The Behaviour Change Wheel (BCW) provides a structured approach to designing behaviour change interventions for individuals, organisations and populations.

Its purpose is to provide a *systematic and comprehensive analysis* of the available options and their potential costs and benefits using behaviour change theory and the available evidence.

The wheel itself consists of three parts: 1) An inner hub which represents what needs to be targeted to achieve the desired behaviour change in terms of capability, opportunity and/or motivation. 2) A middle layer of what are called 'intervention functions' which are broad categories of approach to changing these targets, and 3) an outer layer which are policy options for delivering the intervention functions

The activities in the BCW process are:

1. Behavioural target specification: Identify *the precise target(s)* of the intervention in terms of what behaviour(s) need(s) to change, to what degree, in what way, in whom and for how long.
2. Behavioural diagnosis: Find out *what would need to change* for the behaviour to change in terms of the COM-B model (Capability, Opportunity, Motivation, Behaviour) with the target individual, group, organisation or population.
3. Intervention Strategy selection: Use the behavioural diagnosis to decide what *intervention functions* to apply: Education, Persuasion, Incentivisation, Coercion, Training, Restriction, Environmental restructuring, Modelling, and Enablement.
4. Implementation strategy selection: Choose from among a range of *policy options* to support long-term implementation: Fiscal policy, Legislation, Regulation, Environmental planning, Communications, Service provision, Guidelines development.
5. Selection of specific Behaviour Change Techniques: Develop a *detailed intervention plan* by selecting from among a range of specific behaviour change techniques (elementary components of interventions such as goal-setting, providing rewards etc).

6. Drafting the full intervention specification: Create the detailed intervention specification covering all aspects of *content and delivery* of the intervention structured around the chosen behaviour change techniques (content) and modes of delivery.
7. Evaluation: The APEASE criteria (Acceptability, Practicability, Effectiveness/cost-effectiveness, Affordability, Safety/side-effects, Equity) are applied when deciding on the intervention strategy and its implementation in the given context. These criteria should be applied at *every* stage in the intervention design, development and implementation process using available evidence combined with expert judgement.

The sequencing of these activities will depend on the context and goals of the *key stakeholders*. For example, the stakeholders may start with a blank slate and be willing to contemplate any of the policy options, or the need may be to try and develop the best possible intervention strategy for their situation. It will usually be necessary to cycle back and forth among the activities, refining and improving the proposed intervention concept over a number of iterations.

Constraints on the development process (Budget, Timescale, Technology, Human resources) will determine how much time and effort can be spent on the development process. Sometimes intervention development has to take place very quickly and only a rapid analysis of the options is possible.

Key features of the BCW: 1) It is not a psychological model; it was developed from 19 frameworks from multiple disciplines; 2) It is not an individual-level model; it encompasses individual, organisational and population level interventions; 3) It is not a rigid set of rules; it should be used as a flexible guide to help structure intervention development; 4) It does not mean starting from scratch; it can be used to choose between, and to improve, existing interventions.

Reading: *Michie S, Atkins L, West R (2014) The Behaviour Change Wheel: A Guide to Developing Interventions. London: Silverback Publishing.* www.behaviourchangewheel.com