THE COM-B MODEL

A new behavioural model
Influencing behaviour change involves changing 1 or more of the following:

- CAPABILITY
- OPPORTUNITY
- MOTIVATION

Ask your clients: “What aspects do you feel will increase your chances of going smokefree?”
The COM-B Model

The COM-B system: Behaviour occurs as an interaction between three necessary conditions

- **Capability**: Psychological or physical ability to enact the behaviour
- **Motivation**: Reflective and automatic mechanisms that activate or inhibit behaviour
- **Opportunity**: Physical and social environment that enables the behaviour

Michie et al (2011) *Implementation Science*
CAPABILITY- WHAT MAKES ME ABLE TO QUIT

- **Physical:**
  - To be able to acquire and use product
  - Can your client get to a shop?
  - Any reaction/contraindication for medication use?

- **Knowledge/Psychological:**
  - To have an understanding of how their nicotine addiction works and the best ways to stay out of withdrawal, knowledge of their triggers.
Opportunity..... To Have...

- Physical opportunity:

  - Having the stop smoking medication at hand, reminders set to take the medication

- Social opportunity:

  - More people around them making a quit/switch attempt or non smokers around them
MOTIVATION

- Reflective Motivation:
  - I’m going to see the advisor at my surgery because my friend did really well there

- Automatic Motivation:
  - This e-cig looks really sleek, I think I’m going to switch to this instead of smoking
IDENTIFY AND TARGET WHAT NEEDS TO CHANGE

1) What behaviours distract from them making their quit/switch attempt
2) What aspects of the capability, opportunity and motivation do they feel they need to work on
3) What they can do to best achieve this?

1) Buying cigarettes,
2) Psychological capability, I smoke for nicotine and I have plenty of NRT/ecig. I need to maintain my nicotine levels or else I will relapse
3) Get info from you and stock pile NRT/e-liquid