This reduces staff capacity for ‘reinforcement management’. This challenge relates to the provision of health choices (‘social liberation’ process) and avoidance of unhealthy temptations (‘stimulus control, counterconditioning’ processes).

Outcome focussed strategies (‘reinforcement management’ process and environmental/organisational support (‘helping relationships’ process) are needed to facilitate maintenance of health promotion within staff role.

This reduces staff capacity to reflect on the implications of not engaging in health promotion, so limits engagement in (‘consciousness raising’, ‘dramatic relief, ‘environmental re-evaluation’ processes).

Limited health promotion culture (Theme 1)

This reduces capacity for reflection/appraisal on health promotion aspect of staff role (‘self-re-evaluation’ process).

Lack of organisational health promotional capacity (Theme 2)

This reduces staff commitment to encourage clients to engage in regular physical activity and a healthy diet (‘self-liberation’ process).