



Supported by:



Media Partner:



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.

Can't get to London?
Watch online from as little as £65 per person

Purchase a group licence to achieve significant savings

See inside for details



For more information please visit:

www.neilstewartassociates.com/sh287



Agenda (subject to change)

09:00 Registration, refreshments and exhibition

Session One:



Available on policyreview.tv

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:



Available on policyreview.tv

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



Available on policyreview.tv

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

Register online today:

www.neilstewartassociates.com/sh287 / Tel: 020 7324 4330 / Fax: 020 7490 8830

All delegates receive free post-event access to filmed plenary sessions

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**



**Can't attend?
Time poor?
Diary clash?**



Watch online

Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep – ideal for management and staff briefing
- Unique insight into the choices and dilemmas faced by policy makers and managers
- Find out how your peers are solving the policy challenges that you face
- You save on travel, cost and time

The costs of the live broadcast and access to the video library are:

Individual licences

£99 + VAT (£118.80)

For further information email

paul.rushworth@policyreview.tv



Host your own conference

Join an increasing number of organisations who have taken advantage of the cost-effective group viewing licence option

From as little as £65 per person you too can gather a group of colleagues and clients to watch, listen and participate at this conference

All you need is:

- a computer with flash installed, an up to date browser and fast broadband internet access
- a projector or an LCD screen to display the live conference stream
- a space in which to host the event – a boardroom or lecture theatre would be perfect



Watch in groups

Finally, book 10 or more colleagues for online viewing and get one free place at the conference.

To discuss this further please call

020 7960 6027

Group licences - per person

1-2 viewers **£99.00 + VAT (£118.80)**

3-9 viewers **£89.00 + VAT (£106.80)**

10-19 viewers **£79.00 + VAT (£94.80)**

20-29 viewers **£65.00 + VAT (£78.00)**

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

Delegate Information

sh287

Brochure no.

WEB

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

Full Name

Position

Organisation

Sector: Health Social Care Central/Regional Government Local Government Education and Skills Commercial Non Departmental Public Body / Association or Membership Organisation 3rd Sector Organisation Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

HOW TO PAY Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: Expiry date of card:

Maestro Issue No:

Name (as on card):

Issuing Bank:

Cardholder's address:

Postcode:

Signature:

ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

Fax: 020 7490 8830

Online: www.neilstewartassociates.com/sh287

Post: Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on 020 7324 4330 or email us at customer.services@neilstewartassociates.co.uk



Delegate Rates

Please select the relevant rate from the list below

Full Rate -

Commercial Sector

Before 20th Jan 2012 **£499.00 + VAT** (£598.80)
NORMAL PRICE **£599.00 + VAT** (£718.80)

Reduced Rate -

NHS Trusts, PCTs and SHAs, Local Authorities, Universities, Colleges, Central Government Departments/Agencies, Non Departmental Public Bodies and other Public Sector organisations

Before 20th Jan **£289.00 + VAT** (£346.80)
NORMAL PRICE **£389.00 + VAT** (£466.80)

Supported Rate -

Voluntary Organisations, Trade Unions

Before 20th Jan **£140.00 + VAT** (£168.00)
NORMAL PRICE **£240.00 + VAT** (£288.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. **Shared places are not permitted.**

Seminar Selection

You may attend one seminar in Session Four.

Places are allocated on a first-come, first-served basis. Please circle your choice below:

Session Four:

Seminar A B C

Live viewing and on-demand access

Book online at www.policyreview.tv or register below

Individual and Group Licences

- 1-2 viewers @ **£99 + VAT** (£118.80) per person
- 3-9 viewers @ **£89 + VAT** (£106.80) per person
- 10-19 viewers @ **£79 + VAT** (£94.80) per person
- 20-29 viewers @ **£65 + VAT** (£78.00) per person

I would like to register _____ online viewers
@ £ _____ per person:

TOTAL £ _____ + VAT = £ _____

Please complete the delegate information section of this form for each viewer when registering your licence(s). You can do this by photocopying this form or sending a full list to customer.services@policyreview.tv

Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some cases films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on www.policyreview.tv. If you do not wish to be filmed, your voice recorded or your photograph taken please email customer.services@neilstewartassociates.co.uk giving your name and the conference you will be attending.

Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies. Please tick here if you do not wish to receive information from third parties.

Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.



Paper sourced from sustainable forests



Elemental Chlorine Free (ECF)



10 Greycoat Place, Westminster, London SW1P 1SB

tel: 020 7324 4330 fax: 020 7490 8830 email: info@neilstewartassociates.co.uk www.neilstewartassociates.com

