

Implementation Models, Theories & Frameworks

COM-B

The COM-B provides a comprehensive understanding of the factors that influence health-related behaviours across diverse scenarios, particularly within health psychology and public health interventions.

Type

Determinant Framework

Purpose

To clarify the relationship between three components (Capability, Opportunity, Motivation), and how they collectively facilitate or inhibit specific behaviours.

Elements

- **Capability:** Physical and psychological aspects necessary to perform a behaviour.
- **Opportunity:** Social and physical resources available to individuals.
- **Motivation:** The internal processes that energize and direct behaviour.

Use with

Theoretical Domains Framework (TDF)

Behaviour Change Wheel

Strengths and Limitations

STRENGTHS

- Integrates concepts from multiple behaviour theories to provide a comprehensive view of behaviour change.

LIMITATIONS

- Can be complex and challenging if unfamiliar with its components.

- Highlights how **capability**, **opportunity**, and **motivation** interact to influence individual-level behaviour.
- Offers a structured framework for designing targeted and effective interventions.
- Requires detailed contextual analysis, which can be time- and resource-intensive.
- May be difficult to apply in fast-paced or high-turnover healthcare settings.

See it in practice



[Designing a behaviour change intervention using COM-B and the Behaviour Change Wheel: Co-designing the Healthy Gut Diet for preventing gestational diabetes \(Meloncelli et al., 2024\).](#)



[Using the COM-B model to identify barriers and facilitators towards adoption of a diet associated with cognitive function \(Mind Diet\) \(Timlin et al., 2021\).](#)



[Using the COM-B model to identify barriers to and facilitators of evidence-based nurse urine-culture practices \(Advani et al., 2023\).](#)

Find out more



[The Decision Lab: The COM-B Model for Behaviour Change](#)



[A brief introduction to the COM-B Model of Behaviour and the PRIME Theory of Motivation](#)

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