



THE COM-B MODEL.

THIS
GIRL
CAN

FORMING THE BUILDING BLOCKS OF AN ACTIVE LIFESTYLE

Throughout its history, the award-winning This Girl Can campaign has been shaped by an insight-led approach.

We recognise that some people are more likely than others to be active; this is often influenced by what is going on around them, making it easier or harder for individuals to lead an active lifestyle.

The COM-B model is a behavioural framework that informs our understanding of people's attitudes toward physical activity and how this relates to behaviour - and it is the model that we used to develop This Girl Can.

HOW DOES THE MODEL WORK?

The COM-B model helps us to understand the drivers and contexts that influence how likely someone is to engage in an active lifestyle.

The COM-B model works on the premise that for behaviour (B) to take place, at any moment in time a person must have sufficient amounts of: capability (C), opportunity (O) and motivation (M)

Where behaviour doesn't occur e.g., low activity or someone no longer doing an activity, the model is used as a diagnostic tool to help identify what needs to change. It can help us to consider the role we might play, and the things we might do or change to support people to live active lifestyles.

BASIC OVERVIEW OF THE COM-B MODEL



Click here for further information on the COM-B model

