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# Reduce exposure to cues for the behaviour BCT

Behaviour Change Intervention Ontology (BCIO)

## Source

*Behaviour Change Intervention Ontology (BCIO)*

**Definition:** An alter external stimulus BCT that reduces an external stimulus that signals the behaviour.

**Comment:** The reduction in exposure can be gradual, as in the technique of "fading" or not so gradual. This BCT is concerned with reducing the person's exposure to the cue, while the cue frequency may remain unchanged. In contrast, "reduce cue frequency BCT" is concerned with a reduction in the number of times with which the cue is presented. This BCT may also involve 'restructure the physical environment BCT' and/or 'restructure the social environment BCT'.

*This definition was imported from the Behaviour Change Intervention Ontology (see <https://bciosearch.org/>). Comments and suggestions for improvements are welcome using the Qeios review system.*

*Definitions imported from the Behaviour Change Intervention Ontology (BCIO) are what are known as 'ontological definitions'. See this article in Qeios for an explanation <https://www.qeios.com/read/YGIF9B>.*

*Ontological definitions can sometimes be hard to read. In those cases we also include an informal definition.*

*Definitions also often require elaboration to make it clear how they should be used and what they include. In those cases we include a comment.*

*Also, definitions sometimes require an explanation as to how they came about to help users understand how they relate to alternative definitions. In those cases we include a curator note.*

