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Abstract

Self/identity regulation can have important consequences for a wide variety of health outcomes. In this paper, we review how self/identity regulation can both promote and undermine health. We also discuss ways in which research and theory on self/identity regulation can engage traditional models of health behavior, prompting new research questions as well as promising approaches to daunting health problems. Finally, we consider several challenges to extending the impact and application of self/identity regulation processes to health (e.g., developing easy to implement interventions, testing of theories in different populations and with different diseases) and identify several important questions that are ripe for future consideration (e.g., the role of self/identity regulation in chronic diseases and in understanding new platforms and tools for health interventions).

**Full article available on request.**