

# Behaviour Change Wheel



## TARGET BEHAVIOUR

## CAPABILITY

## MOTIVATION

## OPPORTUNITY

SOURCES OF BEHAVIOUR	DESCRIPTION
<b>Capability</b>	Knowledge, skill and strength to engage in a mental activity.
<b>Motivation</b>	The will and energy to perform a particular behaviour.
<b>Opportunity</b>	Opportunity afforded by the environment involving: time, location...

SOURCES OF BEHAVIOUR	DESCRIPTION
<b>Education</b>	Increase knowledge and understanding about a subject.
<b>Persuasion</b>	Using a message to change people's beliefs, attitudes and behaviour.
<b>Incentivisation</b>	Creating the expectation of reward.
<b>Training</b>	Teaching a skill
<b>Enablement</b>	Reduce barriers to increase specific capability and/or opportunity.
<b>Modelling</b>	Providing an example for people to aspire to.
<b>Environmental restructuring</b>	Changing the physical and/or social context
<b>Restrictions</b>	Using rules and restrictions to limit the use of a competing behaviour.