CENTRE FOR BEHAVIOUR CHANGE

2022 HIGHLIGHTS
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Welcome

The Centre for Behaviour Change (CBC) was launched in 2014 with the mission of fostering research and practice in behaviour change to address the global challenges that our society faces.

Research and knowledge generation are at the heart of the CBC’s mission. Our team has been engaged in several highly interdisciplinary and applied research studies that apply cutting-edge behavioural science theories and methods to address many of the priorities outlined in the UN Sustainable Development Goals and the UCL Grand Challenges related to Climate Crisis, Inequality, Data-Empowered Societies, and Mental Wellbeing. We have ongoing aligned research in antimicrobial stewardship and infection prevention control, maternal health, mental health and wellbeing, sustainability and climate change, digital and methodological advancements and much more. We aim to grow our research activity in these areas and continue working closely with our colleagues across disciplines and sectors to bring together the necessary knowledge and expertise to tackle these challenges and generate effective and sustained change.

Examples of our 2022 translation of behavioural expertise to address critical global problems are:

- Covid19: participated in the UK’s Scientific Advisory Group in Emergencies, Lancet Commission on Covid19 and three research projects on behavioural aspects of Covid19, including the weekly national survey commissioned by the Department of Health and Social Care (Professor Susan Michie & Dr Fabiana Lorencatto).
• Antimicrobial resistance: synthesising evidence on effective behavioural strategies for antimicrobial stewardship education and training in secondary care (Dr Fabiana Lorencatto & Professor Angel Chater).

• Achieving Net Zero: ESRC Policy Fellowship secondment with DEFRA to develop behavioural science approaches to achieving net zero (Dr Jo Hale).

• The Behaviour Change Wheel framework has been used globally to create, communicate, implement and evaluate policies and interventions by international organisations (e.g., WHO), national governments (e.g., UK) and non-governmental organisations (e.g., ActionAid) with resulting benefits to health and social welfare. Its impact was recognised as a REF2021 impact case study. The original publication and book have been cited >10,400 times in diverse fields, e.g. health, transport, water conservation, upcycling and animal welfare.

A key mission of the CBC is to build capacity in behavioural science through teaching and training. Our highly sought-after MSc in Behaviour Change is in its 6th year. 2022 saw the flourishing of CBC’s new Short Online Course “Behaviour Change Interventions: Introductory Principles and Practice”, and >1000 participants from 60 countries have completed it. It is led by Dr Danielle D’Lima, who has been awarded Senior Fellow status in the Higher Education Academy. Our week-long Intermediate course and Advanced modules on our International Training Programme continue, led by Dr Lou Atkins - see the last page for registration details.

Thank you to all our collaborators globally with whom we have worked in research, consultancy and training activities. We look forward to advancing the science, application and practice of behaviour change in the coming year.

Professor Susan Michie, Professor Angel Chater, and Dr Fabiana Lorencatto
On behalf of the CBC team.
2021/22 IN NUMBERS

20 active externally funded research grants

140 peer-reviewed publications

~350 UCL UG and PG students

8 active consultancy projects

378 conference delegates from 16 countries

1,000+ participants enrolled on our online and bespoke
Technology

Human Behaviour-Change Project (HBCP)
Funder: Wellcome Trust- Collaborative Award in Science + Public Engagement (research enrichment) award
Duration: 48 months + 30 months (2016-2023)
CBC Lead: Professor Susan Michie

Sustainability

Complex Urban Systems for Sustainability and Health (CUSSH)
Funder: Wellcome Trust
Duration: 69 months (02/2018 – 10/2023)
CBC Lead: Professor Susan Michie

Health

Targeting multiple levels of ‘the smoking cessation system’ using novel scientific approaches
Funder: Cancer Research UK
Duration: 36 months (04/2022 – 03/2027)
CBC Lead: Professor Susan Michie
UCL Leads: Professors Jamie Brown and Lion Shahab
Health

Towards Antimicrobial Stewardship: Training and education to deliver behaviour change
Funder: NIHR Policy Research Programme
Duration: 29 months (02/2021 – 06/2023)
CBC Lead: Dr Fabi Lorencatto

Policy

Policy Research Unit in Behavioural Science
Funder: NIHR
Duration: 60 months (01/2019– 12/2023)
CBC Lead: Professor Angel Chater

Digital Interventions & Data-Empowered Societies

Digitally-mediated EMI communication in Higher Education classrooms: Transforming evidence to practical resources
Funder: The British Council.
Duration: 36 months (09/2022 - 08/2025).
CBC Lead: Professor Angel Chater
UCL Lead: Professor J McKinley

Co-developing an app-based intervention to increase children’s consumption of vegetables
Funder: Medical Research Council
Duration: 15 months (06/2022 – 04/2023).
CBC Lead: Professor Angel Chater
Highly cited papers and those related to UCL Grand Challenges 2021/22

COVID-19 Pandemic


Healthcare settings and practice


Mental health and wellbeing


Stroud I, Gutman LM. Longitudinal changes in the mental health of UK young male and female adults during the COVID-19 pandemic. Psychiatry Research. 2021 Sep 1;303:114074.

Please visit our Google Scholar page for a complete overview of the Centre for Behaviour Change publications.
INTERNATIONAL ESTEEM

Professor Susan Michie was recognised in Clarivate.Com’s Highly Cited Researchers 2022 listing the top 1% by citations in Web of Science™ and Research.com’s list of top female scientists for 2022.

The EHPS (European Health Psychology Society) awarded Professor Angel Chater a Fellowship.
Professor Chater has been the Chair of the BSDPT since its inception in March 2020. The group have produced >20 policy briefings and guidance documents for public health and developed a new methodological Template for Rapid Iterative Consensus of Experts entitled TRICE.

Outreach

• CBC Online Conference 2021

378 delegates – from Europe, US/Canada, Latin America, Africa, and Asia; 3 keynotes; 4 symposia; 36 oral presentations; 55 poster presentations; and an interactive panel discussion.

• Independent SAGE: Professor Susan Michie

Since April 2020, around 15 scientists have given weekly broadcasts to provide up-to-date data and independent scientific advice to the press, politicians and the public on how to minimise Covid19 transmission and harm from Covid19, support UK’s recovery and be better prepared for future pandemics.

• COVID-19 Behavioural Science and Disease Prevention Taskforce (BSDPT) for the British Psychological Society: Professor Angel Chater

Professor Chater has been the Chair of the BSDPT since its inception in March 2020. The group have produced >20 policy briefings and guidance documents for public health and developed a new methodological Template for Rapid Iterative Consensus of Experts entitled TRICE.

• Environment and Behaviour Hub

555 subscribers and 407 LinkedIn members receive regular newsletters, including spotlighted organisations and projects such as the UCLs ExCiteS group and Behaven’s case study for WWF-UK’s ‘Eat4Change’ programme.
COLLABORATIONS ACROSS UCL

As a result of the increased activity and profile of behavioural scientists in the UK and globally over the past 18 months, the CBC has supported the establishment of a UCL-wide, multidisciplinary Behaviour Change Consortium with the following objectives: to further behaviour change work concerning sustainability and health; to increase the visibility of this work and raise the global profile of UCL; to advance interdisciplinary collaborative thinking and activities in research, teaching and knowledge translation; to translate thinking, evidence and research into real-world impact, aligned with UCL’s strategy and priorities, including the Grand Challenges.

Professor Leslie Gutman is collaborating with Dr Lorenzo Lotti (Bartlett School) on EDI work to examine UCL staff’s wellbeing during the pandemic using the UCL Weekly Wellbeing Survey.

Professor Leslie Gutman collaborated with Professor Helena Titheridge (Institute of Transport) on student research examining the barriers and enablers to car sharing and electric vehicle use for SMEs in the UK.
SELECTED CONSULTANCY PROJECTS

TICTRAC
CBC’s digital health consultants have worked with Tictrac to strengthen the behavioural science aspects of their employee health and wellbeing mobile app, particularly focusing on their stress reduction programme. The project involved co-designing an evaluation and monitoring framework that Tictrac can use to optimise its app and evaluate its impact on health behaviours and health and wellbeing outcomes.

College of Policing
This consultancy, led by Dr Paul Chadwick and Dr Esther Flanagan, helped to develop staff programmes of work to address the many challenges facing the delivery of high-quality policing.

East Sussex County Council
Behavioural skills training sessions and regular mentoring are being provided as part of a capacity-building programme for East Sussex County Council staff involved in public health and adult social care to embed new ways of working into the organisation. Led by Dr Esther Flanagan, Dr Jorina von Zimmermann, and Dr ÉannaÓ Hanrachtaigh.
• **8 March-May 2023:** The Human Behaviour-Change Project Webinar Series.
  - 8 March: What is the Human Behaviour-Change Project? Part 1
  - 23 March: In conversation: The need for the Human Behaviour-Change Project Part 1
  - 29 March: In conversation: The need for the Human Behaviour-Change Project Part 2
  - 5 April: What are ontologies and what can they be used for?
  - 12 April: Introducing the Behaviour Change Intervention Ontology
  - 19 April: Tools for using the Behaviour Change Intervention Ontology
  - 26 April: Finding and extracting evidence
  - 3 May: Predicting outcomes of behaviour change interventions
  - 10 May: Exploring trust in Artificial Intelligence
  - 31 May: Next steps for the AI-Behavioural science collaboration

• **8 May 2023:** Behaviour Change Interventions: Introductory Principles and Practice online training.

• **2 July 2023:** Behaviour Change Interventions: Introductory Principles and Practice online training.

• **18-22 September 2023:** International Training Programme: Intermediate 5-day course.

• **3 October 2023:** Behaviour Change Interventions: Introductory Principles and Practice online training.

• **October/November 2023:** International Training Programme: Advanced Modules.

• **14-16 February 2024:** 9th CBC International Conference.
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