

**Table 2: Taxonomy of behavior-change techniques adapted from Geller et al. (1990)**

<b>Behavior-Change Technique</b>	<b>Int. Code</b>	<b>Definition</b>	<b>Impact Score</b>
<i><u>Passive Communication</u></i>			
Lecture	1	Unidirectional oral communication by an agent concerning the rationale and purpose for behavior change and subsequent intervention. Target subjects are told what behaviors are in their best interest.	1
Demonstration	2	Modeling or acting out appropriate performance or behavior for target subject(s).	2
Policy	3	A written document communicating the standards, norms, or rules for appropriate performance or behavior within a given context.	1
<i><u>Active Communication</u></i>			
Commitment	4	A written or oral pledge or promise by a subject to perform or behave in specific way or to attain a certain goal.	2
Discussion/Consensus	5	Bidirectional oral communication between agents or facilitators of an intervention program and the subjects targeted by the intervention. Communication focuses on generating consensus regarding the particular behavior change technique(s) or program.	3
Intervention Agent	6	When a person promotes the desired behavior among other individuals.	3
<i><u>Activators</u></i>			
Written Activator	7	A written communication that attempts to prompt or activate desired performance or behavior.	1
Oral Activator	8	An oral communication that attempts to prompt desired performance.	2
Assigned Individual Goal	9	An intervention agent decides for an individual the level of desired behavior he or she should accomplish by a certain time.	1
Personal Goal	10	An intervention agent encourages an individual to decide for him or herself the level of desired behavior he or she should accomplish by a specific time.	1
Competition	11	An intervention with promotes competition between individuals to see which person will accomplish the desired performance level first (or best).	3
Incentive	12	An announcement to an individual in written or oral form of the availability of a reward that is dependent upon the occurrence of a desired behavior by the individual, according to a contingency defined by the agent(s) of the intervention.	2
Disincentive	13	An oral or written announcement to an individual specifying the possibility of receiving a penalty contingent upon the occurrence of a particular undesired behavior. The contingency is defined by the agent(s) of the intervention.	3
<i><u>Group Activators</u></i>			
Assigned Group Goal	14	An agent decides for a group the level of desired performance the group should accomplish by a certain time.	1
Team Goal	15	An agent encourages group members to decide for themselves (i.e., come to a consensus) that level of desired performance which the group should accomplish by a specific time.	4
Competition	16	An intervention which promotes competition between specific groups to see which group will accomplish the desired performance level first (or best)	3
Incentive	17	An oral or written announcement to a group specifying the availability of a group reward that is dependent upon the occurrence of desired group performance, according to a contingency defined by the agent(s) of the intervention.	3
Disincentive	18	An oral or written announcement to a group that specifies the possibility of a penalty contingent upon the occurrence of undesired group behavior. The contingency is defined by the agent(s) of the intervention.	3
<i><u>Individual Consequences</u></i>			
Feedback	19	Presentation of either oral or written information to an individual concerning his or her level of performance regarding desired or undesired behavior.	1
Reward	20	Either the presentation of a 'pleasant' item or event to an individual emitting a desired behavior, or the withdrawal of an 'unpleasant' item or event from an individual for emitting a desired behavior.	1
Punisher	21	Either the presentation of an 'unpleasant' item or event to an individual emitting an undesired behavior, or the withdrawal of an 'pleasant' item or event from an individual for emitting an undesired behavior.	1
<i><u>Group Consequences</u></i>			
Feedback	22	Presentation of either oral or written information to specific group concerning the participants' level of performance regarding desired or undesired behavior.	2
Reward	23	Either the presentation of a 'pleasant' item or event to a group or team emitting collectively a desired level of performance, or the withdrawal of an 'unpleasant' item or event from a group or team for emitting collectively a desired level of performance.	2
Punisher	24	Either the presentation of an 'unpleasant' item or event to a group or team emitting collectively an undesired level of performance, or the withdrawal of a 'pleasant' item or event from a group or team for emitting collectively an undesired level of performance.	2
<i><u>Additional Intervention Codes</u></i>			
Environmental Change	25	An intervention agent alters the physical environment to either eliminate undesired behavior or to enable desired behavior.	1
Referral	26	An intervention agent refers a reported incident to another individual or committee.	0

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No follow-up intervention	0	An intervention agent takes no corrective action.	0
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