

Improving People's Health:

Applying behavioural and social sciences to improve population health and wellbeing in England

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Public Health
England



FACULTY OF
PUBLIC HEALTH



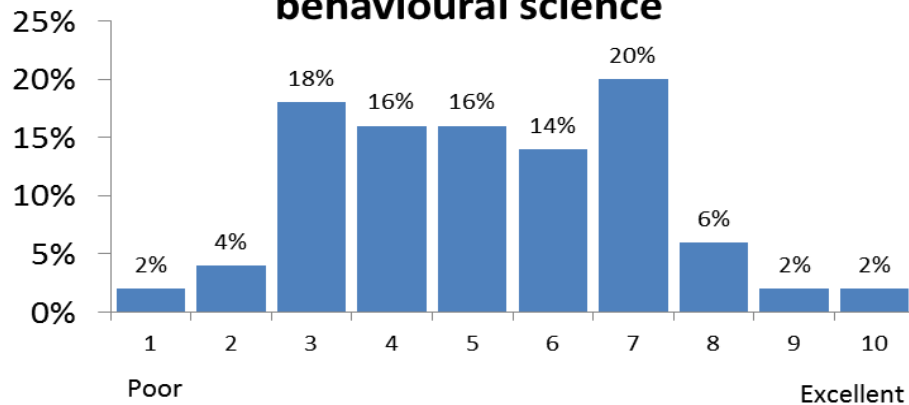
BSPHN



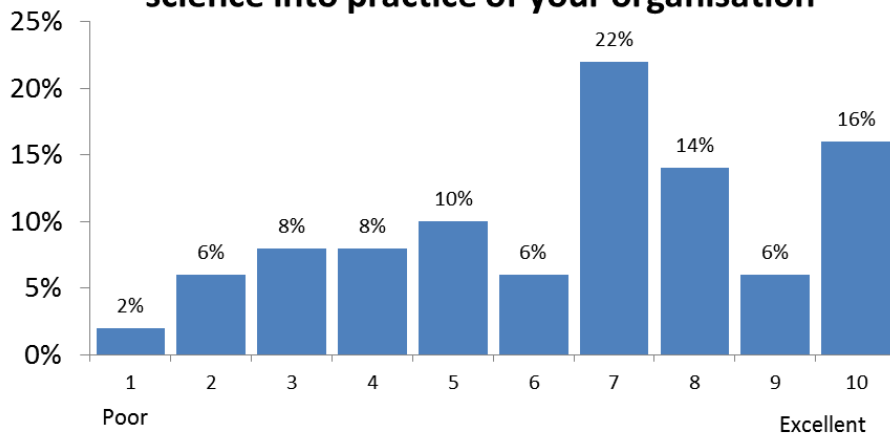
Local
Government
Association

Feedback from local public health teams

Level of understanding of behavioural science



Importance of embedding behavioural science into practice of your organisation



79% - NOT enough being done to embed BS in practice

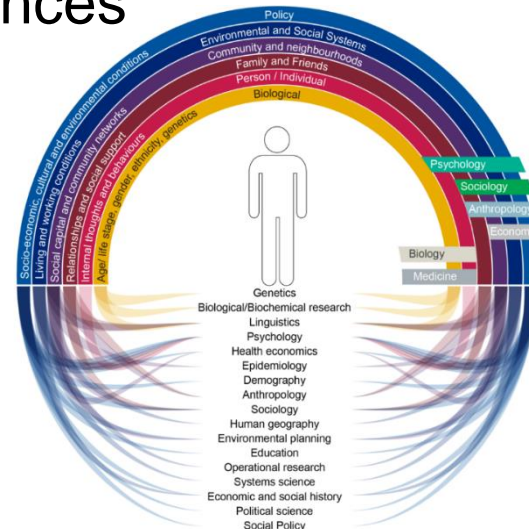
53% do NOT know where to access support

82% - no budget for BS expertise

Vision and aims

Framework for the broad PH system to increase impact via greater and integrated use of behavioural and social sciences

- improve health and wellbeing outcomes
- reduce health inequalities
- improve value to the public purse



National policy and delivery

National professional societies and networks

Royal colleges and academies

Research funders, think tanks

To help coalesce and coordinate efforts of national organisations to support professionals at local level

Progress on first steps to implementation

Complete / ongoing	In progress / commissioned	Pending / uncertain	
BSPHN community of practice and online resources	Coventry Uni with PHE develop commissioning guidance	Scope a system for voluntary accreditation	
Guide to employing behaviour change role in local government	Call for and publish case studies	PHE publish implementation plan	
HEE publish Behaviour Framework and Toolkit	Survey of behavioural and social science in practice	BSPHN host online links to Stage 2 Health Psychology	
BSPHN contact directory	<div style="background-color: #00FF00; padding: 5px;"> <p>New initiatives</p> <ul style="list-style-type: none"> - NICE Digital Behaviour Change Guidance - BPS psychological government & COVID - Embedded stage 2 health psychologists - ESRC Scoping Study - Delphi prioritisation for COVID recovery - DHSC - Growth of national and local BS capacity </div>	Panel of expert advisors who are willing to advise policy-makers and practitioners	
DHSC new Policy Research Unit			
ABC Guides		BSPHN fellowships	
Form a central network			RCGP commissioning guidance
Support applications for funding such as LGA BI programme			
HEE, PHE and RCN continue to embed BS into MECC	PHE explore enhanced research infrastructure		
Signpost to each others tools and websites		HEE and partners review pre- and post-service training	
UKSBM, BPS, BEHN & PHE PhD, CPD and early career networks			FPH review professional competencies and standards

Community of Practice – Regional Hubs

How to get advice, share learning and contact experts



Hubs:

- ▶ Midlands & East
- ▶ South East
- ▶ North West
- ▶ Yorkshire and Humber
- ▶ London
- ▶ Wales

Interest from:

- ▶ South West
- ▶ Scotland

A screenshot of the BSPHN website's 'Regional Hubs' page. The page has a purple header with the BSPHN logo and navigation links: 'National Strategy', 'Events', 'News', 'Regional Hubs', 'Publication', 'Membership', 'About', and 'Members'. A 'My Account | Basket: (0) £0.00' link is in the top right. Below the header, there are two buttons: 'MEMBERS LOGIN' and 'JOIN NETWORK'. The main content area has a purple background and features a map of the UK with the Midlands & East region highlighted. Text on the page explains the BSPHN's plan to establish regional hubs, with a specific focus on the Midlands & East Hub. A list of counties included in this hub is provided in a box on the right.

Behavioural Science and Public Health Network

My Account | Basket: (0) £0.00

MEMBERS LOGIN JOIN NETWORK

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Home / Regional Hubs

Regional Hubs

The BSPHN plans to establish regional behavioural science hubs. We are currently in the process of trialing this within the Midlands and East. This pilot is funded by Health Education England. If successful, we envisage these regional hubs, which feature both face to face learning and networking events along with access to virtual learning and support, will provide the necessary expertise, training and the opportunity to collaborate and share practice across the behavioural science local system. The Midlands and East Hub is accessible to members of the BSPHN only.

The Midlands & East Hub includes:

- Bedfordshire
- Cambridgeshire
- Derbyshire
- Essex
- Herefordshire
- Hertfordshire
- Leicestershire
- Lincolnshire
- Norfolk
- Northamptonshire
- Nottinghamshire
- Rutland
- Shropshire
- Staffordshire
- Suffolk
- Warwickshire
- Worcestershire

Aim: Sharing best practice, delivering educational sessions and networking opportunities for students, academics and practitioners within and across regions

Guidance for employers

How to build a team

Aim

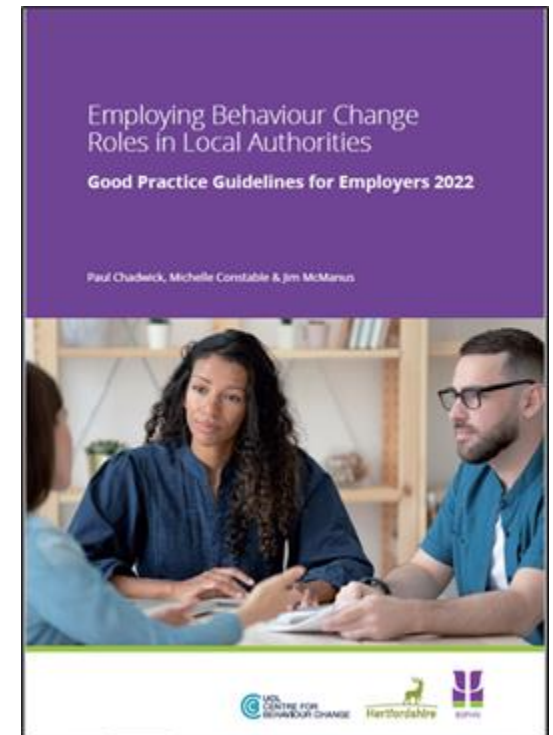
To support LAs to build behavioural/social science capacity by recruiting appropriately qualified/experienced staff to fill these roles.

Why is this important?

New venture for many organisations, many experiencing difficulty knowing what 'good' looks like.

What does it include?

- Rationale for developing behavioural/social science roles in LAs
- Areas of application in LA work streams
- Organisational readiness and key considerations
- Skills, qualifications and advertising
- Example JDs and person specifications



Mapping behavioural science functions

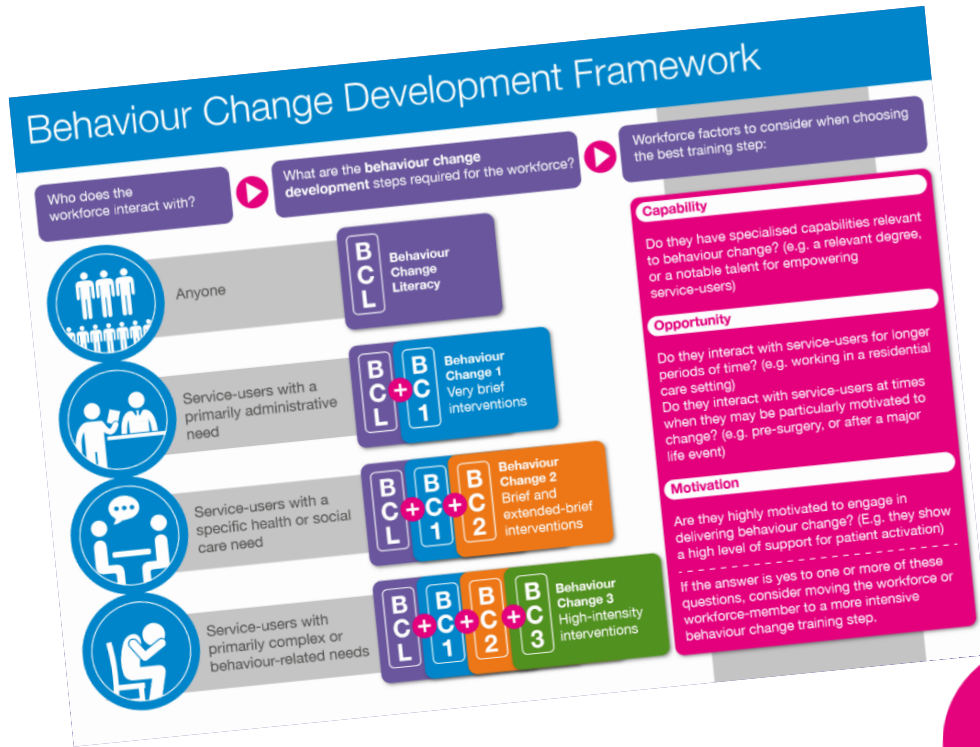
What do behavioural science teams do?

DRAFT

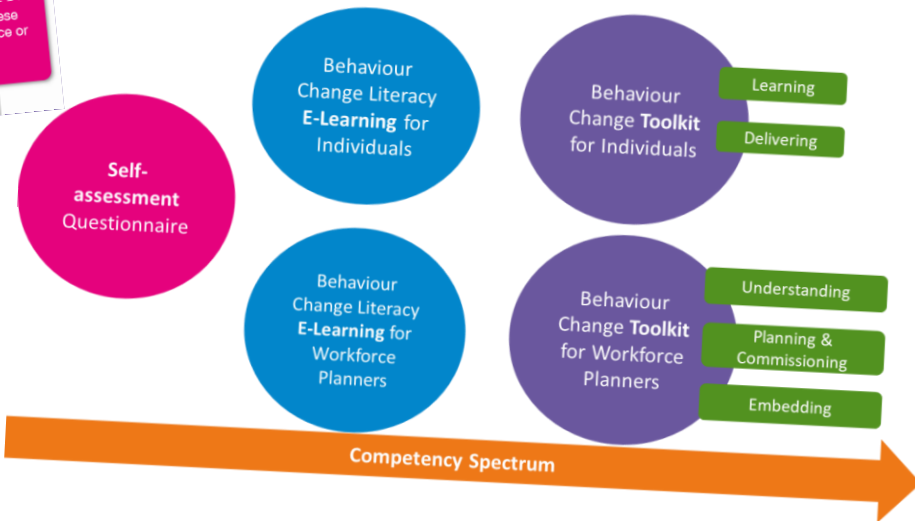
Functions	Light Touch Consultancy	Diagnostics	Intervention design & implementation	Evaluation	Strategy
Types of activities	<ul style="list-style-type: none"> Expert technical advice for ad-hoc requests such as problem identification and project feasibility Rapid feedback on policies, programmes, <u>services</u> and communications Content design & redrafting of communications 	<ul style="list-style-type: none"> Scoping conversations Evidence <u>review</u> and synthesis – both qualitative and quantitative Reviewing products BS recommendations Surveys, interviews, focus groups to understand behaviours and where to intervene Workshops for behavioural systems mapping and diagnosis 	<ul style="list-style-type: none"> Using diagnostics to inform intervention design and implementation Workshops/meetings to select policy options, intervention functions and behaviour change techniques to address the influences on behaviours Designing evaluation into programmes (eg RCT/stepped wedge) 	<ul style="list-style-type: none"> Development of theories of change and logic models with behavioural specificity Meetings and workshops to develop detailed evaluation plans Process & outcome and cost evaluation including primary qualitative and quantitative research Self-evaluation (such as ripple effects mapping) 	<ul style="list-style-type: none"> Strategy development for BS in public policy Developing and sharing resources for practitioners: eg, guidance, templates, checklists, methodology frameworks, competency frameworks Competency training – tailored to different competency levels Contributing to networks and BS community of practice
Tools & frameworks used	Behaviour Change Wheel				Training and resources around application of tools and frameworks
	COM-B				
	TDF				
			EAST		
Timescales	Few hours to few days	Weeks-months	Weeks-months	Weeks-months	Variable

Behaviour Change Development Framework

Which skills are needed?



Products...

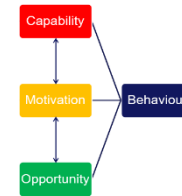
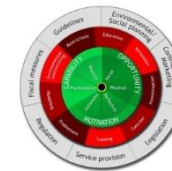
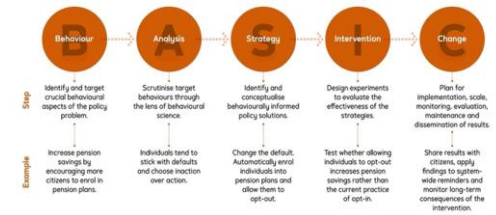


Framework Decision Support Tool

Which tool to use for what?

Which framework or model to use when..	1. Understanding the system Are you? Wanting to identify and explore relationships between the key actors (people, organisations, stakeholders), behaviours and influences affecting a target outcome?	2. Identifying the behaviour Are you? Wanting to identify the behavioural influences on a given outcome, and choose which target behaviour to change?	2. Understanding the behaviour Are you? Wanting to systematically explore the influences on a specific behaviour of interest?	3. Developing Interventions Are you? Wanting to generate ideas to bring about change in the influences on a behaviour of interest?	4. Evaluating interventions Are you? Wanting to understand why an existing intervention is not changing a target behaviour, or testing to see if a new one does?
BASIC Framework (OECD, 2019)		✓	✓	✓	✓
Behavioural Systems Mapping (UCL)	✓	✓			
Behaviour Change Wheel Framework including COM-B, TDF, BCTTv1 (Michie et al., 2014)		✓	✓	✓	✓
COM-B Model (Michie et al., 2011)			✓	✓	✓
Theoretical Domains Framework (TDF) (Michie et al., 2014)			✓	✓	✓
Behaviour Change Technique Taxonomy (BCTTv1) (Michie et al., 2013)				✓	✓
EAST (UK Behavioural Insights Team, 2014)				✓	✓
Individual-Social-Material (ISM) Model (Scottish Government, 2013)		✓	✓	✓	✓

Overviews, rationale and links



Complimentary methodologies and theoretical approaches:

Ethnography, Participatory Action Research, Normalisation Process Theory, Social Practice Theory

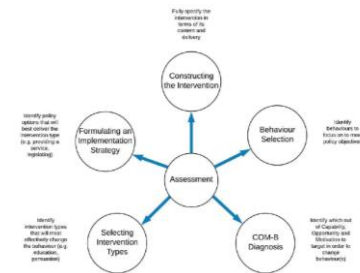
Achieving Behaviour Change (ABC) Guides

How to use tools and frameworks?

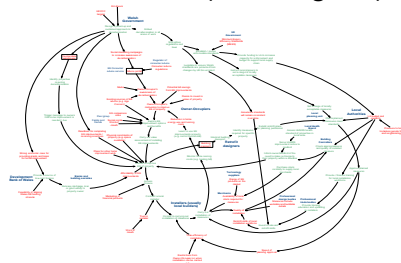
Public Health England
Protecting and improving the nation's health

Achieving behaviour change
A guide for local government and partners

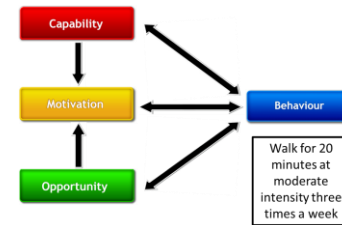
APEASE Framework



Behavioural Systems Mapping (national guide)



Additional COM-B Questions



Capability: psychological

1. Do they know that the behaviour needs to change?
2. Do they know what achieving this requires?
3. Do they fully understand why it is important? for example Do they understand the benefits of increasing physical activity?
4. Do they fully understand what will happen if they do (or don't do) the behaviour?
5. Do they know how to do it? for example Do they understand effective ways to lose weight?
6. How easy or difficult do they find performing the behaviour?
7. Will they have to pay attention to doing the behaviour?
8. Are they likely to remember to do the behaviour?
9. Do they have sufficient control over their behaviour?
10. Do they have the mental skills needed for the behaviour? for example Can they understand what is required?
11. Do they have the mental strength and stamina? for example Can they maintain their concentration for long enough?

Matching intervention strategies to influences on behaviour

COM-B	Example	Intervention functions					
		Education	Persuasion	Incentivisation	Coercion	Training	Restriction
Physical Capability							
Psychological Capability	Pre-emptive catheterisation	Green				Green	Green
Physical Opportunity	Lack of time to perform alternatives to catheterisation					Green	Green
Social Opportunity	Requests from patients and carers to have catheter inserted					Red	Green
Automatic Motivation						Grey	Grey
Reflective Motivation	Perception of CAUTI as common and benign	Green	Green	Green	Red		Green

LGA Behavioural Insights Programme

How to get funding and expert partners for projects?

- Phase 7 of LGA Behavioural Insights Programme
- Interested local authorities working with LGA and a preselected supplier to deliver a co-designed intervention
- Consortiums include 5-7 councils and the LGA commission a supplier to work with the consortiums to run a behavioural insights trial
 - **Sustainable active travel – North west**
 - **Minorities and NHS Health Check – NE London**

BehaviouralInsights@local.gov.uk



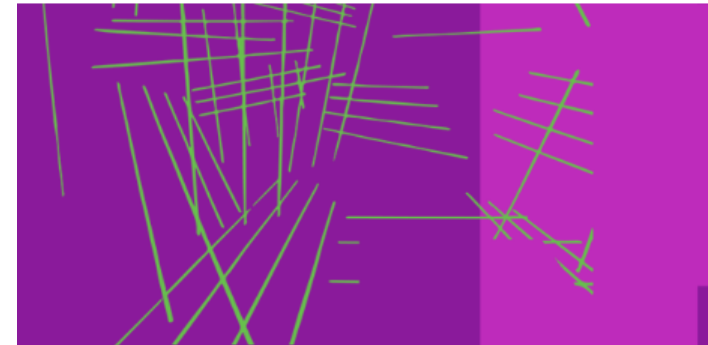
National Capability in Behavioural Research

Infrastructure and funding for policy research

- UKRI / ESRC funding
- Behavioural research hub with outputs targeted towards addressing major societal challenges
- ‘hub and spoke’ model: ‘spokes’ (centres of excellence)
- Harness, connect and extend the UK’s existing capacity and capability in behavioural research, and support the mobilisation of research into policy and practice
- broad definition of what ‘behavioural research’ encompasses which goes beyond individualistic approaches to behaviour change. Interdisciplinary
- £12m - Leadership team for national capability
- £5.5m - Centre for Doctoral Training Plus in Behavioural Research



**UK Research
and Innovation**



<https://www.ukri.org/opportunity/leadership-team-for-a-national-capability-in-behavioural-research/>
<https://www.ukri.org/opportunity/establish-a-centre-for-doctoral-training-plus-in-behavioural-research/>

Thank you

Any questions?



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