

Behaviour change techniques

Information

Present facts and scenarios, inform about personal risk, arouse fear

Persuasion

Costs/benefits, rewards, prompt to talk to others, describe consequences of behaviour/omission

Norm

Point out others' behaviour, public commitment, social pressure, group identity and role models

Ability

Provide instruction, infrastructure and training, organize social support

Planning

Encourage planning, discuss coping with barriers, strengthen commitment

Behavioural factors

Risk factors

Am I aware of the risk?
How vulnerable am I?
How serious could it be for me?

Attitude factors

What are the (monetary/non-monetary) costs/benefits?
What feelings arise?

Norm factors

What behaviour is adopted by others?
What behaviour do others approve/disapprove of?

Ability factors

Do I know how to execute the behaviour?
Do I have the confidence to continue to do so?

Self-regulation factors

Do I feel an obligation?
When, where and how do I act? How do I overcome barriers?

Desired behaviour

Behaviour A

Intention
Use
Habit

Behaviour B

Intention
Use
Habit

Social context

Physical context

Personal context