

Health Matters

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YOUR IDENTITY

What you think about yourself matters.
Your identity can help you reach your health and wellness goals.

Who you think you are matters when it comes to your health and wellness. Identity is the vision you have of who you are. It comes from your values, experiences, and beliefs about yourself.

Your identity determines what you do. You may not realize it, but it is often the starting point for accomplishing great things. As Henry Ford once said, "Whether you think you can, or you think you can't - you're right."

Your identity is powerful. It can work for you or against you. Consider these examples:

- If you identify as someone who values fitness or who is athletic, then you get your exercise done. You exercise because people that value fitness are physically active.
- If you identify as someone who dislikes exercise or who is uncoordinated, then you are more likely to skip exercise. You don't exercise because you don't see yourself as a person that is physically active.

The good news is you can strengthen your health identity, or what you believe about yourself. Making your health identity stronger will help you reach your health goals.

Strengthen your health identity with these steps:

- What is your current health identity? Write down words that describe who you are, your beliefs about health, and what you value.
- What are your health goals?
- What identity do you imagine someone who has reached your goals would have? Write down what you think they believe and value.
- Decide which values and beliefs will help you reach your goals. Consider these your new health identity.
- Start taking actions that reflect this stronger health identity.



Consistently taking actions that align with your desired health identity will help you become who you want to be.

Remember, the person you are right now is unique and perfect just the way you are. However, if you wish to strengthen your health identity, you can connect with a certified health coach.

References: Amanda M. Brouwer, Katie E. Mosack. Motivating Healthy Diet Behaviors: The Self-as-Doer Identity. *Self and Identity*, 2015; 14 (6): 638 DOI: [10.1080/15298868.2015.1043335](https://doi.org/10.1080/15298868.2015.1043335)

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