

PHE Behavioural Insights Masterclass
Fuse – 24 January 2017

12.00 noon – 4.00 pm

**Turbinia Room, Discovery Museum,
Blandford Square, Newcastle NE1 4JA**

Behavioural economics applies psychological insights of human behaviour to explore individual decision making under various constraints such as time, knowledge and social influence. This area of research and its practical application is popular among policy makers as it provides a powerful and cost-effective approach to improving health at a population level.

Arguably one of the most influential living psychologists, Daniel Kahneman has changed the way we think about human behaviour, highlighting the importance of the automatic motivation system. The application of this concept has been popularised by, among others, behavioural economists Richard Thaler and Cass Sunstein through their influential book “Nudge: Improving Decisions about Health, Wealth and Happiness”.

Additionally, ‘theory of change’ frameworks are being increasingly used in evidence-based policy-making as a planning and evaluation approach. Psychology frameworks such as COM-B and the Behaviour Change Wheel (Michie, Atkins and West, 2014) can be used to complement these approaches. Behavioural analyses of both the literature and current services/programmes provide structured consideration, evidence and theory of the drivers of behaviour, techniques that can be applied to support behaviour change, and opportunities to do so.

This workshop discusses the theoretical foundations, concepts and evidence behind the Public Health England behavioural insights approach. The workshop will explore several behavioural ideas and the evidence of their effects. Reflecting on the presented information, delegates and facilitators will discuss the current application of behavioural insights to public health policy and the future direction of this exciting area.

The Masterclass will involve a number of short presentations and interactive tasks to embed and build understanding of the behavioural insights approach utilised within public health policy. There will be time for discussion and shared learning between attendees and facilitators. The workshop will be useful for to those wishing to learn more about how behavioural research is translated into behavioural policy.

Learning Objectives and workshop outcomes:

- Gain overview of the behaviour change theories used by the Public Health England Behavioural Insights Team.
- Understand relevance and applicability of behavioural insights in public health.
- Gain familiarity with key tools and methodologies used by the team to analyse and design population level behaviour change interventions.

PHE behavioural Insights Team hopes to establish policy and academic relationships to further the field of the application of behavioural insights in public health. We look forward to meeting you on the 24th January 2017!

Agenda

12.00	Arrival and lunch
12.15	Introduction
12.20	Background to Behavioural Insights
12.45	PHE Behavioural Insights Team
13.00	How we apply Behavioural Economics
14.00	Examples of our work and results
14.30	Break and drop in session
14.45	How we apply Psychological frameworks
15.45	Wrap up