Behavioural Public Policy

The aim of the programme is to explore ways of changing behaviour to achieve the aims of public policy. How can individuals best be encouraged to take more responsibility for their well-being or behave more ethically in their business transactions? How can doctors, teachers and social workers be motivated to provide the best possible care for their patients, pupils or clients? Should we set up targets and league tables for performance, penalising those who fail to achieve the target or who drop down the table?

Aim

To provide participants with a clear understanding of:

- 'Wicked' problems - obesity and public health - how to 'deliver' key policy outcomes to a disengaged and passive public
- How to enhance personal responsibility - division of responsibility between the   individual, the community and government to enable society to function with a less coercive regulatory and judicial system
- Theories and empirical evidence about behavioural change
- The rational choice model
- A 'social marketing' approach
- The 'nudge' agenda

Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** presentations will be used in order to provide the background of each subject and create discussion and questions.

- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest

- **Case studies:** case studies will be used so as to facilitate and trigger discussion, as well as allow external benchmarking so as to achieve competitiveness

- **Group work:** group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

Sample programme

10.00   **Welcome and Introductions**

- Aims and learning objectives of the day. Participants' aims and experience.

Definitions, categorisation and the ethics of behavior change interventions

- Definitions and categorization
- Interventions and ethical acceptability

Break

Understanding what influences behaviour

- Different kinds of evidence
- Understanding behavior

Lunch

Case studies

- Public health
- Education

Refreshment Break

Evaluation of behavior change intervention

Taking what you learnt today back to your workplace

17.00   Close