

Selecting the right BeSci model

Introduction

There are a confusing array of models, frameworks and tools aimed at helping practitioners apply Behavioural Science to projects and programmes, so how do you choose the right one? The risk is that choosing an inappropriate model can lead to sub-optimal solutions. The Beyond Logic approach is to start by understanding the context and being clear about what you're trying to achieve and what the barriers to these outcomes seem to be.

Only then is it worth reviewing the available models, frameworks and tools (see Figure 1) and deciding which, if any, can help.

Figure 1: summary of Behaviour change models, frameworks and tools

Model or framework	What you get from this model	What you don't get from this model	BLC perspective
Antecedents - Behaviour - Consequences (ABC) Model	A model that allows you explore what is triggering the target behaviour and how is that behaviour being reinforced and maintained. Once we understand the contingencies at play, we can design interventions to shape these triggers and consequences on purpose.	The ABC model doesn't provide a specific set of implementation or intervention guidelines unlike other models.	Usefully highlights the importance of identifying the triggers for particular behaviour and thereby the events or situations which need to be modified in order to change that behaviour.
The Behavioural Drivers Model	A diagnostic tool to identify the main drives and barriers to behaviour and map them to potential interventions	The BDM is a useful tool to ensure that all drivers to behaviour are considered when designing an intervention, but it still needs to be combined with knowledge and insights.	Provides a useful, evidence-based framework for exploring the barriers to change, including both internal and external (contextual) factors.
The COM-B Model	A diagnostic tool to identify barriers and facilitators and develop a behaviour change strategy. COM-B can be used in combination with the Behaviour Change Wheel to identify effective intervention functions and relevant policy categories. It can also	The COM-B model and the Behaviour Change Wheel are comprehensive guidelines, but they are not exhaustive. There will still need to be judgement involved when using the model.	COM-B is becoming a well-respected framework for identifying and categorising potential behaviour change interventions, though it requires some additional interpretation when applying it outside of the personal health domain.

	be used in combination with the Behaviour Change Techniques taxonomy to select 'active ingredients' that are likely to influence behaviour.		It provides a useful tool when used in the initial Understand stage in the BLC Influencing Behaviour Process.
The EAST Framework	A simple way to incorporate evidence-based techniques to make a behaviour easy, attractive, social and timely. A simple methodology to apply these techniques in practice.	A simple way to incorporate evidence-based techniques to make a behaviour easy, attractive, social and timely. A simple methodology to apply these techniques in practice.	EAST is useful primarily for designing effective communications-based campaigns, though the principles behind it can be applied more generally.
The Fogg Model	A tool to design executional solutions to trigger behaviour change in a specific context. A guide to designing persuasive prompts based on the levels of ability and motivation.	The B = MAP model is dependent on the levels of motivation and ability at a specific point in time to design effective prompts, so it is less suitable for broader behaviour change challenges.	The Fogg model is a useful way of thinking about behaviours and what drives them, including the "prompts" or contextual cues that trigger particular behaviours.
The Integrated Behaviour Model	A model with a broad scope that allows you to measure the association between key psychological constructs and someone's intention to perform a behaviour.	Although the IBM highlights key areas to influence, it doesn't come with tools or guidelines for simple implementation. It requires expert knowledge and may be less actionable than other models.	This can be a helpful framework for exploring the influences on behaviour, though doesn't help identify suitable interventions for changing behaviour.
ISM (Individual, Social, Material)	ISM recognises that there is a myriad of behavioural models available and that it is difficult to know which one would best apply to a particular situation. It aims to get around this problem by combining into one model the most pertinent factors.	The tool is limited to 18 factors which can influence behaviour, with examples of their application and links for further reading, but limited guidance on which to apply when.	ISM provides a useful summary of 18 influences on behaviour taken from social psychology, sociology and behavioural economics.
Self Determination Theory	A framework for understanding how to foster motivation that leads to behaviour change and maintenance.	Although SDT-based interventions have been conducted in different settings, SDT doesn't come with simple tools or guidelines for its implementation.	SDT is focussed on motivation rather than behaviour so is only useful where the main barrier to change is a lack of motivation.

<p>The Transtheoretical Model (Stages of Change)</p>	<p>A model that gives you some guidance on how to identify how ready to change someone is, and suggests tailored intervention approaches based on the different stages of change. It is actionable and clear enough to be used by practitioners.</p>	<p>Although the TTM is quite actionable, it focuses on deliberate individual health behaviour change and fails to recognise the numerous external (and unconscious) factors that influence health behaviour, so it may need complementary strategies from practitioners. Additionally, the evidence on the value of stage-targeted interventions is relatively weak.</p>	<p>This model can be useful for designing messaging which resonates with the stage of change the individual is currently at (precontemplation, Contemplation, Preparation, Action, Maintenance). It should be recognised though that outside of addictive behaviour, it is not helpful to try to move people along the stages but instead focus on the desired behaviour.</p>
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Source: Habit Weekly, Beyond Logic Consulting