



## Marketing Alliance

*Affordable Marketing for the Independent Publisher*

FOR IMMEDIATE RELEASE

### Press Release

Contact: Reina Santana

Phone: (863) 427-4848

Fax: (863) 223-1550

[rsantana@resmarketingalliance.com](mailto:rsantana@resmarketingalliance.com)

## Living SMART

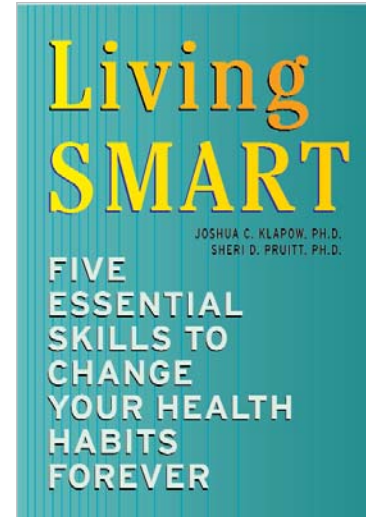
Five Essential Skills To Change Your Health Habits Forever

by Joshua C. Klapow, Ph.D., and Sheri D. Pruitt, Ph.D.

### Changing Health Related Behaviors Forever: It's Not Just About Being Motivated

**Kissimmee, FL—December 2007-** Despite major advances in medicine, millions of North Americans are fighting a losing battle when it comes to their health. Obesity, diabetes, heart disease and other lifestyle-related diseases are on the rise, while more and more people feel helpless because they do not know how to change unhealthy habits. In an effort to bring about change, some search for a magic bullet - the pill, surgery, or procedure that will lead to quick and easy results. Others are guided by the faulty impression that behavioral change can be accomplished if they simply want it badly enough, and rely solely on "common sense and motivation." Although adequate information and a degree of motivation are essential to making change happen, successfully changing any behavior also requires the essential skills embodied in the SMART program developed by behavioral psychologists Joshua C. Klapow, Ph.D., and Sheri D. Pruitt, Ph.D., as described in their new book *Living SMART: Five Essential Skills to Change Your Health Habits Forever*.

*Living SMART* is based on the principle that our health and well-being are determined mostly by the actions that we do or don't take every day - regardless of the extent of the problem. The SMART program offers a set of evidenced-based, practical tools that go beyond common sense and motivation. It is designed to work with any diet, exercise, stop smoking, or other health change program, and is built on the idea that successfully changing any behavior requires the five behavioral skills embodied in the acronym SMART:



### LIVING SMART

Five Essential Skills To Change Your Health Habits Forever

### PUBLISHER

DiaMedica

### AUTHORS

Joshua C. Klapow, Ph.D and Sheri D. Pruitt, Ph.D

### CATEGORY

Non-Fiction/Self-Help

### PUBLICATION DATE

October 2007

Price: \$14.95

ISBN 10: 0-9793564-0-7

ISBN 13: 978-0-9793564-0-7

Trade Paperback Original

5.5 x 8.5 inches / 208 pages

To request a review copy or author interview contact Reina Santana at [rsantana@resmarketingalliance.com](mailto:rsantana@resmarketingalliance.com) or call 863-427-4848.

This book is available in bookstores nationwide, online at Amazon.com, bn.com, and is distributed via PGW.

## Press Release

Contact: Reina Santana

Phone: (863) 427-4848

Fax: (863) 223-1550

rsantana@resmarketingalliance.com

Setting a goal  
Monitoring progress  
Arranging your world for success  
Recruiting a support team  
Treating yourself

*Living SMART* provides readers with the missing piece that can make the difference between success and failure. In this simple step-by-step program, readers will learn how to positively change their health habits forever. Filled with helpful tips, checklists, resources, interactive exercises, and "The Chart" - a tool to track their progress, readers will equip themselves with the know how to successfully change any unhealthy behavior. Special features include:

- ✓ A user-friendly format that enables readers to read the book in sections based on immediate needs, instead of from cover-to-cover
- ✓ Action tips to increase and maintain motivation levels
- ✓ Game plans for common health-related problems, including diet, exercise, sleep, and properly taking medication
- ✓ A companion website that provides additional information, tips, and downloadable forms

*Living SMART: Five Essential Skills to Change Your Health Habits Forever* will empower readers to stop fantasizing, take control of their life, and positively change their health forever.

###

### About the Publisher

This first book from DiaMedica reflects the company's focus on wellness issues for people of all ages and health situations. It was founded by Dr. Diana M. Schneider, formerly the owner and publisher of Demos Medical Publishing and developer of its renowned patient education list.

### ABOUT THE AUTHORS



**Joshua C. Klapow, Ph.D.** is an Associate Professor in the Department of Health Care Organization and Policy at the University of Alabama at Birmingham. He hosts the weekly television segments "Healthy Habits" and "The Healthy Action Minute," on ABC 33/40 in Birmingham, Alabama, and has been interviewed by a variety of national print and Internet media outlets including: Tribune Media Services, Associated Press, United Press International, Reuters Health, ABC News.com, Weightwatchers.com, iVillage.com, Kiplinger's, *Self*, *Men's Health*, *Women's Day*, *Prevention*, *Redbook*, and *Shape* magazine. **View a Healthy Action Minute, produced by UAB School of Public Health at <http://www.drjoshk.com/>**



**Sheri D. Pruitt, Ph.D.** is a speaker, writer, and consultant in behavioral medicine and health psychology. She is Director of Behavioral Science Integration for The Permanente Medical Group in Sacramento, California, where she has developed an innovative, Internet-based health coaching program that provides motivation and behavioral skills training using new media technology at [www.kpcoach.com](http://www.kpcoach.com). Dr. Pruitt shares behavioral science expertise with local and national newspapers, radio, and television stations, including NBC, CBS, ABC, WB Network, Lifetime, and MTV.

## Praise for *Living SMART*

*Living Smart* is an easy to read and easy to follow guide to healthier living. It teaches a set of behavioral skills to help individuals make sustainable changes in their lifestyles so as to stay healthy, enjoy life and prevent the onset of chronic conditions. Its authors Klapow and Pruitt have extensive experience in health coaching and transfer that expertise into effective and helpful exercises. By following each of the steps outlined in the book, the reader can immediately implement a program to eat better, exercise consistently and diminish the stress in their lives. If all Americans would follow these important steps, we could reduce the risk of heart disease, diabetes and stroke dramatically. The five essential skills are a gateway to improving the health of all. -- **Robert Pearl, MD, Executive Director and CEO, The Permanente Medical Group**

The process of change is a difficult one, even if the change is one that will improve the nature of your health and the quality of your life. As a result many Americans who seek to change their health-related behaviors fail to achieve a lasting change. In their book *LIVING SMART*, Drs Joshua Klapow and Sheri Pruitt help the reader achieve significant and lasting change in health-related habits. What makes their book truly unique and powerful is that they use the scientific principles of behavior change that have been researched and refined over the last century. This is not a new health fad, rather this is the application of science to improving health-related habits. This book is easy to read, yet powerful. It is a long overdue contribution that any reader will find informative and empowering. -- **George S. Everly, Jr, PhD, The Johns Hopkins Center for Public Health Preparedness, The Johns Hopkins Bloomberg School of Public Health, The Johns Hopkins School of Medicine**

All of us struggle to change something. For some, it is what we eat, for others it is how to maintain an exercise program. It is ironic that these simple efforts to change thwart the smartest and strongest. Most often, people fail in their efforts to change because they lack an understanding of the science of psychology. The typical self-help book is written by self-appointed gurus who lack an appreciation of the science and application of psychology, which is critical to changing behavior.

In *Living Smart*, Klapow and Pruitt, both clinical psychologists, provide the methods to assess health behaviors and the knowledge to guide change. Their simple "SMART" method allows an individual to assess critical behaviors, set goals, monitor progress, and support success. The book provides guidance for anyone who decides they want to change a behavior. The book can be used by an individual who wants to manage his or her change, or as an accoutrement to ongoing therapy. Unlike many self-help texts, again, drawing from psychological research, in *Living Smart* the authors go beyond the change process and contemplate set-backs. They provide guidance on how to handle tough situations. -- **Robert G. Frank, Ph.D., Senior Vice President for Academic Affairs & Provost**

## HEALTHY ACTION MINUTE

VIEW DR. KLAPOW'S *HEALTHY ACTION MINUTE*  
PRODUCED BY THE UAB SCHOOL OF PUBLIC HEALTH  
AT <http://www.drjoshk.com/>

### EVERYDAY SKILLS

- ✓ Motivation Boosters
- ✓ Managing Temptations
- ✓ Sleep Tips
- ✓ Remembering to Take Your Medications
- ✓ Making Your Worry Productive
- ✓ Learning Optimism
- ✓ Arguing
- ✓ Negative Thoughts
- ✓ Tracking Progress
- ✓ Stacking Odds
- ✓ Reward Yourself
- ✓ Navigating the Grocery Aisle
- ✓ Anger
- ✓ Am I Motivated
- ✓ Fast Food Temptations
- ✓ Don't Do Everything, Do One Thing
- ✓ Beating Post Vacation Stress
- ✓ Unclutter Your Life
- ✓ Be Prepared
- ✓ Productive Worry
- ✓ Chronic Illness
- ✓ Road Rage
- ✓ Talking About Emotional Problems
- ✓ Kids Coping
- ✓ 3 Day Rule
- ✓ Caregiving
- ✓ Stress
- ✓ Visiting Your Physician
- ✓ Snacking
- ✓ Revisiting Resolutions
- ✓ A Treat Each Week
- ✓ Heart Actions
- ✓ Healthy Communication
- ✓ Healthy Aging
- ✓ Sleep Habits
- ✓ Help Them Help You

### EXERCISING

- ✓ How To Stick With It
- ✓ Fitting Exercise into Your Life
- ✓ Pacing
- ✓ Support Team
- ✓ Exercise Haters
- ✓ Kids Exercising
- ✓ Men's Health Pt.1
- ✓ Men's Health Pt.2
- ✓ Getting Back on Track for Summer
- ✓ Setting Goals
- ✓ Heart Actions
- ✓ Picking a Partner
- ✓ Gym Phobia

### HOLIDAYS

- ✓ Halloween Diet
- ✓ Holiday Eating
- ✓ Holiday Stress
- ✓ Holiday Shopping
- ✓ Holiday Depression
- ✓ Setting Resolutions
- ✓ Sticking with Your Resolutions
- ✓ Holidays and Alcohol
- ✓ Holiday Blues

## Debunking Health Myths

- ✓ **Myth:** If I just want to badly enough, I can make improvements in my health.

**Truth:** This is the reason people fail. Motivation can only take you so far; it goes up and it goes down. You can't rely on it alone. Without the skills to make the changes you desire, you will not succeed in the long run.

- ✓ **Myth:** This behavior change stuff doesn't apply to me. My problem is more complicated.

**Truth:** Anyone who wants to be healthier needs to change their habits. Regardless of the severity of your problems or your level of physical impairment, improving your health requires doing some things and not doing others. Whether it's taking medication, following your doctor's recommendations, or monitoring blood pressure, you will have to do something differently than you have done before.

- ✓ **Myth:** Changing behavior is just common sense.

**Truth:** The SMART approach is so straightforward and so simple that people think it's not powerful. In reality, you can change any behavior if you have the right information and some motivation, and use the SMART skills. If you are struggling, you are probably missing one or more of the basic principles of change outlined in this book.

- ✓ **Myth:** I tried this before and it didn't work.

**Truth:** You either didn't use the principles and skills, or – as is more often the case – you used them for a period of time, hit a roadblock, and then stopped. Living healthier does not mean being perfect. It means adopting healthy habits more days than not. If everyone were to have this perspective, we would all enjoy better health.

- ✓ **Myth:** I really want to be healthy; I just don't have the motivation.

**Truth:** If you want to be healthy, then you already have some level of motivation. You may not have enough to carry you through to reach your goal right now, but you are definitely motivated enough to get started.

- ✓ **Myth:** If I just understood what caused my bad habits, I could change them.

**Truth:** Understanding how your habits developed, and why they developed, is important because it can keep you from repeating a destructive pattern. However, understanding why your bad habits developed is not enough to help you change them.

Living healthier means adopting a simple set of principles and skills, and using them to guide your behavior more often than not. No one is perfect.

## Questions for Josh and Sheri

---

1. Aren't my health problems really due to my genetics?
2. Is there a quick way to change my bad habits? What about hypnosis?
3. Isn't making change in health habits just common sense?
4. Isn't success just dependent on motivation?
5. How much motivation do people need to have to make change?
6. Does it take 21 days to form a habit?
7. Do people fail at making changes because their problems are “deep-seated?”
8. Why do so many people fail at diets?
9. What's the single most important action people can take to be successful at change?
10. Does successful change come down to the right mindset?
11. Should you try to break more than one bad habit at a time?
12. Why do Americans have such a hard time living healthy lifestyles?
13. Is living healthy really just about making the right choices?
14. Does all the marketing of fast food and unhealthy products “force” people to live unhealthy lifestyles?
15. Can I change if I have an “addictive” personality?