

# CENTRE FOR BEHAVIOUR CHANGE

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## ASSOCIATES

## 2023-2025



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CBC Associates are colleagues within and beyond UCL who actively participate in our consultancy, research, teaching and training, and in representing CBC on external bodies



## Dr Simon Christmas

**Visiting Senior Research Fellow,  
Centre for Public Policy Research,  
King's College London**

Dr Christmas is an independent researcher with a reputation for solving problems and moving debates forward through the application of clear thinking and design and delivery of qualitative research. By understanding how others experience, make sense of and find value in the world, he helps clients develop better policies, services and behaviour change interventions.



## Dr Marta Marques

**Senior Research Fellow, Associate  
Professor, NOVA University of Lisbon**

Dr Marques is an expert in behavioural science methods, theory, and its applications to behaviour change interventions. She has been involved in various initiatives of the Centre for Behaviour Change since 2017 (e.g. Human Behaviour Change Project).



## **Prof Lucie Byrne-Davis**

**Professor of Health Psychology & Director of International Education Partnerships, School of Medical Sciences, University of Manchester**

Prof Byrne-Davis is an expert in translational and collaborative behaviour change research and practice. She has a particular focus on fostering health partnerships between the UK and the Global South. She is also a co-founder of The Change Exchange, a prestigious collaboration of behaviour change experts engaged in research, consulting, and volunteering in the field of global health.



## **Dr Paul Chadwick**

**Director, Behaviour is Everything  
Honorary Senior Associate Professor,  
Faculty of Brain Sciences, UCL**

Dr. Chadwick is Honorary Associate Professor at the CBC and a practicing Consultant Clinical and Health Psychologist. He works on the development of interdisciplinary approaches to research and practice in behaviour change, with a focus on chronic disease self-management, public health, climate action, organisational change and social justice.



## **Prof Janna Hastings**

**Assistant Professor of Medical,  
University of Zurich, & University of  
St. Gallen**

Prof Hastings is a computer scientist and has been developing and using ontologies and knowledge-based technologies in scientific research for more than a decade. Since August 2022 she has been Assistant Professor of Medical Knowledge and Decision Support in the Faculty of Medicine, Institute for Implementation Science in Health Care at the University of Zurich, and Vice-Director of the School of Medicine at the University of St. Gallen, Switzerland.



## Prof Jo Hart

**Head of the Division of Medical Education, School of Medical Sciences, The University of Manchester**

Prof Hart is a Health Psychologist, Professor of Health Professional Education and Head of the Division of Medical Education at the University of Manchester. She studies and supports the education/training and behaviour of healthcare professionals internationally. She co-leads The Change Exchange, a collaboration in which behavioural scientists work with UK and LMIC health partnerships.



## Dr Rachel Carey

**Chief Scientist, ZINC**

Dr Carey is Chief Scientist at Zinc, where she has spent the last six years working with startup founders to apply and advance science through new, scalable innovations that tackle important societal problems. Rachel has a PhD in Psychology, and spent several postdoctoral years at UCL, where she still has an honorary role.



## Prof Robert West

**Emeritus Professor,  
Faculty of Pop Health Sciences, UCL**

Prof West co-founded the Behaviour Change Wheel, the Capability-Opportunity-Motivation-Behaviour (COM-B) model of behaviour, and the PRIME Theory of motivation. He has more than 900 academic publications including numerous books on behavioural science. He is former Editor-in-Chief of the academic journal, *Addiction*, and has acted as an advisor to the UK Government and currently advises the Welsh Government.



## **Dr Ben Gardner**

**Co-Director, Habit Application & Theory Research Group.  
Sustainability Fellow, Institute for Sustainability, University of Surrey**

Dr Gardner is an expert in the psychology of habits. His research explores how the concept of 'habit' can help to understand and change everyday human behaviours. His work to date has focused on health (e.g., physical activity, dietary consumption) and environmentally relevant behaviours (e.g., travel mode choice).



## **Dr Kristina Curtis**

**Director, Behaviour is Everything  
Honorary Senior Associate Professor,  
Faculty of Brain Sciences, UCL**

Dr Kurtis work as a consultant, researcher, lecturer and trainer in behaviour change intervention design. Her work spans across several areas in improving health and well-being including weight management, physical activity, and self-management of chronic conditions.

