

Behaviour Change Models & Implications for Interventions

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Today

Many models

**How to distil them into some meaningful
framework**

Drinking guidelines: Dionysos

(4 BC)

‘Three kraters [cups] do | mix for the temperate:
one to health, which they empty first,
the second to love and pleasure,
the third to sleep.

When this bowl is drunk up wise guests go home.’

Dionysos

(4 BC)

‘The fourth bowl is ours no longer but belongs
to hubris,
the fifth to uproar,
the sixth to prancing about,
the seventh to black eyes,

Dionysos

(4 BC)

the eighth brings the police,
the ninth belongs to vomiting, and
the tenth to insanity and the hurling of
furniture'