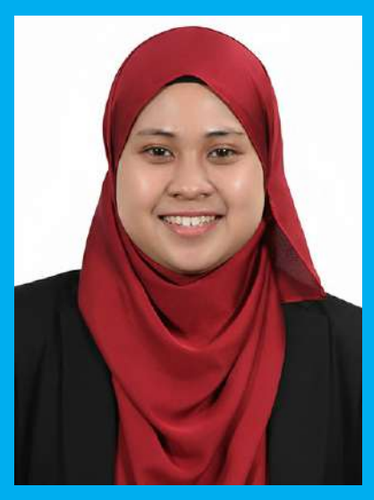
EP050

NUDGE TOWARDS HEALTH: APPLICATION OF COM-B MODEL IN ENHANCING COMMUNITY ENGAGEMENT THROUGH WELLNESS ON WHEELS PROGRAMME

MINISTRY OF HEALTH MALAYSIA
INSTITUTE FOR HEALTH BEHAVIOURAL RESEARCH

Nur Fhaezatul Syafiqqah bt Zakaria
Siti Sarah bt Mohamed
Zulkifli bin Jantan

Bahagian Pendidikan Kesihatan
Program Kesihatan Awam
Kementerian Kesihatan



Wellness on Wheels

1. Introduction

NCDs and unhealthy lifestyle remain major challenges in public health. Health promotion programmes often face limitations in attracting community participation and ensuring health messages are effectively understood and lead to behavioural change.

A behavioural science approach through nudge strategies and the COM-B Model (Capability, Opportunity, Motivation – Behaviour) is applied to enhance community engagement and support behaviour change towards a healthier lifestyle.

The Take Home Message (THM) instrument is used as a rapid assessment tool to measure the level of exposure to health messages, as well as skills and motivation to adopt healthy lifestyle.

2. Objectives

1. To identify effectiveness of nudge strategies in attracting community participation
2. To evaluate level of understanding of health messages among community
3. To measure perceived skills and motivation to adopt a healthy lifestyle based on the COM-B Model.



3. Methodology

This study adopts a programme evaluation approach in the implementation of activities. Nudge strategies were applied in activity design, including:

- Delivery of easy-to-understand health messages
- Use of visual elements and engaging activities to attract attention
- Social encouragement through interaction with facilitators
- Interactive activities that facilitate community participation

These approaches are structured based on the COM-B Model:

C **Capability:**
Enhancing health knowledge and understanding

O **Opportunity:**
Providing accessible screening and health education through mobile services

M **Motivation:**
Increasing awareness and encouragement to practise a healthy lifestyle

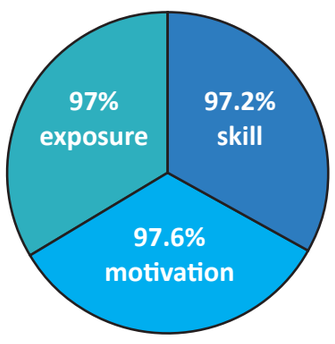
B **Behaviour:**
Changing to healthy lifestyle

After participating in the activities, community were asked to complete the THM. Data were analysed descriptively to determine the level of health message exposure among community.

4. Results

Preliminary findings indicate that the nudge-based approach helps to increase community engagement in WoW activities.

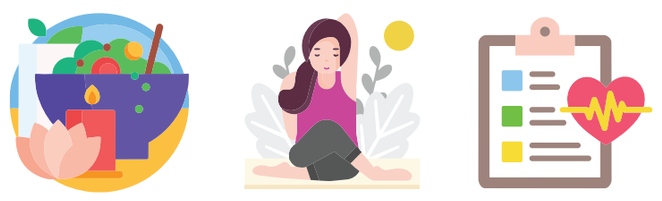
THM assessment analysis 2025 (n = 63,383)



- **97% reported gaining exposure to healthy lifestyle practices during WoW activities**
- **97.2% reported acquiring skills to practise healthy living to improve body immunity**
- **97.6% reported increased motivation to adopt a healthy lifestyle after participating in WoW**

This data indicates that:

- The majority of visitors demonstrated a good understanding of the health messages delivered
- Visitors reported increased awareness and confidence in practising healthy lifestyle behaviours
- Interactive elements and health counselling contributed to enhanced motivation for behavioural change



5. Conclusion

The integration of nudge strategies and the COM-B Model in the WoW programme has the potential to enhance community engagement while strengthening understanding and motivation to adopt healthy lifestyles.

The THM instrument can also serve as a practical evaluation tool for assessing the effectiveness of health message delivery.

This behavioural science-based approach has strong potential as an effective strategy to strengthen health promotion interventions at the community level.

1st National Conferance on
Behavioural Sciences in Health 2026
Mainstreaming Behavioural Sciences for Better Health

6-7May 2026 | National Institutes of Health