The MAP of Health Behaviour Change Evaluation Report – Aug 2025 – Executive Summary

THE MAP OF HEALTH BEHAVIOUR CHANGE LEARNING PROGRAMME EVALUATION – EXECUTIVE SUMMARY

AUG 2025

Principal Author: Kayleigh Maxwell, Trainee Health Psychologist

Additional Authors: Michelle Clark, Hannah Dale

Executive Summary*

Background

Since 2019, NHS Education for Scotland (NES) has delivered the MAP of Health Behaviour Change Learning Programme to support practitioners in developing person-centred behaviour change skills. The programme integrates 12 Behaviour Change Techniques (BCTs) across three categories—Motivation, Action, and Prompts & Cues—and includes eLearning, workshops, and coaching. It has reached 13 of 14 Scottish Health Boards.

Evaluation Aim

This evaluation aimed to assess the impact of MAP training on learners' knowledge, confidence, and use of BCTs, as well as satisfaction with the programme and barriers/facilitators to implementation.

Key Findings

- **Improved Knowledge and Confidence**: Learners showed significant increases in knowledge and confidence with the MAP model and BCTs post-training.
- **Increased Use of BCTs**: Frequency of BCT use rose significantly from pre-training to follow-up, especially for Action and Prompts & Cues BCTs.
- **Satisfaction**: Learners expressed high satisfaction with the programme, particularly valuing the support from workshop leaders and opportunities for skills practice.
- **Barriers**: Challenges included cognitive load, limited time and opportunity, and adapting MAP to patient needs.
- **Facilitators**: Effective materials, integration with existing practice, flexibility of the MAP model, and peer support were key enablers.

Conclusions

The MAP programme is effective in enhancing practitioner skills and confidence in behaviour change techniques. High engagement and satisfaction suggest strong acceptability. Future improvements could focus on embedding MAP into routine practice, enhancing guidance for patient suitability, and strengthening peer support networks.

Limitations

Data completeness was affected by the non-compulsory nature of evaluations, leading to missing data across timepoints. While multiple imputation was used to address this, caution is advised in interpreting results, especially those based on small follow-up samples.

* This summary was generated with the assistance of MS365 Copilot to enhance clarity and conciseness.

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NHS Education for Scotland
Westport 102
West Port
Edinburgh
EH3 9DN

www.nes.scot.nhs.uk