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**Abstract**

**Behaviour change interventions: an interdisciplinary, systems informed,  
perspective**

A natural focus of behaviour change research is on understanding and influencing the deliberative decision making processes of individuals. This approach has underpinned numerous behaviour change techniques and models which have informed the development of effective interventions. However, relying solely on this focus is subject to a number of limitations. To highlight a few examples: (1) much of our behaviour is driven by context and environmental cues and will thus not be substantially changed by a focus on deliberative decision making; (2) individual-targeted interventions that require sustained agency are less effective among those with fewer resources and are hard to sustain over time; (3) interventions may not be readily transferred across settings and the magnitude and maintenance of behaviour change will often be context dependent.

An interdisciplinary, systems informed perspective offers the potential to address these and other limitations, through the synergistic application of complementary approaches and a recognition of the dynamic interdependence of the many factors acting at multiple levels that shape the behaviour of individuals and societies. The presentation will highlight the implications, benefits and challenges of this perspective for complex intervention research and behaviour change models.