

# CUSTOMIZATION WITH **The Change Companies®**

program materials tailored to  
your content and population



(888) 889-8866  
[www.changecompanies.net](http://www.changecompanies.net)

 The **Change** Companies®

## ABOUT

# The Change Companies®

At The Change Companies®, our mission is to inspire and guide individuals to make choices each day that lead to healthier and happier lives. We combine the latest change research with end-user feedback, facilitator reviews and numerous follow-up studies to continually improve the design and delivery of our evidence-based practice of *Interactive Journaling*®.



- Our cutting-edge behavior change resources have served over 25 million people over the last 30 years.
- We serve over 5,000 programs throughout the United States.
- We train thousands of professionals each year on behavior change strategies.
- Because all change is self-change, we help organizations put high-quality, effective tools directly into the hands of their program participants.

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True to its name, The Change Companies® continues to evolve and change, finding new ways to meet the needs of diverse client populations... The Change Companies® not only brings structure and consistency to these programs, but also a commitment to creating quality tools that support and guide individuals on a journey of self-change.

Stephanie S. Covington, PhD / Author, Clinician, Consultant



## ABOUT

# Interactive Journaling®

*Interactive Journaling®* is a structured and experiential writing process that motivates and guides individuals toward positive life change.

This goal-directed, client-centered model helps participants modify their behavior as they progress through the stages of change.

The focus of *Interactive Journaling®* is the participant Journal, which includes nonconfrontational questions intended to help participants think and then write about their behaviors. Questions guide participants in considering their motivations for change, exploring their options and developing a plan with target behavior-related goals and a timeline for achieving these goals.

Interactive Journals vary in length based on the target population, setting and type of delivery. To date, Interactive Journals have been used by over 25 million people nationwide.

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**I found out more  
about myself than I  
ever had before.**

*Interactive Journaling®*  
participant



# INTERACTIVE JOURNALING®:

## An innovative process

Since 1989, The Change Companies® has created Interactive Journals to promote positive, lasting change.

Originally created with the assistance of over 250 professionals in the health and human services field, *Interactive Journaling*® emphasizes real-life application, encouraging participants to ask, "What does this mean to me?"

To increase retention, pages are formatted using the rule of thirds: 1/3 information, 1/3 helpful graphics and 1/3 *Interactive Journaling*®.

Use of color attracts participants' attention and helps increase their retention of information.

First-person examples provide greater understanding of the feelings behind the information.

Bite-sized copy aids in comprehension and creates a sense of confidence and accomplishment.



Graphics focus on key points for behavior change.

Durable paper provides a permanent tool your participants will value for years.

Each Journal reiterates to participants that they are capable and responsible for their own positive change.

Participants build a personalized tool for change by tailoring their responses to their own circumstances.

## **INTERACTIVE JOURNALING®:**

# **An evidence-based approach**

*Interactive Journaling*® uses leading change theory and strategies to help people in their efforts toward change. Besides numerous third-party studies and being listed on SAMHSA's National Registry of Evidence-based Practices (NREPP), we build each product on the foundation of theoretical underpinnings that have been proven to promote positive behavior change. As an organization, we remain closely connected to thought leaders in each of these areas.

### **Motivational Interviewing**

helps people get unstuck in motivation for change by addressing ambivalence and reluctance through a person-centered and collaborative approach.

### **Cognitive-behavioral Therapy**

aims to correct maladaptive patterns of thinking and behaviors that contribute to an individual's problems through increased mindfulness.

### **Structured Expressive Writing**

involves writing about a specific topic, such as a life-changing event, in order to disclose and process related thoughts and emotions.

### **The Transtheoretical Model of Change**

uses practical methods for enhancing readiness and promoting positive change along a continuum of five stages of change.

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**The Change Companies®' Interactive Journals are truly transtheoretical... [Their] combination of constructs from each approach represents one of the most promising innovations to produce breakthroughs beyond their separate impacts.**

James Prochaska, PhD / **Co-developer of The Transtheoretical Model of Change. Author of *Changing for Good* and *Changing to Thrive***



# Customization

## WITH THE CHANGE COMPANIES®

Picture an Interactive Journal with content tailored specifically to the populations you serve. The cover may include your logo and colors; your unique message would be integrated throughout.

When you decide to customize *Interactive Journaling*® to your organization's needs, The Change Companies® will partner with you to develop a plan and a budget to fit your precise circumstances.

### Getting Started

Give us a call at (888) 889-8866 or visit <https://go.changecompanies.net/contact> to share your organization's vision with us. You'll have a discussion with a member of our content development team about how to best interface your subject matter expertise with The Change Companies® three decades of behavior change knowledge. We'll scale the collaboration to your needs and budget by helping you choose from a full menu of options, including participant materials, options for facilitation and trainings matched to your tailored product.

### The Development Process

You'll have a kickoff meeting with our content development team, which includes both clinical and creative experts. We'll discuss the components of your product as well as how you want it to look and feel. Our staff can go right to your site, or you can experience The Change Companies® unique and change-driven culture firsthand by coming to our corporate office in Carson City, Nevada.

From there, we'll get to work on building a high-quality curriculum to meet your needs. We'll work closely with you on the editing process to ensure we're crafting a product that is the right fit for your program.

When you have signed off on the final product, your fully customized Interactive Journals will be sent directly to your site.

### An Ongoing Relationship

We'll keep the lines of communication open with you to ensure your customized curriculum is meeting your needs and discuss the possibility of future product enhancements.

**We look forward  
to working with  
your team!**



The Change Companies® has collaborated with a number of organizations and thought leaders to create high-quality, customized content. These collaborations include...

FEDERAL BUREAU OF PRISONS



CoreCivic



Gateway Foundation | Corrections

- American Society of Addiction Medicine
- Baylor University
- Beit T'Shuvah
- California Department of Corrections and Rehabilitation (CDCR)
- California Gangs Anonymous
- Center for Substance Abuse Prevention
- Children's Home Society of Florida
- CHS Health Services
- CiviGenics
- Claudia Black, PhD
- Community Education Centers
- CoreCivic
- David Mee-Lee, MD
- Evince Clinical Assessments
- Fountain Centers
- Gateway Foundation
- Government of Saskatchewan, Ministry of Corrections and Policing
- Idaho Department of Juvenile Corrections
- Impaired driving curricula in 21 states
- International Center for Clinical Excellence (ICCE)
- James O. Prochaska, PhD
- James R. Favor & Company
- Jan Coates
- Joseph R. Cruse, MD
- JourneyWell
- Kersh Wellness
- MDVIP
- MHM Services, Inc.
- Multiple United States Probation Offices
- Ohio Department of Youth Services
- Ohio State University
- Oklahoma Department of Mental Health and Substance Abuse Services
- Pennsylvania Department of Corrections
- Personal Development Seminars
- Prison Fellowship
- ProChange Behavior Systems
- Rite of Passage
- Robert J. Meyers, PhD
- Sonrise House
- Stephanie Covington, PhD
- Texas Tech University
- Federal Bureau of Prisons – Chaplaincy Services
- Federal Bureau of Prisons – Psychology Services
- The Salvation Army
- Three Affiliated Tribes (Mandan, Hidatsa, Arikara)
- University of Cincinnati
- University of Michigan
- University of Washington
- Vermont Department of Corrections
- Washington, D.C. Central Detention Facility
- Washington Department of Corrections
- William R. Miller, PhD

***“Interactive Journaling<sup>®</sup>*  
is a method designed  
specifically... to engage each  
person actively in the thought  
and behavior processes of  
change, rather than being a  
passive recipient.”**

William R. Miller, PhD/Co-developer of Motivational Interviewing,  
Author of *Motivational Interviewing: Helping People Change*

## **Ready to customize?**

Contact us today.



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