Optimizing behavior change techniques effectiveness

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Wednesday, September 18th, 13:30-17:00

The overarching aim is to introduce cutting edge approaches to the selection or description of determinants and behavior change techniques in intervention development, analysis, and reporting.

Intended participants: (early career) behavior change researchers & practitioners who develop interventions

Objectives: After this workshop, participants can:

- explain the relationship between determinants and behavior change techniques
- explain how evolutionary learning processes underlie behavior change techniques
- translate behavior change principles into practical applications
- fill and generate Acyclic Behavior Change Diagrams (ABCDs)

Activities:

An introductory lecture of ~1 hour

An interactive session of ~1.5 hours

Wrap-up with feedback on interactive session of ~0.5 hour

Product: Participants will produce an ABCD, either with their own data, or with an open dataset the facilitators will provide