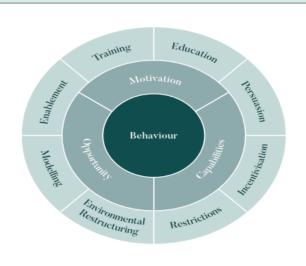
Behaviour Change Wheel



TARGET BEHAVIOUR			

CAPABILITY

DESCRIPTION		
Knowledge, skill and strength to engage in a mental activity.		
The will and energy to perform a particular behaviour. Opportunity afforded by the environment involving: time, location		
Increase knowledge and understanding about a subject.		
Using a message to change people's beliefs, attitudes and behaviour		
Creating the expectation of reward.		
Teaching a skill		
Reduce barriers to increase specific capability and/or opportunity.		
Providing an example for people to aspire to.		
Changing the physical and/or social context		

Using rules and restrictions to limit the use of a competing behaviour.

MOTIVATION

OPPORTUNITY

Restrictions