

# Introduction to Behaviour Change

A Bolder Healthier Winter  
Behavioural Science Team  
Birmingham Public Health, October 2023



**BE BOLD BE BIRMINGHAM**



# What is Behaviour Change?

Behaviour change is doing something which causes you to behave differently (West, 2018).

## Problem-solving

It helps us figure out why we do certain things.

## Broad

It can be applied to different situations.

## Valuable

We should always think about it when we're trying to improve things.

(Lilley & King, 2021)

# What Behaviour Change is NOT...

## A silver bullet

It's not the answer to every problem.

## Standard

What works for one situation might not work for another.

## Judgemental

It is not meant for us to be harmful or criticise.

## Exclusive

Anyone can change their behaviours, not just experts.

(Lilley & King, 2021)

# Why is Behaviour Change Important?

We need to support individuals to live a healthier and happier life and we can do this by supporting them with healthy behaviours



## Healthy Eating

5 portions of a variety of fruit and veg each day (NHS, 2022)



## Not Smoking

Live up to 10 years longer compared to smokers (NHS, 2022)



## Physical Activity

150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity a week (NHS, 2021)



## Limiting Alcohol Intake

A maximum of 14 units of alcohol a week, across 3 days at least (NHS, 2022)

Lower risk of:

- Heart disease
- Stroke
- Cancers
- Unhealthy weight gain
- Respiratory disease
- Type 2 Diabetes
- Mental health illnesses
- Anxiety
- Dementia

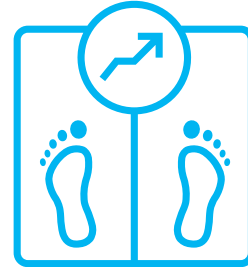
(PHE, 2018)

# Local Picture in Birmingham



**2 in 7**

year 6 children are classified as obese.  
*(Body Mass Index (BMI) at 95th or above on the growth chart for children and teens of the same age and gender)*



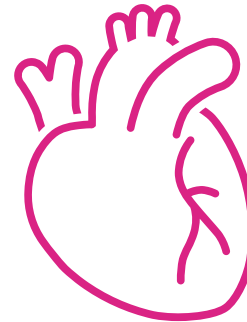
**2 in 3**

adults are overweight.  
*(BMI is over 25.0)*



**1 in 10**

hospital admissions is due to alcohol-related harm.  
*E.g. alcoholic liver disease.*



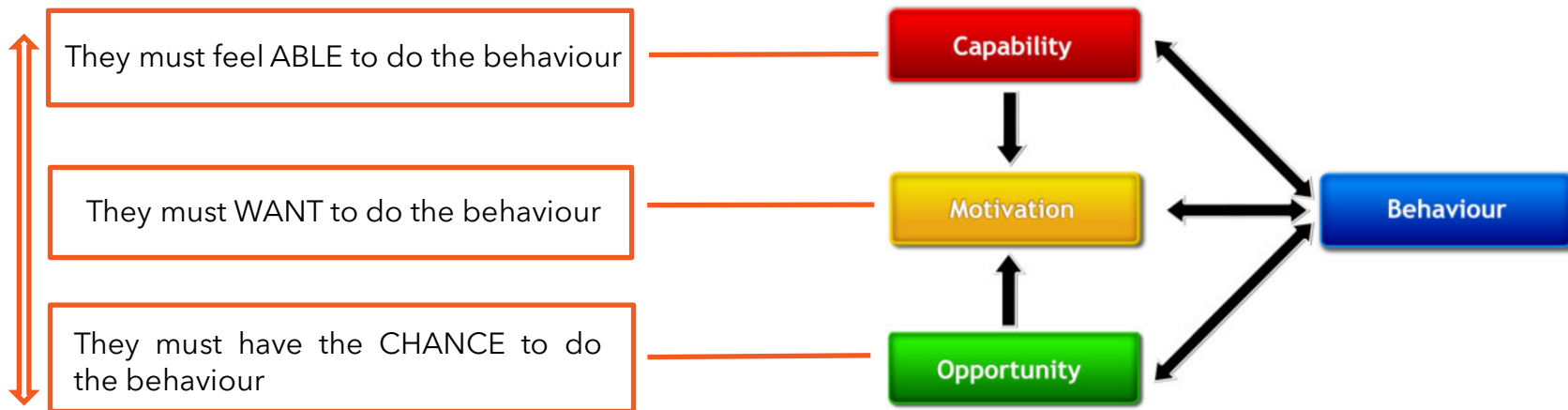
**1 in 1000**

under 75 deaths is due to cardiovascular diseases.  
*E.g. heart attack.*

(OHID, 2020)

# What is the COM-B Model?

COM-B model is one of many behaviour change models. Every behaviour has three interacting components (B):

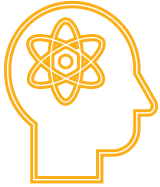


We must target one or more of these components to change and maintain behaviours.

(Social Change UK)

# Capability

They must feel they are ABLE to do something.



**Psychological:** our knowledge, psychological strength, skills or stamina.



**Physical:** our physical strength, skills or stamina.

Do individuals..

- have the right skills and knowledge?
- have the physical and mental ability to do what you are asking them to do?
- know how to do it?

(Social Change UK)

# Opportunity

They must have the CHANCE / RIGHT SET OF CIRCUMSTANCES to do the behaviour.



**Social:** factors like cultural norms and social cues.

**Physical:** our environment including location, resources and time.

Do individuals have...

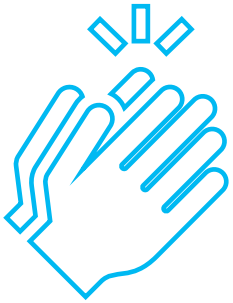
- the right people around them who will support them or prevent them from carrying out the behaviour?
- the physical resources and the right environment around them to do what you are asking them to do?

(Social Change UK)



# Motivation

They must WANT to do the behaviour.



**Automatic:** automatic decisions made quickly based on desires, impulses and inhibitions.

**Reflective:** reflective decisions that are slower and more deliberate, such as making plans.

Do individuals...

- have the motivation to do what you are asking?
- want to do it and are able to build habits to do it?

(Social Change UK)

# How can you help?

## Identify the Behaviour

- What is the unhealthy behaviour?
- What is the new behaviour?

## COM-B Diagnosis

- Identify which out of capability, motivation or opportunity

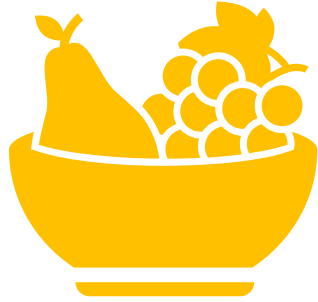
## Selecting the Intervention

- Identify how you can help them based on the COM-B diagnosis

## Support

- Help individuals maintain behaviour change

# How to protect yourself during this winter?



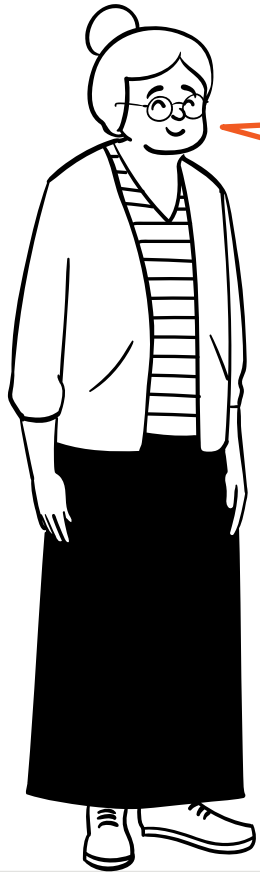
Eat a balanced  
diet



Get vaccinated



Good hygiene habits



Rosemary is not sure about getting the flu vaccine

## CAPABILITY

Rosemary doesn't know that she is vulnerable, and that getting the flu could be serious

### OPPORTUNITY

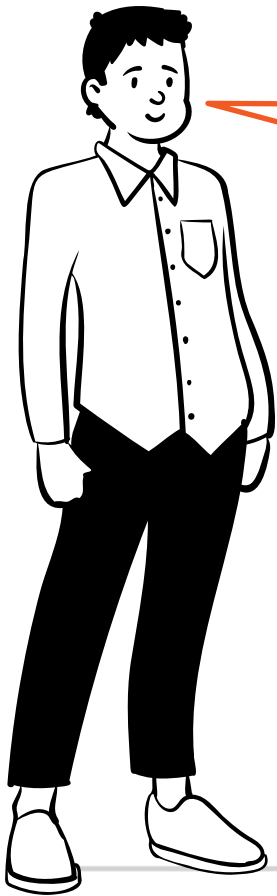
She has time to go to the vaccination centre

### MOTIVATION

She wants to get the vaccine and is not worried about side effects

Offer solutions:

- Provide information about the severity and risks of contracting the flu for older people (difficulty breathing, chest pains).
- Provide information about how the vaccine is safe and effective.



Stephen is not motivated to wash his hands or sanitise them often

## MOTIVATION

Stephen doesn't think he could become sick if he doesn't handwash/use hand sanitizer frequently

### CAPABILITY

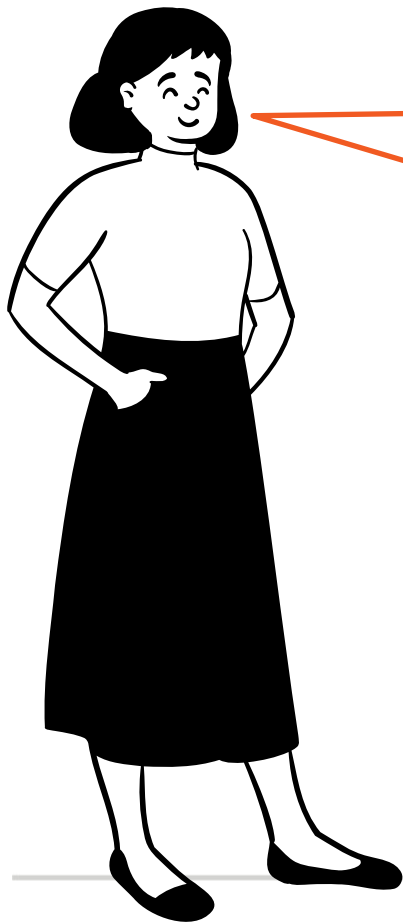
He knows how to adequately wash his hands/use hand sanitizer

### OPPORTUNITY

His workplace has handwashing signs as reminders.

Offer solutions:

- Educate and show how good hygiene helps prevent illness.
- Be a role model and encourage good hygiene.



Sara is struggling to find the time to eat healthy

## OPPORTUNITY

Sara works full time, so she doesn't feel like she has the time to prepare healthy meals.

### CAPABILITY

She has knowledge of healthy recipes

### MOTIVATION

She wants and enjoys healthy meals

Offer solutions:

- Meal prepping for the week.
- Easy to cook meals.
- Choose healthy take outs.



**Psychological Capability -**

- Offering information to explain the role of the flu vaccine in the winter.

**Physical Capability -**

- Offering transportation so that the person can go to a vaccination centre.

**Automatic Motivation -**

- Make convenient and automatic to have good hygiene practices by placing hand-sanitizers in high-traffic areas.

**Reflective Motivation -**

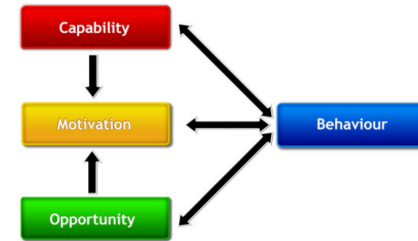
- Be a role model and encourage individuals to maintain a healthy diet during winter.

**Physical Opportunity -**

- Promote easy access to flu shots with mobile vaccine clinics.

**Social Opportunity -**

- Be a role model and create a social norm of good hygiene practices.



# Behaviour Change Resources

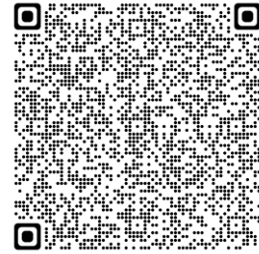
## Online Trainings



Behaviour Change Literacy for  
Individuals and Workforce  
Leaders

Offered by Health Education England to educate and improve behaviour change literacy in workforce leaders. Click the link or scan the QR code on your smartphone for more information:

- [Behaviour Change Literacy for Workforce Leaders - \(e-lfh.org.uk\)](https://e-lfh.org.uk)



## YouTube Videos



Short introductory videos about behaviour change and the COM-B model. Click the links to watch them or scan the QR code to access Youtube.com to search for them.

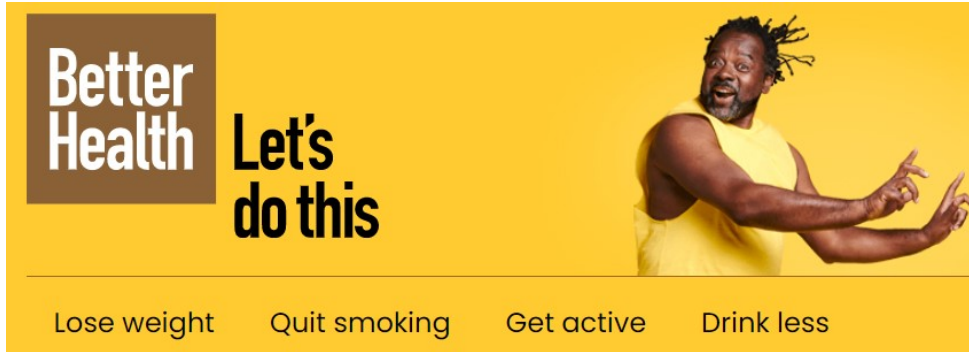
- [Behaviour Change - YouTube](#)
- [Behaviour Change By Design - YouTube](#)
- [Approaches to Behaviour Change - YouTube](#)
- [The COM-B Model - YouTube](#)
- [What is COM-B? - YouTube](#)





# Healthy Behaviours Resources

## Websites



Includes information, tools and apps to help you make healthier choices related to losing weight, quitting smoking, getting active and drinking less. Click the link for more information:

- [Better Health - NHS \(www.nhs.uk\)](http://www.nhs.uk)

# Healthy Behaviours Resources

## Smartphone Applications

Useful apps provided by the NHS. They use behavioural change models and seek to change behaviour, track and create healthy habits. You will need to download them on a smartphone to have access, using the Play Store or App Store. Click the links or scan the QR codes for more information:



[Weight Loss \(www.nhs.uk\)](http://www.nhs.uk)



[Couch to 5K \(www.nhs.uk\)](http://www.nhs.uk)



[Food Scanner \(www.nhs.uk\)](http://www.nhs.uk)



[Active 10 \(www.nhs.uk\)](http://www.nhs.uk)



[Drink Free \(www.nhs.uk\)](http://www.nhs.uk)



[Quit smoking \(www.nhs.uk\)](http://www.nhs.uk)



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[birmingham.gov.uk](http://birmingham.gov.uk)

Thank you.

For more information, please contact us at  
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