



UCL

# UCL CENTRE FOR BEHAVIOUR CHANGE ANNUAL REPORT 2020

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# FOREWORD BY UCL VICE PROVOST

## PROFESSOR DAVID PRICE

The beginning of 2021 gives me pause to reflect on the seismic changes that the last year has brought to higher education. UCL has always taken pride in the diversity of thought, creativity of its academic community, and interdisciplinary approach to research and practice, but never have I seen such a swift and immediate shift from theory to practice as during the COVID-19 pandemic. Across the university, colleagues immediately stepped up to volunteer their expertise, ask how they could contribute to the national effort, and work together to support UCL.

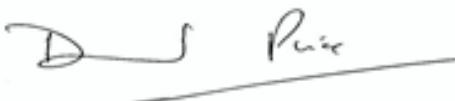
The work of the Centre for Behaviour Change (CBC) this year has been no exception and the CBC's contribution to behavioural science during the pandemic has played a vital role in understanding and informing the response to COVID-19. Public health policy is inextricably linked with behavioural science – without understanding what influences and motivates people's behaviour, we cannot develop effective public health interventions which reduce transmission.

Effective partnerships and knowledge exchange are central to the CBC's vision, and this year has seen colleagues provide support to parliament on a range of issues critical to national and global health, including Public Health England, the Foreign, Commonwealth and Development Office, the Department of Health and Social Care, the Food Standards Agency and the cross-Government Scientific Advisory Group for Emergencies (SAGE).

This year has also seen the rapid shift to online working and learning, with the majority of UCL's teaching and learning moving online. The CBC has played a vital role in supporting the delivery of online teaching and training, through the BSc and MSc Behaviour Change courses, its week-long summer (and also now winter) schools and in advising and supporting colleagues in designing and delivering effective online learning resources that work for students and staff.

As Chair of the CBC's Advisory Board, I have found the work of the last year inspiring and moving; they could not better exemplify UCL's vision of academic research which delivers positive impact for humanity. This report demonstrates the value and importance of putting human behaviour at the heart of policy responses that make a difference.



The handwritten signature of David Price, UCL Vice Provost, is written in cursive ink below his portrait.

**Professor David Price**  
UCL Vice Provost

# WELCOME MESSAGE FROM THE DIRECTOR

## Welcome to UCL Centre for Behaviour Change's 2020 annual report.

Addressing societal problems through behaviour change, especially in the areas of human health and environmental sustainability, has been at the heart of the Centre for Behaviour Change's (CBC's) mission since 2014. As a global leader for interdisciplinary academic expertise in behaviour change, the CBC has continued to deliver an ambitious and wide-ranging portfolio of activities, including research, training, consultancy, teaching, as well as public policy and engagement.

This year we have seen the science of behaviour change increasingly applied across the world, as we adapt how we work and learn. The CBC has made significant changes, delivering our successful annual conference, International Summer Schools and Masters course online, with surprisingly positive effects. We have reached more people globally, increasing equality of access; online small groups and multiple communication channels have encouraged more participation and therefore inclusivity; and providing material in advance of discussion has led to better imparting of knowledge and more time for discussions.

The CBC is a small team with a large impact; our methods enable individuals, organisations and government to generate practical solutions to complex problems using a systematic, science-based approach. Our team of researchers and behaviour change experts continue to form strong partnerships in the UK and internationally to advance the science of behaviour change and develop real-world interventions with impact. We address a wide variety of topics e.g. promoting maternal health in low-resource settings, reducing gender-based violence and increasing women's economic empowerment, contributing to the national and international response to the COVID-19 pandemic, and embedding behavioural science in strategic planning in large public organisations.

This report presents 2020 highlights, including:

- Our over-subscribed week-long Summer Schools that were supplemented by our first Winter School due to unprecedented demand.
- The 6th international three-day conference, attended by more than 350 delegates from 26 countries.
- Our MSc Behaviour Change programme with a 7% increase in applications from last year.

We continue to contribute to a wide range of UCL activity, including strategic research initiatives, UCL's environmental sustainability work and the very successful Beyond Boundaries conference where we led the session '[Behaviour: The Climate & Sustainability Crises](#)'. We have also worked closely with the Equality, Diversity and Inclusion team, part of the Office of the President and Vice Provost at UCL, to apply behavioural science to improving working conditions and within the institution, contributing our expertise to efforts to prevent sexual misconduct and bullying within higher education.

We keep information and engagement flowing via our revamped website and monthly newsletters to more than 5000 participants. Do sign up to the newsletter for further details: [UCL Centre for Behaviour Change mailing list](#).

Our 2021 initiatives include:

- A new online short course "Behaviour Change Interventions: Introductory Principles and Practice", to be launched in the Spring
- Our 7th annual international behaviour change conference hosted at the UCL Institute of Education in November; we are excited to host this in person
- A jointly-hosted webinar series with Bupa UK on the application of developments in cutting-edge behavioural science and practice to healthcare
- Our 7th year of the International Summer School series, online.

None of this would be possible without the support at UCL and beyond, including strategic leadership from our Advisory Board, operational input from our Executive Committee, scientific guidance from our International Conference committees, and stretching our impact via our network of CBC Associates. I would like to give my sincere thanks to them, along with the talented and hard-working CBC team. We look forward to the year ahead, with all the challenges and opportunities for making a difference that it will bring. 2020 has been tough for all but there have been changes, learnings and advances that can act as a foundation for all of us to work towards #BuildingBackBetter.



*Susan Michie*

**Professor Susan Michie, FAcSS, FMedSci**  
Director, Centre for Behaviour Change

# ABOUT THE CBC

The CBC's mission is to improve global well-being, social cohesion and equity, and environmental sustainability through enabling behaviour change. We achieve this by carrying out research to advance the scientific understanding of behaviour and how to change it, developing methods and tools to improve the quality, use and impact of applying scientific understanding, and working with others, nationally and internationally, to translate behavioural science expertise into real-world impact.

The CBC promotes the science and practice of behaviour change to address key challenges facing society through interdisciplinary collaboration and partnerships, for example:

- Engage in cutting-edge interdisciplinary research;
- Deliver wide-ranging and bespoke training and teaching;
- Provide evidence-based consultancy;
- Host interdisciplinary events addressing topical societal and methodological issues;
- Build communities to facilitate the engagement of policy-makers, practitioners, researchers and industry.



# 2020 HIGHLIGHTS

The CBC embraced the opportunities presented by the need for online working in delivering research, teaching, training and consultancy projects to address key challenges facing the global community. Here are some of the highlights from the CBC's activities in 2020:

## RESEARCH

The launch of two programmes of research focused on addressing key maternal global public health challenges. The [E-MOTIVE study](#) will design and evaluate strategies to improve the implementation of a World Health Organization first response bundle to improve detection and management of post-partum hemorrhage in low-resource settings. The [PANDA study](#) will evaluate the impact of oral iron supplements for preventing maternal anaemia and associated adverse outcomes. CBC is leading mixed-methods research in both studies to investigate influences on key behaviours, as a basis for designing interventions to support behavior change and implementation in subsequent large-scale trials.



## CONSULTANCY

Applying behavioural science to reduce gender-based violence within international development

We launched our field guide to using the Behaviour Change Wheel framework to reduce gender-based violence in low- and middle-income contexts. The guide is based on a 4-year collaboration between ActionAid Ireland and CBC to develop a new approach to international development programming to reduce gender-based violence within marginalised communities.

Click to access the [field guide](#)

## TEACHING

The MSc Behaviour Change team has successfully recreated our distinctive, highly interactive approach to learning using online delivery methods. The team has shared our learnings with the wider UCL community to support its commitment to excellence in teaching.

In this [blog post](#), Dr Danielle D'Lima presents an innovative approach to chunking existing materials and coordinating synchronous and asynchronous elements in the MSc 'Theories and Models of Behaviour Change' module.



## TRAINING - SUMMER SCHOOLS

CBC Summer Schools were delivered online using UCL's virtual learning platform, receiving excellent evaluations and increasing the reach of our training to those otherwise unable to attend. Demand for the online format has been so great that the CBC's first Winter School was added to the training programme.



## EVENTS: CBC ONLINE CONFERENCE

The 6th annual CBC conference was delivered online. 350 delegates from 26 countries attended over 100 live presentations, with three outstanding international keynote speakers; Professor Wendy Wood, Professor Heleen Riper and Dr Rachel Carey.



## RESPONDING TO COVID-19

Behavioural Science is at the heart of the COVID-19 response. CBC staff have applied their expertise to support the response to the COVID-19 pandemic both nationally and internationally. A CBC blog post summarising the contributions of the CBC team can be [found here](#)



# OUR YEAR IN NUMBERS



**73**

PEER-REVIEWED  
PUBLICATIONS



**350**

CONFERENCE  
DELEGATES



**40**

PRESENTATIONS  
(EXTERNAL)



INCOME FROM RESEARCH  
PROJECTS AWARDED IN 2020

**£14m**

of which

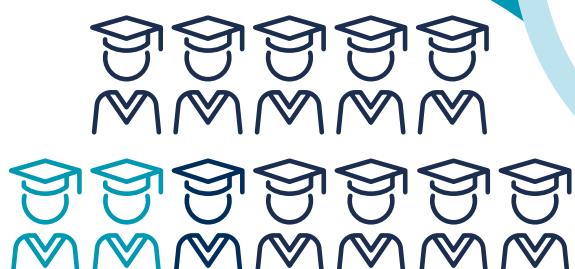
**£1m**

was awarded to  
the CBC



**17**

CONSULTANCY  
PROJECTS



STUDENTS ACCESSING CBC-LED  
COURSES AT UCL

**90**

undergraduates

**54**

postgraduates



**28**

ACTIVE RESEARCH  
GRANTS

# ONLINE SUCCESSES

## CBC ONLINE CONFERENCE

The CBC's annual digital health and behaviour change conference is a unique event in the field of digital health and behaviour change. This three-day event brings together academics and industry professionals to exchange ideas and form collaborations to advance the science and practice of digital behaviour change. Conference themes included The Science of Behaviour Change, Methodology, Emerging Technologies, Current Technologies and Real-World Applications.

Thanks to members of the International Advisory Board and Organising and Scientific Committees for their valuable contributions to a dynamic and well received programme. Particular thanks to Scientific Committee chairs, Dr Felix Naughton and Dr Sarah Jackson.

*6th Annual Digital Health Conference*

**Behaviour Change for Health:  
New and emerging science and technologies**

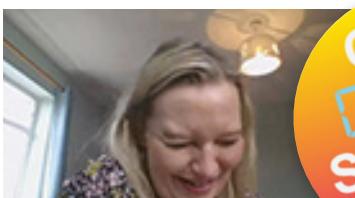
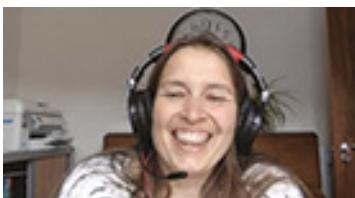
**16-18 September 2020**

#cbccconf2020



**More than 350  
delegates attended from  
26 countries,  
accessing over 100  
presentations**

**86%** of delegates  
said that the conference  
met or exceeded  
expectations for an  
online event



Three courses

attended by **110** participants  
from **36** countries

# RESPONDING TO COVID-19: CONTRIBUTIONS FROM THE CENTRE FOR BEHAVIOUR CHANGE

Identifying behavioural strategies to reduce COVID-19 transmission, including adhering to restrictions, adopting personal protective behaviours such as the use of PPE, physical distancing, hand hygiene and being vaccinated is critical for reducing deaths, preserving capacity within the health and social care system and safeguarding the economic health of nations. ([West, Michie, Rubin, Amlöt, 2020](#)).

## HOW THE CBC IS GENERATING AND TRANSLATING EVIDENCE TO HELP MANAGE COVID-19

The CBC is collaborating with researchers from a range of disciplines including data and public health scientists, virologists, epidemiologists, bio-ethicists, statisticians, and geographers. Its Director, Professor Susan Michie, is part of the Government's Scientific Advisory Group for Emergencies and of Independent SAGE, and has acted as consultant to the World Health Organization on COVID-19, and served as an Expert Witness to the House of Commons, House of Lords, the Government of Ireland and the Welsh Assembly. Professor Michie regularly provides behavioural science-based advice and perspectives to the broadcasting and press media. Professor Michie, along with Professor Henry Potts from UCL and colleagues for KCL and Public Health England, have been conducting the CORSAIR study, funded by NIHR and commissioned by the Department of Health and Social Care. UK-wide weekly survey data on public worry, concern and awareness of risks and preventative measures in relation to the coronavirus have been analysed in real time to inform Government policy and communication.

Examples of other COVID-19 projects:

 **A Virological Analysis and Behavioural Study of Health Care Workers During the Pandemic**

**SARS-COV-2 ACQUISITION IN FRONTLINE HEALTH CARE WORKERS – EVALUATION TO INFORM RESPONSE (SAFER)**

**Funder:** Medical Research Council (MRC)

**Duration:** 2020 - 2021

**Partners:** UCLH, UCL Great Ormond Street Institute of Child Health

**CBC leads:** Professor Susan Michie & Dr Fabiana Lorencatto

**CBC researchers:** Dr Elise Crayton & Dr Carly Meyer

COVID-19 can spread quickly within both hospital and care home settings, placing patients, health and social care workers at greater risk of contracting COVID-19. The CBC has been leading a study, as part of a broader COVID-19 research programme, investigating healthcare workers' experiences of working during the COVID-19 pandemic and the extent to which they enact protective behaviours such as use of PPE and physical distancing. We are collecting data in A&E, ICU, Acute Medical Unit, Haematology, and Infectious Diseases across two hospitals in England. Our findings on the individual, socio-cultural and environmental factors influencing personal protective behaviours in the workplace will generate recommendations for strategies to change such behaviours in order to limit the spread of COVID-19 and improve preparedness and response to future outbreaks.



 **Building evidence to support the management of COVID-19 in care homes**

**Covid-19 Impact and Burden in Care Homes (CATCH-19)**

**Funder:** UKRI-ESRC

**Duration:** 2020 - 2021

**Partners:** UCL Institute of Health Informatics

**CBC leads:** Dr Fabiana Lorencatto

**CBC researcher:** Dr Gillian Forbes

**CATCH 19** 

The COVID-19 pandemic has had a disproportional impact on older adults. We are collecting data from more than 800 care home managers across the UK about how COVID-19 has impacted on care home staff, resident care, and ways of working. We have also investigated personal protective behaviours by care home staff (e.g. physical distancing and use of PPE), drawing on the COM-B model of behaviour. These findings have formed the basis of policy recommendations for managing the response to COVID-19 during the second wave of the pandemic and will also support future preparedness planning.



The Scientific Advisory Group for Emergencies (SAGE) provides scientific and technical advice to support government decision makers during emergencies. Professor Susan Michie and Professor Robert West are participants in the Scientific Pandemic Influenza Group on Behaviours (SPI-B). Published guidance can be accessed [here](#). One of the outputs led by Professors Michie and West, using the COM-B model and BCW framework to structure thinking and recommendations for policymakers, can be seen at <https://onlinelibrary.wiley.com/doi/10.1111/bjhp.12428>.

Professors Michie and West are also members of **Independent SAGE**, which provides weekly data updates, reports on a wide range of COVID-19-related topics, and independent advice to the UK Government and other audiences to inform their response to COVID-19. It holds weekly conferences with the press and public live streamed on [YouTube](#). Reports produced by Independent SAGE are available [here](#).

Professor Michie has provided expert evidence and advice to:

- House of Commons Science and Technology Committee Inquiry: Witness in session on COVID-19 and Immunity Passports.
- House of Lords Science and Technology Committee Inquiry: Witness in session on COVID-19 and Behavioural Science: the session can be seen [here](#).
- the Parliament in Ireland
- the Welsh Assembly
- National Association of Local Councils.

Professor Michie is also a member of:

- London's Transition Board COVID-19 Outbreak Control Strategy Group, and
- COVID-19 Vaccine Health Equity and Engagement Task and Finish Group

CBC Deputy Director Dr Paul Chadwick is a member of the British Psychological Society's **Behavioural Disease Prevention Taskforce**. Chaired by CBC Associate Professor Dr Angel Chater, the taskforce is a hub for behavioural science expertise to support initiatives to reduce the spread of COVID-19. The committee has co-produced 17 guidance documents to support national and local governments to prevent transmission of COVID-19 and limit the impact of the pandemic on physical and psychological health.

### INTERNATIONAL

Professor Michie is a member of the World Health Organization's Behavioural Insights and Sciences Technical and Advisory Group and, together with Dr Elizabeth Corker from CBC, have acted as consultants to the Behavioural Insights team, developing a method for supporting countries to use survey and other data to inform policy and to generate actionable recommendations.

Professor Michie is a member of the Lancet Commission on COVID-19 Task Force on Public Health Measures to Suppress the Pandemic.

### WORKING WITH LOCAL GOVERNMENT

Dr Chadwick has worked with the Behavioral Insights Unit at Hertfordshire County Council to adapt the Achieving Behaviour Change Guides for Local Authorities to enable rapid response to requests for behavioural science support from teams across the local authority. The processes and tools developed using the guides have enabled the rapid development of behavioural science briefings to inform a range of public health campaigns under the **Stay Safe Hertfordshire** umbrella such as increasing resilience, prevention of alcohol dependency, and maintaining social distancing in public spaces.



# RESEARCH

Our research has been broadly organised around three themes:

1

**Developing methods for advancing the science of behaviour change** and its application, including the reporting and synthesis of evidence across and within academic disciplines.

2

**Improving health and well-being**, including understanding and changing behaviour to support people to manage their health and enable health care professionals and systems to deliver evidence-based practice.

3

**Combatting threats to the environment and sustainability**, by examining how human behaviour and systems can be shaped to improve stewardship of the planet's resources and mitigate climate change.

## Research highlights

We have **28 active** research grants, including NIHR, Wellcome Trust, and UKRI.

## New projects launched in 2020

1

### **E-MOTIVE: Early Detection of postpartum hemorrhage and treatment using the World Health Organization first response bundle**

**Funder:** Bill and Melinda Gates Foundation

**Duration:** 2020-2023

**Partners:** The University of Birmingham, World Health Organization, University of Liverpool, University of Melbourne, King's College London, Jhpiego, Concept Foundation, University of San Francisco, University of Nairobi, Research Institute of Health Sciences South Africa, Aminu Kano Teaching Hospital, Muhimbili University of Health and Allied sciences

**CBC leads:** Dr Fabiana Lorencatto

**CBC researcher:** Dr Gillian Forbes

Every six minutes, a mother dies in low-resource countries from losing too much blood while giving birth. This is almost always preventable with early detection and effective treatment. The CBC is collaborating with interdisciplinary researchers internationally on a ground-breaking maternal health trial involving over 300,000 women across 80 health facilities in South Africa, Kenya, Nigeria, Tanzania and Sri Lanka. The trial will evaluate whether delivery of a best-practice early detection and management care can help reduce deaths and complications related to post-partum haemorrhage. The CBC is working with researchers at the University of Melbourne and University of San Francisco to lead a mixed methods package of research to identify factors influencing current practice and potential barriers and enablers to delivering components of the care bundle. This will inform the design of a theory-based intervention to help change clinicians' behaviours and support implementation.



2

### **PANDA: Preventing maternal ANaemia to avoid preterm Delivery and other Adverse outcomes**

**Funder:** National Institute of Health Research

**Duration:** 2020-2025

**Partners:** NHS Blood & Transplant, Oxford University, The Royal Wolverhampton NHS Trust, University of Nottingham, Imperial College London, Oxford University Hospitals NHS Foundation Trust

**CBC leads:** Dr Fabiana Lorencatto

**CBC researchers:** Dr Elise Crayton

Around a third pregnant women in the UK develop anaemia caused by lack of iron. This can lead to serious increased risks for both mother and baby during pregnancy and childbirth. The interdisciplinary PANDA programme of research is investigating giving low-dose iron supplements during pregnancy. To address the challenge of medication adherence, the CBC will apply behavioural science to investigate;

1. pregnant women's understanding about anaemia and the factors influencing whether or not they take iron supplements,
2. healthcare providers' diagnosis and management of anaemia during pregnancy. This will inform an intervention to support women to take iron supplements regularly, which we will subsequently pilot and evaluate in a large-scale trial with 11,000 pregnant women.



**Funder:** Wellcome Trust

**Duration:** 2020 - 2022

**Partners:** IBM Research Dublin, Universities of Aberdeen and Cambridge

**CBC leads:** Professor Susan Michie

**CBC researchers:** Dr Alison Wright, Dr Alibhe Finnerty, Dr Oscar Castro, Ella Howes, Emily Hayes, Candice Moore, Institute of Education researchers: Professor James Thomas, Dr Alison O'Mara-Eves, Eva Jermutus

To supplement the **Human Behaviour-Change Project** an award from the Wellcome Trust Research Enrichment - Public Engagement scheme will fund an investigation of trust in health-promoting digital aids using Artificial Intelligence. The team will bring together health-interested public and population-health decision-makers for a series of workshops. They will enable engagement with key aspects of the Human Behaviour-Change Project's AI System and co-produce a toolkit of resources to facilitate appropriate trust in AI systems applied to population health decision-making. This will include training and workshops with the **UCL Co-Production Collective** to develop and practice skills for public engagement activities for research.



Human Behaviour  
Change Project

## PUBLICATIONS

CBC staff, researchers and behaviour change experts publish extensively each year. For the list of outputs and publications from 2020 click [here](#).

# TRANSLATING KNOWLEDGE INTO PRACTICE

## Consultancy

The consultancy work of CBC continues to grow spanning health, sustainability and social justice.

Below is a selection of consultancy projects carried out in 2020:



### ***Preventing harms associated with sexual assault of UK citizens abroad***

The Prevention Directorate of the Foreign, Commonwealth and Development Office (FCDO) looks after the interests of UK nationals in other countries. Sexual assault of UK nationals abroad is unacceptably high. The CBC, lead by Dr Paul Chadwick, is working with FCDO to develop a methodology to apply behavioural science to the primary and secondary prevention of sexual assault, piloting the approach in Spain and Turkey.



### ***Placing behavioural science at the heart of service transformation***

Now more than ever health and social care services need to think creatively about how services are delivered to have maximum reach, impact and reduce inequalities. The CBC, lead by Dr Lou Atkins and Dr Paul Chadwick, worked with Nesta, Macmillan and the British Heart Foundation to produce [\*\*Re-imagining Help: An Evidence-based Approach to Helping People Reach Their Goals\*\*](#). Reimagining Help is a toolkit to support those responsible for commissioning, designing and delivering services to deliver effective behaviour change support across a wide range of contexts. We used co-production methods to synthesise evidence from NICE guidance on behaviour change with insights gained from stakeholders from cancer and cardiovascular disease care to create a guide for service redesign.



### ***Applying Behavioural Systems Mapping to food waste***

WRAP estimates the financial costs associated with avoidable household food waste in the UK is £14.9 billion with the associated greenhouse gas emissions estimated at 22 million tonnes of CO<sub>2</sub>eq. WRAP worked alongside CBC to apply behavioural systems mapping to their work on developing behaviour change interventions for tackling household food waste. The map identifies the actors, behaviours and influences on food waste, representing the interplay of influence within and between the consumer, retail and manufacturing sector contributing to household food waste.



### ***Preventing gender-based violence in international development***

CBC's partnership with ActionAid Ireland (AAI) continues to apply behavioural science to the reduction of violence towards women and girls. AAI commissioned the CBC to produce [\*\*Using the Behaviour Change Wheel Framework in Gender-Focused International Development Programmes: A Field Guide\*\*](#).

Launched by webinar in October 2020, with CBC work lead by Dr Paul Chadwick, the guide draws upon the learnings from implementing the Women's Rights Programme II in Kenya, Ethiopia and Nepal, providing a step-by-step guide to integrating community participatory and behaviour change methods to improve the lives of women in marginalised communities.



## CBC CONSULTANCY PROJECTS: 2020



ACTIONAID IRELAND	Applying behaviour change to reducing gender-based violence and increasing women's economic empowerment	✓	✓	
COLLEGE OF POLICING	Embedding behavioural science in strategic planning	✓		✓
FOREIGN, COMMONWEALTH & DEVELOPMENT OFFICE	Preventing sexual assault of UK nationals abroad	✓	✓	✓
FOOD STANDARD AGENCY	Qualitative insights into hand hygiene	✓		
GOVERNMENT COMMUNICATIONS HEADQUARTERS (GCHQ)	Applying behavioural science to online image offending	✓	✓	
HERTFORDSHIRE BEHAVIOUR CHANGE UNIT	Building capability for behavioural science in local authorities	✓		✓
NESTA	Applying behavioural science to public sector service design	✓		✓
PUBLIC HEALTH ENGLAND	Achieving Behaviour Change Guides	✓	✓	✓
PUBLIC HEALTH ENGLAND	NHS Health Check – local level interventions	✓		✓
SAFEFOOD IRELAND	Using the BCW to design child obesity campaigns	✓		
UNIVERSITY HOSPITALS ZURICH	Using the BCW to improve management of COPD	✓		
WRAP	Applying systems mapping to reduce food waste		✓	

## ACHIEVING BEHAVIOUR CHANGE GUIDES FOR NATIONAL AND LOCAL GOVERNMENT

As part of its strategy to support the use of behavioural science within government, Public Health England commissioned two guides to using the Behaviour Change Wheel framework; one tailored for local government and one for national government, freely available [here](#)

The Achieving Behaviour Change (ABC) guides are an abridged and updated version of *The Behaviour Change Wheel: A Guide to Designing Interventions* using examples drawn directly from issues faced by local and national government. These guides help policy makers to develop behaviour change interventions, build on or modify existing interventions, and choose from existing or planned interventions. The ABC guides have been used to support effective COVID-19 response, particularly in local authorities as exemplified by the work of Hertfordshire Behaviour Change Unit and the BPS Behavioural Disease Prevention Task Force.



## ENGAGEMENT

The CBC has promoted behaviour change and interventions development through engagement activities.



### **Public Health England (PHE)**

In 2020, CBC Deputy Director Dr Paul Chadwick was seconded as the Joint Head of Public Health England's Behavioural Insights team for six months, contributing to a range of issues related to the recovery from COVID-19 including cross-government policy on green recovery and obesity. Dr Chadwick is PHE lead for the [Behavioural and Social Science Strategy for Public Health](#).



### **Policy Connect**

CBC Senior Research Fellow Dr Jo Hale was seconded to the sustainability team within [Policy Connect](#), a cross-party think tank working in health, education & skills, industry, technology & innovation, and sustainability. She coordinated 14 reports on how to achieve the UK's Net Zero target by 2050, jointly authored by parliamentarians and academics and informed by a series of round table events.



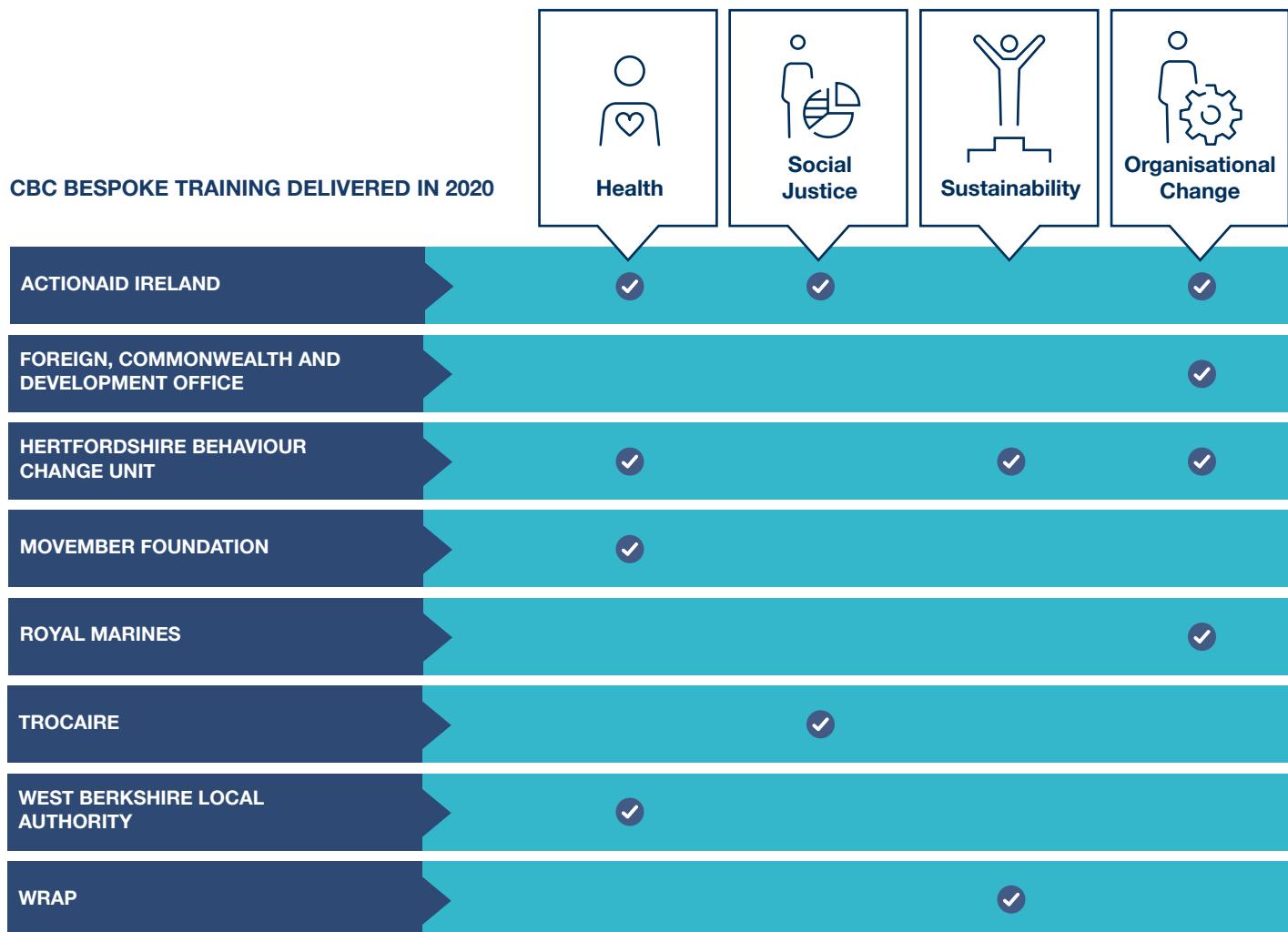
### **BEIS Select Committee Enquiry – Decarbonising Heat in Homes**

Dr Jo Hale and Dr Paul Chadwick, in collaboration with Chris Jofeh of the Decarbonisation Advisory Group for Wales, submitted evidence for the BEIS Select Committee Enquiry for Decarbonising Heat in Homes based on their experience of applying behavioural systems mapping and the Behaviour Change Wheel framework to develop recommendations for the [Better Home, Better Wales Better World report](#).

## TRAINING

### Bespoke training

CBC training courses and workshops support institutions across the public, commercial and third sectors to understand and apply behaviour change science to a range of issues. This year the CBC has trained over 228 participants from 11 different organisations, adapting its training courses to online.



Examples of the CBC training workshops from this year;



### Better Health Mexico

The Better Health Programme Mexico, as part of UK's **Global Prosperity Fund Better Health Programme**, commissioned the CBC, via its implementing partner **DAI Europe**, to deliver training aimed at promoting a more practical approach of the application of behavioural science to ongoing Mexican Social Security Institute (IMSS by its acronym in Spanish) projects. It was delivered in Spanish and English by Dr Paul Chadwick, Dr Carly Meyer and Dr Vivi Antopoulou as part of their work with the **Department of Health Behavioural Science Policy Research Unit** with support from Dr Helen Croker from the **Department of Health Obesity Policy Research Unit**.



### Pegasus; international communications agency

Pegasus commissioned CBC to deliver two online training courses to staff in the UK and US. The courses were composed of four modules and involved content delivery, small group tasks in breakout rooms and whole group discussion.



### UK College of Policing

The College of Policing (CoP) engaged CBC to deliver a tailored package of learning and support to build capability to embed behavioural science within its strategic planning process. The project involves developing a core team with expertise in the Behaviour Change Wheel framework, and running a pilot project to test the application of the framework to a policing issue. The pilot project is focussed on improving equality and diversity within the service, particularly targeting the underrepresentation of BAME officers in specialist or senior roles.



## MSC BEHAVIOUR CHANGE

Now in its fourth year, our highly regarded MSc Behaviour Change equips students with the knowledge and skills to use behaviour change science to tackle a wide range of issues spanning sustainability, health and social justice.

Despite the challenges facing the higher education sector this year saw over 200 applications - a 7% increase from last year. The 2020-21 cohort has 35 MSc, 2 PG Diploma and 2 PG Certificate students. Half of the students are from the UK, 11% are international and the remainder are from Europe. The academic backgrounds of students span Psychology, Business, Economics, Humanities and Politics.

Many of the research-based dissertations are based on real-world projects developed in partnership with the CBC, **UCL ARENA**, the **UCL Sustainability Team** and third sector organisations such as **The Mix**.



The Mix have collaborated with two UCL students studying MSc Behaviour Change who focused their dissertations on the Mix webchat counselling service. Both students produced very insightful works with clear and actionable recommendations, some of which we will implement.



Data, Evaluation and Insights Manager at The Mix, Bohdana Dock.



### MSc Highlights

#### *MSc Behaviour Change publications*

Approximately 30% of research dissertations are being prepared for or have been accepted in peer-reviewed journals. Two examples:

*A qualitative study using the theoretical domains framework and the capability opportunity motivation-behaviour model*

**Kam, W., Haklay, M., & Lorke, J. (2020). Exploring factors associated with participation in citizen science among UK museum visitors aged 40–60: A qualitative study using the theoretical domains framework and the capability opportunity motivation-behaviour model. Public Understanding of Science, 0963662520963511.**

*Mental Health Training to Improve Communication with Children and Adolescents: A Process Evaluation*

**Moran, R., & Gutman, L. M. (2020). Mental Health Training to Improve Communication with Children and Adolescents: A Process Evaluation. Journal of Clinical Nursing.**

#### *Mini conference*

The annual MSc Behaviour Change mini-conference allows outgoing students to showcase their research-based dissertation as well as offers opportunities for networking among new and former students. This year the mini-conference was a successful online event with more than 70 attendees.

#### *MSc Alumni*

This year we launched the MSc Behaviour Change Alumni Group to support networking and collaboration amongst our alumni and with CBC; 55 students are active in the group.

For more information on the MSc programme:  
<https://www.ucl.ac.uk/behaviour-change/study/msc-behaviour-change>

## BSC MODULE IN BEHAVIOUR CHANGE: AN INTERDISCIPLINARY APPROACH

Behaviour Change: An Interdisciplinary Approach enables 3rd year undergraduate students from across UCL to study principles of behaviour change from an interdisciplinary perspective and how it can be applied to a variety of topics, such as international development, digital applications, transport, and the way that the built environment shapes behaviours relating to energy use, health and wellbeing. 144 students (90 undergraduate, 54 postgraduate) are enrolled for 2020-2021.

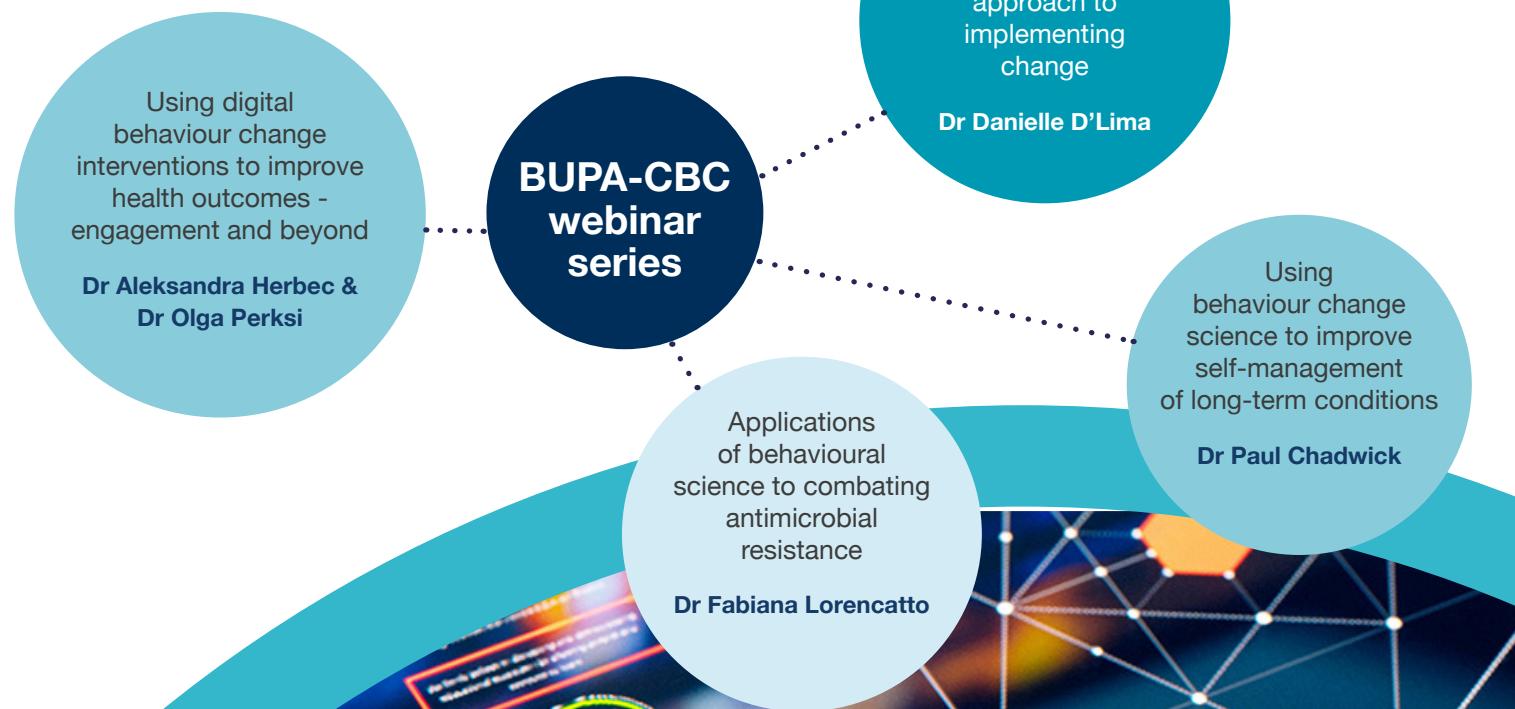
# THE YEAR AHEAD

## ONLINE SHORT COURSE

We will launch a new online short course ‘Behaviour Change Interventions: Introductory Principles and Practice’ in early 2021. Led by CBC staff Dr Danielle D’Lima, Dr Paul Chadwick and Professor Susan Michie, this course will provide an entry level understanding of how to systematically design behaviour change interventions in a range of contexts. More information on this course, including content, price and how to register, will be released soon.

## BUPA – CBC WEBINAR SERIES

In early 2021 the CBC will be launching the CBC and Bupa UK’s jointly hosted webinar series on behaviour change and healthcare, led by CBC staff and associates. All webinars will be available on the CBC website.



# STAFF

## CBC CORE TEAM

Professor Susan Michie, Director  
Dr Paul Chadwick, Deputy Director  
Dr Jeremy Oliver, Lecturer (Teaching) p/t  
Dr Lou Atkins, Lecturer (Teaching) p/t  
Dr Fabiana Lorencatto, Research Lead  
Bethany McKinnon, Centre Administrative Manager

## MSC TEAM

Dr Leslie Gutman, MSc Director  
Dr Danielle D'Lima, Lecturer (Teaching)  
Lucas Michaut, Teaching and Research Administrator

## PROFESSIONAL STAFF

**School for Public Health Research (NIHR SPHR)**  
Holly Elphinstone, Research Manager, p/t

## RESEARCH TEAM

### Human Behaviour Change Project

Dr Alison Wright, Senior Research Fellow  
Dr Elizabeth Corker, Senior Research Fellow  
Dr Ailbhe Finnerty, Research Fellow  
Oscar Castro, Research Fellow  
Ella Howes, Research Assistant  
Candice Moore, Research Assistant  
Emily Hayes, Research Assistant  
Clement Veall, Research Administrator & p/t admin support for NIHR SPHR

### NIHR Behavioural Science Policy Research Unit (NIHR PRU)

Dr Carly Meyer, Research Fellow  
Dr Vivi Antonopoulou, Research Fellow

### Complex Urban Systems for Sustainability and Health (CUSSH)

Dr Jo Hale, Senior Research Fellow

### E-MOTIVE: Early Detection of postpartum haemorrhage and treatment using the World Health Organization first response bundle

Dr Gillian Forbes, Research Fellow

### PANDA

Dr Elise Crayton, Research Fellow

### Developing and testing the DAFNEplus intervention

Dr Stephanie Stanton-Fay, Research Fellow

### Antibiotic Research in Care Homes (ARCH)

Dr Aleksandra Herbec, Research Fellow

## STUDENTS

Catherine Lawrence, PhD - Critical Care Physical Rehabilitation  
Paulina Schenk, PhD - *Human Behaviour Change Project*  
Eva Jermutus, PhD - *Human Behaviour Change Project*  
Ayse Lisa Allison, PhD - *Designing out Plastic Waste*

## \*CBC ASSOCIATES

Dr Rachel Carey  
Dr Angel Chater  
Dr Simon Christmas  
Dr Ben Gardner  
Dr Jo Hale  
Dr Marta Marques  
Dr Emma Norris  
Dr Olga Perski  
Professor Robert West

\*CBC Associates are colleagues who actively participate in our consultancy, research, teaching and training, and in representing CBC on external bodies.

# Committees

## ADVISORY BOARD

*Provides high-level strategic advice and input into the development of the CBC.*

Professor David Price (**Chair**)

Vice-Provost (Research) and Professor of Mineral Physics.  
Office of the Vice-Provost (Research).

Dr Fiona Adshead

PHG Foundation Honorary Professor in the Institute of Epidemiology and Health, Faculty of Population Health Sciences.

Professor Andrew Chesher

WS Jevons Professor of Economics Economic Measurement,  
Department of Economics.

Professor Anthony Costello

Professor of Global Health and Sustainable Development,  
VP: Research, Provost and Vice Provost Offices.

Professor Mark Emberton

Dean and Professor of Interventional Oncology,  
Faculty of Medical Sciences.

Professor Peter Fonagy

Head of the Division of Psychology and Language Sciences,  
Faculty of Brain Sciences.

Professor Graham Hart

Dean of Faculty, Faculty of Population Health Sciences.

Professor Marie Johnston

Professor Emeritus of Health Psychology, University of Aberdeen.

Professor Mike Kelly

Senior Visiting Fellow in the Institute of Public Health, Cambridge;  
Former Director of Public Health at NICE.

Professor Christopher Linder

Dean of Faculty, The Bartlett Faculty of the Built Environment.

Professor Chris Rapley

Professor of Climate Science, Faculty of Mathematics & Physical Sciences.

Professor Yvonne Rogers

Professor of Interaction Design and Director of UCL  
Interaction Centre.

Professor Sasha Roseneil

Executive Dean, Faculty of Social & Historical Sciences and Professor  
of Interdisciplinary Social Science, Institute of Advanced Studies.

Dr Ian Scott

Director of Grand Challenges & Cross-Disciplinary Development,  
Office of the UCL Vice-Provost (Research).

Professor Alan Thompson

Dean of Faculty, Faculty of Brain Science.

Professor Nigel Titchener-Hooker

Executive Dean of Faculty, Faculty of Engineering Science.

Professor Nick Tyler

Chadwick Chair of Civil Engineering, Faculty of Engineering  
Science.

Professor Jeremy Watson

Professor of Engineering Systems and Vice-Dean of Engineering  
Sciences, Faculty of Engineering Sciences.

## EXECUTIVE COMMITTEE

*Provides operational guidance and inter-disciplinary leadership for the CBC.*

Professor Ann Blandford

Digital Health Deputy Director, Institute of Healthcare Engineering.

Professor Muki Haklay

Professor of Geographic Information Science in the Department  
of Geography; Co-Director of UCL Extreme Citizen Science  
Group (ExCiteS).

Professor Robert Horne

Professor of Behavioural Medicine, School of Pharmacy; Director,  
Centre for Behavioural Medicine (UCL).

Mr Richard Jackson

Director, Environmental Sustainability and Safety, UCL Estates.

Professor Helene Joffe

Professor of Psychology, Faculty of Brain Sciences.

Professor Patty Kostkova

Professor Digital Health and Director of Institute for Risk &  
Disaster Reduction, Faculty of Mathematics & Physical Sciences.

Dr Niamh Murtagh

Senior Research Fellow, The Bartlett School of Construction and  
Project Management, Faculty of the Built Environment.

Professor Henry Potts

Professor of Health Informatics, Centre for Health Informatics and  
Multi-professional Education, Faculty of Population Health Sciences.

Mr Michael Reade

Strategic Coordinator, Collaborative Social Science Domain,  
Office of the Vice-Provost (Research).

Dr Caroline Selai

Senior Lecturer in Clinical Neuroscience, Faculty of Brain Sciences.

Ms Michelle Shipworth

Associate Professor, The Bartlett School Environment,  
Energy & Resources, Faculty of the Built Environment.

Dr Olivia Stevenson

Head of Public Policy, Office of the Vice Provost (Research).

Professor James Thomas

Professor of Social Research and Policy, UCL Institute of  
Education.

Professor David Tuckett

Professor and Director of the Centre for the Study of  
Decision-Making Uncertainty, Faculty of Brain Sciences.

Dr Marcella Ucci

Associate Professor in Environmental and Healthy Buildings,  
The Bartlett Institute for Environmental Design and Engineering,  
Faculty of Built Environment.

Professor James Wilson

Professor of Philosophy, Department of Philosophy,  
Faculty of Arts & Humanities.

# THANK YOU AND CONTACT US

Thank you to everyone for helping to make 2020 a success, despite all the odds. Your contributions have helped us to continue to lead our work and engagement in behavioural science, enabling stronger partnerships and future opportunities for growth.

For further information about our work visit [www.ucl.ac.uk/behaviour-change/](http://www.ucl.ac.uk/behaviour-change/)

Keep in touch:

 @UCLbehavechange  
 behaviourchange@ucl.ac.uk.