

# Implementation Models, Theories & Frameworks

## Behaviour Change Wheel

The Behaviour Change Wheel (BCW) is a comprehensive framework for designing and evaluating behaviour change interventions. It visually represents the COM-B Model (Capability, Opportunity, Motivation), showing how these components drive behaviour and guide potential intervention strategies.

### Type

Determinant Framework

### Purpose

The Behaviour Change Wheel provides a structured method for mapping influences on behaviour and selecting evidence-based interventions that support change. It helps practitioners and researchers systematically develop and evaluate interventions for individuals or groups in healthcare settings.

### Elements

- **COM-B Model** – central to the BCW, this model identifies Capability, Opportunity, and Motivation as essential to behaviour change.
- **Intervention Functions** – nine ways to influence behaviour (e.g., education, coercion, incentivization).
- **Policy Categories** – seven categories that support implementation of intervention functions (e.g., guidelines, fiscal measures).

### Use with

Theoretical Domains Framework (TDF)

Consolidated Framework for Implementation Research (CFIR)

Normalization Process Theory (NPT)

## Strengths and Limitations

### STRENGTHS

- Provides a holistic view of the factors influencing behaviour at individual, organisational, and environmental levels
- Grounded in empirical research, supporting evidence-based and context-specific interventions
- Adaptable to a wide range of behaviours, populations and health issues

### LIMITATIONS

- Its breadth can be overwhelming, especially for users new to behavioural theory
- Translating theory into practical interventions may require expertise and resources.
- May underemphasise broader systemic issues or societal factors that influence behaviour

## See it in practice



[Designing an implementation intervention with the Behaviour Change Wheel for health provider smoking cessation care for Australian Indigenous pregnant women \(Gould et al., 2017\).](#)



[The MOHMQuit \(Midwives and Obstetricians Helping Mothers to Quit Smoking\) trial: protocol for a stepped-wedge implementation trial to improve best practice smoking cessation support in public antenatal care services \(Barnes et al., 2022\).](#)



[Using the Theoretical Domains Framework and Behaviour Change Wheel Framework within the world of nutrition support \(Carey & Hogan, 2025\).](#)

## Find out more



[The Theoretical Domains Framework and Behaviour Change Wheel: an introduction for clinicians](#)



[Model Thinkers](#)



[The Behaviour Change Wheel: a new method for characterising and designing behaviour change interventions.](#)

## References

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