

Resource 4.6: Example table of communication channels, BCTs, and targeted behavioural factors

Communication channel	BCT	Targeted factor
Household visit	BCT 1: Present facts	Factual knowledge
	BCT 9: Describe feelings about performing and about consequences of the behaviour	Feelings
Community meeting	BCT 9: Describe feelings about performing and about consequences of the behaviour	Feelings
	BCT 13: Prompt public pledging	Other's behaviour
	BCT 15: Inform about others' approval / disapproval	Other's approval
	BCT 24: Demonstrate and model behaviour	Confidence in performance