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**Principles for Designing Interventions Informed by Theory and Models of Behaviour Change**

**(Base on the an amalgamation of GSR review [[1]](#footnote-1) Abraham & Mitchie [[2]](#footnote-2) recommendations and STELA planning model[[3]](#footnote-3))**

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| **Task** | **Responsible Agent** | **Time frame** | **State of Completion** |
| Identify audience/s for the intervention. |  |  |  |
| Identify and quantify list of SMART objectives related to behaviour, attitude, beliefs, and knowledge for each audience. |  |  |  |
| Identify relevant theory and models used before with these groups or behaviours. |  |  |  |
| Identify key behavioural influencing factors. |  |  |  |
| Identify further models and theory that have relevance to factors affecting the behaviours, social or economic factors being targeted. |  |  |  |
| Identify from literature review potential intervention approaches theory and models. |  |  |  |
| Engage target audience as active agents in agreeing the behavioural influences on the target behaviour. |  |  |  |
| Set out and agree with target audience, and stakeholders the theoretical models, theories and or a bespoke model that will guide the intervention. |  |  |  |
| Engage partners and stakeholders as active agents in the design, delivery and evaluation of the intervention using community engagement theory and models. |  |  |  |
| Develop a prototype intervention based on analysis and theory using a published or bespoke design and planning model. |  |  |  |
| Deliver and evaluate prototype intervention paying particular attention to the utility and predictive qualities of the behavioural theory and model used. |  |  |  |
| Adapt and refine prototype and develop full implementation plan based on findings of the pilot together with stakeholder and target audience support. |  |  |  |
| Develop full evaluation strategy to include a review of the utility of the theory and models used to underpin the intervention. |  |  |  |

**NOTES:**

1. Darnton A. (2008), GSR Behaviour Change Knowledge Review. Reference Report: An overview of behaviour change models and their uses, HMT Publishing Unit, London. [↑](#footnote-ref-1)
2. Abraham, C and Michie S. *A taxonomy of behaviour change techniques used in interventions* in Health Psychology, 2008 [↑](#footnote-ref-2)
3. French J STELA planning model for social marketing programmes. 2010 available at http://stelamodel.com/ [↑](#footnote-ref-3)