**About UCL Centre for Behaviour Change**

The Centre for Behavior Change (CBC) brings together academics from a wide range of disciplines and policy-makers, practitioners and others, creating a vibrant hub for developing ideas, methods, theories and evidence about behavior change, and translating that expertise to achieve real-world impact, nationally and internationally.

The CBC is a leading, world-renowned interdisciplinary Centre for expertise in behavior change. Based on an understanding of behavior in context, we enable change through the interacting influences between people and the social, organizational and economic systems in which they exist. Their research, consultancy and training seek to advance the science and application of behavior change, generating practical solutions to complex problems using a systematic approach. We collaborate and partner with a wide variety of individuals, communities and organizations (including local and national governments, NGOs and industry).

**CBC training**

The CBC’s bespoke training courses and workshops are highly participatory, with short presentations, discussions and group work. Content and examples are tailored by our expert facilitators to match the needs, interests, and experience of those attending. We have trained participants from various backgrounds including professionals, policymakers and practitioners. On completion of training, our participants have a greater understanding of the possibilities for applying behavior change interventions in their own situation and practical frameworks for developing, implementing and evaluating these interventions in their own communities and organizations.

Our short courses and workshops aim to put ‘flesh on the bones’ of guidance on how to systematically develop and evaluate complex interventions (UK Medical Research Council, 2008); specifically its recommendations that interventions should be informed by relevant theories and based on evidence-based behavior change techniques. This training will bring together theory-based tools developed in behavioral science and show how they interlink to guide the design and evaluation of behavior change interventions.

These tools, collectively known as the ‘BCW Toolkit’ are:

* *COM-B model (Michie et al., 2011)*: a simple approach to understanding behavior in context, the COM-B model forms the hub of the BCW and specifies three conditions (Capability, Opportunity and Motivation) that are necessary for a given behavior to occur;
* *Behavior Change Wheel (BCW) (Michie et al., 2011)*: a synthesis of 19 behavior change frameworks identified in a systematic literature review, relating to areas such as health, environment, culture change and social marketing;
* *Behavior Change Techniques Taxonomy v1 (BCTTv1) (Michie et al., 2013)*: a structured list of 93 techniques to change behavior developed using a series of consensus processes building on existing taxonomies developed for specific behaviors.

**By taking part in CBC training, participants will be able to:**

* Understand the development of and key principles of the BCW Toolkit
* Be able to apply the core principles of the BCW Toolkit to relevant work in their area.

**Training modules**

Four modules composing the training are described below.

**Module 1: Understanding behavior and behavior change**

We start by defining what behavior is and how to differentiate behavior from its influences and outcomes. We look at the different ways behavior can be changed and start thinking in terms of systems of behaviors to identify potential targets for change. We introduce criteria for selecting behaviors to change. We also introduce some guiding principles for intervention design. By the end of this module, you should be able to:

* Define behavior
* Distinguish behavior from its influences and outcomes
* Apply criteria to identify potential behaviors to change from a behavioral problem

**Module 2: Making a behavioral diagnosis using COM-B**

For any behavior to occur, we must have the capability and opportunity to engage in it, and be motivated to engage in it at the relevant time more than any competing behavior. Capability, opportunity, motivation and behavior interact as a system. The COM-B model was developed to capture this in order to identify targets for behavior change interventions. We will look at how to assess influences on behavior using COM-B, and principles underpinning changes to capability, opportunity and motivation. By the end of this module, you should be able to:

* Use COM-B to understand a given behavior and identify potential targets for change
* Develop theory-based intervention strategies for changing capability, opportunity and motivation

**Module 3: Designing an intervention strategy using the Behavior Change Wheel (BCW)**

The Behavior Change Wheel (BCW) provides a systematic way of selecting *intervention types* (categories which describe broadly how an intervention aims to change behavior) *policy options* (the channels through which interventions might be implemented in the real world). Following the previous module’s work making behavioral diagnoses using COM-B, in this module we learn how to select intervention types and policy options most appropriate for our context using the *APEASE* criteria. By the end of this module, you should be able to:

* Define intervention types and policy options
* Recognize them in real-world interventions
* Select appropriate intervention types and policy options when designing interventions

**Module 4: Selecting Behavior Change Techniques for interventions using BCT Taxonomy (v1)**

Behavior change techniques (BCTs) are the ‘active ingredients’ in interventions which bring about change. Building on yesterday’s work developing a broad intervention strategy, today we look at how to identify BCTs in real-world examples and how to select BCTs appropriate to our context. We will also look at the need for a shared language to describe intervention content. By the end of this module, you should be able to

* Define BCTs
* Identify BCTs in real world examples
* Select BCTs for intervention design