

BCW intervention function definitions and examples

Intervention Function	Definition	Example of intervention function
Education	Increasing knowledge or understanding	Providing information to promote healthy eating
Persuasion	Using communication to induce positive or negative feelings or stimulate action	Using imagery to motivate increases in physical activity
Incentivisation	Creating an expectation of reward	Using prize draws to induce attempts to stop smoking
Coercion	Creating an expectation of punishment or cost	Raising the financial cost to reduce excessive alcohol consumption
Training	Imparting skills	Advanced driver training to increase safe driving
Restriction	Using rules to reduce the opportunity to engage in the target behaviour (or to increase the target behaviour by reducing the opportunity to engage in competing behaviours)	Prohibiting sales of solvents to people under 18 to reduce use for intoxication
Environmental restructuring	Changing the physical or social context	Providing on-screen prompts for GPs to ask about smoking behaviour
Modelling	Providing an example for people to aspire to or imitate	Using TV drama scenes involving safe sex practices to increase condom use
Enablement	Increasing means/reducing barriers to increase capability (beyond education and training) or opportunity (beyond environmental restructuring)	Behavioral support for smoking cessation, medication for cognitive deficits, surgery to reduce obesity, prostheses to promote physical activity

Taken from: Michie S, Atkins L, West R. *The Behavior Change Wheel: A Guide to Designing Interventions*. London, UK: Silverback Publishing 2014.