

Module 3: Evaluating Behaviour Change Interventions

Evaluations of complex interventions to change behaviour typically take the form of randomised controlled trials (RCTs) to establish whether or not interventions 'work'.

However, these methods don't help us understand what factors influence the effectiveness of interventions ('what works better and why'), the value for money offered by interventions, or how the interventions work.

This one-day course will **provide an overview of different types of evaluations** (e.g. RCTs, stepped wedge, observational), including a brief introduction to different study designs and economic evaluations.

There will be a specific focus on **investigating implementation by conducting process evaluations to explore 'how' and 'why' interventions succeed or fail.**

A greater awareness of the different types of evaluations and mixed-methods approaches will help you plan an evaluation strategy for behaviour change interventions.

Course Content

Topics covered will include:

- Introduction to Medical Research Council guidance for developing and evaluating complex interventions
- Overview of different types of evaluations
- Evaluating effectiveness: overview of different trial designs
- Introduction to health economics

You'll also learn about process evaluations, including:

- components and functions of process evaluations
- MRC Process evaluation guidance
- mixed-methods
- logic models
- use of theory in process evaluations
- assessing fidelity/ implementation

Throughout the course, you'll study 'real world', applied examples of evaluation strategies for behaviour change interventions across different settings.

Learning outcomes

By the end of this course, you should be able to:

- describe different types of evaluations for complex behaviour change interventions
- outline current guidance and recommendations for evaluating complex interventions
- select the study design most appropriate for the research question, intervention and study context
- summarise the basic principles and methods of health economic evaluations
- describe the purpose and different components of process evaluations
- apply theory and mixed-methods to evaluate the fidelity and implementation of interventions
- plan a comprehensive evaluation strategy

Course leads

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