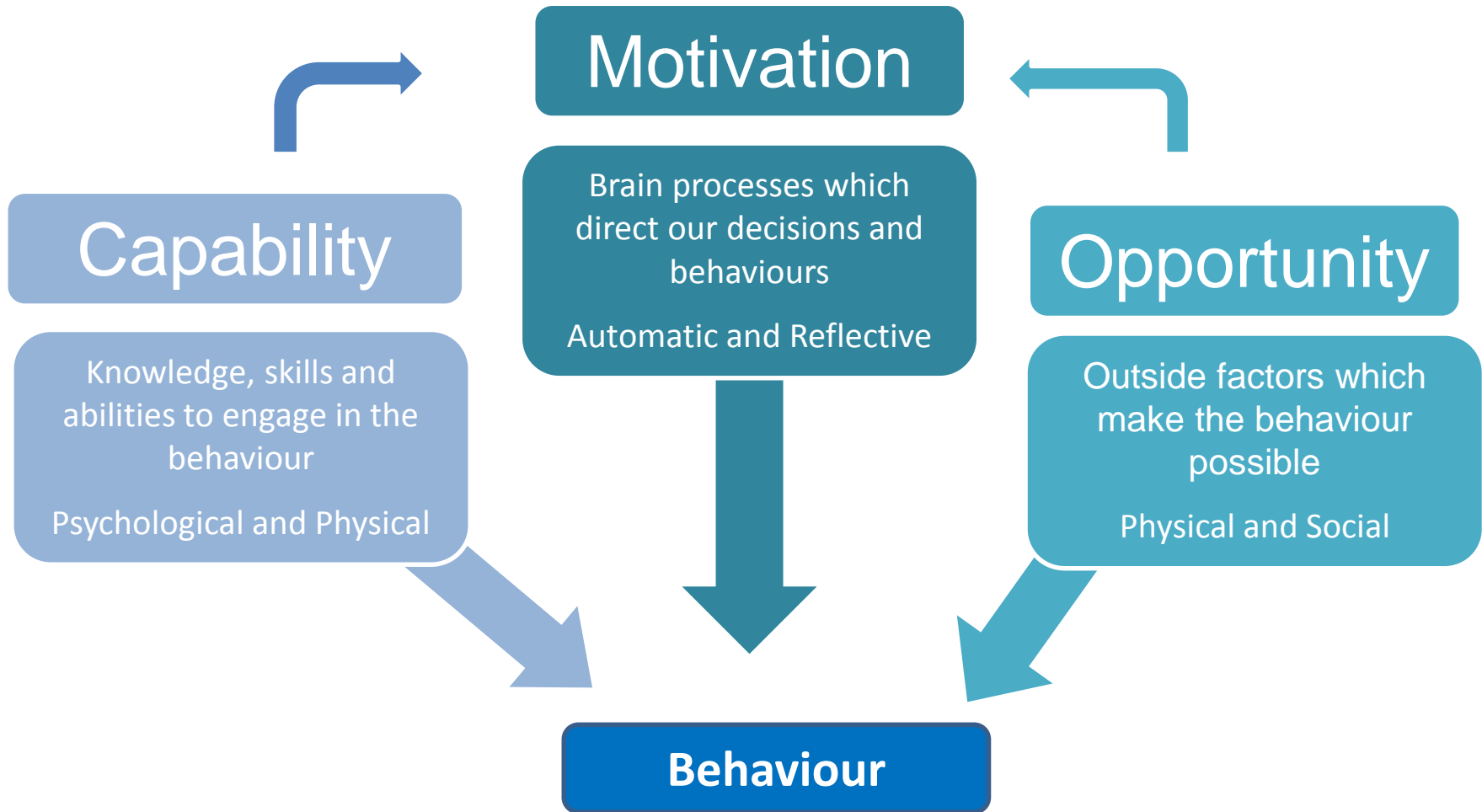


COM-B: A simple model to understand behaviour



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COM-B Component	Elements
Physical capability	Physical strength, skill or stamina
Psychological capability	Knowledge or psychological strength, skill or stamina
Physical opportunity	Opportunity afforded by the environment- time, locations, resources
Social opportunity	Opportunity afforded by social factors- cultural norms, social cues
Reflective motivation	Reflective brain processes- plans and evaluations
Automatic motivation	Automatic brain processes- desires, impulses, inhibitions etc.