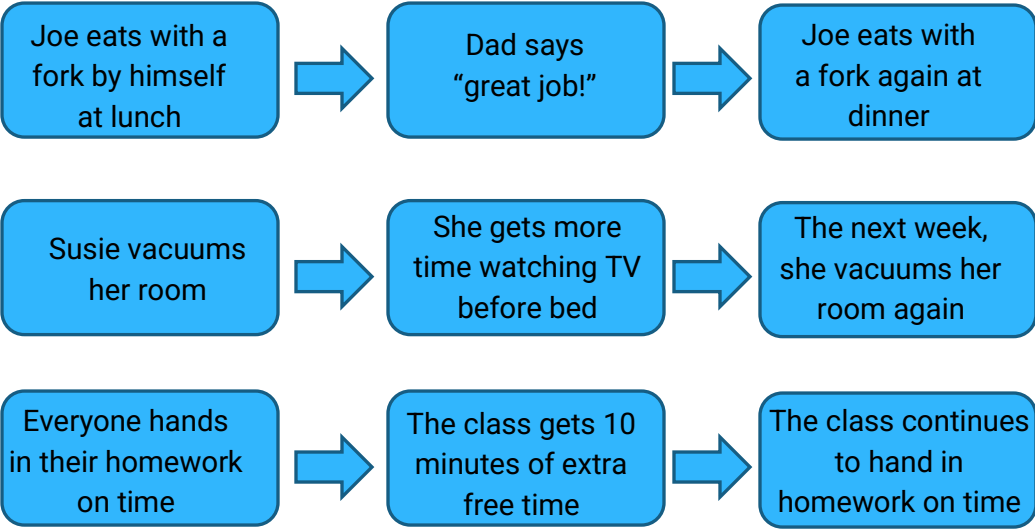


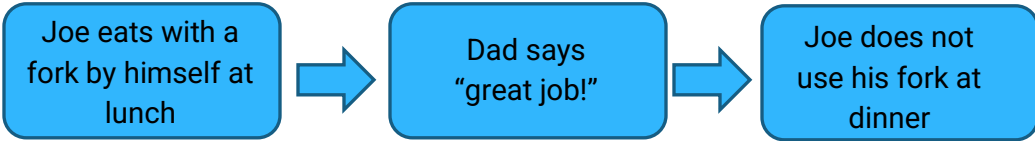
What is reinforcement?

Reinforcement happens when something desirable is added, or something unpleasant is removed, immediately after a behaviour. It makes it more likely that the behaviour will happen again or happen more often in the future in a similar situation.

These are examples of reinforcement because the behaviour happened again in the future:



This is not an example of reinforcement because the behaviour did not happen in the future:



An effective reinforcer is

- ✓ Valuable to the person in that moment
- ✓ Given immediately following the desired behaviour
- ✓ Matched to the level of difficulty needed for the desired behaviour
- ✓ Given only if the desired behaviour occurs

Remember...

- ✓ By definition, reinforcement always works because it involves a behaviour increasing in the future. It's easy to think "reinforcement doesn't work for my child," but sometimes it takes time and extra effort to find something that does work
- ✓ What works as reinforcement for one person might not work as reinforcement for another person
- ✓ What works for one person one day might not work for that same person on another day