

Review of: "A brief introduction to the COM-B Model of behaviour and the PRIME Theory of motivation"

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As a researcher with a clinical background rather than being a psychologist, I have found the trickiest part of implementing behaviour change interventions (underpinned by the COM-B) is how to influence motivation to change behaviour. This article is excellent in addressing components of motivation and how interventions need to influence these components. I can now see how to influence motivation over a period of time through an ongoing intervention and how this needs to stimulate memory as well as belief about the importance of the change in behaviour. I would highly recommend this article to enhance addressing motivation in intervention development.