Centre for Behaviour Change

2017 Highlights
## Contents

Foreword .......................................................... 3

Introduction from the Director ........................................ 4

2017 in numbers .................................................. 5

Research ............................................................ 6
  1. Methods and Theories Programme ............................... 6
  2. Prevention and Self-Management Programme .................... 8
  3. Digital programme ................................................ 13

Applying and Translating Science .................................. 17
  Consultancy ......................................................... 17
  Teaching and Training ............................................... 22
  Media and Dissemination ........................................... 26

CBC Hub ............................................................ 28
  Australasian Hub .................................................. 28
  Digi Hub ........................................................... 29
  Organisational Hub ................................................ 29

Highlights from our 2018 calendar ................................. 30

CBC Team .......................................................... 32
Since its foundation, UCL’s mission has been to increase human wellbeing. Inspired by the philosophy of our spiritual founder, Jeremy Bentham, “the greatest happiness for the greatest number”, UCL academics have attempted to address the root causes of unhappiness and discover how we can build healthier, happier, more equal communities.

UCL’s Centre for Behaviour Change (CBC) represents an innovative and exciting development in achieving its mission: bringing together experts from across a wide range of disciplines, to increase our understanding of why people behave as we do, and how we can collectively make our behaviours better suited to the challenges faced by society. By furthering behavioural sciences and their application, it promotes understanding of the complex range of individual, social and environmental factors that affect the decisions we make and our patterns of behaviour.

This holistic, systems approach to understanding complex problems is central to the values that UCL holds dear – as an academic community, we have much to learn, and everything to gain from sharing our insight and expertise. The work of the CBC goes further, translating theory into practice, by working with policy makers and practitioners to develop evidence-based solutions.

I hope you will find this year in review thought-provoking and inspiring, and I hope it marks the beginning of an exciting culture change in our approach to understanding the factors that motivate and shape us.
Introduction from the Director

Professor Susan Michie, FAcSS, FMedSci

Bringing together academics, policy-makers, practitioners and others across disciplines and sectors to create UCL's Centre for Behaviour Change (CBC) four years ago has produced a vibrant centre for ideas, debate, learning and developments of many kinds. The CBC grew out of a consensus that understanding and bringing about behaviour change could best be advanced by interdisciplinary thinking and activities; realising the opportunities for making this happen has been exciting, rewarding and a privilege to be part of.

The CBC has a small core of energetic and talented staff and a wide network of enthusiasts, enablers and doers. Some are close at hand, such as our Executive Committee, Advisory Board and conference committees. Others work in an ongoing way with us e.g. those in our Digital, Organisational and Australasian hub and our network of experts. And more than 5000 are on our mailing list, come to our events and suggest ideas to us, such as for our edited Interdisciplinary Dialogue book and for a forthcoming event on Arts and Health. The latter, as is true of most of our events, is oversubscribed, limited in this case to the 250 that the hall can hold.

Responding to suggestions, we are planning for this year an additional Advanced Summer School which will cover Motivation, Organisational Change, Evaluation and Systems Mapping in depth. The last of these was in response to colleagues at Public Health England requesting more in-depth training in the techniques for formulating behavioural problems in terms of systems that point to intervention strategies. We are also in discussion with economists about a workshop and evening event on Pluralist Economics. Watch this space ....

www.ucl.ac.uk/behaviour-change... and do sign up to the mailing list.

Thank you to all those who have made the first four years of CBC productive and fun, and looking forward to many more,
2017 in numbers

14 Research Projects
77 Talks, Lectures, Workshops
5 3 FT, 2 PT staff, and honorary Director

51 Academic papers
18 Consultancy Projects
2 Large Events

230 Client contacts
23 £ Million in research grants
Changing behaviour is a challenging and complex process, requiring expertise, methods, and evidence from many different academic disciplines. Our research focuses on understanding behaviour and identifying how to most effectively change behaviour to address a wide range of real world problems.

We have a diverse portfolio of research projects, including health-related topics such as smoking cessation and alcohol reduction, managing chronic conditions, and improving healthcare by changing the behaviour of healthcare professionals. Other areas include cybersecurity security, transport, and environmental sustainability. In addition to our applied research, we conduct research aimed at advancing methods for studying behaviour and theories to inform research and practice.

Below we highlight some of our projects spanning three overarching programmes of research:

1. Methods and Theories
2. Prevention and Self-management
3. Digital

These represent collaborations between a wide number of UK and international universities, industry/NGO partners (e.g. Bupa, IBM), and UCL Faculties, e.g. Engineering Sciences, Population Health Sciences and the Bartlett (Built Environment).

1. Methods and Theories Programme

The Human Behaviour-Change Project: HBCP

The Human Behaviour-Change Project aims to address the big question of behaviour change: ‘What works, compared with what, how well, for how long, in what settings and why?’

The research literature on behaviour change interventions is growing so fast that humans can't keep pace with it, and the complexity of answering the above question mean that computation is needed.

Lead: Prof Susan Michie, UCL
Partners: Universities of Cambridge and Aberdeen, IBM Research Dublin
Duration: 2017 - 2020
Funder: The Wellcome Trust
Contact: Alison Wright (alison.j.wright@ucl.ac.uk)
Website: www.humanbehaviourchange.org
Twitter: @HBCProject
The HBCP is using Artificial Intelligence and Machine Learning to develop and evaluate a ‘Knowledge System’ that automatically extracts, synthesises and interprets findings from reports of behaviour change interventions. The system will allow users, such as practitioners, policy makers and researchers, to query the knowledge base to get answers to their questions about behaviour change interventions.

**Key Paper**


**Theories and Techniques of Behaviour Change**

![BCT Heat Map Tool](image)

**Lead:** Prof Susan Michie, UCL  
**Partners:** University of Aberdeen, University of Minnesota and University of Cambridge  
**Duration:** 2014 - 2017  
**Funder:** Medical Research Council  
**Contact:** Susan Michie (s.michie@ucl.ac.uk)  
**Website:** [www.ucl.ac.uk/behaviour-change-techniques](http://www.ucl.ac.uk/behaviour-change-techniques)

To improve interventions to change behaviour, we need to know how interventions work as well as whether they had the desired effect. This requires understanding the processes of change, in other words the theoretical underpinning of behaviour change techniques. This project set out to identify how techniques are thought by experts to be linked to mechanisms of action. These links can be used to develop theory-based interventions and to understand how successful interventions are likely to have had their effects.

This work has produced a resource for researchers and intervention designers, the Theories & Techniques of Behaviour Change Heat Map Tool. This interactive resource also enables researchers to discuss and share resources about links and to facilitate collaborations among researchers (see [www.humanbehaviourchange.org](http://www.humanbehaviourchange.org)).

**Key paper**

2. Prevention and Self-Management Programme

Complex Urban Systems for Sustainability and Health (CUSSH)

Programme lead: Prof Mike Davies, Bartlett School Environment, Energy & Resources, UCL
Partners: London School of Hygiene & Tropical Medicine, African Population & Health Research Center, Fundacao Oswaldo Cruz, International Institute for Applied Systems Analysis, Peking University, Buro Happold Ltd, University of Wisconsin–Madison, Public Health England, Health and Environment Alliance, Chinese Center for Disease Control and Prevention, University of East Anglia, University of Sydney
Duration: 2018 – 2022
Funder: The Wellcome Trust
Contact: Susan Michie (s.michie@ucl.ac.uk)

Big cities pose many threats to the health of the people living there and to the sustainability of the urban environment and the planet itself. Indoor and outdoor air pollution is one of the greatest threats. The CBC is leading the behavioural science input to this multidisciplinary project which will gather critical evidence on how to achieve the far-reaching transformations of cities necessary for health and sustainability. With 24 research partner across the world, the project has case studies in low, middle and high income settings (Africa, China and Europe). Within four years, we plan to have co-designed blueprints and implementation plans for transforming those cities. Together with a sister project based at Imperial College London, we will develop a London Hub for Urban Health, Sustainability and Equity.

Antimicrobial Resistance

Antimicrobial resistance is spreading globally and represents a major threat to public health. Up to half of antibiotics used are unnecessary. Variation in patterns of resistance and antibiotic usage persist, which are unlikely to be explained by biomedical mechanisms alone. Behaviour change is key to combatting antimicrobial resistance, in terms of reducing inappropriate antibiotic use and preventing infection. We are undertaking three projects to help combat antimicrobial resistance.

The world is facing an antibiotic apocalypse. Unless action is taken to halt the practices that have allowed antimicrobial resistance to spread ... we could return to the days when routine operations, simple wounds or straightforward infections could pose real threats to life."

Dame Sally Davies, Chief Medical Officer, UK
**Preserving Antibiotics through Safe Stewardship (PASS)**

**Lead:** Prof Susan Michie, UCL and Prof Andrew Hayward, UCL  
**Partners:** University of Leicester, University Hospitals Birmingham, Royal College of Art, London School of Hygiene and Tropical Medicine, Queen Mary University of London, National Centre for Social Research, Four Seasons Healthcare  
**Duration:** 2017 – 2020  
**Funder:** Economic and Social Research Council  
**Contact:** Fabiana Lorencatto (f.lorenccatto@ucl.ac.uk)

This project aims to identify and understand behaviours relevant to antibiotic prescribing across four healthcare settings: GP practices, hospitals, pharmacies, nursing homes, as well as antibiotic usage/seeking in the general population.

We will identify the drivers, barriers of, and enablers to antibiotic usage, using theory and frameworks from the behavioural sciences. Working in collaboration with designers from the Royal College of Art, these findings will be integrated with those from epidemiology and ethnography projects in the research programme to inform the development and design of interventions to improve antibiotic prescribing and antibiotic seeking behaviours across healthcare settings.

**Antibiotic Research in Care Home (ARCH)**

**Lead:** Dr Charis Marwick, University of Dundee  
**Partners:** University of Dundee, Queen’s University of Belfast, City University of London  
**Duration:** 2017 – 2021  
**Funder:** Economic and Social Research Council  
**Contact:** Fabiana Lorencatto (f.lorenccatto@ucl.ac.uk)

This programme of research has a specific focus on understanding the behaviours and determinants of antibiotic prescribing in the context of care homes in Scotland. We will apply behavioural science theories and methods to conduct interviews with GPs, pharmacists, healthcare assistants and care home managers to identify factors that influence whether or not antibiotics are prescribed in care homes. These findings will be integrated with those from the epidemiology and anthropology projects of this programme to design and pilot interventions to reduce inappropriate antibiotic prescribing in Scottish care homes.
Identifying key behavioural, cultural, economic and social influences of antibiotic use in China

Widespread inappropriate use of antibiotic drugs is a major contributor to the growing problem of antimicrobial resistance worldwide. Research investigating how best to reduce inappropriate prescribing is focused on Europe and North America; however, there is a need to extend this to China, given the high levels of inappropriate prescribing there.

This project aims to identify key influences on consumption and prescribing of antibiotics in community and clinical settings in rural China as a basis for developing interventions for those particular, under-researched settings. The project includes a review of the scientific literature, a microbiology sampling study and a qualitative research component. UCL is leading on a systematic scoping review of English and Chinese publications to propose recommendations for intervention strategies and to highlight gaps in the current evidence base requiring further research.

A national programme for self-management of Type 1 Diabetes: (Dafne Plus)

Lead: Prof Simon Heller, University of Sheffield
Partners: University of Sheffield, University of Edinburgh, University of Southampton, Northumbria Healthcare NHS Foundation Trust, King’s College London, Nottingham University Hospitals NHS Trust, University of Surrey, Sheffield Teaching Hospitals NHS Foundation Trust.
Duration: 2016 - 2019
Funder: National Institute for Health Research (NIHR)
Contact: Stephanie Stanton-Fay (stephanie.stanton-fay@ucl.ac.uk)
Website: www.sheffield.ac.uk/scharr/sections/dts/ctru dafneplus
Twitter: @dafneplus
More than 300,000 adults in the UK have Type 1 diabetes. The condition needs to be successfully managed to avoid long-term complications including blindness, renal failure, amputations and premature death. This multi-disciplinary project aims to support those with Type 1 diabetes to help them change their behaviour and maintain that change by drawing on advances in behavioural science theory and evidence to redesign the existing DAFNE self-management programme.

For more information and to follow the progress of the study please refer to the website https://www.sheffield.ac.uk/scharr/sections/dts/ctru/dafneplus and project blog https://dafneplusresearch.wordpress.com/

Evaluating the implementation of Promoting Independence in Dementia: (PRIDE)

**Leads/Supervisors:** Prof Susan Michie, Dr Aimee Spector, Dr Ildiko Tombor, UCL(PhD project)

**Duration:** 2015 - 2018

**Funder:** Economic and Social Research Council (ESRC)

**PhD student:** Holly Walton (holly.walton.14@ucl.ac.uk)

Effective psychological and social interventions are being developed to help people with dementia to maintain independence. The Promoting Independence in Dementia (PRIDE) is an intervention for people with dementia and their supporters. Robust methods are needed to evaluate whether these interventions are delivered as planned and engaged with. This PhD project aims to: 1) review current measures of delivery and engagement, 2) measure whether PRIDE, is delivered as planned and engaged with, 3) understand which factors affect delivery and engagement and 4) use behaviour change methodology to inform refinements to the PRIDE programme.

Information about the Promoting Independence in Dementia programme, led by Professor Martin Orrell (University of Nottingham), can be found at the programme’s website: http://www.institutomh.org.uk/x-research-/pride.

**Key paper**

Advancing and integrating population and individual approaches to smoking cessation

This programme aims to advance and integrate population and individual approaches to smoking cessation by providing insights into population-wide influences on smoking and smoking cessation and advancing the scientific foundation, and further the development of, potentially wide-reach digital technologies.

An important component of this work is the Smoking Toolkit Study (STS): a national surveillance programme tracking key performance indicators of smoking and smoking cessation in England through monthly, household surveys. With funding from the National Institute for Health Research and in collaboration with colleagues across the UK, we added an ‘Alcohol Toolkit Study’ (ATS) to the STS. In this new programme, we incorporate the core ATS questions - the 10-item Alcohol Use Disorders Identification Test - into the baseline STS questionnaire and investigate the role of alcohol in smoking cessation.

Our close links with public health agencies and service providers means that the findings will be rapidly applied to policy formation and implementation as well as large scale delivery of stop-smoking support. Moreover they will also support our theoretical understanding of the processes by which human and digital support bring about smoking cessation and behaviour change more broadly which, in turn, will generate more effective interventions.

Key paper

3. Digital programme

Developing and evaluating a smartphone app for alcohol reduction: ‘Drink Less’

Excessive alcohol consumption is a serious social and health problem, with most drinkers not receiving help. Smartphone apps offer potential support that is accessible 24/7 and not dependent on face-to-face contact; however, there is little evidence of their effectiveness. This PhD project developed and evaluated a smartphone app to reduce excessive alcohol consumption and used the frameworks of the Behaviour Change Wheel and the Multiphase Optimisation Strategy to guide its development and evaluation. It is available in the iTunes store. The app was evaluated using a factorial RCT to assess which intervention modules were most effective. The results suggest that the techniques of self-monitoring, action planning and providing feedback about what others think help with drinking reduction and form a good basis for future development and evaluation in a full-scale RCT. It

Key paper:

The proportion of older adults in the global population is predicted to be 21% by 2050. This means greater demand for resources to manage chronic diseases and care for older adults, with this demand likely to outstrip the resources required for good health and social care. At the same time, the technology to support behaviour change is developing fast.

City4Age aims to support older adults to live as independently and well as possible by utilising data from ‘smart’ cities, mobile phones and wireless sensors to help prevent and lessen the impact of mild cognitive impairment and frailty. Data sensed through mobile and wireless technologies are used to detect behaviour changes of aged individuals and to inform technology-delivered interventions personalised to each individual.

Video trailer of the project: https://www.youtube.com/watch?v=PfGjmTwhV7c

Key paper

https://www.frontiersin.org/10.3389/conf.FPUBH.2017.03.00009/event_abstract
Engagement with Digital Behaviour Change Interventions

There is little evidence to suggest that smartphone apps are effective in helping people to achieve long-term behaviour change. Research consistently shows that health apps, even when taken up, are not engaged with for long. This PhD project seeks to gain a better understanding of what ‘digital engagement’ is, how to measure it, what factors influence it, and how engagement is linked to successful behaviour change, through the use of both qualitative and quantitative methods. The research has identified a range of psychological and design-related factors that influence engagement.

**Key paper**


**Evaluating a Smartphone App for smoking cessation: ‘Bupa Quit’**

Smoking remains the biggest preventable cause of premature mortality and morbidity, and without assistance a great majority of smokers fails to quit. However, very few smokers access stop smoking support, even when it is offered to them for free. Smartphone apps may appeal to smokers not willing to use other forms of support. Currently hundreds of cessation apps exist, but we still lack good evidence that they could aid cessation. One way in which such apps could support quitting is through offering assistance with momentary cravings for cigarettes.

This PhD project, a partnership between Bupa and UCL’s Tobacco and Alcohol Research Group, was developed and evaluated a smoking cessation smartphone app, BupaQuit. The app was evaluated in a randomised controlled trial while it was available in the UK Google Play and iTunes app stores.
Digital sensors in objects and the environment as well as in our phones and on wearables are multiplying and becoming connected with each other to form what is called the 'Internet of Things'. By 2020 there will be 3.4 Internet of Things devices per person. There are increasing threats of such devices becoming ‘hacked’ but currently more than 70% of consumers don’t know how to secure their devices from such attacks. This project, part of the PETRAS Internet of Things Hub, aims to inform behaviour change interventions targeted at improving security in the context of the Internet of Things. By identifying key security behaviours and associated barriers and facilitators, this project paves the ground for interventions that can help people protect themselves from cyber-attacks.

https://iotuk.org.uk/cyber-hygiene-infographic/
Applying and Translating Science

At CBC we seek to translate the knowledge generated through our research portfolio into the real world through engagement with commercial, public and NGO sectors through consultancy, training and teaching.

Consultancy

This year we have worked with organisations across the commercial, public and charitable sectors, nationally and internationally, translating the science of behaviour change to improve wellbeing in areas as diverse as; advancing gender equality, physical and mental health, and environmental sustainability. Below we present a sample of this work.

Protecting and empowering women

CBC worked with Action Aid Ireland to integrate behaviour change into their highly successful Women’s Rights Programme. The programme aims to improve the safety and economic independence of women and girls in Ethiopia, Kenya and Nepal.

Working with their head of programmes, CBC created a training package for project workers to increase the scope of the current programme by engaging wider communities including men, boys, families and service providers. This training is now being rolled out throughout the Women’s Rights Programme.
Reducing illness associated with cold homes (WARMTH)

Groundworks WARMTH programme (Warm homes Agency Referral Method To Health outcomes) aimed to reduce morbidity associated with cold homes through the use of ‘Green Doctors’ – domestic energy advisors who offer advice and support to individuals in fuel poverty. CBC worked with Groundworks to redefine the role of the Green Doctor workforce and trained them to incorporate behaviour change strategies and carry out wellbeing assessments to address the wider needs of their vulnerable clients. Individuals receiving visits from Green Doctors saved over £150,000 annually with a reduction in CO₂ emissions of over 217,000 kg. Nearly a third of residents receiving a visit reduced the frequency of GP attendance, including a significant reduction in unplanned medical appointments.

Improving sustainability of the built environment

The Netherlands Enterprise Agency, part of the Dutch Ministry of Economic Affairs, encourages entrepreneurs in sustainable, agrarian, innovative and international business.

After five members of the Agency participated in CBC’s Summer School this year, they engaged us to work with their team to design and implement interventions to increase the use of sustainable resources in building construction and energy use.

Reducing suicide on the railways

Three senior staff from Pegasus, a health communications consultancy, attended the CBC Summer school, after which they requested on-going consultancy to refine their behaviour change strategy and embed this within their organisation. This led to the development of a national campaign to reduce suicide on UK railways, the ‘Small Talk Saves Lives’ campaign. [https://www.samaritans.org/media-centre/our-campaigns/small-talk-saves-lives](https://www.samaritans.org/media-centre/our-campaigns/small-talk-saves-lives)
Reducing Catheter Associated Urinary Tract Infection

CBC is working with Public Health England (PHE) to identify on behaviours related to infections arising from catheterisation for urinary tract infections (CAUTI) in secondary care and nursing homes. This will enable identification of which barriers and facilitators are already being targeted by existing interventions and the potential ‘missed opportunities’ for intervention design. This will inform recommendations for PHE's catheterisation for urinary tract infections strategy.

Key Paper


Improving delivery of smoking cessation support for pregnant women

As part of CBC's Australasian Hub, CBC is working with Newcastle University, New South Wales, to develop and evaluate an intervention to improve health care providers' provision of smoking cessation support to Aboriginal and Torres Strait Islander pregnant women (https://www.newcastle.edu.au/research-and-innovation/centre/cbmhr/research/sistaquit). The protocol and development papers were also published this year...

Key Papers


Our work continues with the University Centre for Rural Health, University of Sydney improving implementation of smoking cessation guidelines in maternity care in groups with high smoking prevalence. The work has moved from behavioural analysis to selecting intervention components.
Optimising management of knee osteoarthritis in primary care

We are working with the Centre for Health Exercise and Sports Medicine, University of Melbourne on two projects. i) PARTNER: a project to develop a primary care intervention to management of knee osteoarthritis (http://healthsciences.unimelb.edu.au/research2/physiotherapy-research/chesm/partner).


Key paper


Improving management of blunt chest injury in A&E

We are working with CBC Summer School Alumnus, Professor Kate Curtis, and her team at Sydney Nursing School on projects to (i) improve the management of blunt chest injury.; and (ii) implement an emergency nursing patient assessment framework.

Key papers


Investigating the added value of using theory to develop interventions to identify patients with Lynch syndrome

With the Cancer Council New South Wales, we are evaluating two approaches to implementing a national policy to identify patients with Lynch syndrome (a hereditary cancer gene). We are comparing a validated, theory-based approach, the Theoretical Domains Framework with a non-theory approach and evaluating effectiveness and cost-effectiveness.
Services in the public-sector face unprecedented pressures to deliver higher volumes and greater variety of services, often within an increasingly constrained financial budget. Delivering higher quality services with less requires public sector organisations to restructure and innovate, often requiring significant shifts in professional roles, responsibilities and behaviour. CBC has been working with the Behaviour Change Team of Greater Manchester Police to develop their capacity to integrate behaviour change models into the redesign of the service. 2017 saw the outputs of the first project undertaken by the Team which examined the multi-level influences on timely and accurate recording of crime as required for the National Crime Recording Standard (NCRS). By employing a bottom-up approach to understanding officer behaviour the project found that an external inspection of compliance with the standard resulted in the implementation of a system that disincentivised accurate recording by effectively ‘switching off’ officers’ critical thinking. GMP is currently exploring options for addressing this at the local and national level.
Teaching and Training

Our teaching and training are key parts of our translational work in bringing understanding and methods to those in the world of work needing behaviour change expertise and equipping the next generation with evidence, theories and methods of behaviour change useful for a wide variety of future careers. Building on the success of our international Summer Schools over several years and the demand for something more, we have this year launched a multidisciplinary MSc. Given the overwhelming response, we had to be selective in our intake. The quality and enthusiasm of students has been impressive.

MSc in Behaviour Change at UCL

Teaching is flexible, with the MSc, a Postgraduate Diploma and a Postgraduate certificate on offer and the possibility of studying full-time for one year or part-time up to five years. With 12 optional modules to choose from, along with more than 40 research projects, students are able to tailor their course to their needs and career paths. See the UCL prospectus page for full details. Our first cohort of students comes from many backgrounds including Psychology, Business, Economics, Criminology, History, Philosophy, and Education and Policy.

“\nThe course itself has been an enjoyable adventure. The professors come from a wide range of disciplines and conduct world leading research. Most modules have seminars that facilitate hands-on experiences with applying the content from the course. Personal tutors are assigned to each student to provide feedback and assistance. The students are from all over the world, creating a rich environment to learn and understand different perspectives. The assignments and readings are all very relevant; I never feel like I’m wasting time when engaging with the course work. This is also the first MSc Behaviour Change in the world, so it feels great to be a part of a movement of bright people trying increase the impact and awareness of Behaviour Change. Overall, the MSc Behaviour Change is an engaging, one of a kind, world class degree at a world class university. What more could you ask for?\n”

Professor Robert West talking to students during our induction event

MSc Student 2017 Cohort
For more information about the course and how to apply you can visit the UCL prospectus website here. 
https://www.ucl.ac.uk/prospective-students/graduate/taught/degrees/behaviour-change-msc

Summer Schools 2017

2017 was another sell-out year. We delivered two week-long courses over July and August to 76 participants from 12 countries. Student backgrounds included international relations, aviation, animal welfare, security, health and environmental sustainability. Guided lunchtime walking groups to sites around UCL and Bloomsbury, welcome and leaving parties and competitions provided many opportunities for networking. As in previous years, we continue to work with many alumni beyond the course and are already engaged in consultancy with several of this year’s graduates. For next year, we are developing an additional Advanced Course, covering in more depth Motivation, Behaviour Change in Organisations, Behavioural Analysis, and Evaluation. For more information and register to the course see:

http://www.ucl.ac.uk/lifelearning/courses/cbc-summer-school-behaviour-change

“I am very much enjoying my role as Senior Teaching Fellow for the MSc Behaviour Change. It is great working with such a diverse range of students to explore, discuss and contribute to the development of behaviour change as an applied academic discipline. The students are extremely enthusiastic and passionate which makes for very interesting discussions. Both the formal and informal interactions that I have with students are extremely motivating for me as an academic and support me in the conceptualisation and development of my own research agenda.”

Danielle D’Lima, Module Convenor and Lecturer

“When we first worked together, and at the Summer School, you guys told me that part of the ambition within the Centre is about taking the academic thinking and applying it to where behaviour needs to change in the real world. At Pegasus, we now work like this on every brief but I think this campaign might be our best example of better strategic planning using the COM-B.”

Corrina Safeio, Head of Planning and Insight, Pegasus

Undergraduate and Postgraduate students attending a lecture on interdisciplinary behaviour change
Workshops and guest lectures

- **1000+** Participants and attendees
- **14** Lectures, seminars and workshops

Some of the institutions we worked with this year

Outreach and CBC events

- **2** Major CBC Events
- **23,000+** Attendees
- **14** Countries visited
- **37** Talks, Seminars, Conferences
CBC Conference 2017

Our annual CBC Conference 2017 on Digital Health attracted 270 delegates from 20 countries, with 54 oral presentations and panel discussions and 31 poster presentations over the two days.

We had good representation from start-ups, small businesses and large companies, with lively interaction between academics and industry reps in the sessions and networking events. An initiative arising from the conference was an industry group advising on new ideas for even more of such interaction at future conferences, with many excellent ideas that are being put into practice for next year.

Behaviour Change in Large Organisation – Public Event

An open event in partnership with Bupa, ‘Behaviour Change in Large Organisations’, was attended by more than 150 people from a wide range of industry and research settings.

The event was chaired by Dr Paula Franklin, UK Medical Director, Bupa. Talks on how behaviour change can be integrated and effectively managed in large organisations were delivered by:

• Prof Susan Michie, UCL: Introduction to Behaviour Change Science applied to organisations.
• Dr Luke James, Bupa: Behaviour Change at Bupa.
• Dr Paul Chadwick, UCL: The Behaviour Change Wheel as a model for organisations.
• Dr Rachel Carey, Bupa/ UCL: Embedding behaviour change within organisations: Case studies.

This was followed by a Q&A panel session. The lectures focused on topical issues affecting healthcare with the aim to stimulate thinking and discussion. The feedback we received about the sessions and networking event was extremely positive, ‘Great introduction to the world of behaviour change and enjoyed the Q&A with the panel at the end’ and encouraging to host more event in the future.

Watch the talks here
https://www.youtube.com/watch?v=ugoRpdoM3x4
https://www.youtube.com/watch?v=1a2vmuzPCNk
https://www.youtube.com/watch?v=xKFga3D362o
Media and Dissemination

Blogs and media articles

A selection ...

To improve people's health, listen to social scientists, 
by Susan Michie – Times Higher Education
https://www.timeshighereducation.com/blog/improve-peoples-health-listen-social-scientists

A balancing act in digital health,
by Dr Claire Garnett – Digi Hub blog

How to save the internet of things from cyber-attacks – with psychology,
by John Blythe and Carmen Lefevre – The conversation.
Public engagement

CBC’s Director, Professor Susan Michie, was selected in a national competition to take part in 2017 Soapbox Science. She took to a soapbox on a windy weekend afternoon on the Thames Southbank to engage the passing public in questions such as ‘What is behaviour?’, ‘What influences behaviour?’ and ‘How to change behaviour?’

The passing public were engaged, some spending the whole hour listening and in discussion. Passers-by brought problems for us to discuss ranging from how to get one’s flatmate to keep the kitchen tidy to an ex-alcoholic sharing strategies for keeping off drink and someone diagnosed with ‘manic-depression’ asking how to regulate his mood.

For the blog, see http://soapboxscience.org/bringing-behavioural-science-streets-susan-michie-soapbox-science-london/
CBC Hub

To extend the engagement with and influence of CBC, we have three hubs to bring together those interested in

- Behaviour change research and knowledge translation in Australasia
- Digital intervention design, implementation and evaluation
- Organisational change

Australasian Hub

2017 has been a busy year for the Australasian hub with a portfolio of research (see research section above), talks and training across three countries

Talks

The opening keynote at the Partnership for Food Safety Education conference, Washington DC, where the theme was advancing food safety through behaviour change.

March saw the Hub in Kuala Lumpur delivering a keynote at The Academy for Science and Continuing Education in Diabetes (ASCEND). ASCEND is a CME-accredited programme designed to improve the care of people with diabetes worldwide.

A workshop and talk at the 15th International College of Emergency Conference.

Training

In March, the hub was in Brisbane at the University of Queensland to deliver a one day introduction to behaviour change co-hosted by the School of Biomedical Sciences.

Awards

The Australasian Hub received two awards for their presentations this year


- Peoples’ Choice award at the Global Alliance for Chronic Diseases Conference, 2017. Dr Gillian Gould, SISTAQUIT Principal Investigator and behaviour change champion pictured.
Digi Hub

CBC’s Digi-Hub is a network of mainly academics, researchers across several sectors and those playing a variety of roles in industry. It has 442 members from 35 countries around the globe subscribed to the CBC Digi-Hub newsletter, and 235 members in the LinkedIn group, where members can seek project collaboration opportunities. A CBC Digi-Hub blog post is posted bimonthly from bloggers around the world. The CBC Digi-Hub newsletter highlighting the latest research, listing of digital health events, and links to blogs.

During 2017, 40 blogs were posted on a range of topics including online health groups, engagement with digital health tools, co-design, and the role of artificial intelligence in the effectiveness of behaviour change interventions. 2018 will see a drive to increase the numbers and reach of our networks, audience and bloggers.

Organisational Hub

Successful organisational change is unlikely to occur unless individuals and groups within an organisation change their thinking, beliefs, and behaviours. The CBC Organisational Hub (Org-Hub) is an on-going development, aimed at connecting professionals and academics interested in organisational behaviour change. It aims to facilitate cross-disciplinary collaborations, networking events and research activities, and to provide a platform for sharing latest research developments, news and insights from the application of behavioural science to organisational change.

The Org-hub is in its early stages of development. In 2017 the CBC Org-Hub in collaboration with BUPA hosted an event titled ‘Behaviour Change in Large Organisations’. Looking ahead to 2018, we are planning to organise further similar events and to publish a series of regular blog posts from a range of guest contributors discussing case studies and their experience, insights, and challenges in organisational behaviour change.

We are also increasing the training we offer related to organisational behaviour change. Our new MSc in Behaviour Change, launched in 2017, will address organisational change as part of the core module on ‘Behaviour Change: Interdisciplinary Approaches.’ Our Advanced Summer School, running for the first time in July 2018, will also have an entire day dedicated to organisational change.
Highlights from our 2018 calendar

Advanced Summer School

In July 2018, we will be launching our first Advanced Summer School. The course will run over five days and offers modules on motivation, behaviour systems analysis, organisational change and intervention evaluation. Modules will be facilitated by experts in the field: Centre Director - Professor Susan Michie, Senior Teaching Fellow - Dr Paul Chadwick, Research Lead – Dr Fabiana Lorencatto, UCL Tobacco and Alcohol Research Group Director and Co-Director Professor Robert West and Dr Jamie Brown. Participants will have the option of signing up for individual modules or the whole course.

CBC Conference 2018


We have been working with industry researchers to develop new ways of engaging industry in the conference. Have a number of initiatives to do this: “Ask me anything” sessions prior to the conference and then at the conference itself - “Meet the Academic” as part of a drinks event on the second day; provide a period of time and space at the end of the conference for networking based on topics of interest or pre-arranged one-to-one meetings.

Abstract submissions for the event closed at the end of October and we’ve received almost double the number of submissions compared with last year. We’ve received abstracts on a range of exciting topics and are looking forward to putting on an interesting and high-quality conference.

This year we are broadening the scope of the conference to include non-digital behaviour change. Join key members of the public health and tech communities for talks, panel discussions, debates, demonstrations and more around the following themes:

- Behaviour Change
- Digital and Non-Digital Health
- Well-being

We will be hosting pre-conference workshops on February 20th.

- Behaviour change inventions to address sedentarism in different communities – Full day - Profs Ann Blandford & the “Get a Move On” investigator team - Activities focusing on the role of behaviour change and other theories that support reasoning about the social and community contexts within which behaviour takes place. The focus is on reducing sedentarism across communities (e.g., schools, work places, care homes) where it is possible to introduce digitally enabled interventions to shape individual and group practices.
• From intervention to Interaction: Essential UX Skills for Designing Digital Interventions – Full Day - Dr. Rosie Webster (Dr. Ed) and Dustin DiTommaso (Mad*Pow/RISD) - Participants will learn tested UX methods and tools to communicate and validate ideas through: Applying an overarching process from conceptual to detailed design, documentation and evaluation, Individual and Group Sketching, covering the basics shapes and techniques to visualise interface structure and composition (wire framing), interactions between person and application (workflows & sequences), context and setting of use (storyboards & comics).

• Designing complex interventions – Exploring the application of behaviour change theory – Half day - Dr John Dinsmore and the ProACT team - This workshop will explore the challenges involved in applying the Behaviour Change Wheel (BCW) to a complex digital health intervention for older persons with chronic diseases/multimorbidity (ProACT). The workshop will provide participants with the opportunity to interact with technologies developed as part of this H2020 project as well as take part in an interactive session using the BCW and end-user personas to discuss, debate and formulate new ideas for the future development of behaviour change interventions.

There are three keynote speakers; Anita Jansen, John Dinsmore and Deborah Estrin.

• Anita Jansen (Maastricht University – Dean of the Faculty of Psychology and Neuroscience) – Talk Title: Face-to-face behavioural experiments and exposure to change unhealthy eating behaviour.

• John Dinsmore (Trinity College Dublin – Assistant Professor in Digital Integrated Care and the Health Lead of the Trinity Centre for Practice and Healthcare Innovation (TCPHI)) – Talk Title: ProACT: Designing a Digital Behavioural Change Intervention for Multimorbidity Self-Management.

• Deborah Estrin (Cornell Tech – Associate Dean and Professor Computer Science, Weill Cornell Medical College – Professor of Public Health) – Talk Title: Using small data to personalise, sustain and study health behaviour.

A Cultural Tonic: Using the arts to promote health

There is growing appreciation of the potential individual and societal benefits of engaging in activities related to the arts and culture, such as music, literature, visual arts, dance, and visiting museums. Our first public event of 2018, sponsored by the British Academy, will be in March: ‘A Cultural Tonic: Using the arts to promote health.’ It will address how engaging with, and experiencing, the arts can lead to better health (i.e. ‘art as a health behaviour’); and how arts-based interventions can improve health-related behaviours and outcomes (i.e. ‘arts as a health intervention’). The event will be preceded by an early career researcher training event in conjunction with the Arts Health Early Career Research Network.

The talks will be followed by a drinks reception, to provide networking and collaboration opportunities for colleagues interested in these questions. https://www.eventbrite.co.uk/e/a-cultural-tonic-using-the-arts-to-promote-health-tickets-41110498608
In 2017 we welcomed 10 new team members and 4 went to work with other organisations, three of whom are working with us as CBC Associates.

Core Team

- **Professor Susan Michie**
  CBC Director

- **Dr Paul Chadwick**
  Senior Teaching Fellow

- **Danny Hambidge**
  Centre Administrator

- **Dr Fabiana Lorencatto**
  Research Lead

- **Dr Lou Atkins**
  Senior Teaching Fellow

Msc Team

- **Dr Leslie Gutman**
  Msc Director

- **Lucas Michaut**
  Teaching Administrator

- **Dr Danielle D’Lima**
  Senior Teaching Fellow

Professional Staff

- **Candice Moore**

- **Dr Karen Groot**
CBC Associates

Dr Rachel Carey
Professor Robert West
Dr Carmen Lefevre
Dr Ben Gardner
Dr Simon Christmas
Dr Angel Chater

Research Team

Dr Alison Wright
Dr Stephanie Stanton-Fay
Dr Ailbhe Finnerty
Dr Annegert Schneider
Dr Emma Norris
Dr Arthur Direito
Dr Marta Marques
Dr Kathryn Hamilton
Hilary Groarke

Students

Chris Jacobs
Olga Perski
Holly Walton
Morgan Williamson