



BioMed Research International

Special Issue on  
**Behaviour Theory-Based Public Health Intervention  
Planning and Explanation of Outcomes**

# CALL FOR PAPERS

Over the past decade or two there has been a greater commitment to using theory in the development and evaluation of public health interventions. Most of these behavioural theories are quite old and have been applied to different settings. However gaps lie in the real evaluation of the theories. The applications of a number of planning frameworks such as RE-AIM, Intervention Mapping, the updated UK MRC Guidance, and the Behaviour Change Wheel have proved to be very helpful in improving the quality of such complex interventions, the rigour of evaluation, and the standard of reporting.

Behaviour change theories have also been more widely used to develop interventions and to understand the mechanisms of behaviour change. Such theories are applicable across many different types of health promotion interventions, including individually focussed group or community based programs aiming to improve various behaviours, for example, diet, physical activity, HIV prevention, smoking cessation, and adherence to medication. Theories commonly used to develop behaviour change interventions have included social cognitive theory, the theory of planned behaviour/reasoned action, stages of change model, the health belief model, social ecological model, social cognitive theory, social marketing, diffusion of innovations, and several communication theories.

In the past decade many such interventions have been offered on the Internet or via social media compared with the earlier ones which were mainly based on personal or group-based health promotion. Interventions have been program driven and with limited research rigour and hence the theories are not well tested. For example, little is done in measuring impact compared to outcomes.

However, several gaps in the available evidence have been identified. These include formative studies that give due weight to the value of careful development and piloting of interventions before their evaluation and pragmatic, effectiveness trials that provide a detailed description of the development process and the active ingredients of the intervention; address key implementation and sustainability issues; undertake both process and outcome evaluation; assess cost effectiveness; and investigate what elements work across target groups and in different settings. Such evidence is essential to enable the replication and synthesis of evidence as well as to improve the translation of efficacious strategies into sustainable health promotion programs that can be widely implemented.

This special edition aims at advancing good practice in this field by soliciting high quality original research articles or reviews on the development and evaluation of behaviour change interventions.

The interventions need to have been planned according to any of the given models for planning complex behaviour change interventions and be based on social or behavioural theories.

Potential topics include but are not limited to the following:

- ▶ Formative studies which aim to develop appropriate, evidence-based interventions by drawing on existing evidence and theory and conducting new primary research with the intended target population
- ▶ Intervention studies which have applied behaviour change theory to innovative methods of behaviour change, for example, using social media
- ▶ Effectiveness studies using mixed method designs and which include a clear description of the intervention and a detailed process evaluation as well as an outcome evaluation
- ▶ Intervention studies which give proper consideration to the pragmatic issues of implementation, replication, and sustainability
- ▶ Studies which evaluate the cost effectiveness of interventions and/or determine their relative effectiveness compared to usual care or other interventions
- ▶ Studies which evaluate the effectiveness of an intervention across diverse settings or under different conditions

Authors can submit their manuscripts through the Manuscript Tracking System at <http://mts.hindawi.com/submit/journals/bmri/public.health/hipeo/>.

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