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I do as I am: understanding and leveraging identity to promote smoking cessation and physical activity

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Propositions

1. Tell me what you do, I will tell you who you are: identity plays a critical role in smoking and physical activity behaviors (*This dissertation*)
2. Leveraging identity in interventions will drive lasting changes in smoking cessation and physical activity (*This dissertation*)
3. The future of identity research hinges on a deeper understanding of the processes that shape the relationship between identity, physical activity, and smoking (*This dissertation*)
4. There is a need for a unified approach to identity terminology, theoretical frameworks, and measurement in the context of smoking, physical activity, and health behavior more broadly (*This dissertation*)
5. May your behavior reflect your ideal future-self, not your feared one – Adapted from Nelson Mandela (*This dissertation*)
6. Effective behavior change interventions require a multidisciplinary, tailored, and participatory approach (*Research field*)
7. It takes five years of research and completing a PhD to fully identify with being a ‘researcher’ (*Research field*)
8. Fellow doctoral candidates are the most valuable source for learning goal-setting skills (*Research field*)
9. In line with Léon-Paul Fargue’s ‘*La qualité, c’est de la quantité assimilée*,’ the true merit of a dissertation lies in subject mastery, not in the sheer number of included papers (*Research field*).
10. Digital innovations are essential to ensure health behavior change efforts are sustainable and future-proof (*Societal theme*)
11. A healthy lifestyle must be woven into the fabric of everyday life from birth (*Integraal Zorg Akkoord, 2022*) (*Societal theme*)