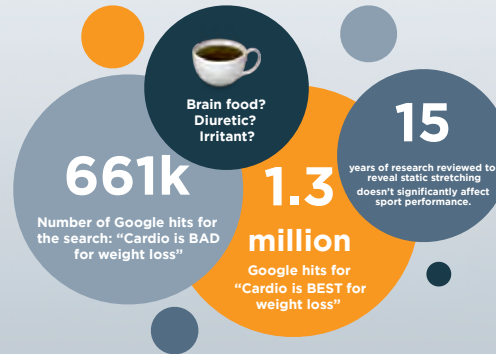


Continuum Thinking

by **IoM**

Humans are wired for story. From an evolutionary perspective, its easy to see why - stories help us organize information, make decisions, and pass on knowledge to others. When it comes to health information, just like in our favourite stories, we often organize it into groups of *heroes* and *villains*.



When we think about health in a story context, its very simple: do the *hero* behaviours, and avoid the *villain* behaviours. But what happens when, as in the case of Cardio Training above, the hero and villain are the same thing? Often, stories about health and fitness don't tell the whole, um, story.

Do You Like Bananas?



(the spectrum of banana-related feelings between like and dislike)

Like most decisions, health choices aren't binary.



Continuum thinking means understanding the costs and benefits of the possibilities along the whole spectrum. It means finding the best option for each individual. It means adjusting position on the spectrum as necessary. **This flexibility makes continuum thinking critical for health.**