The Information-Motivation and Behavioral Skills model (IMB) postulates that health-related information, motivation, and behavioral skills are important determinants of whether or not a health behavior is performed. If a person is well-informed, motivated to act, and they have the skills and confidence to take action, they are more likely to initiate and maintain health-promoting behaviors that produce positive outcomes.

According to IMB, health interventions should be focused on:

1. Dispersing effective health information that is relevant to the target health behavior and specific to a population.
2. Increasing personal motivation and social support.
3. Skill-training to increase self-efficacy for performing a health behavior.

IMB specifies a three-phase process for intervention development:

1. Before designing an intervention, one must elicit, or clarify, the information, motivation, and behavioral skills factors that are important to the target behavior, through the use of questionnaires, surveys, or other methods.
2. Based on these elicitation findings, behavior-specific and group-specific interventions are then designed to achieve behavioral goals.
3. Finally, evaluation-outcome research is performed to assess whether the intervention produced the desired effect on remediating information, motivation, and behavioral skill deficits that are likely causes of the original faulty health behavior.