

# DRINKING LESS SODA

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# The Processes of ABA

- ABA: Applied Behavioral Analysis
- In its simplest form: A technique psychologists use to fix a problem behavior to improve the life and well-being of patients
- Can be used for any age or gender, the earlier the patient starts the better the outcome
- Steps:
  - Assess patient for target behavior
  - Form treatment plan with realistic goals for patient
  - Analyze progress of patient



# Target Behavior Info

- The target behavior that I have decided to change is the consumption of soda I intake
- The U.S is the second country who consumes the most soda (coming behind Argentina)
- Soda, AKA soft drinks/carbonated drinks are widely available as most stores and restaurants serve these drinks
- Many people start to drink soda when they are young and are motivated to continue to drink due to the flavor and energy they get from it
- Realizing the health risks of drinking soda on a day to day basis can cause individuals to drink less soda



# Target Behavior

- For my target behavior, I would like to drink less soda in my day to day life
- There is more pros then cons when deciding to consume less soda

## Pros

### Short Term

- healthier sleep habits due to less consumption at night

### Long Term:

- Lower sugar levels
- Slowing down tooth enamel decay/staining

## Cons

### Short Term

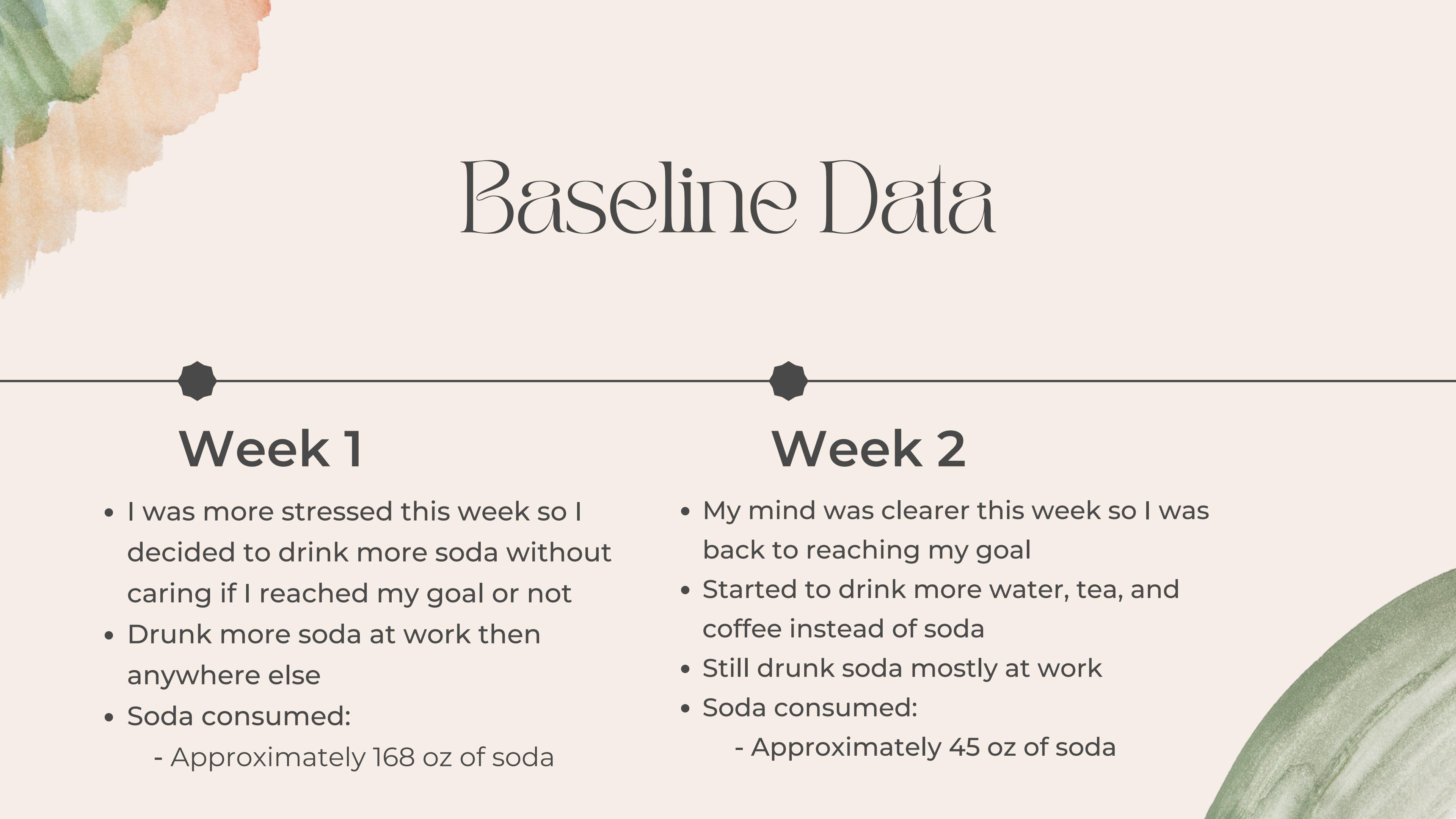
- Caffeine withdrawals

### Long Term

- N/A

# Baseline Data

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## Week 1

- I was more stressed this week so I decided to drink more soda without caring if I reached my goal or not
- Drank more soda at work than anywhere else
- Soda consumed:
  - Approximately 168 oz of soda

## Week 2

- My mind was clearer this week so I was back to reaching my goal
- Started to drink more water, tea, and coffee instead of soda
- Still drank soda mostly at work
- Soda consumed:
  - Approximately 45 oz of soda

# Reinforcers and Punishers

## 3 Phases

- Phase 1: 3-4 cups a week
- Phase 2: 2-3 cups a week
- Phase 3: 1-2 cups a week

## Schedule

- Each phase will last a week
- If I am able to finish each phase, I will treat myself to either a sweet treat or nice dinner (that includes soda if I'd like)
- If I do not follow through then I would not be able to get the reward

## Temptation

To handle temptation:

- I will not buy any soda for the house, instead buying more water, flavor packs, etc.
- If there is another option to drink other than, that is what I'll pick



# Implementation Phase

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## Phase 1

- Was unsuccessful the first week, drinking 5 cups of soda instead of just 3-4
- Following week I successfully completed this phase and only drunk 3 cups of soda

## Phase 2

- Was successful the first week of this phase, only drinking 3 cups of soda
- Only allowed myself to drink soda during Saturday and Sunday (When I work doubles at work)

## Phase 3

- Was successful the first week of this phase, only drinking 2 cups of soda
- Same as phase 2, only drunk soda when I worked my double(Saturday)

# The future

## Maintenance:

- I will be able to maintain this change due not having the urge/getting the satisfaction of drinking soda anymore

## Success:

- It is clear that when I am under stress or tired then I am more likely to drink soda or carbonated drinks
- Due to not drinking soda as much as I did before, I am able to get better sleep and go to bed earlier then before

## Helpful:

- What helped me the most is constantly reminding myself that there are healthier options then just soda that taste just as good, if not better then soda
- Another helpful thing to do was to have cheat days (Example: the days I worked doubles is when I drink soda)

THANK YOU  
VERY MUCH!

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# References

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