From the California WIC Association Flash E-Newsletter

Click on the RWJF interview link and scroll down to see a larger version of the info graphic about behavior change. Check out the other items at the Stanford Persuasive Technology Lab link. Interesting information.

How to Really Impact Health Behavior

According to BJ Fogg, director of the Stanford Persuasive Technology Lab, "If we can help people understand how behavior change really happens in the long-term, then I believe people can design some of their own solutions to have healthier behaviors." Listen to his RWJF interview, then scroll down to the infographic for a summary and examples.