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South West Population and Public Health Academy

South West Behavioural Science Hub Webinars

*South West Marmot Region – Helping accelerate the
reduction in Health Inequalities*



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Introduction

The South West Population and Public Health Academy has brought together key partners including NHS England, Office for Health Improvement and Disparities (OHID), UK Health Security Agency (UKHSA) and the South West Association of Directors of Public Health to create the South West Behavioural Science Hub.

The aim of the Hub is to create a behavioural science community of practice, refresh and increase knowledge on the topic of behavioural science, and to share innovation and best practice relating to behavioural science. This focusses on the ambitions of the NHS Long Term Workforce Plan to upskill in prevention and behaviour change, to support population health and the reduction of health inequalities across the South West region.

We have designed an initial 3 webinars to introduce you to behavioural science, understand the models and concepts and how they can be applied in practice. The following information provides an overview of each of the webinars and a registration link for each webinar.

The target audience for these webinars is anyone working in the health and care system who wishes to understand more about behavioural science and how this can be applied in your own area of work.

We look forward to welcoming you to our webinars, if you have any questions please contact: england.publichealth.sw@nhs.net

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Introduction to Behavioural Science

Date: 27th Feb via MS Teams

Time: 9.30-11am



Chair:

Matt Lenny- North Somerset Director of Public Health and Regulatory Services



Speakers:

- Dr Liz Jenkinson, Associate Professor in Health Psychology UWE/National Training Director for Health Psychology in Workforce Redesign- NHS England
- Sarah Aston, Public Health Specialist, Torbay Council
- Dr Lesley Lewis, Behavioural Science Specialist | Health Psychologist, Somerset Council

Learning Outcomes:



- To understand what is defined as a behaviour.
- Clarity on what is behavioural science.
- To promote the importance of behaviour change.
- To recognise where behavioural science can be applied, and who it can be applied to.
- Exploring behavioural science and its evolution in addressing health inequalities

Continued Professional Development
Certificates will be issued by NHS England.

Registration link
CLICK HERE

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Introduction to Concepts and Models of Behavioural Science in Context

Date: 25th March via MS Teams

Time: 2-3:30pm



Chair:

Matt Lenny- North Somerset Director of Public Health and Regulatory Services



Speakers:

- Dr Lesley Lewis, Behavioural Science Specialist | Health Psychologist, Somerset Council
- Olivia Palmer, Trainee Health Psychologist, Devon Partnership NHS Trust



Learning Outcomes:

- Understand the COM-B Model of behaviour change
- Understand how COM-B is utilised and applied in practice
- Understand other models and techniques to change behaviour and how they are used
- Know where to find further information on the models of behaviour change

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Application of Behavioural Science in Practice

Date: 22nd April via MS Teams

Time: 2-3:30pm

Chair:



Matt Lenny- North Somerset Director of Public Health and Regulatory Services

Speakers:



- Olivia Palmer, Trainee Health Psychologist, Devon Partnership NHS Trust
- Dr Lesley Lewis, Behavioural Science Specialist | Health Psychologist, Somerset Council
- Sarah Haden-Godwin, Strategic lead for people, partnerships and place; Active Gloucestershire
- Sarah Aston, Public Health Specialist, Torbay Council

Learning Outcomes:



- Understand how behavioural science is applied in specific programmes including:
 - Falls Prevention: Fall-proof – COM-B in practice.
 - Using behavioural science to increase uptake of childhood immunisations.
 - Using behavioural science to inform HIV PrEP Health improvement planning and delivery.
 - Bystander Behaviour and Behaviour Change
- Be aware of how programmes can be designed to encourage behaviour change.
- Understand how programmes of behaviour change can be evaluated.
- Know where to find further information relating to the application of behavioural science.

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