

Using Behavioural Science to improve and protect health in Wales



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World Health Organization
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Uned Gwyddor Ymddygiad
Behavioural Science Unit

Using Behavioural Science in Public Health

Practitioners and policy makers across the public health system in Wales are striving to make an impact on population health. This tool is designed to capture case studies of how behavioural science has been used to optimise that impact. Behavioural science is the scientific study of behaviour and the factors that influence it.

The tool offers an opportunity for you to:

- Reflect on a piece of work that involved any elements of applied behavioural science, however big or small
- Share good practice; your case study will form part of a library of case studies that you and others working in this area can access and learn from
- Consolidate your existing knowledge and skills in behavioural science

How to use this tool:

The tool is comprised of three sections on the following topics:

- About the work
- How behavioural science informed the work
- Your personal reflections on the work

The tool includes 13 questions for you to work through. Please note:

- There are no right or wrong answers
- Some of the questions are optional
- The text boxes are expandable so add as much detail as you wish
- It should take up to 30 minutes to complete the tool, but you may want to allow more time if you wish to answer the optional question

Who can use this tool?

Any professional using behavioural science to address public health needs. This includes, but is by no means limited to, public health practitioners and leaders, professionals in health and social care, researchers, project managers, civil servants and council employees.

How will my case study be used?

Your case study will be made publicly available via the Behavioural Science Unit online repository and shared across the Behavioural Science Community of Practice for Wales to help showcase the applicability of behavioural science, the ways in which the methodology can be applied in practice, and its impact on public health.

Those working to improve population health are interested to learn about your piece of work, including the public health need and what you did to address this:

1

Please describe your piece of work.

In your answer, you might want to cover:

- How the work came about
- What were you trying to achieve – what was the desired outcome and impact?
- What you did
- Who was involved (i.e., key stakeholders)
- When the work took place
- Where the work took place
- Why the work was important

Expandable text box

1a

What was the target behaviour you were trying to change?

Definition of behaviour: **“An observable and measurable action.”**

In your answer, you might want to cover:

- Why you decided to focus on this behaviour
- How you selected this behaviour
- Who needed to perform the behaviour
- What they needed to do differently
- When, where, and how often they needed to do it
- Why this population were selected

Expandable text box

1b

What key determinants of the target behaviour did you focus on?

Definition of determinants: **“factors that influence a behaviour.”**

Some examples of determinants include:

- Personal beliefs, emotions, attitudes and motivation
- Social and cultural norms
- Physical ability and environment

In your answer, you might want to cover:

- How you identified these determinants
- Why you decided to focus on these determinants

Optional

Expandable text box

1c

Did the work involve developing, adapting or enhancing an intervention, service, policy or communication?

Definition of intervention: **“Activities, services, policies, and communications that aim to account for, or influence behaviour.”**

Yes No - If no, please skip to question 1e.

1d

Please describe the intervention, service, policy or communication.

In your answer, you might want to consider:

- The name of the intervention
- The aim of the intervention
- If and how the intervention was adapted or developed
- Any activities, procedures or training involved
- Any materials required
- Who delivered the intervention
- How the intervention was delivered
- Where the intervention was delivered

Optional

Expandable text box

1e

How did you evaluate the work?

In your answer, you might want to cover:

- The methods you used (e.g., survey, interviews)
- The measurement tools you used (e.g., questionnaire)
- The key findings/results of this work
- The implications of this work for public health
- The next steps for this work

Optional

Expandable text box

Those working in population health are interested to know how behavioural science informed your piece of work:

2

How did you apply behavioural science to this piece of work?

In your answer, you might want to cover:

- Any behaviour change techniques (e.g., goal setting) that you used and the reasons for doing so
- Any theories or models of behaviour change (e.g., the Behaviour Change Wheel or COM-B Model) that you drew upon and the reasons for doing so
- The stage in the work where you applied behavioural science. If you are unsure, you can use the [Behavioural Science Unit guide](#) to help you

Expandable text box



Those working in population health are interested in understanding your personal views and experiences of this work overall:

3

What do you think worked well in applying behavioural science to this piece of work?

Please give examples, if you wish.

Expandable text box

3a

What made it easier to apply behavioural science to this piece of work?

Please give examples, if you wish.

Expandable text box

3b

What made it harder to apply behavioural science to this piece of work?

Please give examples, if you wish.

Expandable text box

3c

What would you do differently next time?

Please give examples, if you wish.

Expandable text box

3d

What were the key lessons you learned?

Expandable text box

3e

What advice/tips would you give to others undertaking a behavioural science informed project?

Expandable text box

The Behavioural Science Unit, Public Health Wales may wish to contact you about your work. If you are happy to be contacted, please provide your contact details below:

Name:

Email address:

Thank you for completing this tool

Please save your completed case study and email a copy to the Behavioural Science Unit, Public Health Wales:

PHW.BehaviourChange@wales.nhs.uk

If you have any feedback on this tool, the Behavioural Science Unit, Public Health Wales would love to hear from you. Please email your comments or questions to the email address above.

