



COM-B

The COM-B system is a simple framework involving three essential conditions that can be used to understand behaviour.

This model recognises that behaviour is part of an interacting system involving capability, motivation and opportunity:

- **Capability** - the individual's psychological and physical capacity to engage in the activity concerned. It includes having the necessary knowledge and skills.
- **Motivation** - all the brain processes that direct behaviour, not just goals and conscious decisions. It includes habitual processes, emotional responding, as well as analytical decision-making.
- **Opportunity** - all the factors that lie outside the individual that make the behaviour possible or prompt it.

Pros:

- It helps categorise different elements within a behaviour that needs to be changed, and in doing so guide the development of interventions across capability, opportunity and motivation

Cons:

- Much of the evidence and research used to create this model came from studies within health, which can be difficult to translate to other behaviours
- Might be seen to imply a linear and considered rationale for behaviours

Source: Michie, van Stralen and West, 2011