

YHBSH Foundations in Behavioural Science programme

Foundations in behavioural science: 4 x half day workshops delivered over 4 weeks

Applying and evaluating behavioural science: 3 x half day workshops delivered over 3 weeks with tailored group tutorial

Participants: People working in public health in Yorkshire and Humber who wish to have an understanding of how behavioural science could be used in their work to inform communication, services, policy, and interventions. People attending the applying and evaluating behavioural science course will need to have completed the foundation course or have previously completed a similar course/training first.

Aim: To explore and apply behavioural science methods and approaches to public health

The course will be led by Maddy Arden, Professor of Health Psychology and Director of the Centre for Behavioural Science and Applied Psychology at Sheffield Hallam University. The workshops will be delivered by a range of academic staff. Each session will have two tutors in attendance so that there can be supported break-out exercises, and plenty of opportunities for individuals to ask questions.

Indicative content for each of the workshops is presented below. The workshops will comprise of mini lectures, practical exercises and discussions. We will also set up an online community for attendees so that their practice is continued to be supported after the training course.

Delivery plan

	Dates/times of online sessions
Foundations	
Workshop 1	Wednesday 11th January 9.30 -1.00
Workshop 2	Wednesday 18 th January 9.30 -1.00
Workshop 3	Wednesday 25 th January 9.30 -1.00
Workshop 4	Wednesday 8 th February 9.30 -1.00
Applying and evaluating	
Workshop 1	Wednesday 22 nd February 9.30 -1.00
Workshop 2	Wednesday 1 st March 9.30 -1.00
Workshop 3	Wednesday 8 th March 9.30 -1.00
Group tutorial	w/b 13 th March

Foundations in behavioural science

Workshop 1

- Welcome, introductions and expectations
- Behavioural science in action
 - Examples and evaluation of the use of behavioural science in public health contexts
- Understanding challenges in behavioural terms
- An introduction to 'Nudge'
 - Systems of thinking and cognitive biases
 - MINDSPACE and EAST
 - Nudge in public health: reviewing the evidence

Workshop 2

- Introductions and recap
- A critique of common-sense approaches to interventions
- COM-B and the Behaviour change wheel
 - What underpins COM-B?
 - Relationship between COM-B and EAST
- Undertaking a behavioural analysis: what behaviours and what needs to change

Workshop 3

- Introductions and recap
- Identifying suitable interventions (motivation)
- Theories of Motivation
 - Reflective
 - Automatic (Habits)
 - Changing motivation

Workshop 4

- Introductions and recap
- Identifying suitable interventions (capability and opportunity)
 - Education and knowledge
 - Behavioural Regulation
 - Environmental and social factors

Applying and evaluating behavioural science

Workshop 1

- Introductions and expectations
- Recap
 - EAST and COM-B
 - Undertaking a behavioural analysis
 - Identifying interventions
- Ethics of nudge and behaviour change
- Identifying suitable behaviour change techniques
- Mode of delivery and engagement

Workshop 2

- Introductions and recap
- The importance of evaluation
 - Unintended consequences
- Types of evaluation
- Planning an evaluation
 - Measuring behavioural change
- Theory of change/logic model

Workshop 3

- Introductions and recap
- Process evaluation
- Supporting maintenance/adherence
- Change in a complex system
- Reflections and future planning

Group tutorial

- Attendees will be grouped according to projects of interest and will be invited to attend a small group session to review and feedback on a behaviour change intervention and evaluation plan developed over the course of the workshops.