

2nd National Conference Broadcast

Behaviour change in public health

Best practice in promoting wellbeing,
making efficiency savings and evaluating the
ROI of behaviour change initiatives

Wednesday 29th February 2012, Westminster Studios, London SW1P

Speakers include:

Anne Milton MP

Parliamentary Under-Secretary of State for Public Health

Dr Laura Haynes

Head of Policy Research, Behavioural Insights Team,
The Cabinet Office

Dr Paul Edmondson-Jones

Director of Public Health,
Portsmouth City Council

Claire McDonald

Behaviour Change Unit,
London Health Programmes

Professor Mike Kelly

Director of the Centre of Public Health Excellence, **NICE**

The Government's Public Health White Paper made clear the need to encourage healthier lifestyles through behaviour change initiatives. Evidence clearly demonstrates that interventions of this nature can be delivered at relatively low cost with huge health gains.

Health professionals are now looking, more than ever, at the benefits of implementing local behaviour change initiatives. Their context is the implementation of the *Public Health White Paper*; the introduction of the Behaviour Change Network; the transfer of community health functions to local authority control; and the ever-increasing funding constraints.

This conference will provide attendees with the opportunity to understand the most up-to-date developments in behaviour change science whilst being able to explore the practical implementation of a range of different initiatives. Through the exploration of best practice from across the country, delegates will gain the expertise to be able to implement their own initiatives locally.



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Agenda (subject to change)

09:00 Registration, refreshments and exhibition

Session One: Setting the scene

09:45 Welcome and introduction from Conference Chair

Fraser Woodward, Chair, Association for Healthcare Communications and Marketing

09:50 KEYNOTE ADDRESS

Applying behavioural insight to public health

Anne Milton MP, Parliamentary Under-Secretary of State for Public Health

10:05 The Department of Health's Behaviour Change Network: considering the risks of negative compensatory behaviour

Paul Lincoln OBE, Chair, Behaviour Change Network; Chief Executive, The National Heart Forum

10:20 Update from the Behaviour Change Unit

Dr Laura Haynes, Head of Policy Research, Behavioural Insights Team, The Cabinet Office

10:35 The changing landscape of public health: local government's role in health behaviour change

Dr Paul Edmondson-Jones, Director of Public Health, Portsmouth City Council

10:50 Questions and discussion

11:00 Refreshments, networking and exhibition

Session Two: Understanding the theory and applying to practice

11:30 Using the public health responsibility deal to promote behaviour change locally

Tabitha Brufal, Deputy Director, Tobacco and Health Improvement Policy, Department of Health

11:45 The multiagency approach to public health behaviour change: enlisting the support of local authorities, the third sector and communities

Claire McDonald, Behaviour Change Unit, London Health Programmes

12:00 Using every opportunity to promote health and wellbeing

Professor Mike Kelly, Director of the Centre of Public Health Excellence, NICE

12:20 Evaluating the value for money of behaviour change campaigns and interventions: calculating ROI

Dr Fiona Adshead, Former Deputy Chief Medical Officer for England

12:35 Panel discussion: What are the biggest hurdles in implementing behaviour change techniques? How can we overcome them?

Panel of session speakers

13:00 Buffet lunch, networking and exhibition

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Session Three: Implementing behaviour change techniques for financial and health gains

14:00 Preventing unwanted behaviours: reducing the incidence of teenage pregnancy with measurable financial gains

Diana Whitmore, Chief Executive, Teens and Toddlers

14:15 Changing social norms: the reduction in binge drinking

Chris Sorek, Chief Executive, Drinkaware

14:30 Nudging people towards behaviour change

Rachel Spencer-Henshall, Senior Public Health Manager, NHS Kirklees

Claire Troughton, Social Marketing Portfolio Lead, NHS Kirklees

14:45 Panel discussion: The future of behaviour change strategies in improving public health

Panel of session speakers

15:00 Refreshments, networking and exhibition

Session Four: Key Issues Seminars

15:30 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

A Skilling up front-line staff in brief advice and brief interventions

David Herne, Deputy Director of Public Health, Salford Health Gain

B Learning from our neighbours: Health Scotland's behaviour change competency framework

Speaker to be confirmed

C The Let's Get Moving Package: utilising motivational interviewing techniques

Dr Melvyn Hillsdon, Associate Professor, University of Essex

16:30 Close of conference

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All delegates receive
free post-event access to
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Purpose of the Conference

Specifically this conference will enable you to:

- Hear from the Government on the vital role that behaviour change plays in reducing health inequalities
- Hear feedback from the Department of Health's Behaviour Change Network and consider the risks of negative compensatory behaviour
- Hear an update from the Cabinet Office's Behaviour Change Unit
- Understand the changing landscape of public health and the subsequent move of public health responsibility from PCTs to local government
- Understand the role of the "public health responsibility deal" to promote behaviour change locally
- Examine the importance and value of adopting a multi-agency approach to public health behaviour change through successfully enlisting the support of local authorities, the third sector and communities
- Explore how to influence behaviour change through local public policy
- Examine how to use every opportunity to promote health and wellbeing
- Evaluate the value for money of behaviour change campaigns and interventions
- Discuss the hurdles to implementing successful behaviour change initiatives and how to overcome them
- Hear best practice on applying behaviour change initiatives to prevent unwanted behaviours, including teenage pregnancy
- Explore how to change social norms through behaviour change, including the reduction of binge drinking
- Examine the role of 'nudge theory' in tackling obesity
- Discuss the future of behaviour change strategies in improving health
- Benefit from hearing best practice on regional successes, good news stories and gain practical information to implement in your day-to-day role through interactive partnership seminars examining key issues on:
 - > Skilling up front-line staff in brief advice and brief interventions
 - > Health Scotland's health behaviour change competency framework
 - > Motivational interviewing techniques

Who should attend:

- Directors and heads of public health
- Health charities
- Communications and marketing professionals
- Healthy lifestyle teams
- Strategic Health Authorities
- Public Health Initiative Programme Managers
- Primary Care Trusts
- Health and Social Care Professionals
- Consultants
- Local Authority Health Professionals
- General Practitioners

Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Katie Wright** on **020 7960 6845** or e-mail katie.wright@neilstewartassociates.co.uk



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Wednesday 29th February 2012, Westminster Studios, London SW1P

Delegate Information

sh287

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

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Sector: Health Social Care Central/Regional Government Local Government Education and Skills Commercial
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Seminar Selection

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Session Four:

Seminar A B C

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