

Table 4

M-PAC Concepts and their Relationship with the Intervention Mapping Taxonomy (Kok et al. 2016)

Concept	Technique (cluster)	Description
Instrumental Attitude/ Outcome Expectations	Belief Selection (Basic Methods at the Individual Level)	Using messages designed to strengthen positive beliefs, weaken negative beliefs, and introduce new beliefs
	Persuasive Communication (Basic Methods at the Individual Level)	Guiding individuals and environmental agents toward the adoption of an idea, attitude, or action by using arguments or other means.
	Consciousness Raising (Methods to Change Awareness and Risk Perception)	Providing information, feedback, or confrontation about the causes, consequences, and alternatives for a problem or a problem behavior
	Framing (Methods to Change Awareness and Risk Perception)	Using gain-framed messages emphasizing the advantages of performing the healthy behavior; or loss-framed messages, emphasizing the disadvantages of not performing the healthy behavior.
Affective Judgments	Active Learning (Basic Methods at the Individual Level)	Encouraging learning from goal-driven and activity-based experience.
	Direct Experience (Methods to Change Attitudes, Beliefs, and Outcome Expectations)	Encouraging a process whereby knowledge is created through the interpretation of experience
	Improving Physical and Emotional States (Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Prompting interpretation of enhancement or reduction of physiological and affective states, to judge own capabilities.
Perceived Capability	Modelling (Basic Methods at the Individual Level; Basic Methods for Change of Environmental Conditions)	Providing an appropriate model being reinforced for the desired action.
	Feedback (Basic Methods at the Individual Level)	Giving information to individuals and environmental agents regarding the extent to which they are accomplishing learning or performance, or the extent to which performance is having an impact
	Guided Practice (Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Prompting individuals to rehearse and repeat the behavior various times, discuss the experience, and provide feedback
	Enactive Mastery Experiences (Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Providing increasingly challenging tasks with feedback to serve as indicators of capability
	Verbal Persuasion (Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Using messages that suggest that the participant possesses certain capabilities.
	Graded Tasks	Setting easy tasks and increase difficulty until target behavior is performed
Perceived Opportunity	Facilitation (Basic Methods at the Individual Level)	Creating an environment that makes the action easier or reduces barriers to action
	Systems Change (Basic Methods for Change of Environmental Conditions)	Interacting with the environment to change the elements and relationship among elements of a system at any level
	Mobilizing Social Networks (Methods to Change Social Norms)	Encouraging social networks to provide informational, emotional, appraisal, and instrumental support

	Enhancing Network Linkages (Methods to Change Social Support and Social Networks)	Training network members to provide support and members of the target group to mobilize and maintain their networks.
Behavioral Regulation	Reinforcement (Basic Methods at the Individual Level)	Providing reinforcement: linking a behavior to any consequence that increases the behavior's rate, frequency or probability
	Implementation Intentions (Methods to Change Habitual, Automatic and Impulsive Behaviors)	Prompting making if-then plans that link situational cues with responses that are effective in attaining goals or desired outcomes
	Planning Coping Responses (Methods to Change Habitual, Automatic and Impulsive Behaviors; Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Getting the person to identify potential barriers and ways to overcome these.
	Public Commitment (Methods to Change Habitual, Automatic and Impulsive Behaviors; Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Stimulating pledging, promising or engaging oneself to perform the healthful behavior, and announcing that decision to others.
	Mobilizing Social Support (Methods to Change Social Influence)	Prompting communication about behavior change in order to provide instrumental and emotional social support.
	Self-monitoring of behavior (Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Prompting the person to keep a record of specified behavior(s).
	Providing Contingent Rewards (Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Providing material rewards that are explicitly linked to the achievement of specified behaviors.
	Goal Setting (Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Prompting planning what the person will do, including a definition of goal-directed behaviors that result in the target behavior
Habit	Providing cues (Methods to Increase Knowledge)	Assuring that the same cues are present at the time of learning and the time of retrieval
	Cue Altering (Methods to Change Habitual, Automatic and Impulsive Behaviors; Methods to Change Skills, Capability, and Self-Efficacy and to Overcome Barriers)	Teaching people to change a stimulus that elicits or signals a behavior.
	Stimulus Control (Methods to Change Habitual, Automatic and Impulsive Behaviors)	Encouraging removing cues for unhealthy habits and adding prompts for healthier alternatives
Identity	Elaboration (Methods to Increase Knowledge; Methods to Change Attitudes, Beliefs, and Outcome Expectations)	Stimulating the learner to add meaning to the information that is processed
	Self-Re-Evaluation (Methods to Change Awareness and Risk Perception; Methods to Change Attitudes, Beliefs, and Outcome Expectations)	Encouraging combining both cognitive and affective assessments of one's self-image with and without an unhealthy behavior.
	Environmental Re-evaluation (Methods to Change Awareness and Risk Perception; Methods to Change Attitudes, Beliefs, and Outcome Expectations)	Encouraging combining the affective and cognitive assessments of how the presence or absence of a personal behavior affects one's social environment.

Self-affirmation (Methods to Change Awareness and Risk Perception)	Increasing people's self-image by having them elaborate on their relevant values or desirable characteristics.
Anticipated Regret (Methods to Change Attitudes, Beliefs, and Outcome Expectations)	Stimulating people to focus on their feelings after unintended risky behavior, before any losses actually materialize.
Providing Opportunities for Social Comparison (Methods to Change Social Influence)	Facilitating observation of nonexpert others in order to evaluate one's own opinions and performance abilities.

Kok, G., Gottlieb, N. H., Peters, G. J. Y., Mullen, P. D., Parcel, G. S., Ruiter, R. A. C., . . . Bartholomew, C. M. a. L. K. (2016). A taxonomy of behaviour change methods: an Intervention mapping approach. *Health Psychology Review, 10*, 297-312.