Step 2: Diagnose the Behavioral Challenge

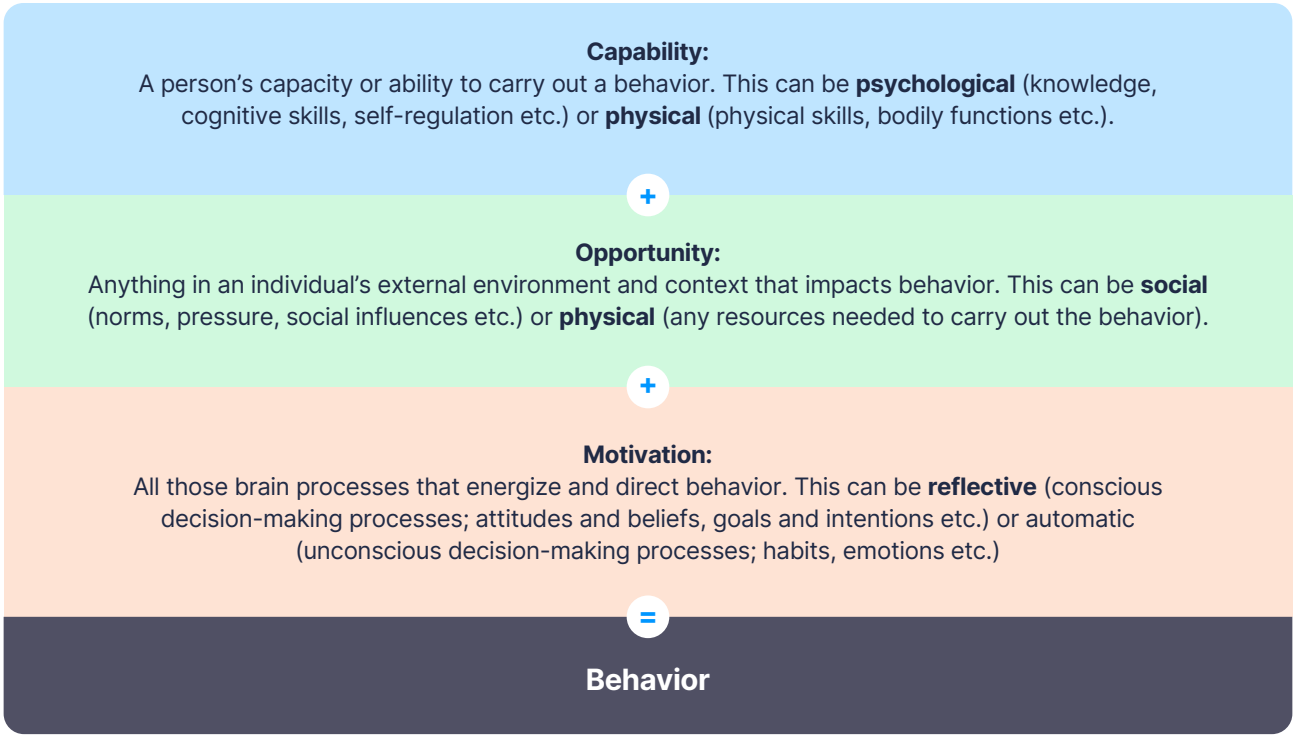
Part 1 – Review insights and identify the gaps

This worksheet is designed to help you reflect on what you already know and determine whether additional research is needed to fill any knowledge gaps. It includes a COM-B 1 table and a set of questions to help you identify barriers that prevent people from performing the target behavior. This process supports the design of interventions that focus on what is truly needed to make the behavior possible.

What is COM-B?

COM-B is an aid to understanding what needs to be in place for a behavior to occur. It explains that behavior (B) is influenced by three factors: Capability (C), Opportunity (O), Motivation (M). See the definitions below.

Applying the COM-B model



Target Behavior and Audience:

You defined these in Worksheet 1. You can use Worksheet 2 for each specific behavior/audience combination.

Answer the prompts in the table below using your existing knowledge and available research.

Capability	Opportunity	Motivation
What **interpersonal skills** do they need to perform the behavior?	Do they have the **time** and/or **space** to do the behavior?	Is any part of the behavior **habitual?**
What **decision-making** and **judgement skills** do they need to undertake the behavior?	Do they **see others modelling** the behavior?	What role does emotion play in facilitating or preventing the behavior?
What **self-regulation skills** do they need to carry out the behavior? Do they need repeated prompts to **maintain attention?**	How do they **think others will perceive** the behavior?	Is the behavior linked to an individual **sense of identity?**

Capability	Opportunity	Motivation
What do they **need to know** in order to perform the behavior? **Do they know it?**	Is the behavior **seen as a normal thing** to do? Is it seen as **specific to certain groups?**	Does the person **want to do** the behavior?
Does **conflicting information** make it hard to know what is 'right'?	How is their behavior **influenced by the behavior of others?**	Does the person **believe** they can do the behavior?
	Do they have the **tools or other resources** required to do the behavior?	
	What in the **environment** around them **triggers the behavior?** Or whose absence in the environment might trigger it?	

Struggling to answer the prompts?
If a prompt is difficult to answer, note it as an area for further research in the table below. Record how you'll gather the information. There is a column for you to add in your new insights once you've found them.

Pull out the areas for research into the table below and note down how you can obtain the research. There's a column for you to add in your new insights once you've found them.

New insights			
COM-B area	**What do you need to know?**	**How to find this information?**	**What did you learn?** Add in your new insights once you've carried out your research.
Capability			
Psychological Capability			
Physical Capability			
Opportunity			
Social Opportunity			
Physical Opportunity			
Motivation			
Reflective Motivation			
Automatic Motivation			

Great work on completing worksheets 1 and 2.

Once you have gathered your new insights you can come back to this worksheet and add in what you've learned. You will then use the information in the first two worksheets (including your new insights) in Worksheet 3 where you will finish Step 2 to develop a Theory of Change and create a Behavior Change Strategy.

Your progress: