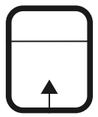
Designing for Behavior Change: A Human-Centered Approach to Research and Intervention

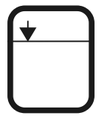
Session 3 Exercise: Mapping Interventions to Journey Stages

American Heart Association. | Health Care Food™
Accelerating the Integration of Food Is Medicine in Health Care

Instructions.
For each intervention or intervention element in your study, complete one worksheet. Use the checkboxes to mark which journey stages the intervention element addresses, building on the exercise from Session 2. For each stage marked, indicate how the intervention influences one or more components of the COM-B model:



Use an up arrow to indicate a **individual intervention** that raises individual capability, opportunity, and/or motivation.



Use a down arrow to indicate a **systemic intervention** that lowers the threshold for individual behavior change.

Element from Session 2 Exercise

	Healthcare Provider Interaction	Prescription by Provider	Food & Meal Planning	Food Selection	Purchase	Acquisition	Preparation	Consumption
	☐	☐	☐	☐	☐	☐	☐	☐
CAPABILITY Psychological or physical ability to enact a behavior								
OPPORTUNITY Physical and social environment that enables behavior								
MOTIVATION Reflective and automatic mechanisms that activate or inhibit behavior								