

Workshop
Achieving successful behaviour change – introducing a systematic method to change behaviour

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To design the most successful behaviour change interventions, a systematic and rigorous approach to behaviour change is pivotal. Following my talk introducing evidence based principles of behaviour change, this workshop will provide participants with a more hands-on, interactive introduction to behaviour change methodology using the COM-B model of behaviour and the Behaviour Change Wheel framework. To successfully change behaviour one needs not only have a clear understanding of the behaviour to be changed but also of the drivers and barriers to this behaviour. Attendees will be introduced to applying these basic principles of behaviour change and will learn how to define and analyse a behaviour before attempting to change it. Furthermore, the workshop will explore how to build interventions using appropriate intervention functions and behaviour change.

Limited to 40 places. Please reserve your space by emailing k.russell@elsevier.com