

Getting Beyond Technical Rationality in Developing Health Behavior Programs With Youth

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Objective: To explore 2 major components of health behavior research, etiologic research and action research. To argue that action research is both an artistic as well as scientific process. **Methods:** Review of the development process of effective health behavior programs with youth. Review of literature on art as part of the scientific process, especially in the field of education. **Results:** Intervention programs that in-

cluded explicitly creative components demonstrated success in reducing alcohol use and increasing healthful eating and activity patterns. **Conclusions:** Health behavior researchers might involve art and creativity in action research to enhance program retention and outcomes.

Key words: action research, health behavior, programs, youth, art, creativity

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