Health behaviour interventions targeting individuals at high risk of developing cardiovascular disease (CVD), such as those who are overweight or obese, is of foremost importance because CVD is a major health threat. The first part of the present thesis tackled questions such as ‘Can new health analogies help in creating appropriate risk perceptions and so motivate overweight and obese individuals to improve their lifestyle?’ and ‘Can the use of web-based plans help motivated overweight and obese individuals to change their dietary behaviour?’ The effects of a web-based risk message called ‘Heart-Age’ were investigated. ‘Heart-Age’ shows an individual’s CVD risk in the format of an age score. A web-based planning tool was further used to help individuals find solutions to tempting situations where they might consume high-fat foods.

The second part of this thesis focused on questions such as ‘For whom does planning work?’ and ‘How are our risk perceptions turned into intentions to change behaviour?’ Feelings and personal judgements played a complimentary role in the translation of risk into an intention to behaviour change. Practical implications and future directions of the present findings are discussed.