Reviewer's report

**Title:** Re-inventing the wheel: a new method for characterising and designing behaviour change interventions

**Version:** 3  **Date:** 11 January 2011

**Reviewer:** Paschal Sheeran

**Reviewer's report:**

This is an outstanding manuscript. The scope and aim – to provide a framework for integrating basic concepts of behaviour change with intervention functions and policy options – cannot be lauded highly enough. Moreover, the empirical achievement – the evaluation of 19 previous frameworks with respect to comprehensiveness, coherence, and theoretical grounding – is impressive. To be sure, many commentators may quibble about the conceptual analysis in the ‘COM-B system’ (e.g., Wood’s account of habitual control would hardly countenance an analysis in terms of ‘motivation’) and proponents of particular models are likely to question the accuracy or fairness of the characterisation of their favoured framework in Table 4. Such quibbles and questions risk missing the key point, however; the behaviour change wheel does more to integrate ideas in this field than any previous research. This manuscript should be published, and given the highest priority for publication, so that this framework can start to exert the impact on the field it deserves.

The only discretionary revision that I would suggest for an otherwise excellent paper concerns the title – is ‘re-inventing the wheel’ a method? It might be better to have ‘The Behavior Change Wheel’ as the prefix (or better still, ‘The Behavior Change Circumplex’ which might more fully capture the levels of analysis involved and the inter-relations among levels. The affect circumplex and the values circumplex had revolutionary effects in organising research on emotion and values, respectively; the same could be true for the Behaviour Change Circumplex).

Signed,

Paschal Sheeran

**Level of interest:** An exceptional article

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.

**Declaration of competing interests:**
I declare that I have no competing interests