Oral Presentations

Theme 1 Prevention, Addiction & Health Risks	Theme 2 Health Systems and Services, Sustainability	Theme 3 Health inequalities, Equity, & Community-centred approaches	Symposium Behavioural Science and AI: Innovations for Complex Public Health Challenges
Using behavioural science to design and mainstream a self-service, digitally enabled NHS Health Check model for lower-uptake working-age adults *Paul R. Stokes (Cambridgeshire County Council)*	Driving digital adoption in London's 111 services to improve care using patient insights and behavioural change approaches *Kate Lambe (Health Innovation Network)*	Designing for Diversity: Simplifying Complex Healthcare Navigation Through User-Centric Behavioural Design *Magpie Creative Communications*	How AI Can Transform Behavioural Science Approaches to Wicked Public Health Problems *Kristina Curtis (Applied Behaviour Change)*
From Insights to Impact: Applied Behavioural Science in Primary Care *Kate Abendstern (Caja Ltd)*	Integrating Behavioural Science into PHW's Leading for Improvement and Innovation Programme *Clara Barnes (Public Health Wales)*	Using Behavioural Science and Real-World Data to Simplify Complexity in Community Prevention: Insights from Scalable, Self-Service Health Checks *Caitlin O'Brien (SISU Health)*	evorAI in Practice: Using AI-Augmented Behavioural Science to Tackle Complex Challenges in Public Health *Dorothy Szinay (Applied Behaviour Change)*
Supporting adherence to UK lower-risk alcohol guidelines amongst middle-aged risky drinkers: a randomised trial of a brief intervention *Dominika Tkacova (Sheffield Hallam University)*	Better Conversations: Behavioural Science Strategies for Tackling Vaccine Hesitancy in Complex Systems *Caitlin Williams (ICE Creates)*	Understanding Mental Health Help-Seeking in Black-Majority Faith Communities Using the COM-B Model and TDF Framework *Ope Atanda (London South Bank University)*	Connecting Academia and the Public Sector to Address Complex Public Health Problems: Opportunities for Collaboration and Impact *Kristina Curtis & Dorothy Szinay (Applied Behaviour Change)*
Exploring the Knowledge, Attitudes, and Beliefs Towards the HPV Vaccination and How this Impacts Intentions to Attend Screening Among Individuals Invited/Eligible for Their First Cervical Screening in Wales: A Qualitative Study. *Caitlin Mason (Cwm Taf Morgannwg University Health Board, University of the West of England Bristol)*	Investigating the representation of behavioural factors in participatory systems maps illustrating 'Thriving Net Zero Communities in the West Midlands' *Naomi Bennett-Steele (University of Sussex)*	Neighbourhood Approaches to Digital Inclusion: Using Participatory Behavioural Systems Mapping for Improving Digital Inclusion Intervention Outcomes for Older People *Lara Suraci (DG Cities)*	

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Developing a Behaviourally Informed Playbook for Life Course Immunization *Alina Ojha (Busara Center for Behavioral Economics)*	Wales Without Violence: Integrating Behavioural Science to Support Whole System Change for Violence Prevention *Bryony Parry (Public Health Wales)*	COMMIT to change: a community-centred approach to tackling smoking inequalities in Gloucestershire *Tiago Moutela (Claremont)*	**Panel discussion and audience Q&A**
Keep Your Cool, Ditch the Vape: A Behavioural-Science and Co-Creation Approach to Tackling Youth Vaping in Tameside *Magpie Creative Communications*	Supporting Staff Living with Diabetes Survey *Rhian Meaden (Cwm Taf Morgannwg University Health Board)*	Community Connectors: Improving cancer screening uptake through an innovative approach to campaign design and dissemination *Marta Campagnola (Claremont)*	
Tackling Medicines Waste Through Behavioural Science: A Human-Centred Approach to Reducing Repeat Prescription Over-Ordering *Magpie*	Your Medicines, Your Health: Applying behavioural science to medicines optimisation *Jen Thomas & Dr Melda Lois Griffiths (Public Health Wales)*	What really engages local communities in healthy lifestyle services? Learnings from a public health service in Cambridgeshire and Peterborough *Emily Rayner (Claremont)*	
	Improving fidelity and capability in addiction services: developing a behaviour change toolkit for Middlesbrough Council using the COM-B model *Dorothy Szinay (Applied Behaviour Change Ltd)*		