. The main area displays meeting details: 'Meeting Topic: Healthy Start Webinar', 'Host: HS TA &amp; Support Center', 'Invitation URL: https://zoom.us/j/617788369', and 'Participant ID: 49'. At the bottom, there is a toolbar with icons for 'Join Audio', 'Start Video', 'Invite', 'Participants', 'Share', 'Chat', 'Record', and 'Leave Meeting'. A 'Zoom Group Chat' sidebar is open on the right side. A red box highlights the 'Chat' button in the toolbar, with a callout box stating: 'After you click the 'Chat' button, a sidebar will appear where you can chat to all participants'. Another red box highlights the 'Chat' button, with a callout box stating: 'At the bottom of the Zoom window, you will see a 'Chat' button'. A third red box highlights the chat input area in the sidebar, with a callout box stating: 'Chat here to everyone!'. The chat sidebar shows 'Zoom Group Chat' at the top, a dropdown menu set to 'Everyone', and a text input field with the placeholder 'Type message here...'. There are also icons for 'File' and a menu.

# #HealthyStartStrong



- Spread the word about #HealthyStartStrong on social media
- Throughout the meeting, post about what you're learning/enjoying about the meeting
- Include the hashtag #HealthyStartStrong and be sure to tag @NICHQ

**We Are #HealthyStartStrong**

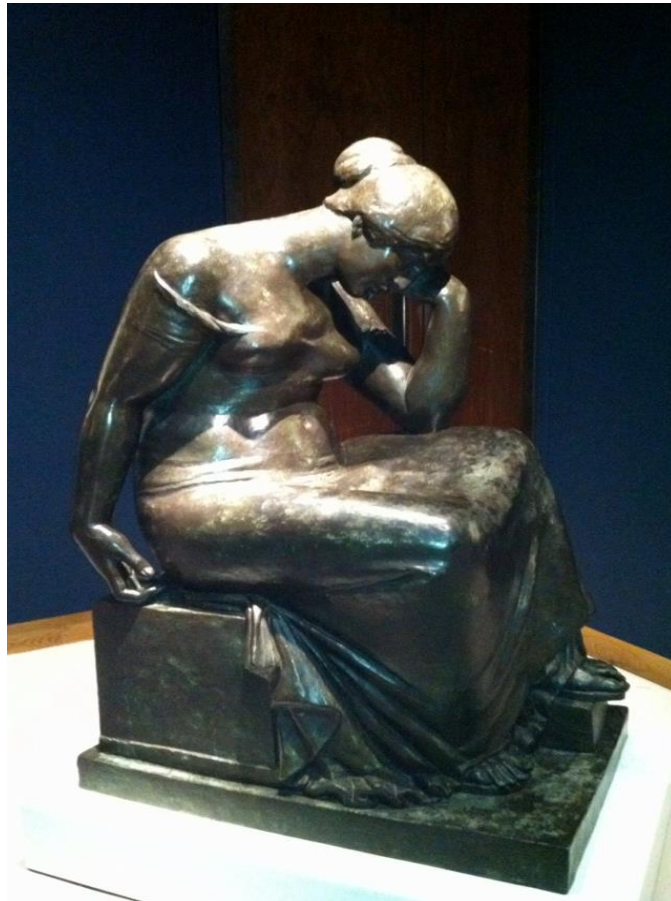




Deborah Teplow, PhD  
Institute for Wellness Education  
(IWE)



# Be the Scientist and the Subject





# The Shoemaker's Children



# Why Now?

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Pre-COVID-19: Alarming, Disturbing, Epidemic, Crisis  
NOW: Alarming, Disturbing, Epidemic, Crisis x XXX

# Present or Preoccupied?



# Well-honed Instruments or Blunt Tools?



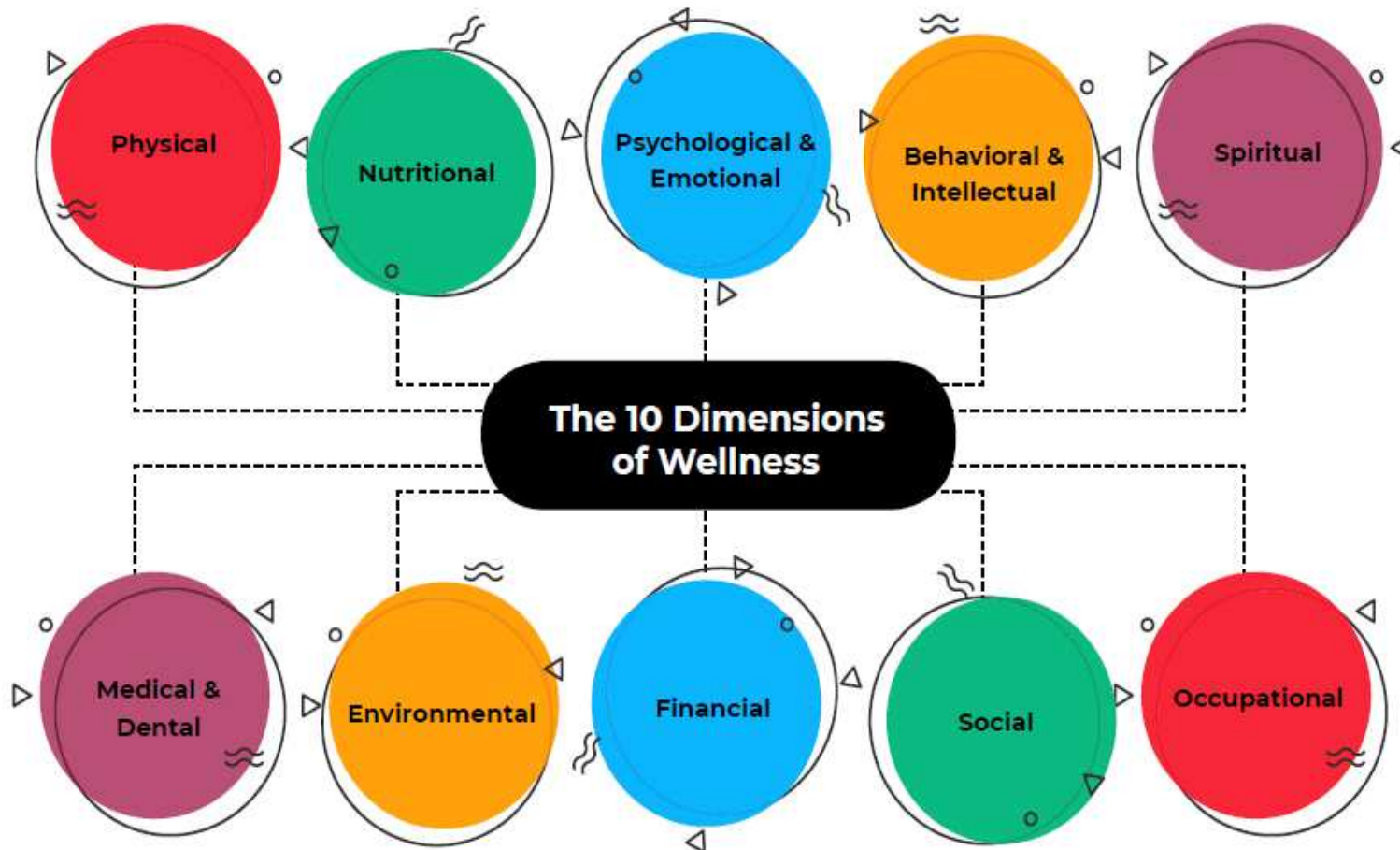


# What About the System?





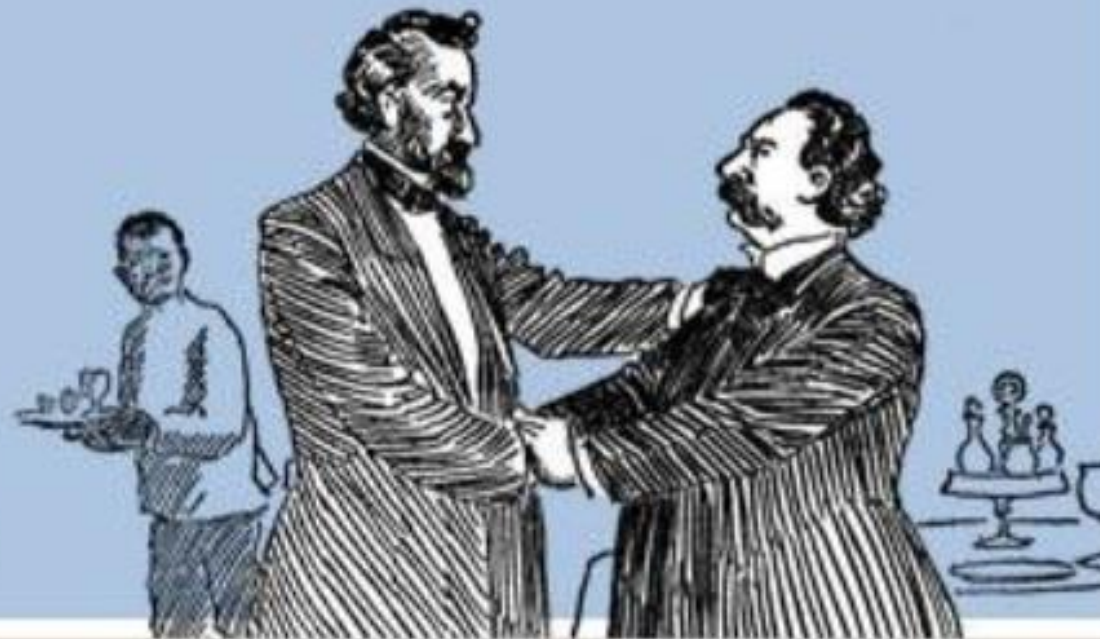
# 10 Dimensions of Wellness



# 14 Myths and Mistakes



Thanks for not laughing at my absurdly  
unattainable New Year's resolutions.

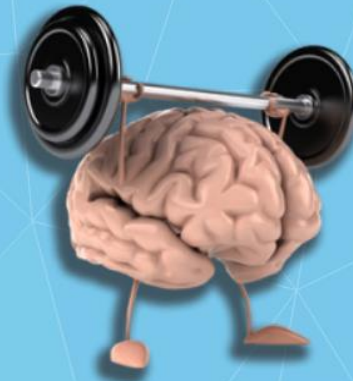


someecards





# 1. Relying on willpower for long-term change







## 2. Attempting big leaps instead of baby steps

### 3. Ignoring how environment shapes behaviors

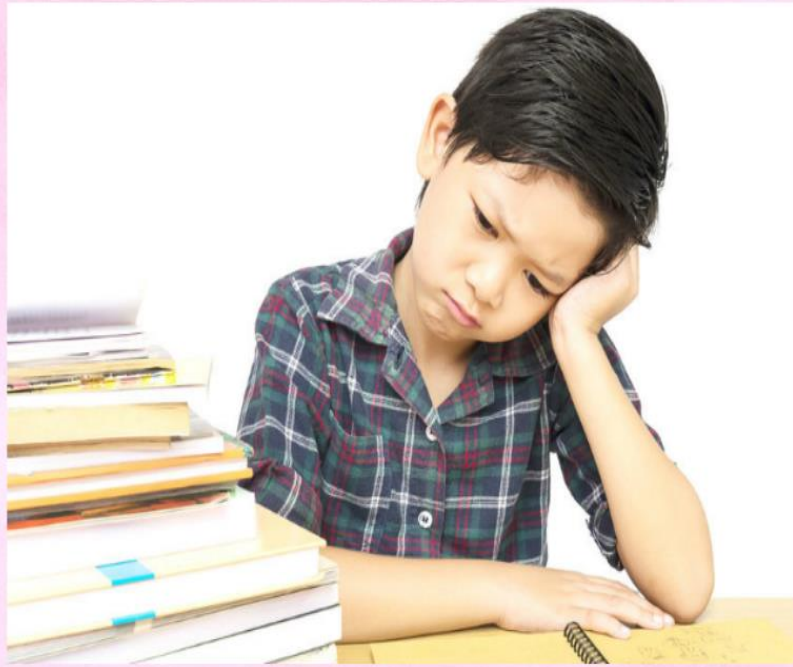


## 4. Trying to stop old behaviors instead of creating new ones





## 5. Blaming failures on lack of motivation



## 6. Underestimating the power of triggers





## 7. Believing that information leads to action



## 8. Focusing on abstract goals more than concrete behaviors



## 9. Seeking to change a behavior forever, not for a short time.



## 10. Assuming that behavior change is difficult





11.  
Assuming  
that you  
aren't  
good at it  
and can't  
succeed.



12. Assuming  
that there is  
one best way  
to do  
something.



13. Assuming  
that because  
you failed  
before, you'll  
fail again.



Epiphany

~~Just Do It~~

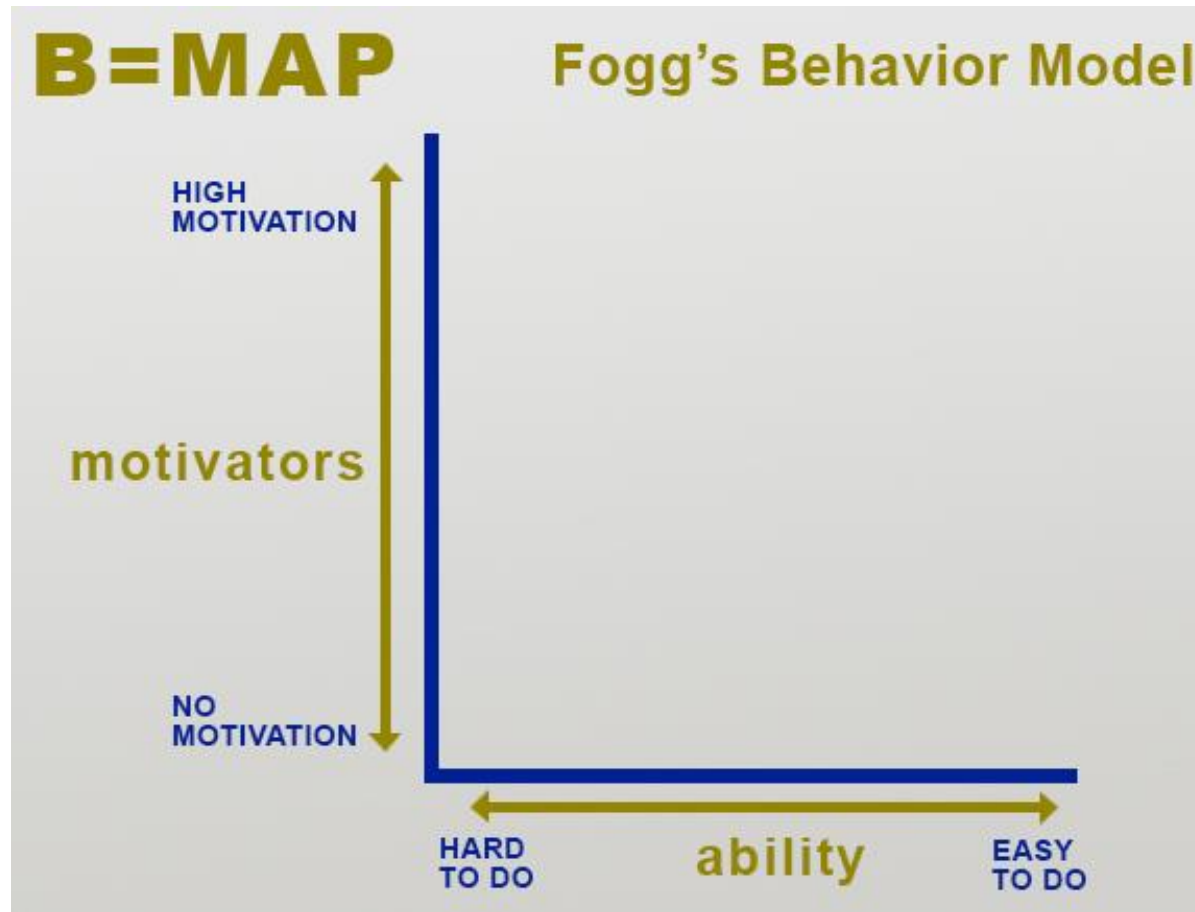




# Tiny Habits® Method



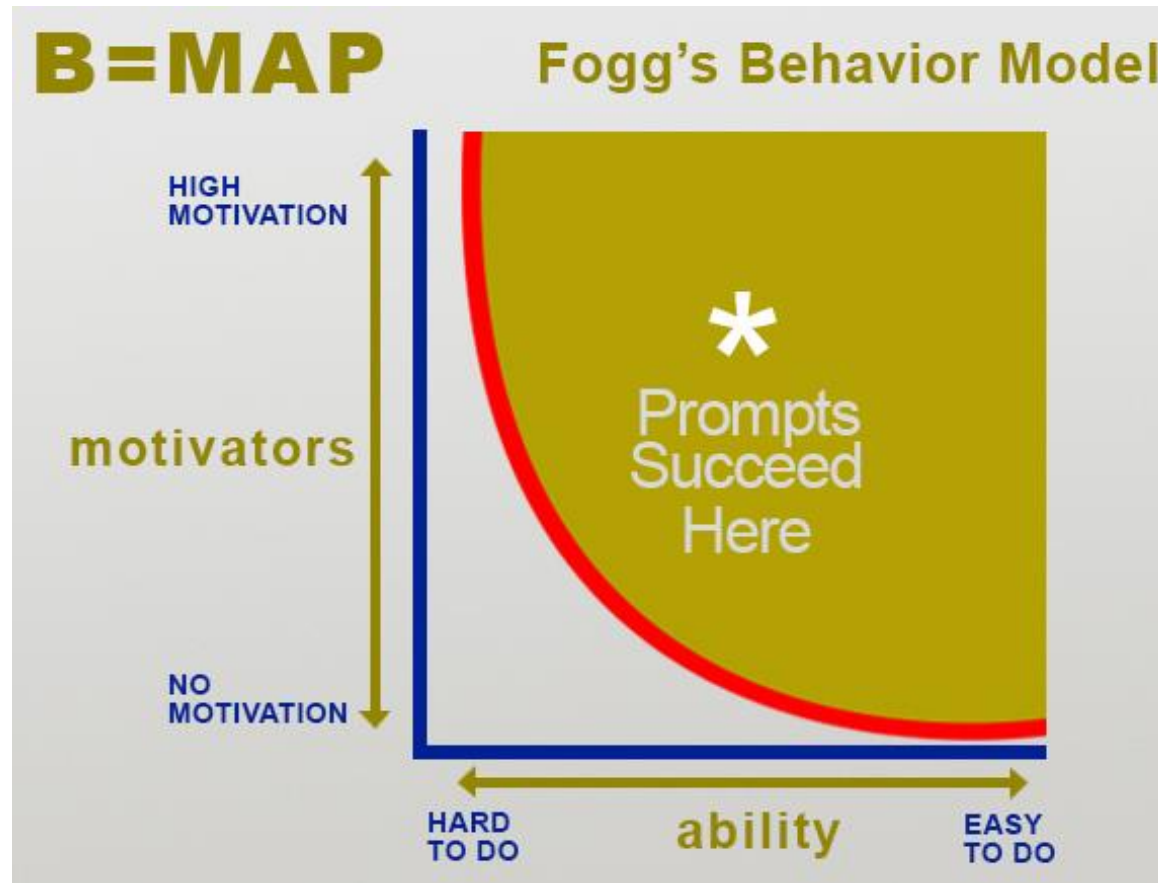
# Fogg Behavior Model



# Fogg Behavior Model

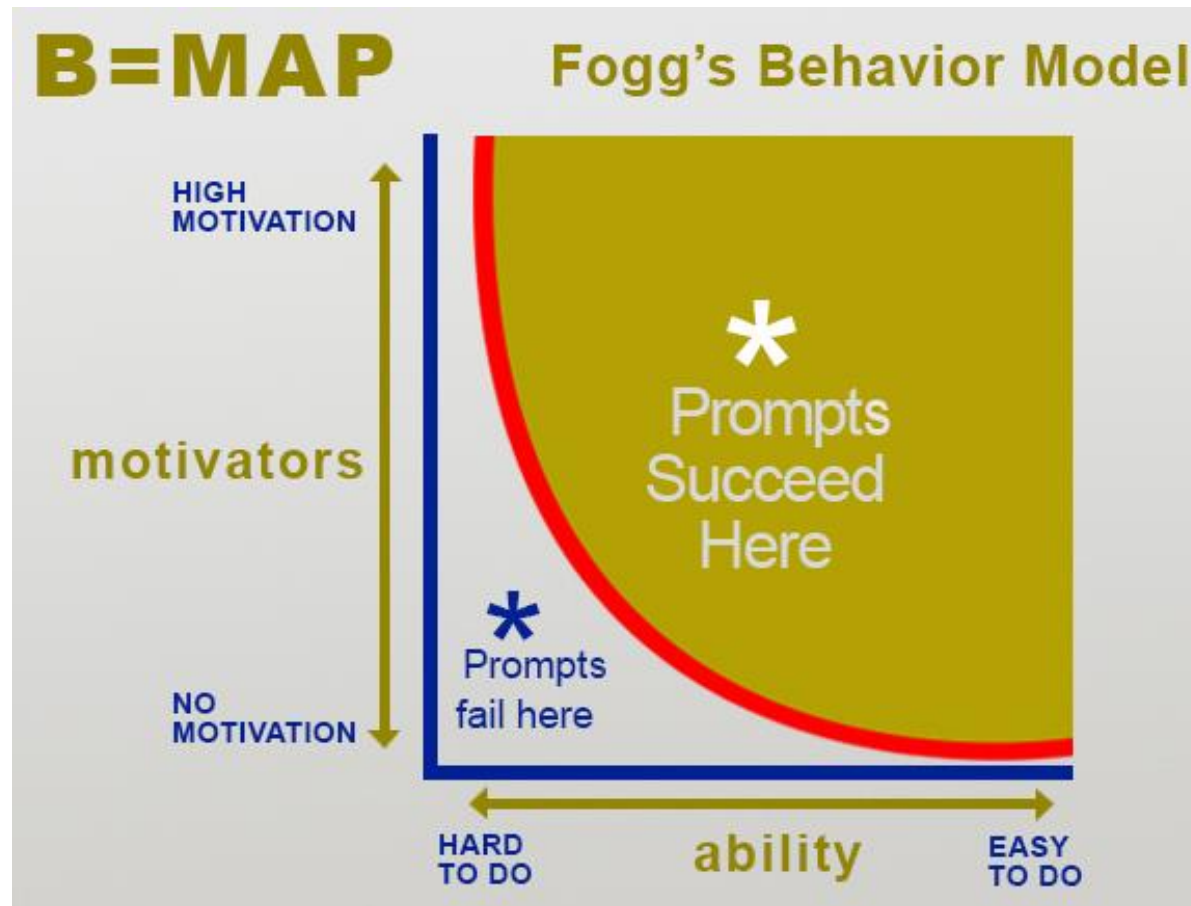


# Fogg Behavior Model

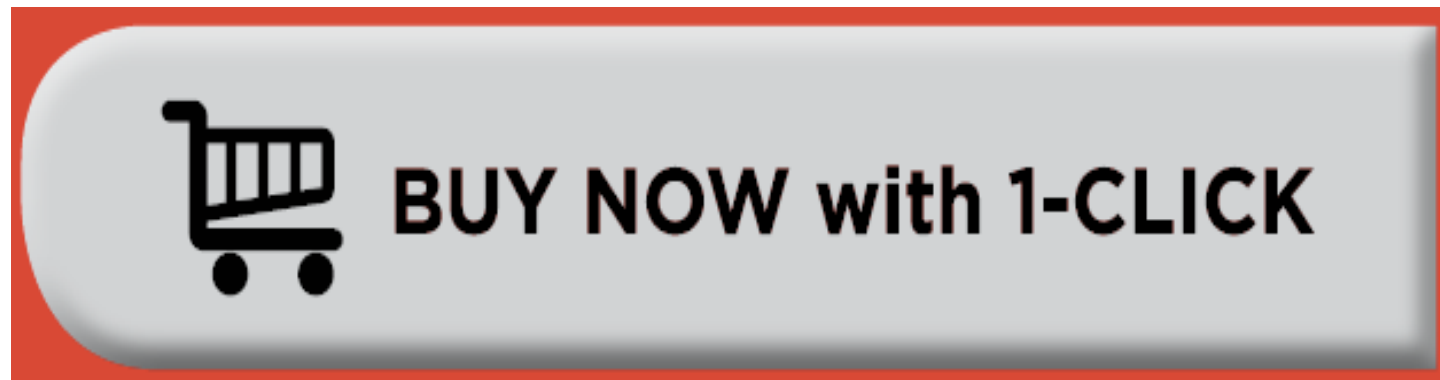




# Fogg Behavior Model



Increase ability...  
... by making the task easy to do



# What Is a Tiny Habit?

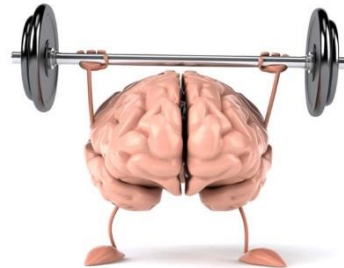
- Behavior you do at least **once per day**
- Takes **<30 seconds** to do
- Requires **little effort** (ie, cost)
- **Want** vs should
- **Doesn't create** pain or bad emotions

# Tiny Habits Formula

- After I [**your Anchor**],
- I will [**new Behavior**].
- Then, I will **Celebrate**.



# Make the Task Easy by Cutting the Cost



- Money
- Time
- Physical effort
- Mental effort
- Social deviance
- Non-routine



# How Small Is Tiny? Ridiculously Small



## Tiny Version

- Floss one tooth
- Take one bite of carrot
- Do 2 push-ups
- Take one deep breath

## Starter Step

- Put an apple in my backpack
- Put out the dog food
- Open my journal



# Why So Tiny?



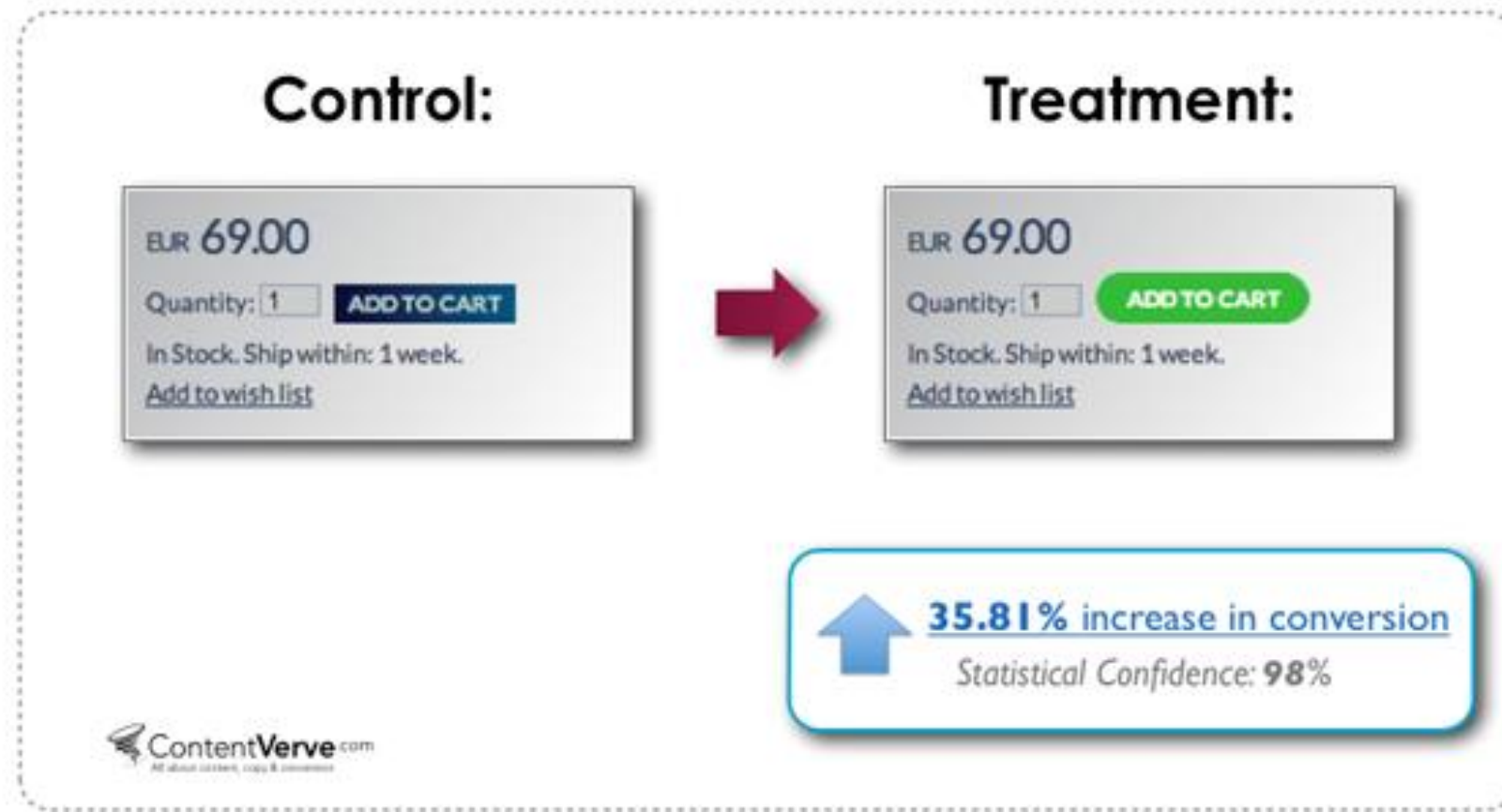


# Do Small Details Really Matter?





# Small Changes . . . Big Rewards



# MATCHING MYSELF WITH THE BEST BEHAVIOR



HABIT BY DESIGN

## My behavior options

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

My motivation to do this behavior

1 = lowest  
5 = lowest

My ability to do this behavior

1 = lowest  
5 = lowest

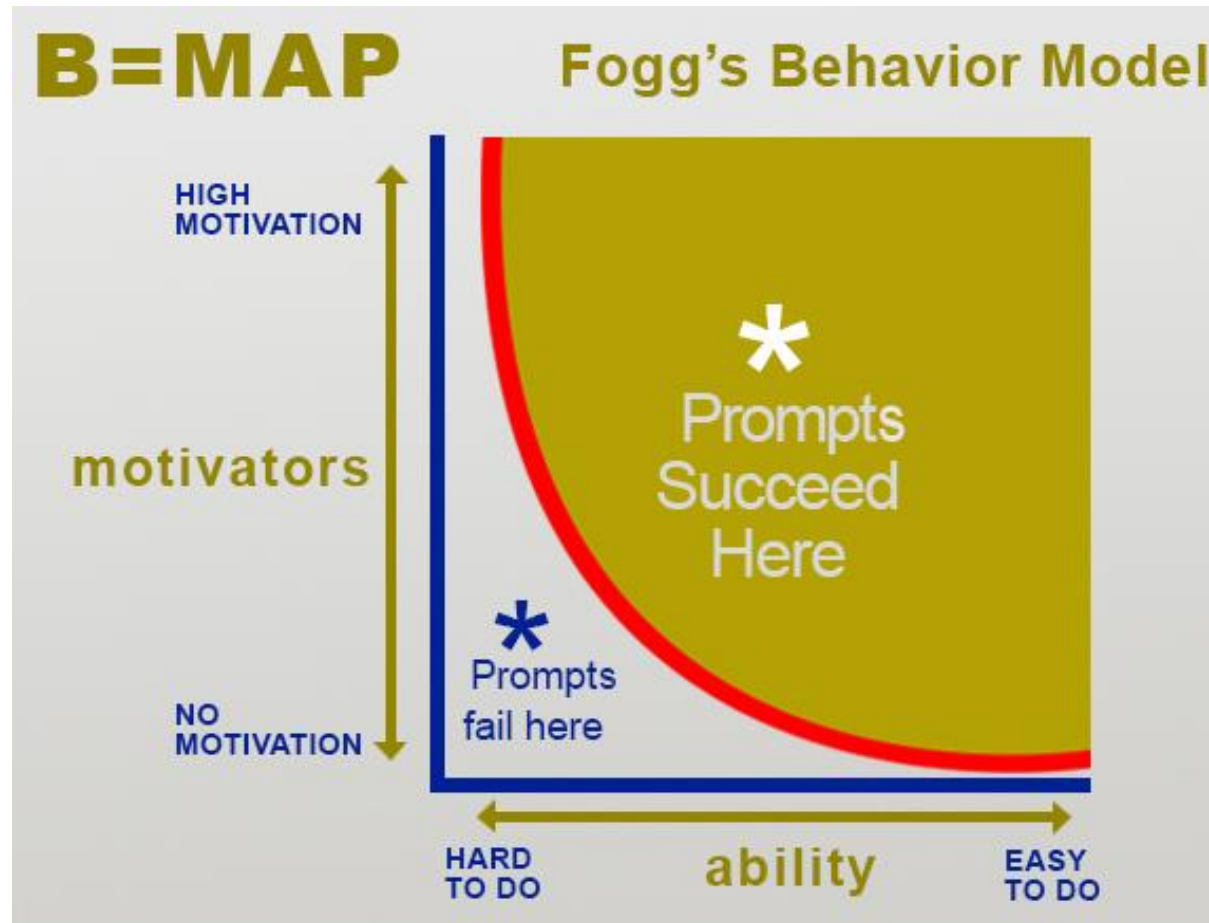
The impact this behavior would have

1 = lowest  
5 = lowest

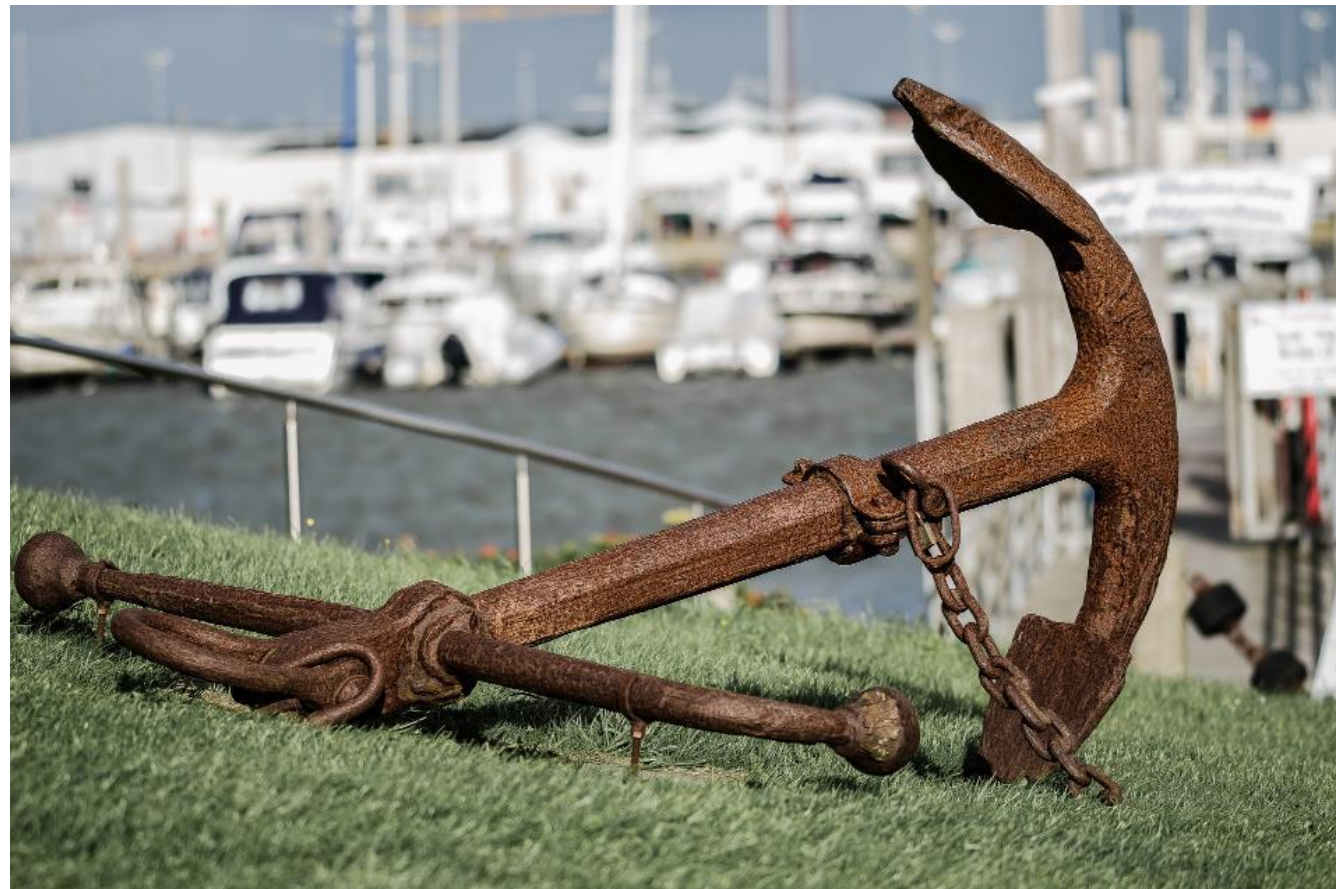
Total Score

My motivation to do this behavior 1 = lowest 5 = lowest	My ability to do this behavior 1 = lowest 5 = lowest	The impact this behavior would have 1 = lowest 5 = lowest	Total Score

# Fogg Behavior Model



# Prompts, Anchors, Triggers



# What Is a Prompt (Anchor or Trigger)?

- Says “Do it now!”
- Must be:
  1. Solid
  2. Reliable
  3. Specific
  4. Related in behavior, proximity, time, frequency, purpose



# Tiny Habits Formula

- After I [**your Anchor**],
- I will [**new Behavior**].
- Then, I will **Celebrate**.

# Prompts (Anchors or Triggers)

External	Internal
Alarms	Emotions
Reminders	Routines
Props	Situations
Tools	Places
Calls-to-action	People
<b>What to do next is in the trigger.</b>	<b>What to do next is in the person's head.</b>

# Linking Anchors to Target Behavior



- Link anchor and target behavior by making sure they are related in:
  - Behavior
  - Proximity
  - Time
  - Frequency
  - Purpose

# ANCHOR MOMENTS AFTER I...

## Morning

Sit up in bed  
Turn off my alarm  
Turn off airplane mode  
Pee  
Flush the toilet  
Turn on the shower  
Dry my body  
Hang up my towel  
Wipe out the sink  
Wash my face  
Shave my face  
Brush my hair  
Weigh myself  
Make the bed  
Put lotion on  
Tie my shoes  
Put in my contacts  
Put on my glasses  
Put on my watch  
Put on activity tracker  
Pour myself a cup of coffee  
Put the tea kettle on to boil

## Mid day or Anytime.

Hear my phone ring  
Hang up the phone  
Wash my hands  
Drink a cup of coffee  
Drink a cup of tea  
Empty my inbox  
Park the car  
Turn on my computer  
Turn off my computer  
Use the bathroom  
Hug/kiss my spouse  
Hug/kiss my kids  
Sit down  
Set my Pomodoro  
Check Facebook  
Make a purchase  
Greet someone  
Eat a snack  
Write my daily task list  
Open the fridge  
Open the pantry  
Put on seatbelt

## Evening

Unlock my front door  
Walk in the door after work  
Hang up my keys  
Put down my purse/briefcase  
Put dinner dish in the dishwasher  
Start the dishwasher  
Sit down to eat  
Empty the dishwasher  
Hang up the dog leash  
Take out the garbage  
Play with my kids  
Help kids with homework  
Turn off the tv  
Take my makeup off  
Get undressed  
Take off my shoes  
Say my prayers at night  
Set my alarm  
Write in my journal  
Put my phone on airplane mode  
Plug in my phone to charge  
Plug in my computer to charge



HABIT BY DESIGN

# IDENTIFY ANCHOR WORKSHEET



HABIT BY DESIGN

	Anchor	Trailing edge	1x a day	2x a day	a few times a day	many times a day
example	brush teeth	put toothbrush down		x		
example	finish breakfast	put plate in sink	x			
example	Put on shoes	finish tying right shoe	x			
example	Get Millie out of crate	close Millie's crate door	x			
example	Turn on shower	let go of shower handle	x			
example	get up in morning	feet touch bedroom floor	x			
example	empty spam folder	delete final message	x			

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 🐦 @glenlubbert  
 📘 /HabitByDesign  
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# Tiny Habits Formula

- After I [**your Anchor**],
- I will [**new Behavior**].
- Then, I will **Celebrate**.

# Put It All Together

After I...[your anchor]	I will...[tiny habit]
Close the front door	Put my keys in the basket
Buckle my seatbelt	Sit up straight and relax my shoulders
Open my eyes in the morning	Tell myself "This is going to be a great day"
Turn off my computer	Write down 1 item on my to-do list for tomorrow
Take off my shoes	Put them on the mat at the front door
Close my eyes at night	Take 2 slow deep breaths and relax my body
Turn on the dishwasher	Set out my vitamins in my favorite ceramic dish
Put the water on for tea	Call my mom and say "hi"
Press the start button on the coffee maker	Do 2 squats



# The Delight of the Dunk



# Celebration





# Celebrate!

Physical	Vocal
Fist pump	Say “yea!”
Smile at self in mirror	Say “good job!”
Thumbs up	Say “I did it!”
Both arms up in victory	Whisper “bingo!”
Clap hands	Hear roaring crowds
Big smile	Think “awesome!”
Or, combine physical and vocal celebrations	

# 102

## TINY HABIT CELEBRATIONS

1. fist pump
2. say "yippee!"
3. clap your hands
4. sing "I am the champion"
5. pat yourself on the back
6. smile and feel satisfied
7. Stamp feet
8. Say "whoohoo!"
9. do a wink and smile
10. smile at yourself in mirror
11. say "yes"
12. say "yes I did it!"
13. say "way to go!"
14. think "that was awesome"
15. say "I rock"
16. do a jig
17. give myself a high-five

18. feel an inner glow
19. adopt a victory posture
20. head nod
21. a thumbs up
22. feel gratitude
23. feel appreciation
24. say "right on!"
25. make a check-mark in air
26. finger snap
27. say "yay!"
28. pat myself on my back
29. hear trumpets in my head
30. say "well done"
31. say "good job"
32. sing "Celebrate good times"
33. both arms up and think victory!
34. Say a chant and clap - This is the way, aha, aha! I like



## HABIT BY DESIGN

35. shout "Come on!"
36. big smile
37. say "well done"
38. rotate hips & say whoohoo
39. make superhero noises
40. jump up and down
41. do a little shuffle
42. smirk
43. think "that is awesome"
44. victory sign
45. applaud
46. do a victory dance
47. say "bingo"
48. say "yay me!"
49. think "nicely done"
50. think "nailed it!"
51. hear roaring crowds

# 102

## TINY HABIT CELEBRATIONS

52. laugh out loud
53. feel happy
54. move your face to be happy
55. fist pump + awesome
56. say "I'm on my way!"
57. click heels together
58. spin around
59. clench fists and say "yes"
60. Kung Fu Kid pose
61. do the Ickey Shuffle
62. do cheers to yourself
63. say "go me"
64. snap your fingers
65. do the hula
66. say "whoop whoop"
67. say "shazam!"
68. head up, look to the sky and make a V with arms

69. rub hands together
70. whistle a song
71. breath out and say "yes"
72. sing "Simply the best"
73. do power poses
74. "got this one" finger snap
75. take a bow
76. throw something in air
77. think of a pleasing moment
78. twist on one foot
79. spin around
80. shout "strike"
81. end zone dance
82. raise both arms - "score!"
83. blow a kiss to yourself
84. wiggle your whole body
85. hum a song
86. jump up and click heels
87. hip thrust + "yes"

88. cartwheels
89. short tap dance
90. hug yourself
91. take a thumbs up selfie
92. sprinkler dance
93. tap fist to heart 3 times
94. hi-five nearest person
95. howl
96. jump from one foot to other
97. do the twist
98. imagine seeing fireworks
99. raise the roof
100. Smile and have a positive thought
101. jump up & down with hands up
102. sing "hey now, you're a rock star"



## HABIT BY DESIGN



# HABIT DESIGN

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## WORKSHEET



HABIT BY DESIGN

### Anchor

After I...



### Behavior

I will...



### Celebration

And immediately...

# Which First: Anchor or Tiny Behavior?



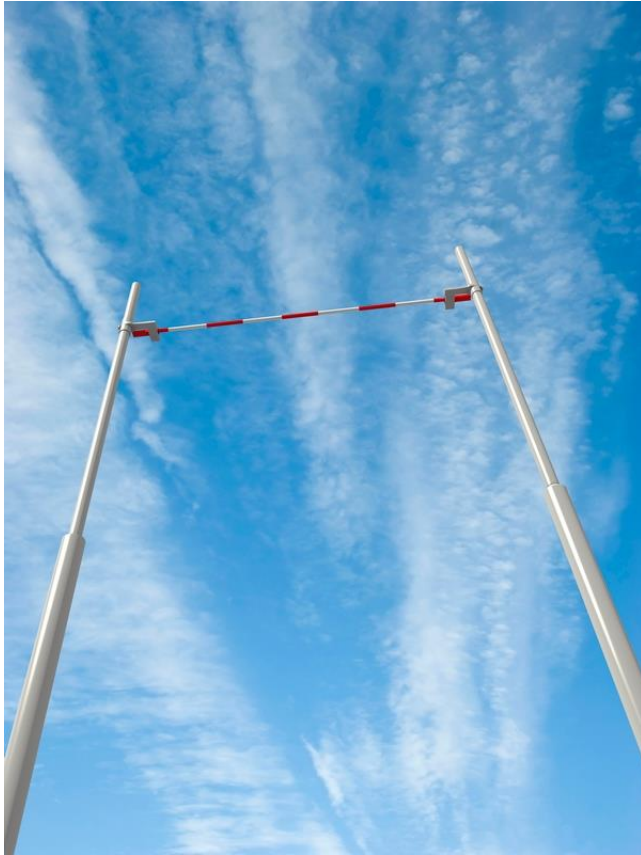


“When you focus on three new behaviors, you learn how habits work. You get more insights about human nature. In contrast, focusing on just one behavior gives insight mostly into that one behavior, but not the bigger picture.”

--B.J. Fogg, Ph.D.



# Raise the Bar? Grow Tiny Habits





# Spot the Mistakes



# SMART Goals: Smart or Not?



1. "I will walk enough to burn at least 1,250 calories through exercise this week."
2. "I will drink no more than three cans of sugar-sweetened soda per week."
3. "I will drink water instead of soda every day this week."
4. "I will bring my lunch to work instead of eating out 4 days this week."
5. "I will meditate for 15 minutes every morning."

## When Readiness to Change Is Low

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Use tiny habits as a tool to boost readiness and prepare for change.

Focus on:

- Benefits
- Reasons
- Importance
- Other....?



# Tiny Habits in Relationships



- After I tell my coworker, “Great job,” I will name the trait and action that defines “great.”
- After I pay the cashier, I will make eye contact and say, “Thanks very much. I appreciate your help.”
- After my partner walks through the door, I’ll shout out “Welcome home, honey!”

# Tiny Habits for Breaking Bad Habits



# Breaking Bad Habits Strategies



1. **The Environment** – start here
2. **Build a New Positive Habit** – become the person who doesn't do the bad or unwanted habit
3. **Self-Talk** – working with the habits that are in your mind
4. **Swap Or Replace** – switch out your bad habit with a new you habit
5. **Reduce Behavior** – put yourself on the path to your new identity
6. **Aversion** – last resort
7. **Ah-Ha!** – the magic switch

# Simple....But Not Easy





# Practice!





# Wrap-up: Bring It on Home



WHAT?



SO WHAT?



NOW WHAT?

Tiny Habits in agency settings to improve:

- Staff well-being
- Organizational effectiveness
- Client well-being

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“Does this behavior help me become the type of person I wish to be? Does this habit cast a vote for or against my desired identity?’ Habits that reinforce your desired identity are usually good. Habits that conflict with your desired identity are usually bad.”

--James Clear  
Author, Atomic Habits





Healthy Start Virtual Grantees' Meeting, June 2020





Questions?





## Closing

Nikki Maffei,  
TA & Support Center



Up Next



# Updates from HRSA's Federal Office of Rural Health Policy Beginning at 4:30 p.m. EST

