**Behavioural Architect Resource List**

**COM-B**

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COM-B is a popular behaviour change model designed by Susan Michie and colleagues from the University College London.

The components of the COM-B Model intact as follows:

* C and O often interact to influence M.
* C, O, M influence Behaviour (B) together.
* Behaviour influences these three components too which creates a feedback loop that leads to long term behaviour.

Successful interventions will change one or more of these components in a way that maximises the new behaviour and reduces risk of old behaviours being repeated.

Link to the full article: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3096582/>

**MINDSPACE**

MINDSPACE is a useful framework created by the Behavioural Insights Team which distils a number of biases and heuristics into 9 overarching principles. These principles can be useful for thinking about what interventions could be applied to different contexts.

These overarching principles include:

* **Messenger**: We are heavily influenced by who communicates information to us
* **Incentives**: Responses to incentives are shaped by predictable mental shortcuts
* **Norms**: We tend to follow what those around us are already doing
* **Defaults**: We “go with the flow” of pre-set options that are offered to us
* **Saliency**: Our behaviour is greatly influenced by what our attention is drawn to
* **Priming**: People behave differently if they have been “primed” by certain cues
* **Affect**: Emotional associations can powerfully shape out actions
* **Commitment**: We seek to be consistent with our public promises, and reciprocate acts
* **Ego**: We act in ways that make us feel important and better about ourselves

Link to full article: <https://www.bi.team/publications/mindspace/>

**APEASE Framework**

The APEASE framework is a tool which supports practical, effective, and ethical running of behavioural interventions. The framework includes:



* **Acceptability**: How far is it acceptable to all stakeholders?
* **Practicability**: Can it be implemented as designed within the indented context, material or human resources?
* **Effectiveness**: How effective and cost-effective is it in achieving desired objectives in the target population?
* **Affordability**: How far can it be afforded when delivered at the scale intended?
* **Side-Effects**: How far does it lead to unintended adverse of beneficial outcomes?
* **Equity**: How far does it increase or decrease differences between advantaged and disadvantaged sectors of society?

Link to full article: <https://www.unlockingbehaviourchange.com/pdfs/5c766be7b6281890464249.pdf>