

# WE ARE POWERFUL!

Behavioural Psychology “Tools”  
For Living Differently



Toby Branfoot



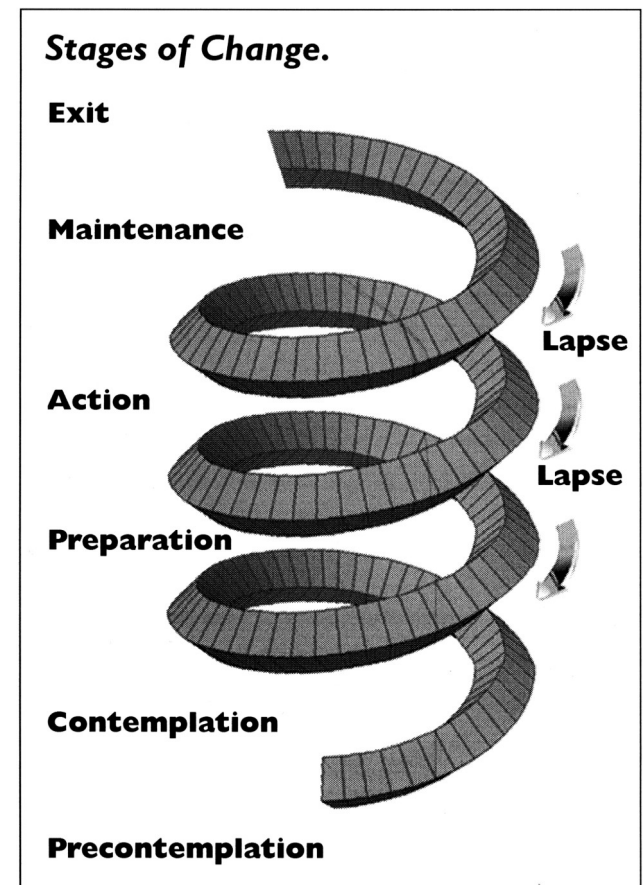
# "CHOOSE TO DO DIFFERENTLY"



[ I'm Possible ? ]

# WHY BEHAVIOURAL PSYCHOLOGY?

- Psychological model fits addictive behaviours
- Points to intervene
- Primary “Tools”
  - CBA
  - Cognitive Therapy Triad
  - Word Substitution
  - “ABC”



# LEARN TO DO DIFFERENTLY



Emotions



Addictions

*Anxiety*

*Depression*

*Low self-worth*

*Insomnia*

## **Depression in adults: treatment and management**

NICE guideline [NG222] Published: 29 June 2022 [Register as a stakeholder](#)

## **Anxiety disorders**

Quality standard [QS53] Published: 06 February 2014

## **Alcohol: preventing harmful use in the community**

Quality standard [QS83] Published: 25 March 2015

## **Alcohol-use disorders: diagnosis and management**

Quality standard [QS11] Published: 24 August 2011 Last updated: 06 July 2023

## **Drug misuse in over 16s: psychosocial interventions**

Clinical guideline [CG51] Published: 25 July 2007

## **Drug use disorders in adults**

Quality standard [QS23] Published: 19 November 2012



## ***Stages of Change.***

**Exit**

**Maintenance**

**Action**

**Preparation**

**Contemplation**

**Precontemplation**

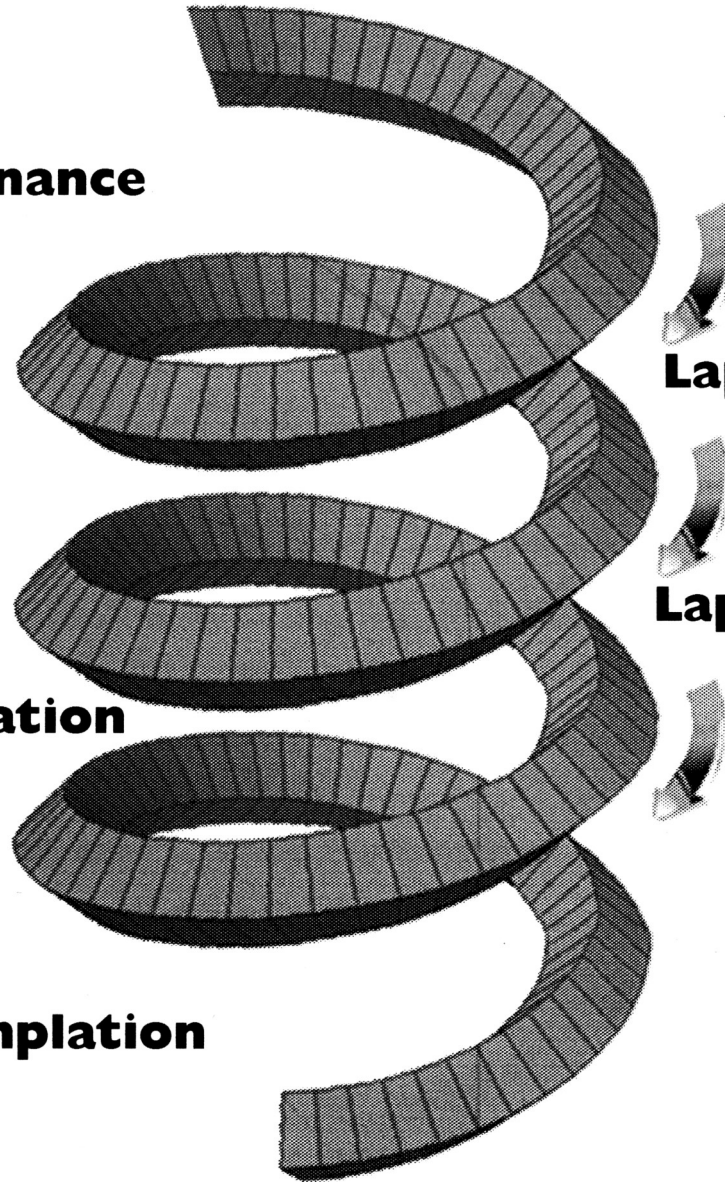
**Lapse**

**Lapse**

**C.T. Triad**

**“ABC”**

**C.B.A.**



# The “Cost-Benefit” Tool



# Cost-Benefit Analysis (CBA)

- What do I enjoy about my addictive behaviour, what does it do for me?
- What do I hate about my addiction, what does it do to me?
- What do I think I will like about giving up my addictive behaviour?
- What do I think I won't like about giving up my addiction?

<b>Benefits of USING</b>	<b>Costs of USING</b>
<b>Benefits of NOT USING</b>	<b>Costs of NOT USING</b>

***“Long-term” or “Short-term”?***



# Cost-Benefit Analysis (CBA)

- What did it used to be like?

*(“care-free days”?)*

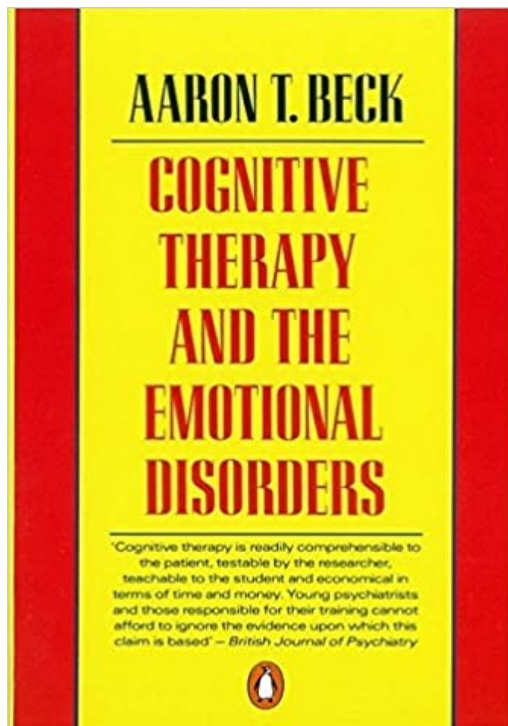
Benefits of USING	Costs of USING
Benefits of NOT USING	Costs of NOT USING

- What is it like now?

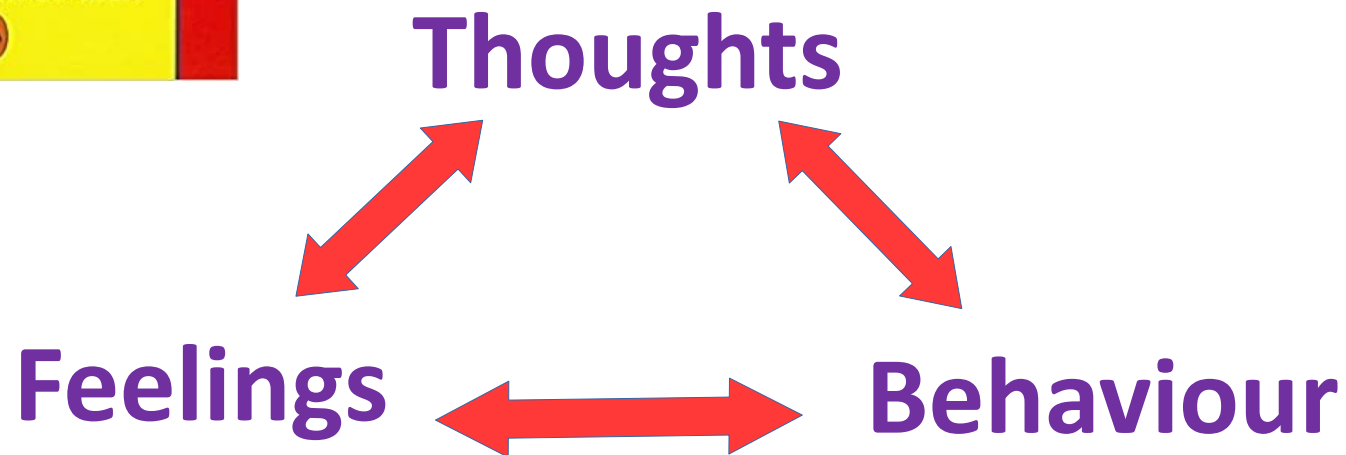
*(“older”, “wiser”?)*

Benefits of USING	Costs of USING
Benefits of NOT USING	Costs of NOT USING

# Cognitive Therapy Triad

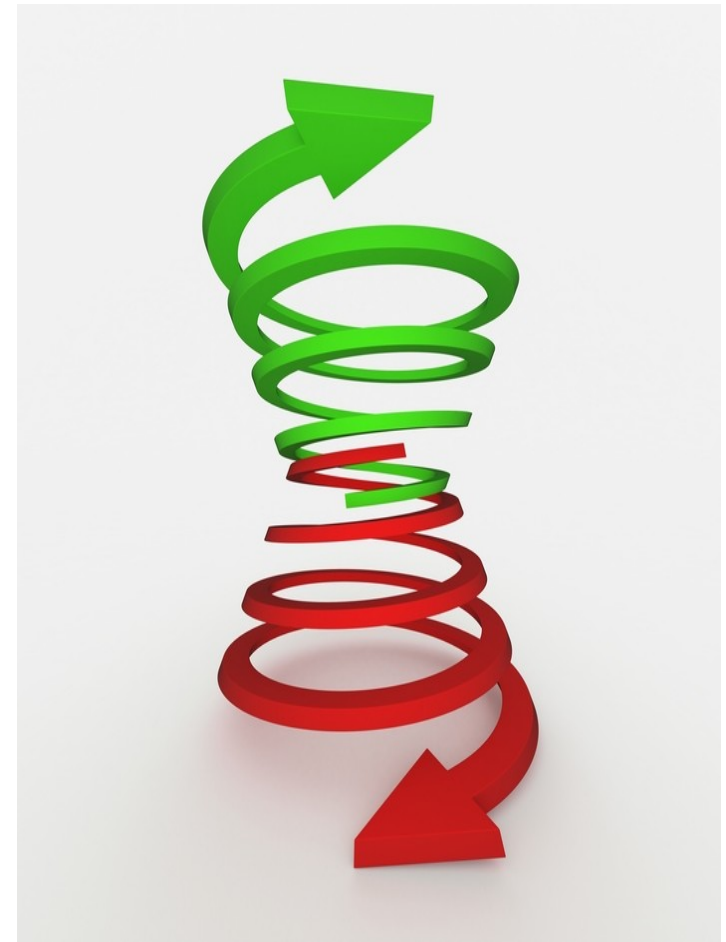
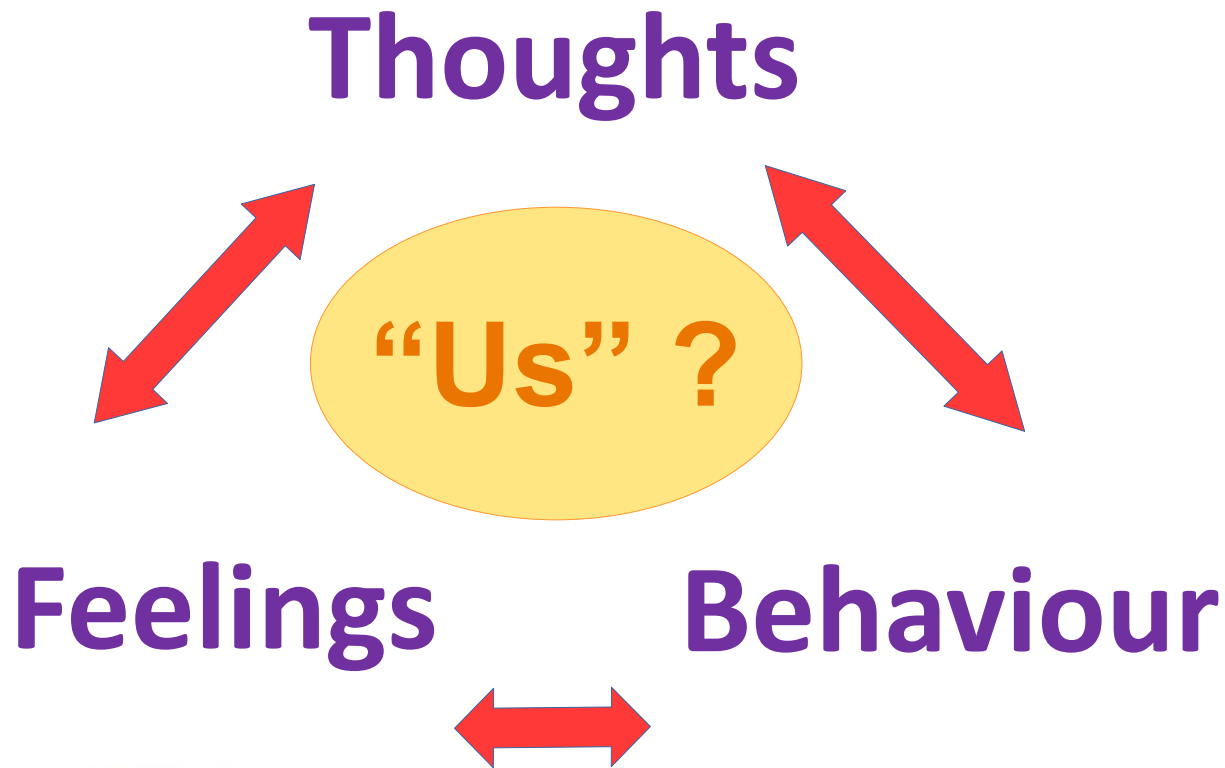


“Tim” Beck, 1977



# CBT Triad

“Virtuous”, constructive upward spiral



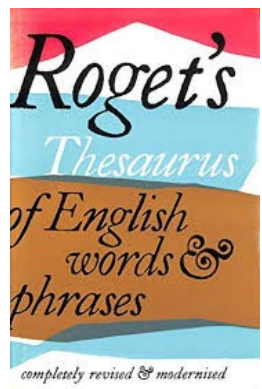
“Vicious”, destructive downward spiral



# Thoughts ...

*... it's what you do with them ...*





# Words are Powerful

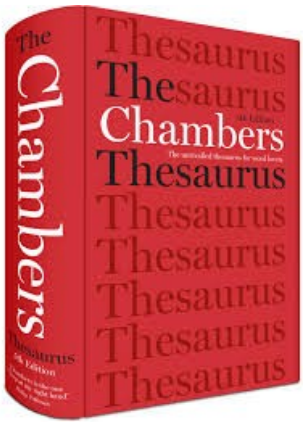


## ***Thinking***

- Must
- Should
- Can't stand
- Awful
- Have to
- Ought to
- Always



- Would like
- Could
- Don't like
- Unpleasant
- Want to
- Prefer to
- Often



# Words are Powerful



## ***Feeling***

- Depressed
- Failed
- Anxiety
- Guilt
- Shame
- Fear
- Rage



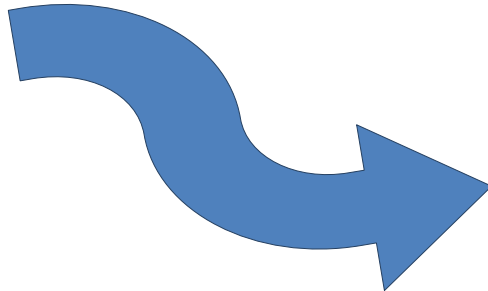
- Sad
- Didn't achieve this time
- Concern
- Remorse or Regret
- Disappointment
- Disquiet
- Annoyance

# Words are Powerful

***FEAR!!!***



***ANXIETIES***



Apprehensive ...







# Shame & Guilt



- Dishonour
- Humiliation
- Disgrace
- Ignominy
- Failure
- Wrongful
- Sinful
- Blame
- Misconduct



# Words are Powerful

## **“Military”** *language* ...



Fighting?



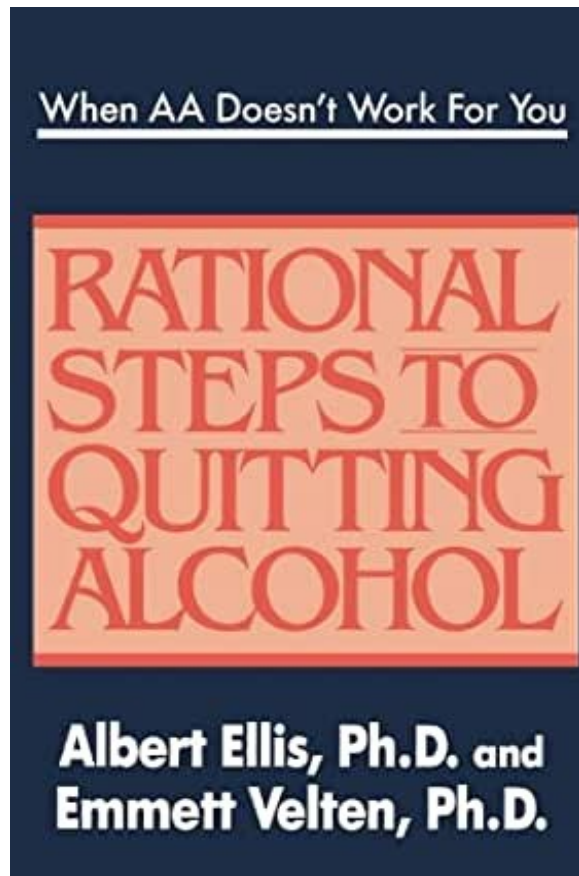
Wining & Loosing?

Battles ...

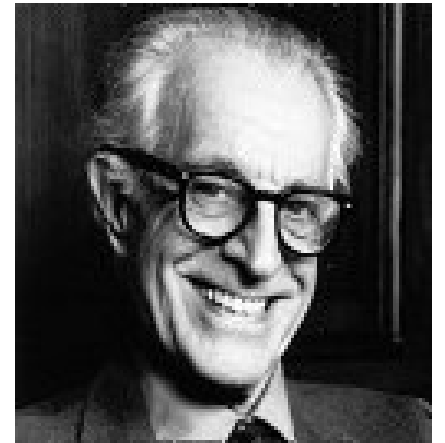
Pyrrhus of Epirus,  
Battle of Asculum 279 BC

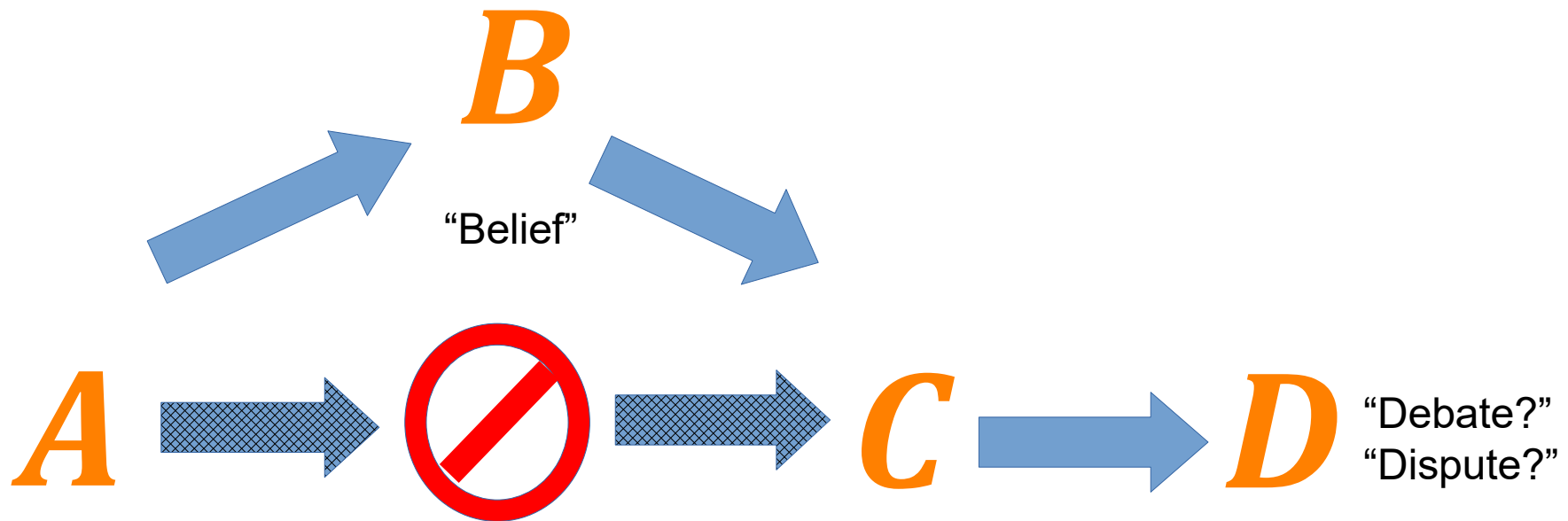


# The “ABC” Tool



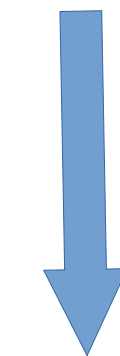
Albert Ellis





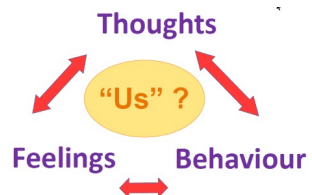
"Action"  
"Activity"  
"Activating Event"

"Consequences"



*E*

"Effective"  
- healthier?  
- more constructive?  
- less destructive?





# *“Irrational”* Beliefs



- Demanding
  - “I have to be ...”
  - “They shouldn’t ...”
- “Awful-ising”
  - “If I don’t ...”
- Coping
  - “I can’t bear, live with, being ...”
- Putting Down
  - “I am worthless, a failure ...”



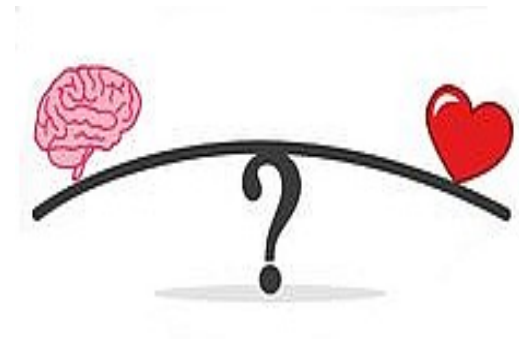
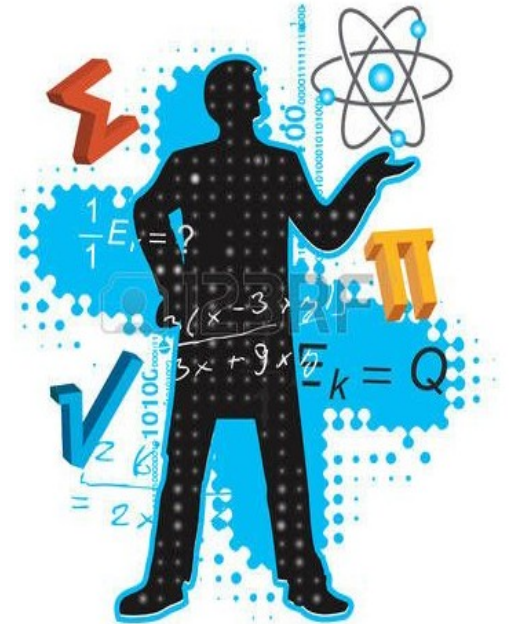
# Must ... ???

- I MUST ...
  - Be brilliant
  - Be recognised for that
- They MUST ...
  - Treat me right
  - Not put me down
- I MUST HAVE ...
  - Whatever I want
  - When I want it



# Disputing “*Irrational*” Beliefs

- True
  - Evidence?
  - Do others you respect believe this?
- Logical
  - Rational?
  - Does it make sense?
- Helpful
  - Pragmatic?
  - More constructive alternatives?





A large, multi-pointed orange starburst shape with a gradient from light orange in the center to a darker orange at the points. It has a thin black outline.

**Cope  
with  
Urges**

# “STOPP”



**S**TOP !

**T**AKE A BREATH

**O**BERVE

- What thoughts, sensations? What are you reacting to?

**P**PULL BACK - PUT IN SOME PERSPECTIVE

- Don't believe everything you think! Fact or opinion? Other explanations?
- What's the bigger view ... how might someone I trust see this?
- How important is this ... now ... future?

**P**RACTISE WHAT WORKS - PROCEED

- What is the best thing to do right now?
- What is the most helpful thing for me, for others?
- What will be most effective and appropriate for the situation?

# S. O. B. E. R.



- **S** Stop!
- **O** Observe?
  - What's going on ... stand back
  - How am I feeling ...
- **B** Breathe
- **E** Evaluate?
- **R** Respond
  - Mindfully? Thoughtfully?
  - Rather than "React"!



# A.P.P.L.E.



- **ACKNOWLEDGE -**

- Notice the uncertainty

- **PAUSE -**

- Don't react as you normally do. Don't react at all. Just pause, and breathe.

- **PULL BACK -**

- Is just the anxiety or depression talking?
- A thought or feeling is only a thought or feeling.
- Don't believe everything you think! Thoughts are not fact.

- **LET GO -**

- Let go of the thought or feeling.
- You don't have to respond to them.

- **EXPLORE -**

- Explore the present
- Notice your breathing. Notice the ground beneath you. Look around and see, hear, touch, smell.
- SHIFT YOUR FOCUS to something else – what you need to do, what you were doing

# Hope'

George Frederic Watts

1886

Tate Gallery

