

## Step 01

# Explore hidden influences

**Mindset.** Shine the light on the unseen forces that influence our behaviours

**Method.** Through this canvases, we collate the diversity of factors that impact people's experiences. The COM-B model surfaces the enablers and blockers for behaviour change. This can be synthesised from current research, data insights and collective experience of teams.

When there is not sufficient evidence to address these questions, start with some qualitative and/or quantitative research to understand the factors that influence behaviour change.

**Check-in guide.** How is the local context relevant, and what are the implications?

## BEHAVIOURAL SCIENCE TOOLS



### Canvas. COM-B behavioural influences

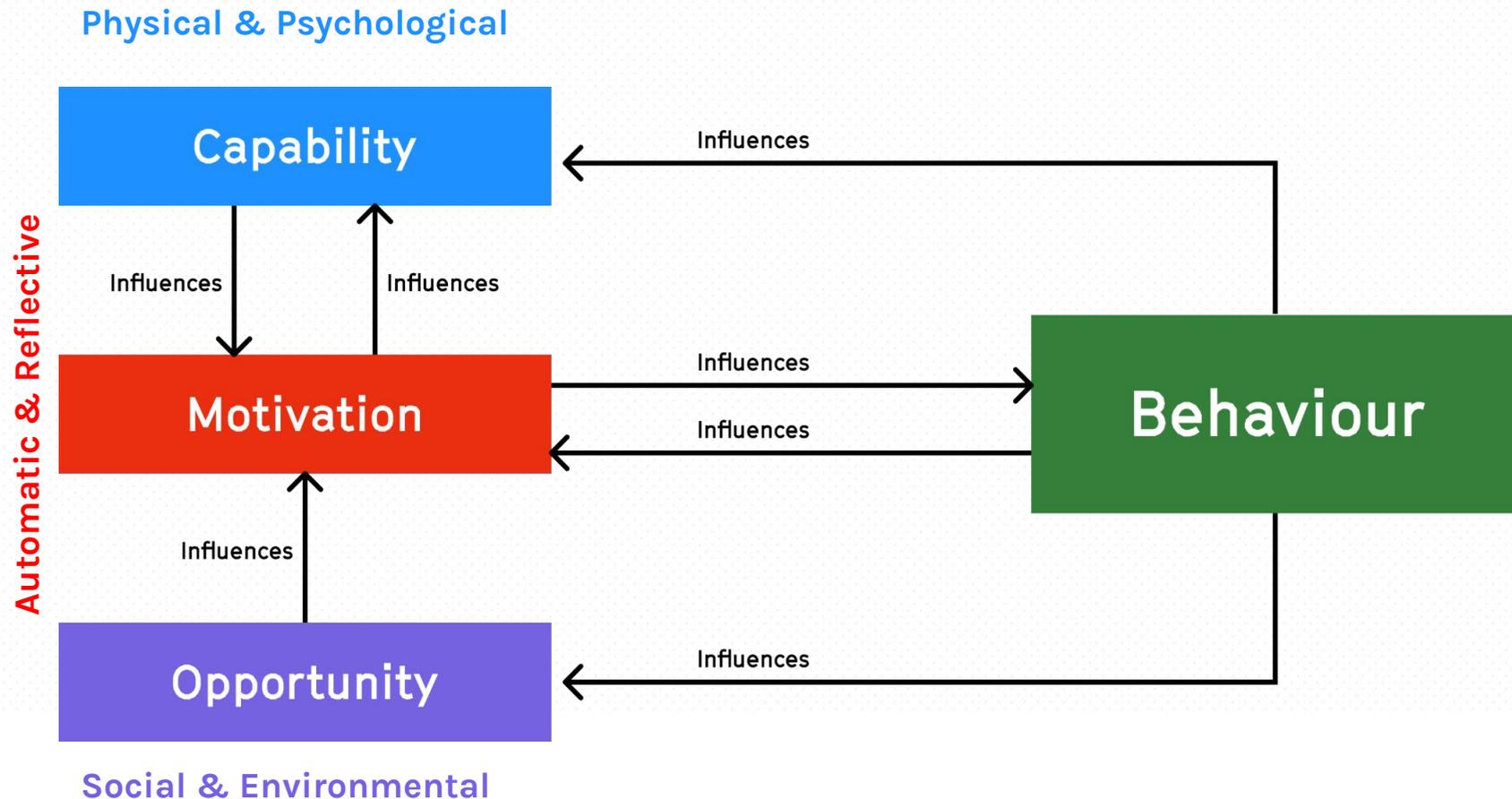
**Use cases:** Identify “hidden” factors that influence behaviour change

**Material:** Canvas, COM-B model and current available research

**Recommended time:** 1 to 1.5 hours

**Participants:** Core working team and key project stakeholders

## Explore “hidden influences” with the COM-B model



Source: Michie, S., Van Stralen, M. M., & West, R. (2011). The behaviour change wheel: a new method for characterising and designing behaviour change interventions. Implementation science

# Canvas. COM-B Behavioural Influences

Dive into exploring “hidden factors” that influence behaviour change

**Check-in guide:**

How is the local context relevant, and what are the implications?

<b>COM-B Factors</b>	<b>Enablers and Blockers</b> Champion what’s already working well and understand what’s getting in the way	
<b>C-Factor</b> Capability 	What skills and knowledge does the person have to perform the desired behaviour?	What are the physical and psychological requirements to engage in the behaviour?
<b>O-Factor</b> Opportunity 	How does social norms, group dynamics and cultural identity influence behaviour change?	What are the physical prompts, resources and reminders that enable or block this behaviour?
<b>M-Factor</b> Motivation 	What habits, feelings, emotional and automatic responses do we need to consider?	How do goals, incentives, intrinsic and extrinsic motivations impact this behaviour?

