

Introducing the Behavioural Science Unit

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Behavioural Science Unit

An introduction to the BeSci Unit



Foundation stones



Unit Mission



Connections and ways of working



The team



Unit plans



'Start-up' activity



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Our starting points

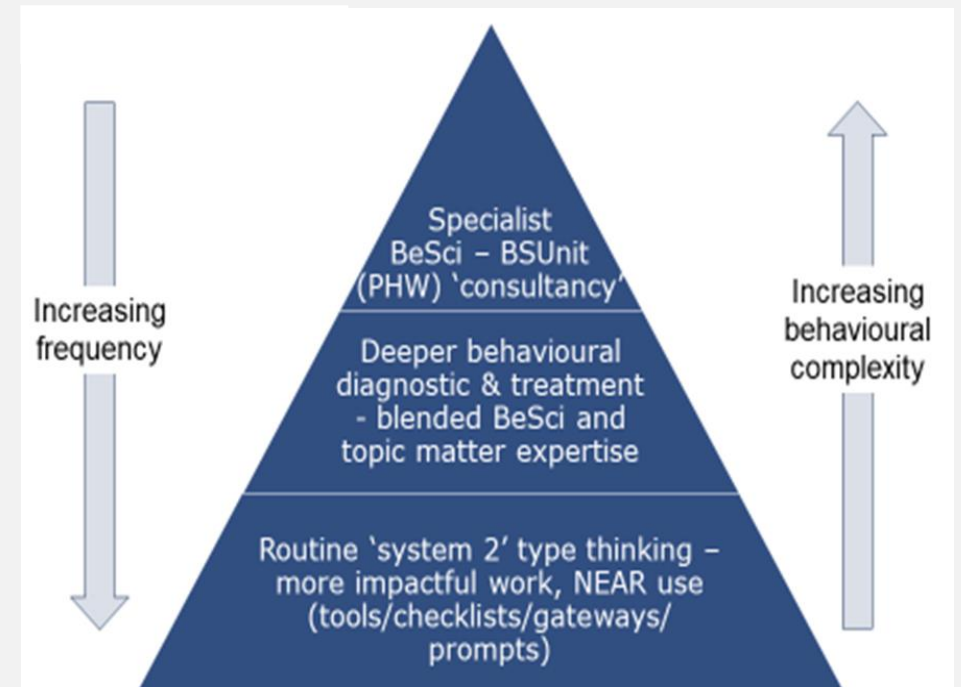
- **Systematic study of behaviour** ('observable action'):
 - what enables it,
 - what prevents it, and
 - how best to elicit it.
- **Who, what, why not**, then selection/co-production and testing of interventions most likely to elicit the target behaviour.
- Mix of **cognitive, psychological, social and environmental** influences on behaviour vary by population segment.
- Understanding **why & how** - rather than relying on assumptions, and default (bias) of lack knowledge/need advice.
- **Best tool for the job** – intervention development to fill behavioural determinant gaps – **engage and evaluate**.



BeSci Unit Mission

Providing specialist expertise on behavioural science, and developing the application of it, to improve health & wellbeing in Wales.

- Spheres of application:
 - public -- health-harming/protective behaviours & wider determinants
 - professionals -- routinely using BeSci (IP&C & MECC)
 - policy -- designing it in, *get the change we aim for* (more often)
- Building capability in using BeSci - using the science *who, what, why-not* – stakeholder needs/barriers – knowledge, skills, operating contexts, beliefs
- Launched May 19th – Chaired by Jan Williams, sessions from CMO, President ADPH, Prof R West, UCL and 150 cross-sector colleagues



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Connecting & collaborating

Canolfan Gydweithredol Sefydliad
Iechyd y Byd ar Fuddsoddi
ar gyfer Iechyd a Llesiant



World Health Organization
Collaborating Centre on Investment
for Health and Well-being

- WHO Co-ordinating Centre home:

- 'Focal Point' for WHO Behavioural and Cultural Insights 'flagship' activities
- Started connecting across 53 member states in Euro Region, including today!
- Contributed to and organising around a *Guide to Setting-up a BI Unit*
- Shaped WHO Resolution, Action Framework and Progress Model

- Co-chair WG Risk Communication & Behavioural Insights TAG Sub Group

- Regular connections with OHID, UKHSA, Scottish & NI equivalents

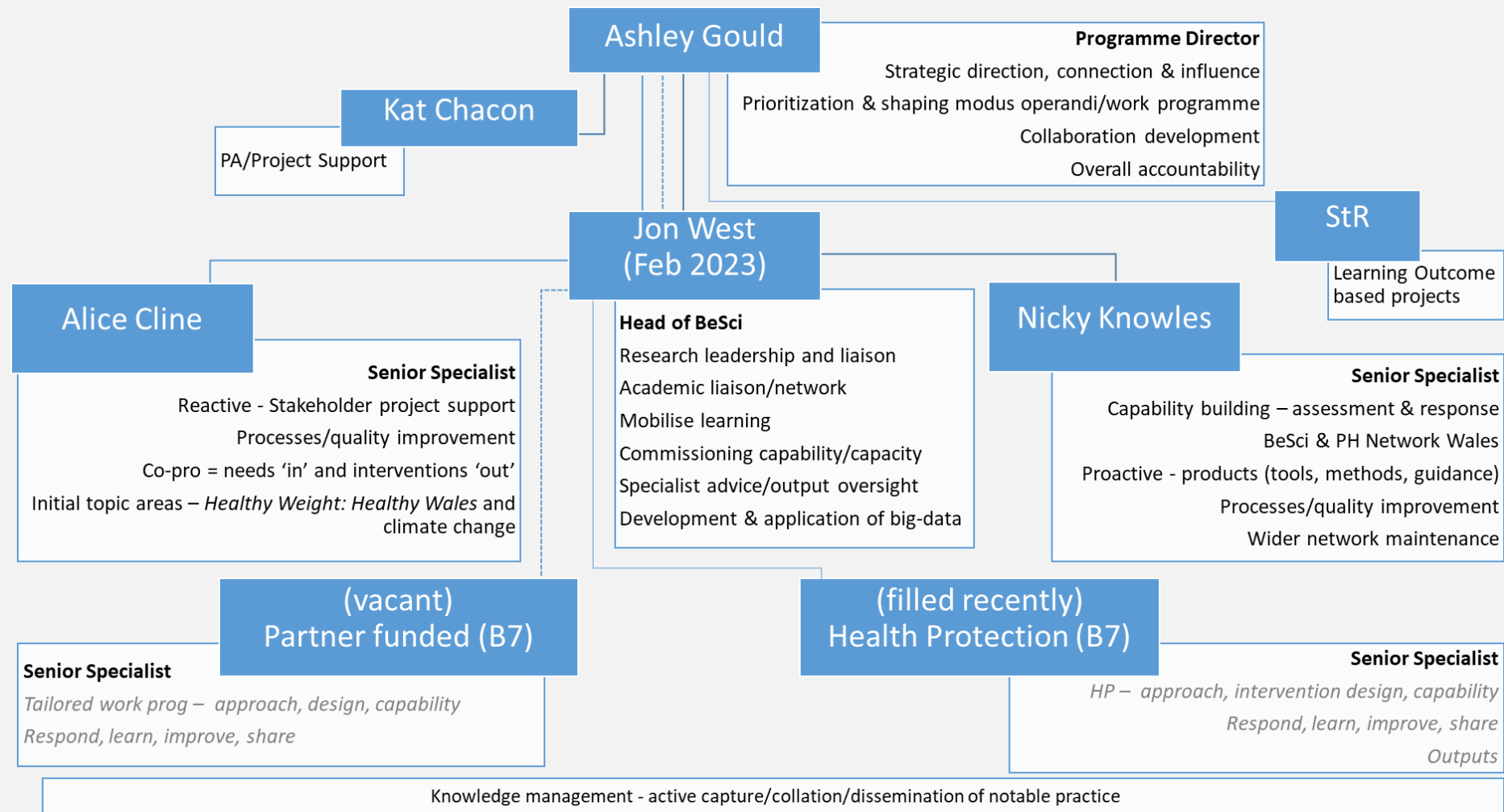
- Invited CI on £12m UKRI call for leadership team for national capability in behavioural research (Edinburgh, UCL, Manchester, Cardiff, SG, UKHSA)

- Learning, adapting/adopting/amending products (with acknowledgment!)



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The (embryonic & dynamic) Team



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Emerging Programme Plan



- *Using the WHO Guide as a blue-print, balancing across:*

1. projects – demonstrators - BSW, DESW, vacc in HSC (CMO ask)
2. policy advice - climate crisis and NHS urgent and emergency care
3. technical advice to PHW and wider system - IP&C and in refreshing the LTS
4. rapid BeSci feedback on products - C-19 vacc. invite letters & segment campaigns
5. engagement, advocacy and information to increase awareness of BeSci
6. capacity (and opportunity and motivation) - building in applying BeSci



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'Start-up' Activity

<https://rebrand.ly/BeSciGuide>

- **Capabilities and operating contexts** – with the School of Human & Behavioural Sci, Bangor, linked work in WG (and SG)
- PHW staff 'readiness' assessment , and action-learning with **local public health teams**



'Start-up' Activity

- Behavioural Science and Public Health Network – first country-wide ‘hub’
 - cross-sectoral event 17 January 2023
 - Short guide/checklist to **behaviourally informed communications**
 - Online **Behavioural Discovery Tool** (developed with BETA, Australia)





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Planning and Developing - Our embryonic logic model and timeline

Not discussed in
detail at meeting

