

Cyflwyniad i egwyddorion ymddygiad, newid ymddygiad a gwyddor ymddygiad cymhwysol

Introduction to the principles of behaviour, behaviour change and applied behavioural science

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Uned Gwyddor Ymddygiad Iechyd Cyhoeddus Cymru

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Public Health
Wales

Nodau'r sesiynau / Aims of the session

1. Ystyried rôl ymddygiad a gwyddor ymddygiad ym maes iechyd y cyhoedd
 2. Ystyried yr ystod o benderfynyddion ymddygiadol a'u pwysigrwydd fel meysydd ffocws ar gyfer gweithredu iechyd y cyhoedd
 3. Gwella gwybodaeth am fodelau a fframweithiau damcaniaethol y gellir eu defnyddio i nodi penderfynyddion ymddygiadol ar gyfer gweithredu ym maes iechyd y cyhoedd
1. Consider the role of behaviours and behavioural science in public health
 2. Consider the range of behavioural determinants and their importance as areas of focus for public health action
 3. Enhance knowledge of theoretical models and frameworks that can be used to identify behavioural determinants for public health action

Gwyddor ymddygiadol ac iechyd y cyhoedd

Rôl ymddygiadau

- Erbyn hyn mae clefydau anhrosglwyddadwy yn cael yr effaith fwyaf ar forbidrwydd a marwolaethau cynamserol
- Atal lledaeniad clefydau heintus
- Ymddygiadau sy'n cyfyngu ar ddilyniant ac effeithiau cyflyrau iechyd hirdymor (LTCs) a salwch e.e. ymlyniad at feddyginiaethau, ceisio a chymryd rhan mewn cymorth neu driniaeth
- Ymddygiadau sy'n darparu iechyd a gofal cymdeithasol - cynllunio a darparu ymyriadau yn unol â'r dystiolaeth - 30-40% o gleifion ddim yn cael triniaeth ag effeithiolrwydd profedig / 20-25% o gleifion yn derbyn gofal nad oes ei angen neu a allai fod yn niweidiol

Behavioural science and public health

The role of behaviours

- Non communicable diseases now have greatest impact on premature morbidity and mortality
- Preventing spread of infectious diseases
- Behaviours that limit progression and effects of LTCs and illness e.g. adherence to meds , seeking and engaging in support or treatment
- Behaviours that deliver health and social care – designing and delivering interventions in line with the evidence - 30-40% patients not receiving treatment of proven effectiveness /20-25% patients receiving care that is not needed or potentially harmful

Dylanwadu ar ymddygiadau

Beth ydyn ni wedi ei ddysgu

- Tybiaeth y bydd darparu/cynyddu gwybodaeth yn newid ymddygiad – nid yw'n cyfrif am rôl gwerthoedd, credoau, emosiynau, arferion, normau cymdeithasol, yr amgylchedd
- Tybiaeth mai synnwyr cyffredin ydyw ond mae hyn wedi arwain dro ar ôl tro at ymyriadau aneffeithiol yn gwastraffu arian, adnoddau a chyfleoedd
- Mae angen astudio newid ymddygiad fel gwyddor gan ddefnyddio dulliau sydd wedi'u profi – angen mynd y tu hwnt i synnwyr cyffredin
- Mae deall natur ymddygiad a'r cyd-destun/system lle mae'n digwydd yn hollbwysig
- Mae heriau iechyd y cyhoedd cymhleth yn aml yn gofyn am amrywiaeth o ymyriadau i fynd i'r afael â phenderfynyddion lluosog ar lefel unigol, cymunedol a phoblogaeth

Influencing behaviours

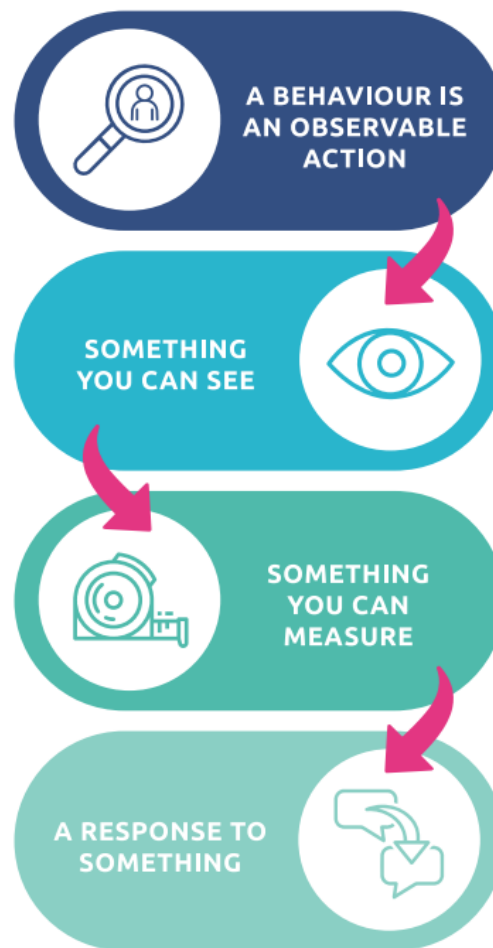
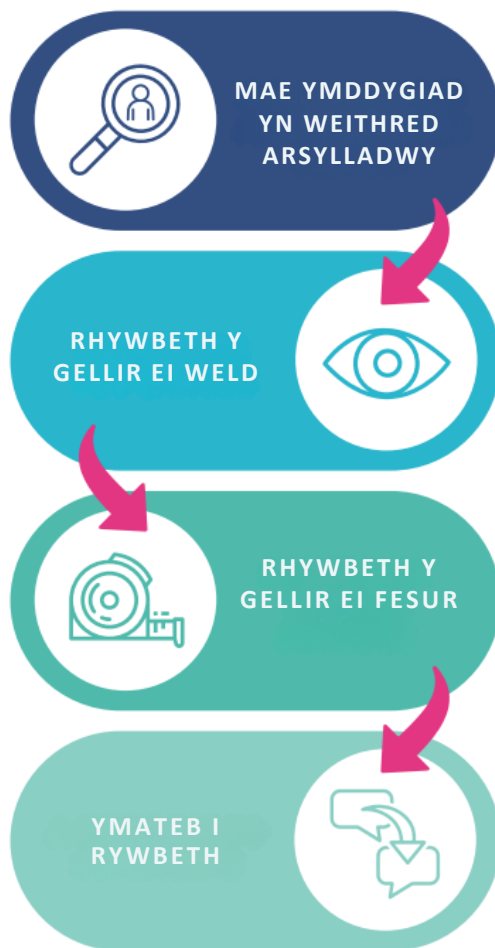
What have we learnt....

- Assumption that providing/increasing knowledge will change behaviour – doesn't account for the role of values, beliefs, emotions, habit, social norms, the environment
- Assumption that its common sense but this has repeatedly led to ineffective interventions wasting money, resource and opportunity
- Behaviour change needs to be studied as a science using tried and tested approaches – need to go beyond common sense
- Understanding the nature of a behaviour and the context/system in which it is occurs is critical
- Complex public health challenges often require a range of interventions to address multiple determinants at individual, community, and population level

Canolbwyntio ar ymddygiadau

Focus on behaviours

Gweithred arsylladwy yw ymddygiad, rhywbeth y gellir ei weld, rhywbeth y gellir ei fesur, ymateb i rywbeth



A behaviour is an observable action, something you can see, something you can measure, a response to something

Canolbwyntio ar ymddygiadau

Canlyniad: Lleihau gordewdra ymhlith plant

Dylanwadau: Y bwyd y mae plant yn ei hoffi/ddim yn ei hoffi, sut mae plant yn teimlo am weithgarwch corfforol, y bwyd y mae rhieni yn ei brynu a'i baratoi ar gyfer eu plant, y bwyd sydd ar gael yn yr ysgol, pa mor heini yw ffrindiau plant

Ymddygiadau: Mae plant yn bwyta dognau priodol, mae plant yn gwneud ymarfer corff bob dydd, mae plant yn bwyta 5 dogn o ffrwythau a llysiau y dydd

Focus on behaviours

Outcome: Reduce childhood obesity

Influences: The food that children like/don't, how children feel about physical activity, the food that parents buy and prepare for their children, the food available at school, how active children's friends are

Behaviours: Children eat appropriate portion sizes, children are physically active every day, children eat 5 portions of fruit and veg a day

Beth yw gwyddor ymddygiad?

Ymddygiad yw'r canlyniad, gwyddoniaeth yw'r broses



- Astudiaeth systematig o ymddygiad (gweithredu mesuradwy gweladwy):
 - beth sy'n ei alluogi,
 - yr hyn sy'n ei atal, a
 - sut orau i'w ganfod/atal.
- Mae dylanwadau gwybyddol, seicolegol, cymdeithasol ac amgylcheddol yn amrywio yn ôl segment y boblogaeth/grŵp proffesiynol a lleoliad – felly ystyriwch nhw!
- Deall pam a sut mae pobl yn gwneud yr hyn a wnânt o'i gymharu â thuedd i wneud rhagdybiaethau, a pheidio â llenwi bwlch gwybodaeth.
- Offeryn gorau ar gyfer y swydd - rhoi hwb i'n cyfleoedd.

What is behavioural science?

Behaviour is the outcome, science is the process

- The **systematic study of behaviour** (observable measurable action):
 - what enables it,
 - what prevents it, and
 - how best to elicit/prevent it.
- **Cognitive, psychological, social and environmental** influences vary by popn. segment/prof group and setting – so consider them!
- Understanding **why & how** people do what they do V's suffering *assumptionitis*, and defaulting to plugging a knowledge gap.
- Best **tool for the job** – boost our chances.

Datblygu gwyddorau ymddygiad

- 2007 Behaviour change: individual approaches - Public health guideline [PH49]
- 2007 Behaviour change: general approaches - Public health guideline [PH6]
- 2014 Llundain Rhwydwaith Gwyddor Ymddygiad ac Iechyd y Cyhoedd
- 2018 Lansio [strategaeth](#) gyntaf yn cymeradwyo'r defnydd o wyddorau ymddygiad ym maes iechyd y cyhoedd
- 2020 Sefydlodd WHO [Uned Mewnwelediadau Ymddygiadol a Diwylliannol](#)
- 2020 Chwaraeodd gwyddor ymddygiadol ran sylweddol yn yr ymateb i COVID (tasglu SPI-B, RCBI, BPS BSDP)
- 2022 Lansio [Uned Gwyddor Ymddygiad](#)
- 2022 Fframwaith gweithredu rhanbarthol Ewropeaidd ar gyfer mewnwelediadau ymddygiadol a diwylliannol ar gyfer iechyd
- 2024 Datblygu Strategaeth Gwyddor Ymddygiad i Gymru

Development of behavioural sciences

- 2007 Behaviour change: individual approaches - Public health guideline [PH49]
- 2007 Behaviour change: general approaches - Public health guideline [PH6]
- 2014 Behavioural Science and Public Health Network formed
- 2018 First [strategy](#) endorsing use of behavioural sciences in public health launched
- 2020 WHO established a [Behavioural and Cultural Insights Unit](#)
- 2020 Behavioural science played a significant role in the COVID response (SPI-B, RCBI, BPS BSDP taskforce)
- 2022 Launch of PHW [Behavioural Science Unit](#)
- 2022 European regional action framework for behavioural and cultural insights for health
- 2024 Development of a Behavioural Science Strategy for Wales

Pryd gall gwyddor ymddygiad wella ein gwaith?

Os oes ymddygiad adnabyddadwy mewn segment o'r boblogaeth/poblogaeth adnabyddadwy - gall gwell dealltwriaeth ohono (galluogwyr, rhwystrau, mecanweithiau) hogi ein polisiau/gwasanaethau/cyfathrebu

When can behavioural science enhance our work?

Spheres of application:

public -- health-harming/protective behaviours & wider determinants

professionals – implementing evidence-based practice (e.g. MECC)

policy -- designing it in, *get the change we aim for*

If there's an identifiable behaviour in an identifiable population/population segment- an improved understanding of it (enablers, barriers, mechanisms) can sharpen our policies/services/communications

Cylchoedd cais:

cyhoeddus - ymddygiadau sy'n niweidio iechyd/amddiffynnol a phenderfynyddion ehangach

gweithwyr proffesiynol – gweithredu arferion sy'n seiliedig ar dystiolaeth (e.e. Gwneud i Bob Cyswllt Gyfrif)

polisi -- ei ddylunio wrth gynllunio, cael y newid rydym yn anelu ato

Sut gall gwyddor ymddygiad wella ein gwaith?

Man Cychwyn	Enghreifftiau
Datblygu ymyriad o'r dechrau i fynd i'r afael ag amcan polisi	<ul style="list-style-type: none"> Datblygu rhaglen rheoli pwysau newydd mewn ysgolion uwchradd Datblygu strategaeth ymyrraeth i leihau'r defnydd o garbon yn y cartref
Ymyrryd ag ymddygiad hysbys a grŵp targed	<ul style="list-style-type: none"> Lleihau nifer yr achosion o ysmegu tybaco mewn menywod beichiog Cynyddu ymgysylltiad â'r rhaglen sgrinio'r coluddyn ymhlith y rhai dros 58 oed
Cymhwyso strategaeth ymyrraeth a bennwyd ymlaen llaw	<ul style="list-style-type: none"> Datblygu ymgyrch farchnata gymdeithasol i hyrwyddo'r nifer sy'n cael y brechlyn COVID-19 Datblygu a lledaenu canllawiau i leihau rhagnodi gwrthfotigau yn ddiangen
Dewis o ystod o ymyriadau arfaethedig	<ul style="list-style-type: none"> Dewis o ymyriadau teithio llesol (h.y. yn ymwneud â beicio (darpariaeth, sgiliau, diogelwch), neu gymorth cynllunio teithio, neu gymudo llesol Comisiynu gwasanaethau trin dibyniaeth
Diweddarau ymyriad presennol	<ul style="list-style-type: none"> Gwella effeithiolrwydd hyfforddiant sbardunau ymhlith pobl ifanc yn eu harddegau Gwella llythrau yn annog pobl i roi gwaed

How can behavioural science enhance our work?

Starting Point	Examples
Developing an intervention from scratch to address a policy objective	<ul style="list-style-type: none"> Developing a new weight management programme in secondary schools Developing an intervention strategy to reduce carbon use at home
Intervening with a known behaviour and target group	<ul style="list-style-type: none"> Reducing tobacco smoking prevalence in pregnant women Increasing engagement with the bowel screening programme among those over 58.
Applying a pre-determined intervention strategy	<ul style="list-style-type: none"> Development of a social marketing campaign to promote Covid-19 vaccination uptake Development and dissemination of guidelines to reduce unnecessary antibiotic prescribing
Selecting from a range of proposed interventions	<ul style="list-style-type: none"> Selecting from active travel interventions (i.e., relating to cycling (provision, skills, safety), or travel planning support, or active commuting. Commissioning addiction treatment services
Updating an existing intervention	<ul style="list-style-type: none"> Improving the effectiveness of driver training in teenagers Improving letters encouraging people to donate blood.

**Ystyried yr ystod
o benderfynnyddion ymddygiadol**

**Considering the range
of behavioural determinants**

Beth sy'n gyrru ymddygiad dynol? / What drives human behaviour?

Sut rydyn ni'n meddwl ... yn gyflym ac yn araf / How we think... fast and slow

System 1

Cyflym/Awtomatig

Emosiynol

- Ysgogiadau/Sbardunau
- Arferion
- Credoau



 Behaviour Design

System 1

Fast / Automatic

Emotional

- Impulses / Drives
- Habits
- Beliefs



System 2

Slow / Effortful

Logical

- Reflection
- Planning
- Problem solving

System 2

Araf/Ymdrechgar

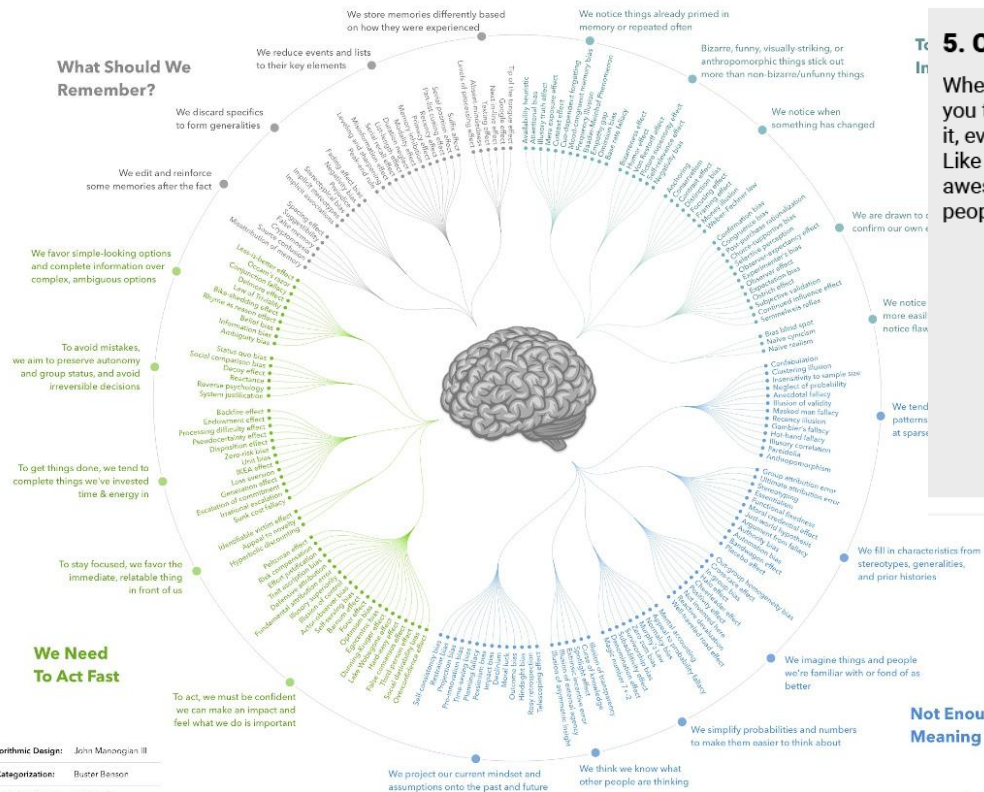
Rhesymegol

- Myfyrio
- Cynllunio
- Datrys problemau

@BehaviourDesign

Biases

COGNITIVE BIAS CODEX



1. Anchoring bias.

People are **over-reliant** on the first piece of information they hear. In a salary negotiation, whoever makes the first offer establishes a range of reasonable possibilities in each person's mind.



2. Availability heuristic.

People **overestimate the importance** of information that is available to them. A person might argue that smoking is not unhealthy because they know someone who lived to 100 and smoked three packs a day.



3. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief. This is a powerful form of **groupthink** and is reason why meetings are often unproductive.



4. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself. People notice cognitive and motivational biases much more in others than in themselves.



5. Choice-supportive bias.

When you choose something, you tend to feel positive about it, even if that **choice has flaws**. Like how you think your dog is awesome — even if it bites people every once in a while.



6. Clustering illusion.

This is the tendency to **see patterns in random events**. It is key to various gambling fallacies, like the idea that red is more or less likely to turn up on a roulette table after a string of reds.



7. Confirmation bias.

We tend to listen only to information that confirms our **preconceptions** — one of the many reasons it's so hard to have an intelligent conversation about climate change.



8. Conservatism bias.

Where people favor prior evidence over new evidence or information that has emerged. People were **slow to accept** that the Earth was round because they maintained their earlier understanding that the planet was flat.



Prosesau Gwybyddol / Cognitive processes

GORLWYTHO! / OVERLOAD!



Cof – angen anogwr?!
Memory – need a prompt?!



Mae cael y cydbwysedd yn mynd yn anoddach
getting the balance is getting harder

Arfer

Dilyniannau o weithredoedd a ddysgwyd sydd wedi dod yn ddatrysiadau awtomatig i giwiau penodol ac sy'n ymarferol i gyrraedd nodau penodol neu gyflyrau terfynol

- Mae arferion yn gwrthsefyll newidiadau mewn agwedd
- Mae straen yn hybu dibyniaeth ar arferion
- Gall arferion ddylanwadu ar y sylw a roddir i wybodaeth newydd
- Gall newidiadau mewn ciwio amharu ar arferion
- Gall tarfu ar berfformiad yr ymddygiad amharu ar arferion

Habit

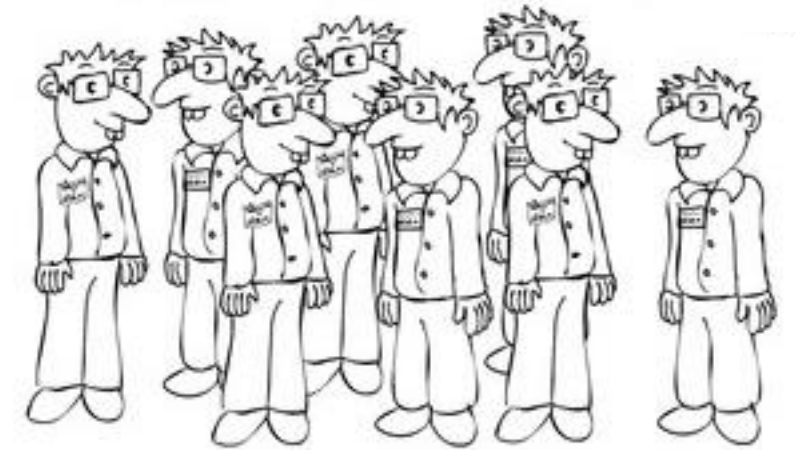
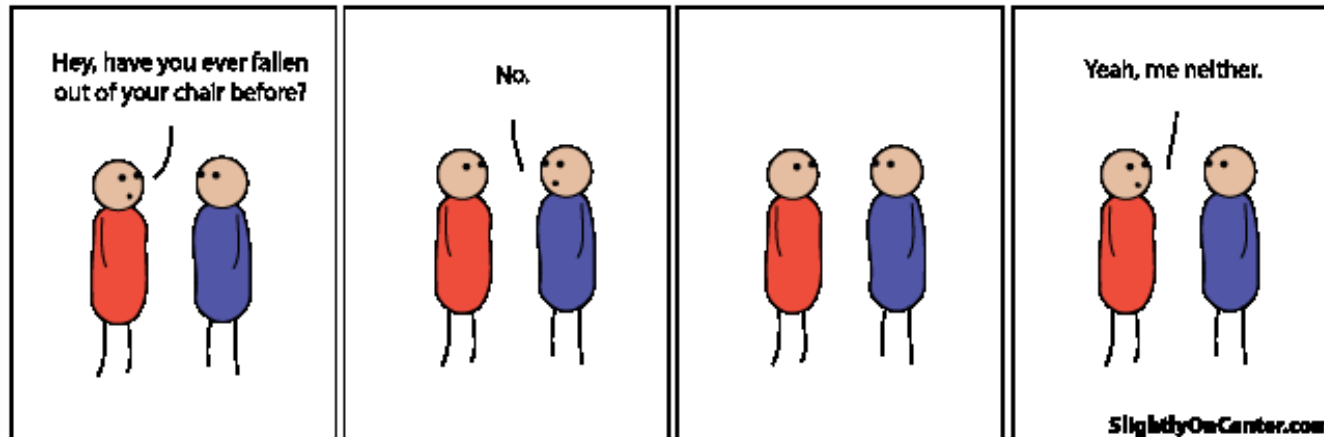
Learned sequences of acts that have become automatic responses to specific cues and are functional in obtaining certain goals or end states

- Habits are resistant to changes in attitude
- Stress promotes reliance on habits
- Habits can influence attention to new information
- Habits can be disrupted by shifts in cueing
- Habits can be disrupted by interrupted performance of the behaviour

Ffactorau Cymdeithasol / Social factors

Rydyn ni'n cael ein dylanwadu gan y rhai o'n cwmpas
We are influenced by those around us

Dymunolrwydd cymdeithasol a dylanwad cymdeithasol
Social desirability & social influence



Normau cymdeithasol – BAA...
Social norms – BAA....

Cyd-destun & amgylchedd / Context & environment

Gall ymddygiad gael ei 'gwthio' - darn traddodiadol 'ffactorau dynol'

Behaviour can be 'nudged' - traditional 'human factors' bit



Felly, sut mae deall ymddygiad yn well

Ble i ddechrau

'Ymddygiad yn ei gyd-destun' yw'r man cychwyn

- Pa amodau:
 1. *mewnol i'r unigolion, ac*
 2. *yn eu hamgylcheddau ffisegol a chymdeithasol*angen bod yn ei le er mwyn cyrraedd 'targed ymddygiadol'
- Sut allwn ni ddadbacio'r cydrannau hyn yn systematig i weithio allan pa ymyriadau sy'n mynd i fod yn fwy neu'n llai effeithiol?

So, how do we better understand behaviour

Where to start

'Behaviour in context' is the starting point

- What conditions:
 1. *internal to the individuals, and*
 2. *in their physical and social environments*need to be in place for a 'behavioural target' to be achieved
- How can we systematically unpack these components to work out which interventions are going to be more or less effective?

Cyfrifo Ymddygiad yn Systemataidd

Systematically accounting for behaviour



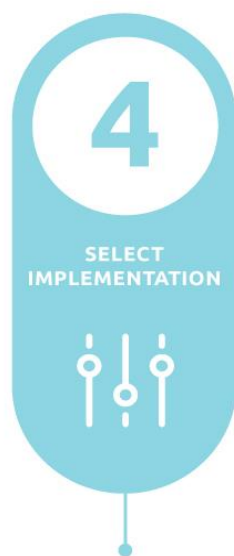
Decide on a target behaviour(s) and a target audience



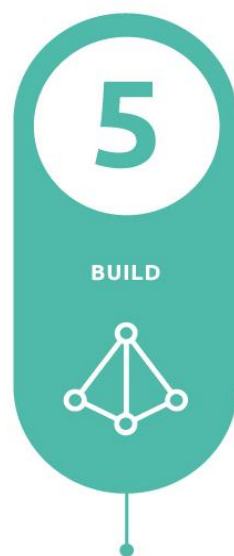
Conduct a behavioural diagnosis using the COM-B model



Select from menu of intervention options



Select from menu of implementation options



Build the intervention

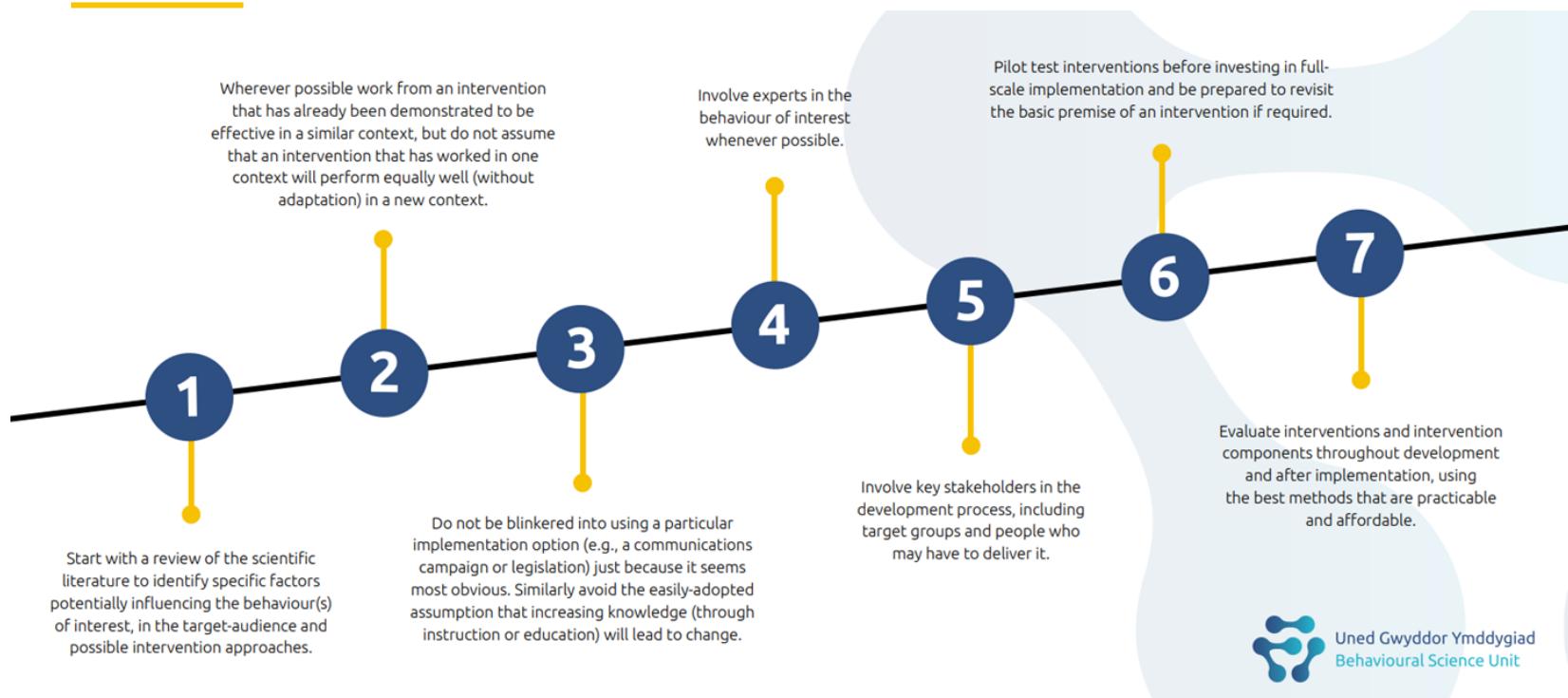


Implement disseminate, evaluate the intervention



Egwyddorion gwyddor ymddygiadol

Principles of behavioural science



- Yn seiliedig ar dystiolaeth/
tystiolaeth wedi'i llywio
- Cydweithredu
- Cydgynhyrchu
- Gwelliant parhaus

- Evidence based/evidence informed
- Collaboration
- Co-production
- Continuous improvement

Modelau a fframweithiau

Models and frameworks

Datblygu model COM B / Development of the COM B model

Pam fod angen model arall?!/ Why do we need another model?!



Nododd adolygiad systematig 19 o fframweithiau newid ymddygiad
Systematic review identified 19 frameworks of behaviour change



Nid oedd yr un o'r fframweithiau yn gynhwysfawr ac nid oedd pob un yn cynnwys dylanwadau
posibl ar ymddygiad
None of the frameworks were comprehensive and all excluded potential influences on
behaviour



Arweiniodd at ddatblygu model COM B a'r Olwyn Newid Ymddygiad
Led to the development of the COM B model and the Behaviour Change Wheel

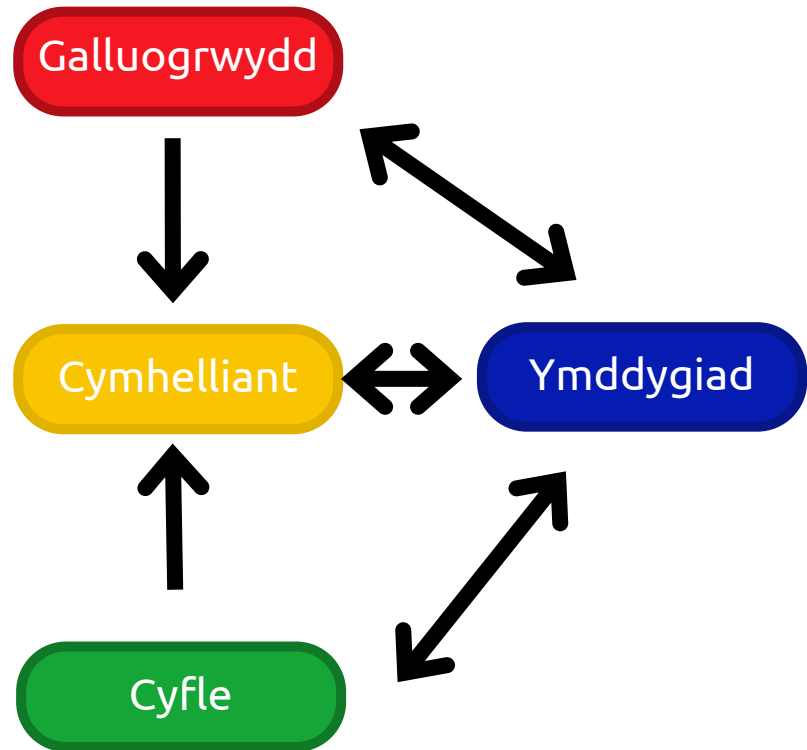
Model COM-B

Fframwaith ar gyfer archwilio a deall penderfyniadau ymddygiad

Ffisegol: sgiliau ffisegol
Seicolegol: Gwybodaeth, sgiliau gwybyddol a rhyngpersonol, prosesau cof/sylw/penderfyniadau, rheoleiddio ymddygiad

Myfyriol: Bwriad, nodau, rôl gymdeithasol/proffesiynol a hunaniaeth, credoau am alluoedd, credoau am ganlyniadau, optimistiaeth
Awtomatig: Atgyfnerthu, emosiynau

Corfforol: Cyd-destun amgylcheddol ac adnoddau
Cymdeithasol: Dylanwadau cymdeithasol



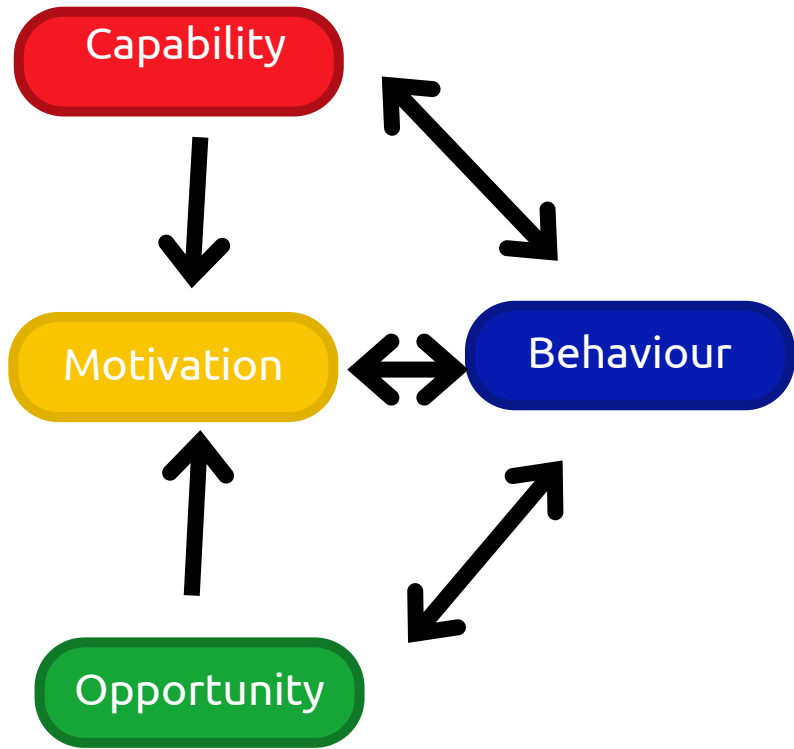
COM-B Model

Framework for exploring and understanding the determinants of behaviour

Physical: Physical Skills
Psychological: Knowledge, cognitive and interpersonal skills, memory/ attention/ decisions processes, behavioural regulation.

Reflective: Intention, goals, social/ professional role and identity, beliefs about capabilities, beliefs about consequences, optimism
Automatic: Reinforcement, emotions

Physical: Environmental context and resources
Social: Social influences



Theoretical Domains Framework

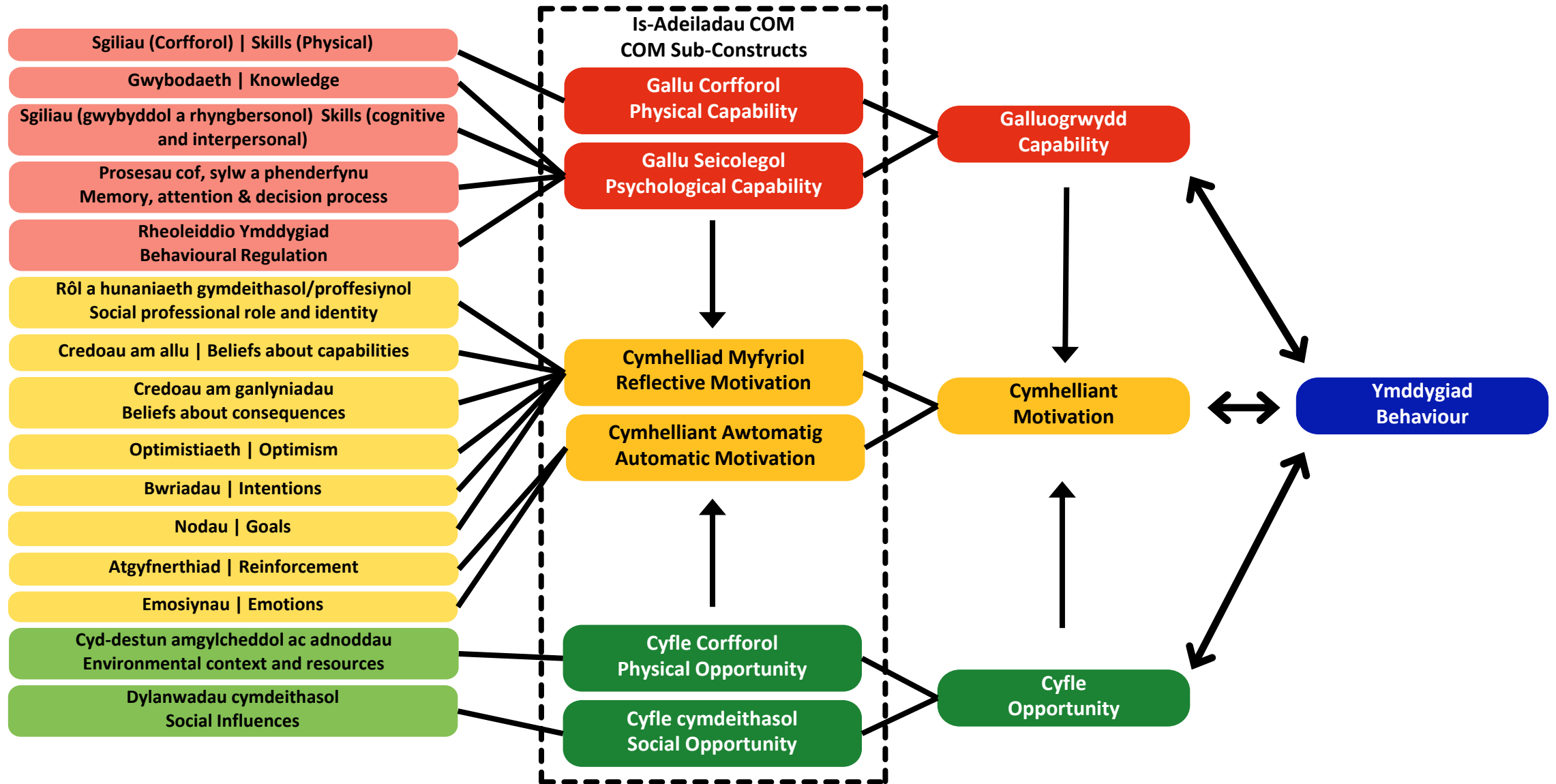
Rôl a Hunaniaeth Broffesiynol Gymdeithasol
Dylanwadau cymdeithasol
Emosiwn
Gwybodaeth
Sgiliau
Credoau am alluoedd
Credoau am ganlyniadau
Atgyfnerthiad
Cyd-destun amgylcheddol ac adnoddau
Cof, sylw, a gwneud penderfyniadau
Optimistiaeth
Bwriadau
Rheoleiddio ymddygiad

Social Professional Role and Identity
Social Influences
Emotion
Knowledge
Skills
Beliefs about capabilities
Beliefs about consequences
Reinforcement
Environmental context and resources
Memory, attention, and decision making
Optimism
Intentions
Behavioural regulation



Fframwaith Parthau Damcaniaethol wedi'i fapio i COM B

Theoretical Domains Framework mapped to COM B

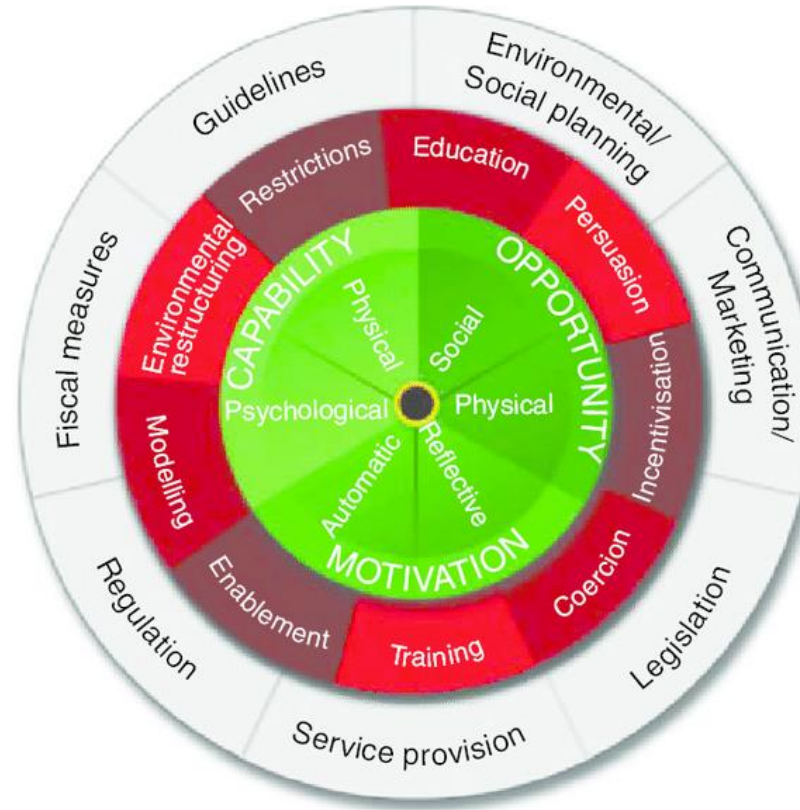


Olwyn Newid Ymddygiad

Fframwaith ar gyfer datblygu a gwerthuso ymyriadau

Gellir defnyddio BCW i:

- Datblygu ymyriadau newid ymddygiad o'r dechrau
- Adeiladu ar ymyriadau presennol neu eu haddasu
- Dewis o ymyriadau presennol neu arfaethedig



Behaviour Change Wheel

Framework for developing and evaluating interventions

BCW can be used to:

- Develop behaviour change interventions from scratch
- Build on or modify existing interventions
- Choose from existing or planned interventions

Archwilio rôl ymddygiadau mewn system leol o ofal diabetes

Mapio Systemau Ymddygiad

- Y nod oedd datblygu cyd-ddealltwriaeth (gwell) o'r ymddygiadau, perchnogion yr ymddygiadau hyn, a'r dylanwadau ar yr ymddygiadau hyn mewn gofal diabetes gyda'r bwriad o lywio a blaenoriaethu gweithgarwch gwella.
- Wedi'i lywio gan y Rhaglen genedlaethol Mynd i'r Afael â Diabetes Gyda'n Gilydd. Canolbwyntiodd y prosiect ar y bwndel o 8 proses ofal ynghyd â sgrinio llygaid retinol ac addysg strwythuredig am ddiabetes, ar gyfer oedolion sy'n cael diagnosis o Ddiabetes Math 2 (T2D).
- Casglwyd y data drwy weithdy cyfranogol, a sgysiau dilynol gyda rhanddeiliaid lleol sy'n ymwneud â darparu gofal diabetes.
- Yna cafodd data u trawsosod i fap ar-lein, rhyngweithiol trwy blatfform meddalwedd arbenigol (Kumu).

Exploring the role of behaviours in a local system of diabetes care

Behavioural systems mapping

- Aim was to develop a (better) shared understanding of the behaviours, owners of these behaviours, and influences on these behaviours involved in diabetes care with a view to informing and prioritising improvement activity.
- Informed by the national Tackling Diabetes Together Programme, the project focused on the bundle of 8 care process plus retinal eye screening and structured diabetes education, for adults diagnosed with Type 2 Diabetes (T2D).
- The data was collated through a participatory workshop, and subsequent conversations with, local stakeholders involved in delivering diabetes care.
- Data was then transposed into an online and interactive map via a specialist software platform (Kumu).

Archwilio rôl ymddygiadau mewn gofal diabetes

Canfyddiadau Allweddol

Nodwyd **152 o wahanol fathau o ymddygiad** Cynnwys dros **25 o wahanol actorion** fel meddygon teulu, nyrsys a gweithwyr cymorth gofal iechyd. Isod mae crynodeb o rai o'r ymddygiadau allweddol ar thema gweithgaredd:

- **Aseiad:** cymryd mesuriadau fel taldra a phwysau, cyfrifo BMI, gofyn am a chymryd samplau waed ac wrin, gofyn am statws ysmegu
- **Canlyniadau:** Cofnodi canlyniadau, adolygu canlyniadau, cyfathrebu canlyniadau
- **Gwneud penderfyniadau a chyfathrebu:** Dehongli canlyniadau, trafod canlyniadau, gwneud penderfyniadau am driniaeth a chymorth priodol
- **Darparu triniaeth/cefnogaeth:** Cynnig cyngor cryno, rhagnodi meddyginiaethau, atgyfeirio
- **Hunanreolaeth ac ymgysylltu:** Cadw at feddyginiaeth, mynychu apwyntiadau ac adolygiadau blynyddol, monitro lefelau siwgr yn y gwaed

Exploring the role of behaviours in diabetes care

Key findings

152 distinct behaviours were identified involving **over 25 different actors** such as GPs, nurses, and healthcare support workers. Below is a summary of some of the key behaviours themed by activity:

- **Assessment:** taking measurements such as height and weight, calculating BMI, requesting and taking bloods and urine, asking about smoking status
- **Results:** Recording results, reviewing results, communicating results
- **Decision making and communication:** Interpreting results, discussing results, making decisions about appropriate treatment and support
- **Providing treatment/support:** Offering brief advice, prescribing medications, making referrals
- **Self-management and engagement:** Adherence to medication, attendance at appointments and annual reviews, monitoring of blood sugar levels

Penderfynyddion yr ymddygiad

Actor	Ymddygiad	Penderfynyddion yr ymddygiad
Meddyg Teulu	Yn trafod addysg diabetes strwythuredig gyda'r person	<ul style="list-style-type: none"> Parodrwydd canfyddedig person i drafod addysg diabetes Credu bod addysg diabetes yn bwysig Credu bod addysg diabetes yn effeithiol Amser ar gael yn ystod apwyntiadau Mynediad at dystiolaeth ar effaith addysg diabetes Cymhlethdod yr angen yn y person sy'n cyflwyno Dealltwriaeth o addysg diabetes a'r gallu i'w hyrwyddo
Nyrs Practis	Yn rhoi cyngor cryno ar reoli pwysau a diabetes	<ul style="list-style-type: none"> Sgiliau cynnal sgysiau Gwneud i Bob Cyswllt Gyfrif Hyder mewn cael sgysiau Gwneud i Bob Cyswllt Gyfrif Cred yn y gallu i ddylanwadu ar berson â diabetes Amser ar gael yn ystod apwyntiadau Llwyth gwaith a blaenoriaethau sy'n gwrthdaro Normaleiddio
Person â diabetes	Mynychu apwyntiad sgrinio llygaid diabetig	<ul style="list-style-type: none"> Derbyn diagnosis Deall pwysigrwydd sgrinio llygaid Argaeledd apwyntiadau y tu allan i oriau Agosrwydd clinigau Yn gallu dewis amser apwyntiad Cefnogaeth i fynychu apwyntiadau Hygyrchedd yr wybodaeth a'r iaith a ddefnyddir mewn llythyrau gwahoddiad

Determinants of the behaviour

Actor	Behaviour	Determinants of the behaviour
GP	Discusses structured diabetes education with the person	<ul style="list-style-type: none"> Perceived readiness of person to discuss diabetes education Belief that diabetes education is important Belief that diabetes education is effective Time available within appointments Access to evidence on the impact of diabetes education Complexity of need in the presenting person Understanding of and ability to promote diabetes education
Practice nurse	Provides brief advice on weight management and diabetes	<ul style="list-style-type: none"> Skills in having MECC conversations Confidence in having MECC conversations Belief in ability to influence person with diabetes Time available within appointments Workload and conflicting priorities Normalisation of overweight/obesity
Person with diabetes	Attends diabetic eye screening appointment	<ul style="list-style-type: none"> Acceptance of diagnosis Understating of the importance of eye screening Availability of out of hours appointments Proximity of clinics Ability to choose appointment time Support to attend appointments Accessibility of information and language used in invite letters

Archwilio rôl ymddygiadau mewn gofal diabetes

Mewnwelediadau a goblygiadau

- Arwyddocâd ymddygiad cryfach (Gweithiwr Iechyd Proffesiynol a phobl sy'n byw gyda T2D) ac 'eiliadau dysgadwy' yn y prosesau gofal
- Galluogi nodi meysydd blaenoriaeth gan gynnwys actorion, ymddygiadau a phenderfynyddion penodol
- Amlygwyd themâu mewn penderfynyddion ar draws ymddygiadau lluosog a grwpiau o Weithiwr Iechyd Proffesiynol
- Atgyfnerthwyd pwysigrwydd ystyried perthnasoedd rhwng ymddygiadau a'r canlyniadau bwriadol ac anfwriadol posibl
- Amlygwyd yr angen i ymyrryd ar lefelau amrywiol ar draws y system i fynd i'r afael â'r ystod o benderfynyddion a nodwyd

Exploring the role of behaviours in diabetes care

Insights and implications

- Reinforced significance of behaviour (HCPs and people living with T2D) and of 'teachable moments' in the care processes
- Enabled identification of priority areas including specific actors, behaviours, and determinants
- Highlighted themes in determinants across multiple behaviours and HCP groups
- Reinforced the importance of considering relationships between behaviours and the potential intended and unintended consequences
- Highlighted the need to intervene at various levels across the system to address the range of determinants identified

Rhoi lens ymddygiad i'ch gwaith

Nodi rôl ymddygiadau wrth gyflawni'r effaith ddymunol

- Ydych chi'n targedu ymddygiad yn uniongyrchol e.e. gweithgaredd polisi i leihau goryfed alcohol; annog unigolion i fynychu apwyntiad sgrinio neu frechu neu ddylanwadu ar fwy o bobl i newid i deithio llesol
- Neu a yw'r canlyniad dymunol yn dibynnu ar newidiadau mewn ymddygiad e.e. lleihau gordewdra, darparu gofal sy'n seiliedig ar dystiolaeth neu gyflawni sero net
- Beth bynnag fo rôl ymddygiadau, gall nodi'n union PWY sydd angen gwneud BETH helpu i fonitro a gwneud y gorau o effaith ein gweithgaredd

Applying a behavioural lens to your work

Identifying the role of behaviours in achieving the desired impact

- Are you directly targeting a behaviour e.g. policy activity to reduce excessive alcohol consumption; encouraging individuals to attend a screening or vaccination appointment or influencing more people to switch to active travel
- Or is the desired outcome dependant on changes to behaviour e.g. reducing obesity, delivering evidence-based care or achieving net zero
- Whatever the role of behaviours, specifying exactly WHO needs to do WHAT, can help to both monitor and optimise the impact of our activity

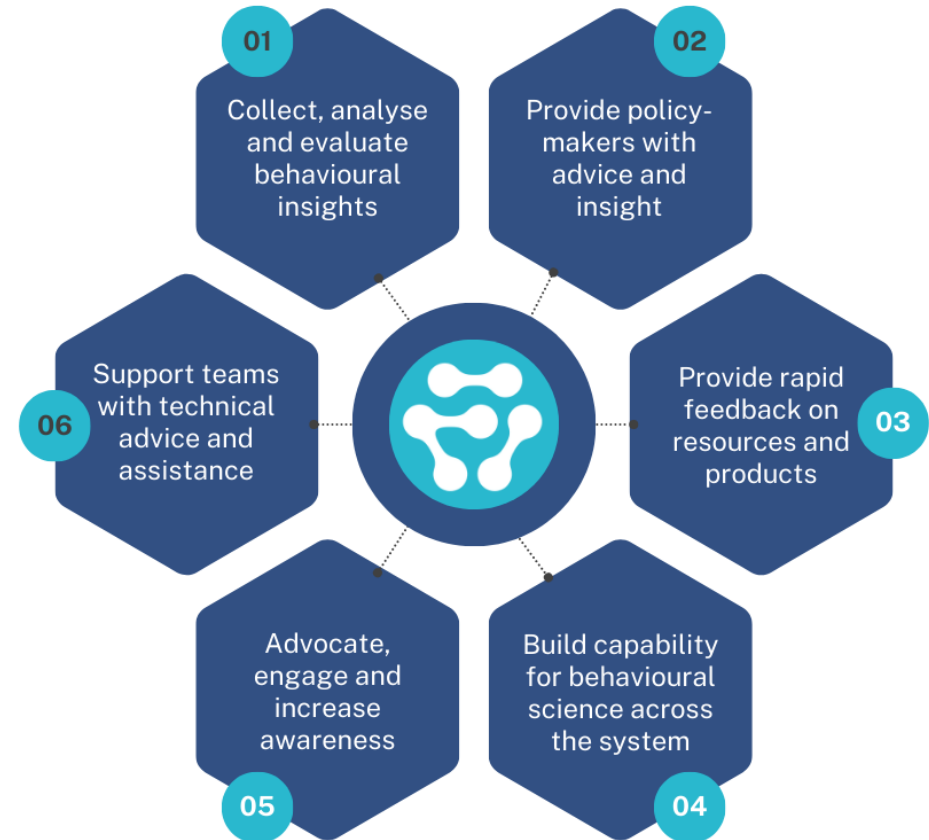
Uned Gwyddor Ymddygiad Iechyd Cyhoeddus Cymru

Y pwrpas yw darparu arbenigedd ar wyddor ymddygiad, a datblygu'r defnydd ohoni, er mwyn gwella a diogelu iechyd a lleihau anghydraddoldebau iechyd yng Nghymru.



Public Health Wales Behavioural Science Unit

Purpose is to provide specialist expertise on behavioural science, and develop the application of it, to improve and protect health & reduce health inequity in Wales.



Improving health and wellbeing: A guide to using behavioural science in policy and practice

Authors: Professor Robert West and Ashley Gould

Exploring factors influencing the application of behavioural science within public health practice across Wales

Developing Behaviourally Informed Communications

Responding to the climate crisis: applying behavioural science

Cost of Living Crisis in Wales APPLYING BEHAVIOURAL SCIENCE

Public Health Wales has published a report 'Cost of Living Crisis in Wales: A public health lens'. The report identifies those most likely to be affected and explore what can be done to support them.

[Click here to see the full report](#)

Understanding and meeting behaviours, including accessing support services, is critical to responding to the cost of living crisis. If you are a provider or service user, please contact us to support the public. The advice below will help ensure you get what you are for 'more often'.

CAPABILITY
Increase knowledge of support services
Provide clear, simple communication for target groups

OPPORTUNITY
Make services and processes easy, accessible and inclusive
Reduce steps needed to access a service, or break down the process into smaller and easier tasks
Design with target groups to understand how easy services are to use
Consider access barriers you have the resources required to access support (e.g. laptop, smart phone or internet connection)
Ensure services are grounded and well connected to local communities

MOTIVATION
Reduce stigma and shame whilst building confidence to access support services
Use language that is clear and easy to understand
Provide timely and useful help
Information and services should be person-centred

BEHAVIOUR
People are more likely to access services if they have the capability, opportunity and motivation to do so (Michie et al. 2015)

Behaviour Discovery Tool

10 MINS

Explore your problem from a behavioural perspective

- + Think of new ways to tackle your policy, service or communications problem.
- + Discover how to better understand and influence behaviours.
- + Get a report with practical "next steps" and bite-sized advice.

Data collected is for the purpose of providing you with a summary report and improving the tool. Your responses will be treated in confidence by Public Health Wales in accordance with the Data Protection Act 2018 and United Kingdom General Data Protection Regulation. They will be stored in a manner that reasonably protects them from misuse and loss, and from unauthorized access, modification or disclosure. For privacy questions or concerns, contact DSO.behaviourchange@phwales.nhs.uk.

Deciding on a target behaviour and target population tool

'Improving health and wellbeing: a guide to using behavioural science in policy and practice'

Behavioural Diagnosis: How to collect behavioural insights

'Improving health and wellbeing: a guide to using behavioural science in policy and practice'

Behavioural Diagnosis: Mapping insights and selecting intervention functions

'Improving health and wellbeing: a guide to using behavioural science in policy and practice'

Behavioural Diagnosis: Selecting implementation types

'Improving health and wellbeing: a guide to using behavioural science in policy and practice'

Building, Developing, and Adapting Interventions using Behaviour Change Techniques

'Improving health and wellbeing: a guide to using behavioural science in policy and practice'

Testing and Evaluating Behaviour Change Interventions

'Improving health and wellbeing: a guide to using behavioural science in policy and practice'

Cymuned Ymarfer Gwyddor Ymddygiad Cymru



Behavioural Science and
Public Health Network

Behavioural Science Community of Practice for Wales

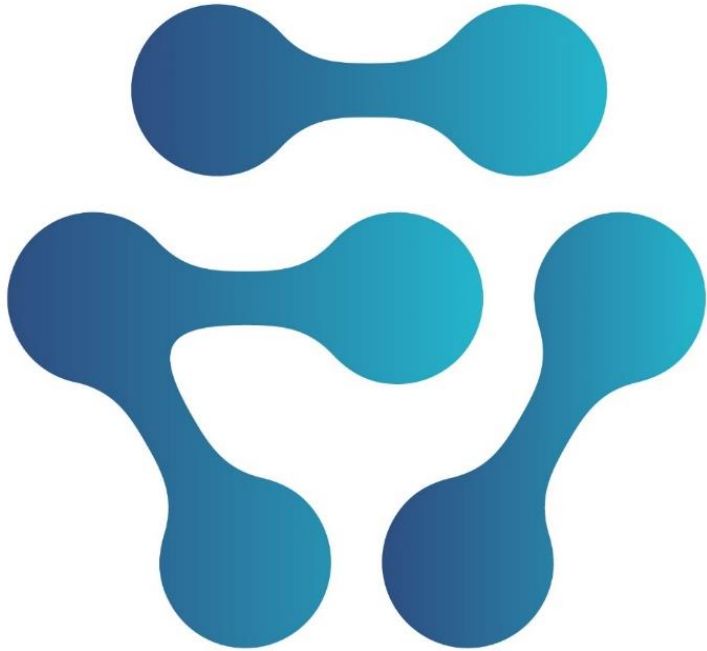
Representation includes Public Health Wales, Health Boards, NHS, Local
Authorities, Welsh Government, Welsh Local Government Association, Third
Sector and Academia.

Behavioural Science Community of Practice for Wales

- Hwyluso rhannu gwybodaeth, arbenigedd, profiadau a dysgu
 - Galluogi rhannu data, deallusrwydd a mewnwediadau
 - Nodi heriau cyffredin/nodau a rennir lle gallai gwyddor ymddygiad gefnogi cyflawni canlyniadau dymunol
 - Galluogi cysylltiadau a chydweithio ar brosiectau gwyddor ymddygiad
 - Darparu mynediad at gyfleoedd hyfforddi a datblygu i wella sgiliau a gwybodaeth gwyddor ymddygiadol
 - Hwyluso mynediad at gyngor, arweiniad ac arbenigedd gwyddor ymddygiadol
 - Nodi a lledaenu arfer nodedig
 - Cefnogi cyd-gynhyrchu offer ac adnoddau gwyddor ymddygiadol
- Facilitating the sharing of knowledge, expertise, experiences, and learning
 - Enabling sharing of data, intelligence, and insights
 - Identifying common challenges / shared goals where behavioural science could support achievement of desired outcomes
 - Enabling connections and collaborations on behavioural science projects
 - Providing access to training and development opportunities to enhance behavioural science skills and knowledge
 - Facilitating access to behavioural science advice, guidance, and expertise
 - Identifying and disseminating notable practice
 - Supporting the co-production of behavioural science tools and resources



Diolch am wrando – thank you for listening



Uned Gwyddor Ymddygiad
Behavioural Science Unit



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Cymru
Public Health
Wales



**World Health Organization
Collaborating Centre on Investment
for Health and Well-being**

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