

# COM-B Model of Behaviour Change

'Behaviour'		
<b>Capability</b>	Physical	
	Psychological	
<b>Opportunity</b>	Physical	
	Social	
<b>Motivation</b>	Reflective	
	Automatic	

## How to use

### **Stage 1 - Identify & understand the 'problems'**

- i) List the behaviours that are an issue - e.g. sugary drinks, inactivity, eating unhealthy food
- ii) Select a behaviour improvement
- iii) Ask yourself 6 Questions to find out more about the behaviour:

WHO does it affect (e.g. you or someone else) / WHAT need to be done / WHEN will it happen/ WHERE will it happen / HOW OFTEN will it be done / WITH WHO will I do this with?

### **Stage 2 – create the COM-B model based on this information**

Write down the barriers in each section to think about addressing

And the enablers in each section – i.e. what makes this easier to do / what can you do

### **Stage 3 - Choose your intervention methods**

- i) Restrict
- ii) Learn
- iii) Persuade
- iv) Incentivise
- v) Coerce
- vi) Train
- vii) Enable
- viii) Model (i.e. role model)
- ix) Change the environment

### Example of stage 2

'Behaviour'	Eat a low carb / low GI diet	
<b>Capability</b>	Physical	<i>I am able to cook (i.e. no disability)</i>
	Psychological	<i>I'm not sure what to cook. need to learn a recipe</i>
<b>Opportunity</b>	Physical	<i>Work canteen, Pret/Itsu, cost. Can I prep instead?</i>
	Social	<i>Within social/cultural norms e.g. what others eat</i>
<b>Motivation</b>	Reflective	<i>Knowledge around health and eating impact</i>
	Automatic	<i>food cravings / addictions - ? higher prep'd portions?</i>