

## Webinar from the North West Behavioural Sciences Hub

# Making sense of behavioural insights

Using behavioural science to address Coronavirus vaccine hesitancy

Wednesday 21<sup>st</sup> April 12.30pm – 2.45pm (registration from 12.20pm)

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### Draft Programme

Time	Topic & Speaker
12.20 – 12.30	<b>Registration</b>
12.30 – 12.35	<b>Chair's Introduction</b> <i>Prof Dominic Harrison, Director of Public Health &amp; Wellbeing, Blackburn and Darwen Council</i>
12.35 – 12.45	<b>The power of behavioural science in the public health response to Coronavirus</b> <i>Prof Jim McManus, Director of Public Health, Hertfordshire County Council</i> Objectives: <ul style="list-style-type: none"> <li>To explore how behavioural science has been utilised in the public health response to Coronavirus.</li> </ul>
12.45 – 12.50	<b>National behavioural insight approaches in response to Coronavirus</b> <i>Prof Richard Amlôt, Scientific Programme Leader, Behavioural Science Team, Emergency Response Unit at Public Health England</i> Objectives: <ul style="list-style-type: none"> <li>To share the behavioural insight work being carried out in the national response to Coronavirus.</li> </ul>
12.50 – 1.05	<b>How rapid behavioural insight work can be used to shape community interventions and address vaccine hesitancy</b> <i>Charles Symons, Behavioural Science Team Leader in Public Health England COVID-19 Behavioural Science and Insights Unit (BSIU)</i> <i>Charlotte Robin, Behavioural Science Team Leader in Public Health England COVID-19 Behavioural Science and Insights Unit (BSIU)</i> Objectives: <ul style="list-style-type: none"> <li>Share an overview of the behavioural science discipline and how it can be applied to the Coronavirus response and vaccine hesitancy.</li> <li>Share examples of what work the Behavioural Science and Insights Unit has conducted to learn more nationally and locally.</li> <li>To explore practical tools that can be used to conduct rapid reviews and gather behavioural insights in the community.</li> </ul>
1.05 – 1.15	<b>Local case study: Cheshire and Merseyside Communication and Engagement during COVID-19: Community Champions Programme</b> <i>Nicky Jones, Public Health Manager, Wirral Borough Council</i> Objectives: <ul style="list-style-type: none"> <li>To explore how behavioural science has been applied to the Coronavirus response.</li> </ul>

1.15 – 1.25	<p><b>Local case study: Lancashire and South Cumbria</b>  <b>Title TBC</b>  <i>Linda Vernon, Acting Digital Culture and Transformation Clinical Lead, Lancashire and South Cumbria ICS</i>  Objectives:</p> <ul style="list-style-type: none"> <li>To explore how behavioural science has been applied to the Coronavirus response.</li> </ul>
1.25 – 1.35	<p><b>Local case study: Greater Manchester Health &amp; Social Care Partnership</b>  <b>Title TBC</b>  <i>Shabnam Kauser, Communications Manager – Test and Trace, Greater Manchester Health &amp; Social Care Partnership</i>  Objectives:</p> <ul style="list-style-type: none"> <li>To explore how behavioural science has been applied to the Coronavirus response.</li> </ul>
1.35 – 1.45	<p><b>University of Liverpool: Fake news busting workshop for Local Authorities</b>  <i>Elena Musi, University of Liverpool</i>  Objectives:</p> <ul style="list-style-type: none"> <li>To share details of a fake news busting workshop that is available for Local Authorities.</li> <li>The workshop introduces the Fake News Immunity Chatbot, built in the frame of the ESRC funded project “Being Alone Together: Developing Fake News Immunity”.</li> </ul>
1.45 – 1.55	<b>Break</b>
1.55 – 2.00	<b>Chair: Introduction to breakout room task</b>
2.00 – 2.20	<p><b>Breakout room task</b>  Applying rapid review approaches to gain behavioural insights</p>
2.20 – 2.30	<p><b>Sharing breakout room reflections</b>  Each breakout group will share one reflection with the wider group</p>
2.30 – 2.40	<b>Panel session</b>
2.40 – 2.45	<b>Closing remarks</b>