What **BEHAVIOR** are you trying to change?

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What **MECHANISM** are you trying to change? *What underlies change in behavior?*

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What is the **THEORETICAL SUPPORT** linking this **MECHANISM** to this **BEHAVIOR**?

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How will you **MEASURE** this mechanism? *How are you operationalizing this mechanism? Is the measure reliable and valid?*

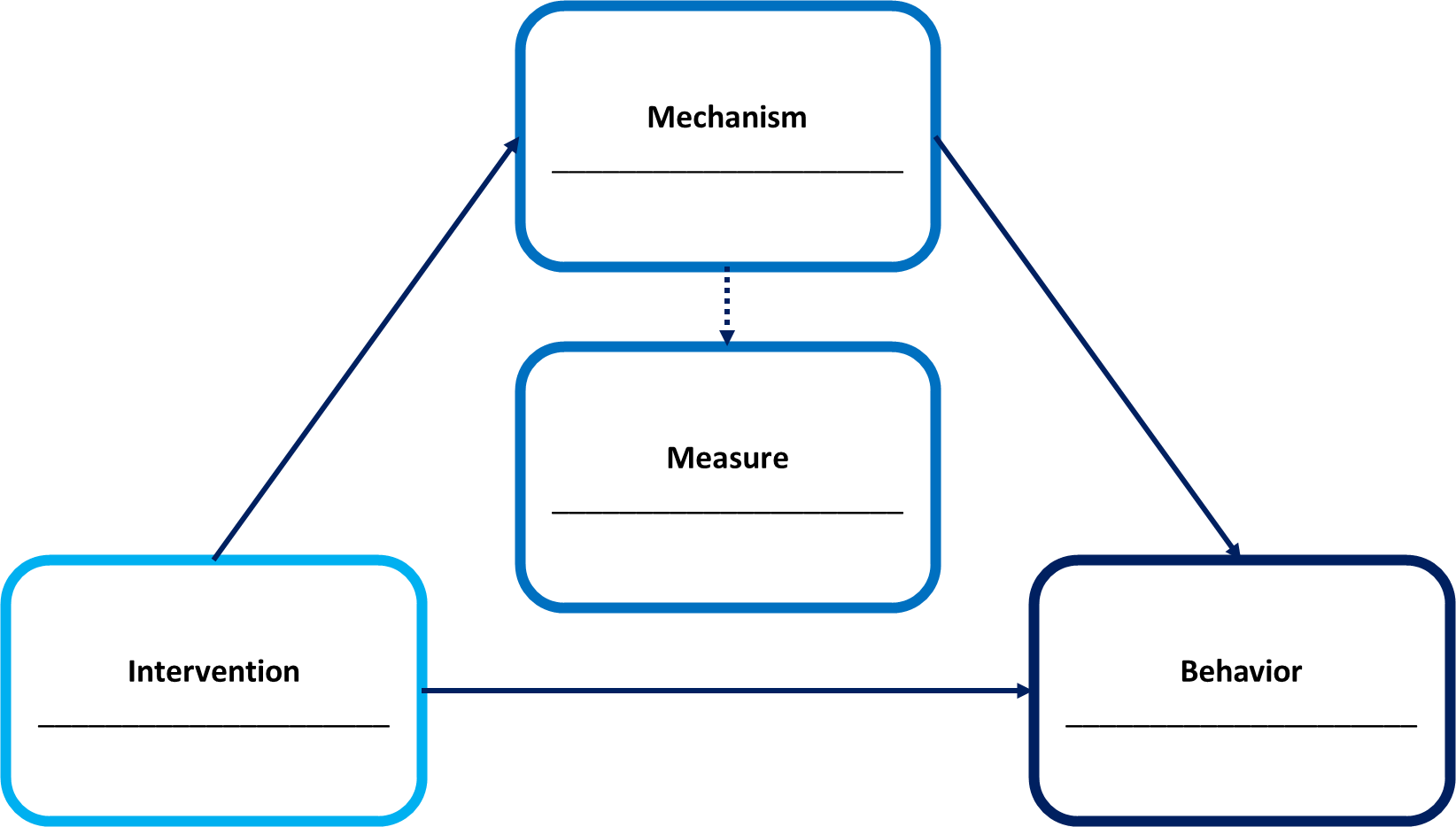
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How will you **INFLUENCE** this mechanism? *What intervention will you use?*

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What is the **THEORETICAL SUPPORT** linking this **INTERVENTION** to this **MECHANISM/BEHAVIOR?**

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**Links:**

<https://scienceofbehaviorchange.org/>

<https://measures.scienceofbehaviorchange.org/>

<https://theoryandtechniquetool.humanbehaviourchange.org/tool>