

## APPLICATIONS, EFFECTIVENESS AND TYPES OF BEHAVIOURAL INTERVENTIONS

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### DESCRIPTION

Behavioural interventions are approaches that aim to modify or change behaviour in individuals or groups. These interventions can be used in a variety of settings, including healthcare, education, and business. They are designed to promote positive behaviour and reduce negative behaviour. Behavioural interventions are based on the principles of behavioural psychology, which suggests that behaviour is a product of the environment and that changes to the environment can lead to changes in behaviour.

#### Applications of behavioural interventions

Behavioural interventions have many applications, including healthcare, education, and business. In healthcare, behavioural interventions can be used to promote healthy behaviours and reduce unhealthy behaviours. In education, behavioural interventions can be used to improve academic performance and reduce problem behaviours. In business, behavioural interventions can be used to improve employee performance and reduce absenteeism.

**Healthcare:** Behavioural interventions can be used to promote healthy behaviours and prevent or manage chronic diseases. For example, interventions can be designed to encourage physical activity, healthy eating habits, smoking cessation, and medication adherence.

**Education:** Behavioural interventions can be used to improve academic performance and reduce undesirable behaviours in students. For example, interventions can be designed to improve study habits, time management, and classroom behaviour.

**Business:** Behavioural interventions can be used to improve employee performance and reduce absenteeism. For example, interventions can be designed to encourage punctuality, cooperation, and productivity.

**Social services:** Behavioural interventions can be used to address social issues such as drug addiction, domestic violence, and criminal behaviour. For example, interventions can be designed to encourage positive behaviours, reduce negative behaviours, and provide support and resources to individuals and families in need.

#### Effectiveness of behavioural interventions

Behavioural interventions can be effective in promoting positive behaviour and reducing negative behaviour in a variety of settings. The effectiveness of behavioural interventions depends on several factors, including the type of intervention, the individual or group being targeted, and the context in which the intervention is being implemented. Research has shown that some types of behavioural interventions, such as positive reinforcement and exposure therapy, can be particularly effective in promoting behaviour change. However, implementing behavioural interventions can be challenging, particularly in healthcare settings. The study mentioned above identified several factors that can influence the implementation of Lifestyle Interventions (LIs), including dissemination, compatibility with existing structures, funding, connection to existing care processes, quality control, and ongoing innovation. It is important to consider these factors when designing and implementing behavioural interventions to ensure their effectiveness and sustainability.

### Types of behavioural interventions

There are several types of behavioural interventions, including positive reinforcement, negative reinforcement, positive punishment, and negative punishment. Positive reinforcement involves rewarding desired behaviour, while negative reinforcement involves removing a negative consequence for desired behaviour. Punishment involves adding a negative consequence for undesired behaviour, while extinction involves removing a positive consequence for undesired behaviour.

**Positive reinforcement:** Positive reinforcement involves adding a desirable stimulus to increase the likelihood of a behavior. Negative reinforcement involves removing an undesirable stimulus to increase the likelihood of a behavior. Positive punishment involves adding an undesirable stimulus to decrease the likelihood of a behavior, while negative punishment involves removing a pleasant stimulus to decrease the likelihood of a behavior.

**Negative reinforcement:** Behavioural interventions can be used to modify or change behaviour in various contexts, including healthcare, education, business, and social services. They can be used to promote healthy behaviors, improve academic performance, enhance employee productivity, and address social issues such as drug addiction, domestic violence, and criminal behavior.

**Positive punishment:** The effectiveness of behavioural interventions depends on several factors, including the type of intervention, the individual or group being targeted, and the context in which the intervention is being implemented. Some types of behavioural interventions, such as positive reinforcement and exposure therapy, have been shown to be particularly effective in promoting behaviour change. However, implementing behavioural interventions can be challenging, and it is important to consider various factors such as dissemination and funding to ensure their effectiveness and sustainability.

**Negative punishment:** The Functional Behavior Assessment (FBA) is a commonly used approach to guide the development of a Behavior Intervention Plan (BIP) to increase pro-social behavior and decrease negative behavior.

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