Learning Outcomes

1. Define Mental Imagery and Visualization
2. Understand a Brief Historical Overview on Visualization and Mental Imagery
3. Understand the 3 Steps to Initiate Mental Imagery
4. Understand the 8 Characteristics of Effective Mental Imagery and Healing
5. Understand the PETTLEP Model
6. Describe 3 Types of Mental Imagery
7. Outline the concepts of colour and light therapy
8. Provide Applicable Examples of Mental Imagery and Visualization
# What is Mental Imagery and Visualization?

<table>
<thead>
<tr>
<th><strong>Visualization</strong></th>
<th><strong>(Guided) Mental Imagery</strong></th>
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<tbody>
<tr>
<td>Using one’s imagination of the body’s 5 senses to create images, scenes, or impressions</td>
<td>Visualisation as a variation of meditative thought with the purpose to change oneself for the better</td>
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Brief Historical Overview of Visualization and Mental Imagery

1. Every Culture, Every Continent
2. Reemergence for Well-being
3. Philosophy and Medicine
4. Freud and Jung
5. Rejected From Western Medicine
6. Acceptance in Clinical Psych

Steps To Initiate Mental Imagery
Discussion

TURN TO YOUR PARTNER AND DISCUSS WHAT YOU THINK IS AN IMPORTANT STEP FOR INITIATING MENTAL IMAGERY
Initiating Imagery:

1. GET IN A COMFORTABLE POSITION:
2. CONCENTRATE AND BE POSITIVE:
3. CHOOSE IMAGE AND THEME:

8 WAYS TO IMPROVE THE EFFECTIVENESS OF IMAGERY FOR HEALING
1. Imagery Needs to be Individualized

   Created by the individual

2. Imagery Needs to Incorporate the Individuals Beliefs

   - Incorporate the individual’s beliefs and values
   - Visualization should include emotion that accurately represents the individual mannerisms

3. Imagery Needs to be Positive

4. Imagery Needs to Include all Senses

- Positive rather than negative
- Encourages healing and restoration

Include elements of touch, smell, taste, sight and hearing into the visualization

5. Imagery Needs to Be Anatomically Correct

Include the specific anatomical location of the task in the visualization.

6. Imagery Needs to Be Regular and In Conjunction with Self - Talk

- Beneficial when consistent and regular in an individual's daily routine
- Three, 15 minute visualization periods, as well as short visualizations and positive dialogue throughout, is recommended by Dr. Norris
- Utilize self-talk and dialogue to further the effectiveness and vividness of the mental imagery
- Increase self-awareness and accept the reality

7. Imagery Needs to Include a Goal Oriented Approach

Visualize the completion of a goal as well as the complete process

8. Imagery Should Include the Paired Treatment

- Visualize treatment as a beneficial component of the healing process
  - Promotes acceptance and positivity
- Imagery should be used in conjunction with other treatment

TYPES OF VISUALIZATION:

1. Tranquil Nature Scenes
2. Behavioural Change
3. Internal Body Images

TRANQUIL NATURE SCENES:

Purpose:
○ Simulate vacation
○ Put things into perspective

Features:
○ Stimulate all senses
○ Vivid colour
○ Fresh air
○ Natural sounds
○ Water

BEHAVIOURAL CHANGE:

Purpose:
- Correct bad health habits

Features:
- Systematic desensitisation
- Rehearsal
- Goal achievement
- Positive affirmations

INTERNAL BODY IMAGES:

Purpose:
- Changing physiological functions - healing

Features:
- Imagining a body part recovering
  - Can be literal or symbolic
- Imagination can trigger biochemical signals

Discussion

TURN TO YOUR PARTNER AND DISCUSS WHAT TYPE OF VISUALIZATION YOU THINK YOU WOULD USE THE MOST?
THE PETTLEP MODEL
WHAT IS THE PETTLEP MODEL?
The PETTLEP model is a way to categorize seven components for effective visual imagery. These components include physical, environmental, task, timing, learning, emotion and perspective of visual imagery.

WHAT ARE THE BENEFITS OF THE PETTLEP MODEL?
- increase motivation and self-esteem
- increase neural activity between the actual behaviour and visualization
- way to explain the effective components of imagery

Components of PETTLEP:

Physical: relevant information
Environment: physical location
Task: nature of the event
Timing: timeline of action
Learning: experience
Emotion: feelings, sensations associated with the action
Perspective: internal and external

COLOUR LIGHT THERAPY

Green:
easiest for the eyes, balancing nature

Red:
evokes strong emotions

Blue:
calming, peace, tranquility

when can you use visualization and mental imagery?
Applications

NATURE SCENES:
○ Managing school stressors
○ EMDR therapy for trauma victims

BEHAVIOURAL CHANGE:
○ Smoking cessation
○ Sports psychology

INTERNAL BODY IMAGES:
○ Recovering from a sports injury
○ Cancer recovery

guided visualization
Post - Assessment Survey:

Please complete the post-assessment survey posted on Canvas! We appreciate your feedback.
QUESTIONS?
Thank You!
References:


