

## Behavioral Change Model (BCM) checklist

### Helpful actions are

**Complete:** actions comprise all dimensions of the Behavioral Change Model

**Consistent:** actions do not contradict or exclude each other

**Co-created:** actions are jointly developed with the people that are affected

**Context specific:** actions address the relevant FROM-TOs and take the target audience into account

**Concrete and tangible:** the more concrete the actions (even measurable, if possible) the easier it will be to act upon them (also you might want to provide examples)

