

Application of Behavioural Science in Public Health

Online Zoom event - Thursday 18th November 2021, 10am – 12pm

During this master class we will share:

- An understanding of how behavioural science approaches can be integrated into current practice
- An understanding of how behavioural science can be applied to interventions in Public Health
- Consider the role of behavioural science in public health in the future

Welcome:

Dr Shivani Sharma, Executive Lead: Equality, Diversity and Widening Participation, Head of Psychology Group, School of Life and Medical Sciences, University of Hertfordshire

Programme and speakers:

Introduction to Behavioural Science and its use in the COVID-19 pandemic response – Prof Jim McManus, Director of Public Health, Hertfordshire County Council

Rigorous research of practical applications of behavioural science – Prof Katherine Brown, Professor of Behaviour Change in Health, University of Hertfordshire

*Part 1: Examples from the Behaviour Change in Health research group at the University of Hertfordshire;
Applications of behavioural science that meet public health need
Working with current systems and public health infrastructure
Exemplars: The Wrapped trial and the StopApp trial.*

Part 2: Introduction to the Central Public Health Interventions Responsive Studies Team (PHIRST) at UH: Submit behavioural science underpinned interventions and services for evaluation

Presentations on the practical application of behavioural science:

Case study: Social distancing in the high streets

Ludovico Nocco, Behavioural Science Specialist, Behaviour Change Unit, Hertfordshire County Council

Case study: Covid 19 disease prevention – supporting the use of face coverings

Roshni Deo, Behavioural Science Specialist, Behaviour Change Unit, Hertfordshire County Council

Case study: Vaccine hesitancy and principles for engagement

Wayne Bateman, Behavioural Science Specialist, Behaviour Change Unit, Hertfordshire County Council

This event is free for all relevant professionals working in Hertfordshire, whether statutory, private or voluntary sector. This session is aimed at anyone working in public health, delivering services, or commissioning or managing commissioned services with an interest in behavioural science applications to their work; Public Health students with an interest in Behavioural Science; Behavioural Science students with an interest in applications to public health.

To register, or to find out further information

To book: please click on this link:

[Application of Behavioural Science in Public Health](#)

(the password is: publichealth123)

Please direct any queries regarding this event to

publichealth@hertfordshire.gov.uk