



An introduction to behavior change

Start date	6 May 2018	End date	6 May 2018
Venue	Maddingley Hall Maddingley Cambridge		
Tutor	Dr Carmen Lefevre-Lewis	Course code	1718NDX030

Interim Co-Directors of Public and Professional Programmes Dr Liz Morfoot
Dr Tom Monie

For further information on this course, please contact Public Programme Coordinator, Clare Kerr
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To book See: www.ice.cam.ac.uk or telephone 01223 746262

Tutor biography

Dr Carmen Lefevre-Lewis is a trained psychologist and expert in behavioural science. As an Associate Consultant of UCL's Centre for Behaviour Change, Carmen is at the cutting edge of the science of behaviour change, working on both applied and theoretical research in the area. Carmen holds a PhD from the University of St. Andrew's in Cognitive Psychology. Her key areas of interest are health and wellbeing in a digital world.

Carmen is an experienced tutor having delivered professional training, academic teaching, and workshops for experts and the general public. She has been delivering behaviour change workshops for over three years to audiences with interests as diverse as stuttering, data security, transport and infection prevention. Her teaching style is interactive and engaging.

Course programme

09:30	Terrace bar open for pre-course tea/coffee
10:00 – 11:15	Behaviour and Behaviour Change: how should we think about it?
11:15	Coffee
11:45 – 13:00	Behavioural Analysis and Diagnosis
13:00	Lunch
14:00 – 15:15	Intervention Design
15:15	Tea
15:30 – 16:45	Implementation and Evaluation – challenges and opportunities
16:45	Day-school ends

Course syllabus

Aims:

- To understand the complexities of human behaviour and the ability to change it
- To explore how one may go about designing an intervention to change behaviour

Content:

Topics as diverse as climate change, obesity, recycling and cyber security all have at their heart a necessity to change human behaviour. Be it to reduce car use or calorie intake or to increase physical activity or secure password use, we need to understand what it takes for each behaviour to change to bring about meaningful changes. Why is it so hard to eat a little less or to recycle our waste?

Behavioural science provides methods for understanding behaviours and their influences, and for developing interventions that are most likely to be effective in their contexts. This course will explore the principles of behaviour change and demonstrate how these can be applied to a variety of practical problems - from supporting change among patients and health professionals, to planning and supporting change in organisations and communities.

Presentation of the course:

PowerPoint presentation, interactive tasks, group discussion.

As a result of the course, within the constraints of the time available, students should be able to:

- have a basic understanding of behaviour and behaviour change
- understand the drivers of behaviour and how to apply these to any behaviour
- know how to design a behaviour change intervention

Reading and resources list

Listed below are texts that might be of interest should you wish to supplement your learning on the course. Any essential reading is marked with an asterisk *

Author	Title	Publisher and date
Michie, S., van Stalen, M.M., & West, R. (2011).	The Behaviour Change Wheel: A new method for characterising and designing behaviour change interventions. <i>Implementation Science</i> , 6:42.	
Access here:	https://implementationscience.biomedcentral.com/articles/10.1186/1748-5908-6-42	

Additional information

Venue

Details of how to find Madingley Hall can be found on our website:
<http://www.ice.cam.ac.uk/who-we-are/how-to-find-the-institute>

Refreshments

Tea and coffee and lunch will be provided. If you have any specific dietary requirements or allergies and have not already advised us, please inform our Admissions Team on ice.admissions@ice.cam.ac.uk or +44 (0)1223 746262.

Note Students of the Institute of Continuing Education are entitled to 20% discount on books published by Cambridge University Press (CUP) which are purchased at the Press bookshop, 1 Trinity Street, Cambridge (Mon-Sat 9am – 5:30pm, Sun 11am – 5pm). A letter or email confirming acceptance on to a current Institute course should be taken as evidence of enrolment.

Information correct as of: 10 April 2018