



ISM

The ISM model combines the most pertinent factors from multiple disciplines to provide a practical tool for policy makers, practitioners and researchers to identify influences on the desired behaviour.

- **Individual context** - the factors held by the individual that affect the choices and the behaviours he or she undertakes. This includes values, attitudes and skills, as well as the calculations he/she makes before acting, including personal evaluations of costs and benefits.
- **Social context** - the factors that exist beyond the individual in the social realm, yet shape his or her behaviours. This includes social norms, people's networks and relationships, and the institutions that influence how groups of individuals behave.
- **Material context** - the factors that are 'out there' in the environment which both constrain and shape behaviour. This includes existing 'hard' infrastructures, technologies and regulations, as well as other 'softer' influences such as time and the schedules of everyday life.

Pros:

- ISM is helpful in considering the wider networks and systems that surround a certain behaviour to be changed. The material/infrastructure element of behaviour change is not often highlighted in other models

Cons:

- It gives us a descriptive perspective to the issue, but it less helpful as a practical guide for how to develop interventions after identifying barriers

Developed by Andrew Darnton and colleagues from University of Manchester, launched by the Scottish Government in 2013.