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Harnessing modern technology  
to broaden the reach of Psychologists  
in the workplace



# Background

- Challenge = efficiently deliver health services that meet the needs of a diverse workforce.
  - Modern technology provides an opportunity for Psychologists to broaden their potential reach.
  - The psychological principles of behaviour change are able to be applied and delivered through semi-tailored mobile phone messages.
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## Aims – Share ‘how to’

- Apply psychological models to assess the readiness of individual employees for healthy behavioural change;
- Structure a group level intervention to efficiently deliver semi-tailored health support through mobile phone technology; and
- Evaluate the effectiveness of the intervention.



# Implications and conclusion

- SMS technology can maximise the reach of Psychologists in a large workforce with a restricted budget.
  - Employees reported feeling personally supported and motivated for healthy behaviour change.
  - High risk employees may require more intensive support.
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