# South East School of Public Health

## See Change Programme

### Overview of the See Change Programme

The See Change programme is an innovative training programme for the South East region. The programme is designed to support the development of capacity and capability in applying behaviour change theory to improve health outcomes and reduce health inequalities in the South East.

This is the second cohort of the See Change programme where learning has been taken from the first cohort to develop a further improved training programme.

The See Change programme aims to support the ambitions of the Long Term Workforce Plan by upskilling the workforce to make the shift towards prevention and deliver population health outcomes. It is funded by the South East School of Public Health from the Workforce Training and Education Directorate of NHS England. The programme will be delivered in collaboration with leading Behavioural Science experts at the University of Manchester.

This exciting programme will allow groups to work together on a behaviour change project through learning and action.

**The closing date for applications is 7th May 2024**

### Information Session

The South East School of Public Health have arranged two information sessions where interested parties can find out more about the programme. The information sessions are planned for:

Thursday 28th March 13:30 – 14:00

Wednesday 17th April 13:30 – 14:00

To sign up to these sessions, please [complete this form.](https://healtheducationyh.onlinesurveys.ac.uk/see-change-information-event)

Should you not be able to attend either of the sessions please email us and we may be able to offer a one-to-one session with you.



### About the See Change Training Programme

The See Change training programme will be delivered in two phases.

#### Prerequisites

Participants wishing to apply will need to meet the following prerequisites:

* Completed the online UCL Short Course “*Behaviour Change Interventions: Introductory Principles and Practice”,*

or

* Completed the pre-reading list (see [appendix](#_Appendix_1)), and
* Completed a self-declaration of having a good working knowledge about the Behaviour Change Wheel, the COM-B model, and the Behaviour Change Techniques Taxonomy.

#### Phase 1: Applied Behaviour Change Training

This phase will include four 2-hour online taught modules. The focus will be on how behavioural science can be applied to real situations using the Behaviour Change Wheel. Training will be built around common public health areas e.g., antimicrobial stewardship, smoking cessation / vaping, gambling reduction and mental health.

Participants will be expected to share their learning with each other, working as a team, testing their learning and applying it to novel situations.

This phase will run from 30 May - 11 July. For each session participants will be required to complete 1-hour of pre-learning and 2-hours training delivered online.

The course timetable is as follows:

|  |  |
| --- | --- |
| Date | Topic |
|  30th May  | Session 1: Real world applications of the Behaviour Change Wheel.  |
| 13th June | Session 2: Using the Behaviour Change Wheel in a participatory way. |
| 27th June | Session 3: Designing interventions using the Behaviour Change Wheel. |
| 11th July | Session 4: Having conversations to support behaviour change, including conversations with patients, team members and senior leaders.  |

These sessions will be delivered in the afternoon.

#### Phase 2: Capacity building

This phase will support the learning gained from phase 1 Applied Behaviour Change Training and utilising it for your own chosen project. It will be delivered to teams of 5 people supporting them to embed the learning to a current project using action learning.

The aim is to build capacity and empower systemic change through a behavioural science approach.

Each team will be allocated two expert facilitators who will support the development and implementation of the identified behavioural science plan.

Phase 2 will consist of six 2-hour expert led group sessions as well as time spent outside of these sessions to support the actions and implementation of the project. This may include meeting with stakeholders, conducting research, developing and implementing your project plan etc.

Phase 2 will run from September 2024 to February 2025. At the end of Phase 2 all groups will be invited to present their project and learning at a showcase event.

### Applying to the programme

Please ensure that you read the guidance and complete the application fully. You will need to engage with others to complete this group application to undertake the See Change programme.

**Group Application:** Applications will be made in groups of 5 people who are currently working on, or have identified a piece of work, in which they wish to use behavioural change theory to support its development and implementation. The identified group may be from one team or from across other departments or organisations who are working collaboratively on the identified piece of work. You will need to detail in your application how you will work as a group and how your work will be supported back in your locality.

**Project Sponsor:** You will be asked to identify a project sponsor who will give strategic context to how the programme supports the systems goals/objectives and provide leadership on how the outputs of the work are implemented.

**Project Lead:** All group applications will be required to identify a project lead. This person will be the point of contact for your group and will be involved in coordinate the group and group work required during the training and action learning sets.

**Line Manager Support:** It is important that all participants have the support of their employer/line manager to fully engage in the programme, and that they are given the [time required](#_Time_commitment) to complete all of the work.

**Prerequisites:** The programme is aimed at those who already have some level of behaviour change knowledge (see [prerequisites](#_Prerequisites) for more information).

### Selection Criteria

Applicants must be able to demonstrate:

* Employment within the South East geographical area (Hampshire and IOW; Thames Valley; Kent, Surrey, Sussex).
* A signed commitment to attend the programme and its constituent parts.
* A commitment from line managers to support you to attend the programme.
* Completion of programme [prerequisites.](#_Prerequisites)
* Support from a project sponsor.

### How will applications be assessed?

Applications will be assessed on the following factors:

1. How will the potential outcomes meet local priorities?
2. To what extent the proposed project may impact on reducing health inequalities.
3. The commitment and capacity of the team demonstrated in your application.

There will be a panel including representatives from a range of organisations who will assess the applications.

### Application Timeline

|  |  |
| --- | --- |
| Submission deadline | **7th May 2024** |
| Applications assessed by panel | **15th May 2024** |
| Notification of outcomes  | **17th May 2024** |
| Start of training | **30th May 2024** |

### Contact us

Should you wish to get in touch with us, please contact england.publichealthschools.se@nhs.net.

### Appendix

#### Pre-reading list

Michie, S., van Stralen, M. M., & West, R. (2011). The behaviour change wheel: a new method for characterising and designing behaviour change interventions. Implementation Science, 6(1), 42. <https://implementationscience.biomedcentral.com/articles/10.1186/1748-5908-6-42>

West, R., Michie, S., Atkins, L. et al. (2019). Achieving Behaviour Change: A guide for local government and partners. London: Public Health England. <https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/875385/PHEBI_Achieving_Behaviour_Change_Local_Government.pdf>

Additional recommended reading:

Chater, A. & Cook, E. (2014). Health Psychology: Chapter 3, Intervention Design: Changing Health Behaviour. London: Pearson.

Michie, S., Atkins, L., & West, R. (2014). The Behaviour Change Wheel: A Guide to Designing Interventions. Great Britain: Silverback Publishing

Michie, S., Richardson, M., Johnston, M., Abraham, C., Francis, J., Hardeman, W, Eccles, M. P., Cane, J. & Wood, C. E. (2013). The behavior change technique taxonomy (v1) of 93 hierarchically clustered techniques: building an international consensus for the reporting of behavior change interventions. Annals of Behavioral Medicine, 46(1), 81-95.

Michie, S., West, R., Campbell, R., Brown, J., & Gainforth, H. (2014). ABC of Behaviour Change Theories. Great Britain: Silverback Publishing.