



## **Optimising impact: enhancing public health policy and practice using behavioural science**

Faculty of Public Health (FPH) and Behavioural Science and Public Health Network (BSPHN) webinar

1 October, 10:00 – 11:00

### **Agenda**

Chair: Professor Tracy Daszkiewicz

1. Welcome and introductions (5mins)  
Professor Tracy Daszkiewicz Vice President of the Faculty of Public Health and Executive Director for Public Health & Strategic Partnerships at Aneurin Bevan University Health Board
2. Overview of the Behavioural Science and Public Health Network  
Dr Grainne Dickerson, Chair of the BSPHN and Principal Behavioural Scientist at Department for Transport (5mins)
3. Case studies of applied behavioural science in public health contexts (30mins)
  - i. Public Health Wales Behaviourally Informed Communications Initiative (15mins)  
Ashley Gould, Programme Director at PHW Behavioural Science Unit / Consultant in Public Health
  - ii. Delivering impact through behavioural science (15mins)  
Dr Michelle Constable, Head of Behaviour Change Unit at Hertfordshire County Council
4. Optimizing public health policy and practice through applied behavioural science (10mins)  
Professor Jim McManus, BSPHN Chair of Trustees and National Director of Health and Wellbeing, Public Health Wales
5. Q&A (10mins)  
Professor Tracy Daszkiewicz Vice President of the Faculty of Public Health and Executive Director for Public Health & Strategic Partnerships at Aneurin Bevan University Health Board



## Speaker biographies

### **Professor Tracy Daszkiewicz**

Tracy is Executive Director for Public Health and Strategic Partnerships at Aneurin Bevan University Health Board and Vice President of the Faculty of Public Health. She is an experienced Director of Public Health with a proven track record of senior leadership across health and social care, in transformation, innovation, system change, strategy development and service delivery across the Civil Service, NHS, local authority and voluntary sector. Her previous roles include Director of Public Health at Reading Borough Council, West Berkshire and Wokingham Borough Council, Deputy Director of Population Health and Wellbeing at Public Health England and Director of Public Health at Wiltshire Council. Her interests include community connectedness, human impacts of major disasters, wider determinants on health and sustainability, and addressing health inequalities at their root cause. Tracy is passionate about supporting the public health workforce and growing new talent for the future.

### **Dr Grainne Dickerson**

Grainne is a Health Psychologist and Chair of the BSPHN Committee. Grainne's career within Public Health and Behavioural Science has spanned 20 years. Grainne is currently a Principal Behavioural Scientist at the Department for Transport and has previously worked in various roles within Local Authorities as well as within a social marketing agency. Grainne has a great deal of experience in applying psychological models, including the COM-B model to various issues including; clean air, mental health, wellbeing, reducing antimicrobial resistance, increasing vaccination uptake and increasing protective behaviours during weather warnings. Grainne is also an honorary behavioural science lecturer on the Masters in Public Health at Bradford University

### **Professor Jim McManus**

Jim McManus is National Director of Health and Wellbeing for Public Health Wales and a Visiting Professor at the University of Hertfordshire and an Honorary Senior Lecturer at the University of Bristol. In 2022 he was made a Doctor of Science Honoris Causa by the University of Hertfordshire and elected a Fellow of the International Society for Science and Religion for his work on health, psychology and faith. He was presented with the President's Medal from the Faculty of Public Health. Jim is a co-founder of the Behavioural Science in Public Health Network and a co-author of the National Strategy for Behavioural Science in Public Health (2018). Outside work Jim is a Trustee of the Behavioural Science and Public Health Network, a Trustee of St Joseph's Hospice, Hackney and a pro-bono adviser to PositiveFaith, an HIV peer-support charity and the Prison Advice and Care Trust which provides support and care in two thirds of prisons in England and Wales.



## **Ashley Gould**

Ashley is a Consultant in Public Health and Programme Director of the Behavioural Science Unit at Public Health Wales. He is responsible for the strategic leadership and work of the Unit – providing specialist policy, technical and ad-hoc support and developing capability and system capacity in using behavioural science to improve and protect health and well-being and reduce inequity. He is currently involved in work to optimise policy, services and communications across communicable disease control, health harming behaviours, active travel, cancer screening and vaccine uptake, and in response to the climate crisis. Ashley is a Co-Investigator in BR-UK, the UKRI funded leadership hub for behavioural research and an Honorary Senior Lecturer in the School of Psychology and Sport Science, Bangor University. He is current Co-chair of the Risk Communication and Behavioural Insights Sub-Group of the Welsh Government's Technical Advisory Group. Previously he led the Wales tobacco control system, developing behaviourally informed campaigning and systems improvement to support five years of consecutive growth in the proportion of smokers choosing to quit with NHS support. Before becoming a Consultant in Public Health, he worked in Environmental Health and policy roles, in local government and the NHS, in England and Wales.

## **Dr Michelle Constable**

Michelle Constable is a Chartered Health Psychologist and the Head of the Behaviour Change Unit at Hertfordshire County Council. She provides strategic leadership, both locally and nationally, on the application of behavioural and social science across local authorities, leading on embedding behavioural science in practice to improve population outcomes. Michelle is a co-founder and Trustee of the Behavioural Science and Public Health Network (BSPHN) and Chair of the national Behaviour Change Leads Group. She is also a lead author of the Public Health England strategy "Improving People's Health: Applying behavioural and social sciences to improve population health and wellbeing in England" (2018) and a member of the Strategy Oversight Group.