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# Opportunity

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## Source

Susan Michie, Maartje M van Stralen, Robert West. (2011). *The behaviour change wheel: A new method for characterising and designing behaviour change interventions.* *Implementation Sci*, vol. 6 (1). doi:10.1186/1748-5908-6-42.

Opportunity is defined as all the factors that lie outside the individual that make the behaviour possible or prompt it.