



THE THREE R'S OF HEALTHY LIFESTYLE CHANGES: A GUIDE FOR LASTING WELL-BEING[®]

A framework for cultivating healthy lifestyle changes and self-care best practices emphasizes the Three R's of Resolve, Resilience, and Regimen.



Exercise and Physical Activity



Healthy Eating and Nutrition



Mindfulness and Emotional Well-being



Regular check-ups and Tests

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THREE R'S OF HEALTHY LIFESTYLE CHANGES

Keynotes, Presentations, and Webinars

ABOUT THE AUTHOR



Brian Hughes brings his extensive lived experience with racial health disparities and expertise in healthy lifestyle changes and self-care to in-person and virtual events as a professional keynote speaker and storyteller. Brian is a Black man diagnosed with a series of serious medical conditions including:

hypertension, diabetes, diabetes-caused disability, mini-strokes, heart attack, and kidney disease, and there's power behind that identity.

Black Americans face significantly higher rates of kidney disease, diabetes and cardiovascular disease than White Americans due to a combination of genetic, socioeconomic, and healthcare-related factors. Brian brings together his personal lived experience, powerful storytelling, and proven research to speaking and storytelling engagements to help reduce racial health disparities and prevent disability and premature death.

Brian has a passionate commitment to influence and motivate Black Americans to make healthy lifestyle changes to ensure better health and wellbeing for themselves and their future generations. His unique and powerful disease prevention and management messaging helps reduce health disparities and save lives.

HEALING THE DIVIDE:

Reducing Health Disparities

According to the Centers for Disease Control and Prevention (CDC), Black Americans are at significantly higher risk for chronic diseases. These disparities stem from a complex web of systemic inequities, social determinants of health, and lifestyle factors such as poor nutrition and lack of exercise/physical activity, often shaped by indifference or limited access and opportunity.

Key Health Conditions with Disproportionate Impact

» **Hypertension (High Blood Pressure):** Black adults are nearly 40% more likely to have high blood pressure than white adults. Often develops earlier in life and is more severe.

Contributing factors:

- High-sodium, low-nutrient diets often linked to food deserts.
- Chronic stress from systemic racism.
- Low access to affordable, preventive healthcare.

» **Diabetes:** Black Americans are 60% more likely to be diagnosed with diabetes than white Americans. More likely to suffer serious complications like nerve damage, amputation, and blindness.

Contributing factors:

- Poor access to fresh fruits, vegetables, and whole grains.
- High intake of processed and sugary foods.
- Limited spaces for safe, regular physical activity.

» **Diabetes-Caused Disability:** Increased rates of disability due to unmanaged or late-stage diabetes.

Contributing factors:

- Delayed diagnosis and lack of routine medical monitoring.
- Nutritional deficits and sedentary lifestyle.
- Under insurance or mistrust of medical systems.

» **Kidney Disease:** Black Americans are 3 times more likely to develop kidney failure. They make up 35% of dialysis patients, though they are only 13% of the U.S. population.

Contributing factors:

- High rates of diabetes and hypertension.
- Inadequate access to early screening and dietary counseling.
- Low physical activity levels due to unsafe neighborhoods or limited facilities.

» **Heart Disease:** Black adults are 30% more likely to die from heart disease.

Contributing factors:

- Diets high in saturated fat and cholesterol.
- Lower physical activity levels due to work demands or unsafe environments.
- Less access to heart health education and preventive screenings.

RECLAIMING OUR HEALTH:

Four Habits Every Black American Should Know

Healthy lifestyle changes are more than a wellness trend, they are the foundation of long-term well-being. While many people start with good intentions, the truth is that real change takes more than willpower. It takes structure, consistency, and a mindset shift.

If you're ready to invest in a healthier future, there are four essential lifestyle changes that science consistently links to better health outcomes and protection against chronic disease, physical disability, and even premature death. Let's dive into each one—and explore how to make them stick. Let's mention them:

1 Eat for Health, Not Just Hunger: Good nutrition isn't about dieting or restriction, it's about nourishing your body with what it needs to thrive.

Eating a balanced diet rich in whole foods like vegetables, fruits, whole grains, lean proteins, and healthy fats, supports everything from energy levels to immune function.

What it helps prevent:

- Type 2 diabetes
- Heart disease
- Obesity-related illnesses
- Certain cancers



But let's be honest: we don't always eat because we're hungry. Emotional eating, convenience, and habits often get in the way. That's why success with nutrition requires a psychological approach like mindful eating, meal planning, and identifying emotional triggers that derail healthy choices.

2 Move Your Body with Purpose: You don't need to run marathons to be healthy. The goal is consistent movement walking, stretching, strength training, dancing, whatever gets your body going. Physical activity strengthens your heart, supports joint health, boosts mood, and helps regulate weight.

What it helps prevent:

- Cardiovascular disease
- Stroke
- Osteoporosis and bone loss
- Certain types of cancer
- Depression and Anxiety

To make exercise a lasting habit, behavior change strategies—like setting goals, tracking progress, and building routines that work with your lifestyle are essential.

Move.
your
Body



3 Mind Your Mind: Emotional Health Matters: Mental and emotional health are often overlooked in physical wellness conversations, but they're just as important. Chronic stress, unresolved emotions, and reactivity wear down your nervous system and increase disease risk.

Mindfulness practices such as meditation, breathing exercises, and journaling help you become more aware of your thoughts and emotions, so you can respond instead of react.

What it helps prevent:

- High blood pressure
- Digestive disorders
- Immune suppression
- Anxiety and depression
- Stress-related illness

Emotional wellness isn't just about reducing stress—it's about building resilience and learning how to support yourself from the inside out.



4 Don't Skip the Doctor: Preventive Care Saves Lives: Regular check-ups and health screenings are your front line of defence. Early detection often means easier treatment, and sometimes, complete prevention.

From managing blood pressure to detecting cancer in its earliest stages, staying current with medical care is a smart and necessary form of self-care.

What it helps prevent:

- Hypertension and heart disease
- Type 2 diabetes
- Chronic kidney or respiratory disease
- Late-stage cancer diagnoses

If going to the doctor triggers anxiety or avoidance, it's important to explore those emotional blocks and seek support in reframing medical care as empowerment, not punishment.

Real Change Requires More Than Information

All four of these lifestyle shifts good nutrition, regular physical activity, mindfulness, and medical care are proven to prevent chronic disease and extend lifespan. But they don't happen automatically.

To truly change, most people need a structured plan that includes:

- Psychological insight into habits and triggers
- Behavioral coaching and accountability
- Emotional support and mindset work

This is where ***The Three R's of Healthy Lifestyle Changes: A Framework for Lasting Well-being®*** can make all the difference.

THE THREE R'S OF HEALTHY LIFESTYLE CHANGES:

A Framework for Lasting Well-being®

Healthy lifestyle changes are the foundation of long-term well-being, offering protection against chronic disease, physical disability, and premature death. These changes, encompassing good nutrition, regular physical activity, and mindfulness for emotional well-being, require more than simply good intentions. They demand a structured, psychological, and behavioural framework that helps individuals successfully adopt and sustain these vital habits.



THE THREE R'S OF HEALTHY LIFESTYLE CHANGES

1. Resolve
2. Resilience
3. Regimen

A research-based model designed to help individuals create and maintain lasting health behaviours.

THE THREE R'S OF HEALTHY LIFESTYLE CHANGES: A FRAMEWORK FOR LASTING WELL-BEING®

RESOLVE

THE COMMITMENT TO CHANGE

A strong sense of resolve strengthens self-efficacy, the belief that change is possible despite obstacles.

Key Actions

Setting personal goals, seeking culturally competent healthcare providers, and committing to healthy food choices even in food deserts.

Example

Preparing healthy, home-cooked meals to reduce the risk of diabetes, even if grocery options are limited.

RESILIENCE

OVERCOMING BARRIERS & SETBACKS

The ability to push through challenges, including systemic ones, that often affect health outcomes.

Key Actions

Practicing mindfulness, building community support networks, and seeking mental health resources that address racial stress and trauma.

Example

Using daily meditation and breathing exercises to manage stress instead of relying on processed “comfort foods.”

REGIMEN

CONSISTENT, STRUCTURED HABITS

Repeatable habits that make healthy choices automatic and lower significant health risks over time.

Key Actions

Scheduling regular exercise, meal prepping to avoid fast food, and getting routine screenings for blood pressure and blood sugar levels.

Example

Creating a walking routine in your neighborhood or nearby mall to stay active despite limited gym access.



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WHY THE THREE R'S MATTER FOR THE BLACK AMERICAN COMMUNITY

Racial health disparities have placed Black Americans at a significantly higher risk for chronic diseases such as kidney disease, diabetes, and heart disease. According to the Centers for Disease Control and Prevention (CDC):

- Black Americans are nearly three times more likely to experience kidney failure than White Americans.
- They are 60% more likely to be diagnosed with diabetes, which is a leading cause of kidney disease and cardiovascular complications.
- They have the highest rates of hypertension (high blood pressure) in the U.S., a major risk factor for stroke and heart disease.



These disparities are not simply genetic—they are driven by systemic inequities, including food deserts, limited access to healthcare, economic barriers, and chronic stress from racial discrimination. Because of these challenges, The Three R's of Healthy Lifestyle Changes provide a structured, culturally relevant approach to improving health outcomes and reducing preventable disease.



THE SCIENCE BEHIND THE THREE R'S

The Three R's of Healthy Lifestyle Changes are grounded in behavioural science, neurobiology, and public health research. Studies confirm that sustainable behaviour change depends on three crucial psychological and physiological factors:

- Resolve is linked to self-determination theory (SDT), which highlights the importance of intrinsic motivation in making lasting changes. When individuals feel a sense of autonomy, competence, and purpose, they are more likely to maintain healthy habits.
- Resilience is supported by research on stress adaptation and neuroplasticity. The brain's ability to rewire itself through repeated positive behaviors—such as mindfulness and problem-solving—helps individuals overcome setbacks and persist in their health journey.





- Regimen aligns with habit formation theory and circadian biology, demonstrating that structured, consistent routines create automatic behaviours that become effortless over time. Establishing routines around sleep, nutrition, and exercise ensures long-term adherence to health-promoting behaviours.

By leveraging these scientific principles, The Three R's provide an evidence-based roadmap for improving health outcomes and empowering individuals to take control of their well-being.

EMPOWERING HEALTH THROUGH THE THREE R'S

Decades of research in behavioral psychology, neuroscience, and lifestyle medicine confirm that lasting health changes require more than willpower. They demand a structured, intentional approach. The Three R's of Healthy Lifestyle Changes integrate motivation, adaptability, and structure to ensure long-term success, particularly in Black communities disproportionately affected by chronic disease.

By implementing Resolve, Resilience, and Regimen, Black Americans can:

- Take control of their health despite systemic barriers.
- Reduce the risks of preventable diseases like kidney disease, diabetes, and heart disease.
- Empower future generations to embrace a culture of wellness.

Health equity starts with knowledge and action. The Three R's provide a clear, actionable path to breaking cycles of chronic illness and building a future of vibrant, long-lasting well-being.



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THE THREE R'S OF HEALTHY LIFESTYLE CHANGES

Resolve (The Commitment to Change): Resolve is the strong, personal decision to prioritize health and make meaningful changes. In the Black community, the legacy of health inequities, historical trauma, and systemic barriers makes it even more critical to establish self-empowered health goals that promote longevity and wellness.



- **Why It Matters:** A strong sense of resolve strengthens self-efficacy, the belief that change is possible despite obstacles.
- **Key Actions:** Setting personal health goals, seeking culturally competent healthcare providers, and committing to healthy food choices even in food-insecure environments.
- **Example:** A person choosing to prepare home-cooked meals rich in fiber and lean proteins to reduce their risk of diabetes, even if healthier grocery options are limited.

Resilience(Overcoming Barriers and Setbacks): Resilience is the ability to push through challenges, including stress, financial barriers, and lack of access to healthcare resources. Black Americans often face unique stressors, including discrimination in medical settings and increased exposure to food insecurity, both of which impact health outcomes. Building resilience means developing coping strategies to stay committed to wellness goals.

- **Why It Matters:** Studies show that chronic stress increases the risk of high blood pressure and diabetes. Strengthening resilience reduces stress-related inflammation, which contributes to disease.
- **Key Actions:** Practicing mindfulness, building community support networks, and seeking mental health resources that address racial stress and trauma.
- **Example:** A person using daily meditation and breathing exercises to manage stress instead of relying on processed “comfort foods” that worsen diabetes risk.



Regimen(The Power of Consistent, Structured Habits): Regimen is about developing structured, repeatable habits that make healthy choices automatic. Due to historical disinvestment in Black communities, many neighborhoods lack safe spaces for exercise and have an overabundance of fast-food restaurants instead of grocery stores. A well-planned regimen helps individuals navigate these barriers and create sustainable routines.

- **Why It Matters:** Consistent exercise, balanced nutrition, and regular health check-ups can significantly lower the risk of diabetes, high blood pressure, and kidney disease.
- **Key Actions:** Scheduling regular exercise, meal prepping to avoid unhealthy fast food, and getting routine screenings for blood pressure and blood sugar levels.
- **Example:** A person creating a walking routine in their neighborhood or a nearby mall to stay active despite limited gym access.

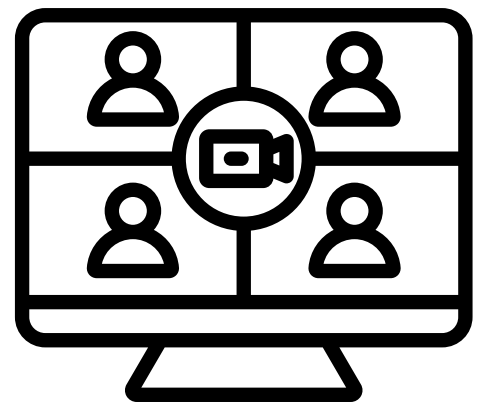
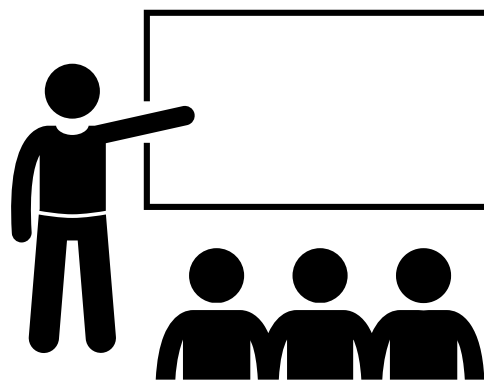
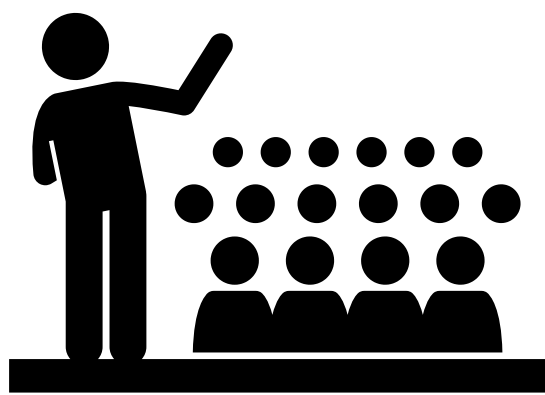


THREE R'S OF HEALTHY LIFESTYLE CHANGES

KEYNOTES, PRESENTATIONS, AND WEBINARS

Available Summer **2025** 

The Three R's of Healthy Lifestyle Change: A Guide for Lasting Well-being® keynotes, presentations, and webinars, each optimized with carefully-curated examples and takeaways designed to best resonate with specific audiences.



TOPIC OVERVIEW

Overcoming hesitancy and resistance to making healthy lifestyle changes is difficult because it challenges deeply ingrained habits, emotional connections to food and comfort, and even social norms. Change requires effort, discipline, and often delayed gratification—things our brains naturally resist in favor of immediate comfort. Fear of failure, misinformation, and an overwhelming sense of where to start can also paralyze people into inaction. Additionally, unhealthy behaviors often serve as coping mechanisms for stress, anxiety, or boredom, making them even harder to break. Without the right mindset, support system, and motivation, the idea of change feels more like a burden than a benefit, keeping people stuck in familiar but unhealthy cycles.



AUDIENCE TAKEAWAYS

- Understand the urgency of healthy lifestyle changes and self-care for the Black community to reduce racial health disparities.
- How to use The Three R's of Healthy Lifestyle Changes to overcome the resistance individuals experiences during change and spark personal change leadership.
- Become empowered to make lifestyle changes including, healthier eating, exercise and physical activity, mindfulness for emotional well-being, and regularly getting medical check-ups.



AUTHOR AND SPEAKER BRIAN HUGHES LIVES THE THREE R'S OF HEALTHY LIFESTYLE CHANGES



Adaptive Surfing



Adaptive Yoga



Adaptive Cycling



Adaptive Pickleball



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Let's collaborate!

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