

# CENTRE FOR BEHAVIOUR CHANGE

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## 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

**REF**

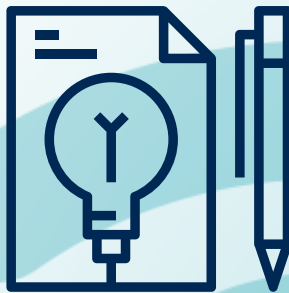
**2021**

Impact Case study



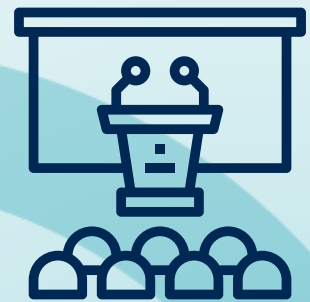
**~350**

UCL UG and PG  
students



**8**

active consultancy  
projects



**378**

conference delegates  
from 16 countries



**1,000+**

participants enrolled  
on our online and  
bespoke

# SELECTION OF EXTERNALLY FUNDED RESEARCH

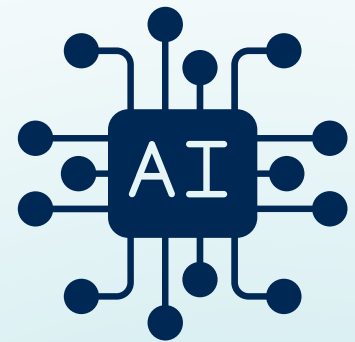
## *Technology*

### 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



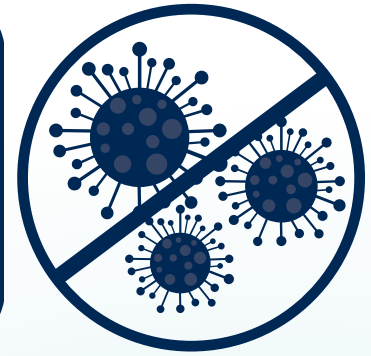
## Health

### 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



# PEER-REVIEWED PUBLICATIONS

Highly cited papers and those related to UCL Grand Challenges 2021/22

## COVID-19 Pandemic

Byrne T, Patel P, Shrotri M, Beale S, Michie S, Butt J, Hawkins N, Hardelid P, Rodger A, Aryee A, Braithwaite I. [Trends, patterns and psychological influences on COVID-19 vaccination intention: Findings from a large prospective community cohort study in England and Wales \(Virus Watch\)](#). *Vaccine*. 2021 Nov 26;39 (48): 7108-16. doi: 10.1016/j.vaccine.2021.09.066.

Ghio D, Lawes-Wickwar S, Tang MY, Epton T, Howlett N, Jenkinson E, Stanescu S, Westbrook J, Kassianos AP, Watson D, Sutherland L, Stanulewicz N, Guest E, Scanlan D, Carr N, Chater AM, Hotham S, Thorneloe R, Armitage CJ, Arden M, Hart J, Byrne-Davis L, Keyworth C. [What influences people's responses to public health messages for managing risks and preventing infectious diseases? A rapid systematic review of the evidence and recommendations](#). *BMJ Open*. 2021 Nov 1;11(11):e048750. doi: 10.1136/bmjopen-2021-.

Gurdasani D, Bhatt S, Costello A, et al. [Vaccinating adolescents against SARS-CoV-2 in England: a risk-benefit analysis](#). *Journal of the Royal Society of Medicine*. 2021;114(11):513-524. doi:10.1177/01410768211052589.

Lawes-Wickwar S, Ghio D, Tang MY, Keyworth C, Stanescu S, Westbrook J, Jenkinson E, Kassianos AP, Scanlan D, Garnett N, Laidlaw L, Howlett N, Carr N, Stanulewicz N, Guest E, Watson D, Sutherland L, Byrne-Davis L, Chater AM, Hart J, Armitage CJ, Shorter GW, Swanson V, Epton T. [A rapid systematic review of public responses to health messages encouraging vaccination against infectious diseases in a pandemic or epidemic](#). *Vaccines*. 2021 Jan 20;9(2):72. doi.org/10.3390/vaccines9020072.

McBride E, Arden MA, Chater AM, Chilcot J. [The impact of COVID-19 on health behaviour, well-being, and long-term physical health](#). *British Journal of Health Psychology*. 2021 May;26(2):259. doi: 10.1111/bjhp.12520.

Sachs JD, Karim SS, Akinin L, Allen J, Brosbøl K, Colombo F, Barron GC, Espinosa MF, Gaspar V, Gaviria A, Haines A...Michie S. [The Lancet Commission on lessons for the future from the COVID-19 pandemic](#). *The Lancet*. 2022 Oct 8;400(10359):1224-80.



## Healthcare settings and practice

Akter S, Forbes G, Miller S, Galadanci H, Qureshi Z, Fawcus S, Justus Hofmeyr G, Moran N, Singata-Madliki M, Amole TG, Gwako G. **Detection and management of postpartum haemorrhage: Qualitative evidence on healthcare providers' knowledge and practices in Kenya, Nigeria, and South Africa.** *Frontiers in Global Women's Health.* 2022 Nov 18;3.

Passey ME, Adams C, Paul C, Atkins L, Longman JM. **Improving implementation of smoking cessation guidelines in pregnancy care: development of an intervention to address system, maternity service leader and clinician factors.** *Implementation science communications.* 2021 Dec;2(1):1-8.

Prothero L, Lawrenson JG, Cartwright M, Crosby-Nwaobi R, Burr JM, Gardner P, Anderson J, Presseau J, Ivers N, Grimshaw JM, Lorencatto F. **Barriers and enablers to diabetic eye screening attendance: An interview study with young adults with type 1 diabetes.** *Diabetic Medicine.* 2022 Mar;39(3):e14751.

Stanton-Fay SH, Hamilton K, Chadwick PM, Lorencatto F, Gianfrancesco C, de Zoysa N, Coates E, Cooke D, McBain H, Heller SR, Michie S. **The DAFNE plus programme for sustained type 1 diabetes self management: Intervention development using the Behaviour Change Wheel.** *Diabetic Medicine.* 2021 May;38(5):e14548.

Stuart G, D'Lima D. **Perceived barriers and facilitators to attendance for cervical cancer screening in EU member states: a systematic review and synthesis using the Theoretical Domains Framework.** *Psychology & Health.* 2022 Mar 4;37(3):279-330.

## Mental health and wellbeing

Chater AM, Howlett N, Shorter GW, Zakrzewski-Fruer JK, Williams J. **Reflections on Experiencing Parental Bereavement as a Young Person: A Retrospective Qualitative Study.** *International Journal of Environmental Research and Public Health.* 2022 Feb 13;19(4):2083.

Chater AM, Schulz J, Jones A, Burke A, Carr S, Kukucska D, Troop NA, Trivedi D, Howlett N. **Outcome evaluation of Active Herts: A community-based physical activity programme for inactive adults at risk of cardiovascular disease and/or low mental wellbeing.** *Frontiers in Public Health.* 2022 10:903109. doi: 10.3389/fpubh.2022.903109.

Richiello MG, Mawdsley G, Gutman LM. **Using the Behaviour Change Wheel to identify barriers and enablers to the delivery of webchat counselling for young people.** *Counselling and Psychotherapy Research.* 2022 Mar;22(1):130-9.

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.



# 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.

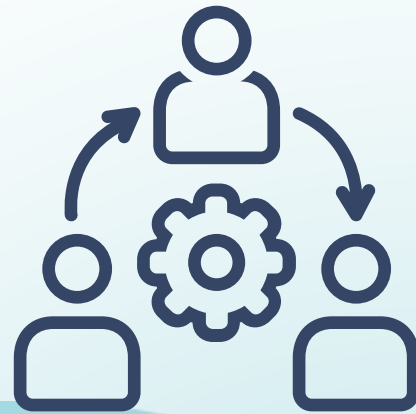
- Environment and Behaviour Hub



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 Hanrachaigh.

# DATES FOR YOUR DIARY 2023/24

- **8 March-May 2023:** The Human Behaviour-Change Project Webinar Series.
  - 8 March: What is the Human Behaviour-Change Project? Part 1
  - 15 March: What is the Human Behaviour-Change Project? Part 2
  - 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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