

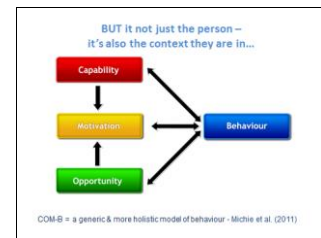
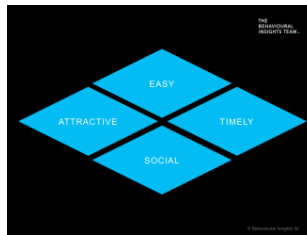
Health & Wellbeing in All Policies - Using Behavioural Science and Insights

Background

- Sheffield City Council is committed to being prevention orientated and is pursuing a Health and Wellbeing in All Policies approach
- We are exploring the potential for using behavioural science to support this approach
- We developed this as part of a new Sheffield Policy & Strategy Network - a collaborative information/knowledge exchange space for the Council & City partners (incl. Universities)

Outputs in December 2017

- 3 workshops, engaging diverse group of circa 100 people with external experts (The Behavioural Insights Team North & Sheffield Hallam University) – introducing 'EAST' and 'COM-B' frameworks
- Practical Behavioural Insights (BI) tools and exercises used to develop real life project ideas.
- Over 50 potential service applications generated
- 10 project teams putting behavioural science into practice



Outcomes & Learning

- People felt invested in, they valued and enjoyed the strategic workshop approach taken
- People engaged with the concepts & national examples given & saw practical service applications
- The workshops created a real 'buzz' and energy - people want more, for them and for others; and to be supported to use behavioural science in service design and delivery

'Very inspiring,
new ideas'

'Practical framework I will apply to a
number of thorny issues'

'Really useful,
would like
more events
like this'

Tangible impact is emerging

- ✓ The concepts are really taking hold across the council + with some partner organisations
- ✓ A wide range of people are applying BI and COM-B to wellbeing projects - Free Early Learning take up; Oral Health; Social Prescribing; Demand Management & a Workplace Stairs Campaign
- ✓ Plus others using BI more widely - Direct debit payments (housing); Charitable Giving (parks)

Next Steps - We will

- Develop a community of practice to learn from / support the use of behaviour science + learn from other examples of BI being used in public services nationally
- Evaluate the learning and impact further
- Embed the tools in service design + service development processes
- Arrange more development opportunities to support wider organisational use of behaviour science

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The Sheffield Policy and Strategy Network (PSN)

