# Integrating the Multiphase Optimization Strategy and the Behaviour Change Intervention Ontology

**Date**: February 6, 2020
**Time**: 1:00-2:00 p.m. EST, 6:00 p.m. London
**Presenters**: Susan Michie, PhD and Linda Collins, PhD
*Sponsored by SBM and the Optimization of Behavioral and Biobehavioral Interventions SIG*

Description: Recent advances in the design and evaluation of behavioral and biobehavioral interventions include the Multiphase Optimization Strategy (MOST) and the Behaviour Change Intervention Ontology (BCIO). Inspired by engineering, MOST is a framework for development, optimization, and evaluation of behavioral interventions, where optimization is defined as the process of identifying the intervention that provides the highest expected level of effectiveness obtainable within key constraints imposed by the need for efficiency, economy, and/or scalability. Part of the Human Behaviour Change Project, the BCIO is a set of definitions for entities and relationships used to describe behaviour change interventions, their contexts, effects and evaluations. Development of the BCIO is ongoing and has involved a combination of reviewing, refining and extending existing relevant ontologies and taxonomies (such as the Behaviour Change Techniques Taxonomy (BCTTv1)), consultation with ontology experts, and peer review from, and discussions with, international behaviour change experts. In this webinar, Dr. Linda Collins, a developer of MOST, and Dr. Susan Michie, a lead investigator for the Human Behaviour Change Project and BCIO, will outline the ways in which elements of BCIO complement the MOST framework and how behavioural scientists can incorporate principles from both frameworks/ontologies into their work.



Cost: Registration is free for SBM members and $45 for non-members. Register here: https://www.sbm.org/training/webinars