Behavioural Science and
Public Health Network

BSPHN CONFERENCE 2026

COMPLEXITY AND BEHAVIOURAL SCIENCE

9TH & 10TH MARCH
EVENT PROGRAMME

@BSPHNetwork

#BSPHN26

BSPHN COMMITTEE CEO'S WELCOME TO THE CONFERENCE

Welcome to the BSPHN 2026 Annual Conference "Complexity and Behavioural Science: Practical Strategies and Innovation for Complex Problems"

Complexity is now the norm. Public health teams, local authorities, and wider public sector organisations are increasingly confronted with so-called 'wicked problems' —multi-layered issues that resist linear solutions and demand new ways of thinking. But complexity is not just a challenge; it is fertile ground for innovation. This year's conference explores how behavioural and social sciences help us understand, navigate, and shape complex systems for public good, and the need to embrace and foster creativity to make that happen.

Our esteemed keynote speakers for 2026 bring thought-provoking perspectives to how we view and manage complexity. This year's call for abstracts received a record number of submissions, reflecting the growing momentum and maturity of our field.

As always, our focus extends beyond generating knowledge - we continue to be committed to supporting its practical application. Complexity requires approaches that are creative, adaptive, collaborative, and grounded in evidence. Throughout this year's agenda, you will find real-world case studies illustrating how behavioural science is being used to strengthen systems and support more effective, efficient, and equitable public sector delivery.

A new addition for this year is a networking supper for anyone joining us for the 2-days, which promises to be entertaining!

The conference programme reflects the BSPHN's four strategic pillars, which guide our mission and activities throughout the year:

1. Community of Practice We are strengthening a diverse and interdisciplinary community that connects behavioural and social scientists with public health professionals, clinicians, policymakers, educators, and practitioners across sectors. This community is at the heart of sharing evidence, methods, and best practice to improve public services.

2. Capacity and Capability Building We continue to expand training, consultation, webinars, learning sets, and leadership development to build behavioural science capability across health and social care. Our goal is to equip organisations with the skills to design, implement, and evaluate behavioural approaches that enhance effectiveness, efficiency, and equity.

3. Advocacy We actively champion the role of applied behavioural and social science in improving public policy and service delivery. Through engagement with government, development
of standards, ethical guidance, and support for those working in applied roles, we promote a strong and credible sector that delivers measurable public value.

4. Partnerships We work collaboratively across the public, private, and third sector — bringing disciplines together to embed behavioural science at every level of the health-related ecosystem, from policy design to service delivery and evaluation.

A special thank you to our presenters, organisers, and our hosts at De Montfort University in Leicester.

And finally, thank you for being part of the BSPHN community. I hope you find this year's discussions energising, thought-provoking, and practically useful. I look forward to speaking with many of you throughout the two days.

Dr Paul Chadwick
CEO, Behavioural Science in Public Health Network (BSPHN)

Behavioural Science and
Public Health Network

VENUE: DE MONTFORT UNIVERSITY

**The Venue @DMU
20 Western Boulevard,
Leicester, LE2 7BU**

The conference will take place at The Venue, located on the central campus of De Montfort University (DMU) in Leicester.

Getting to the Conference

By Foot (from local transport hubs)
· 21-minute walk from Leicester Railway Station
· 19-minute walk from Haymarket Bus Station

Leicester city centre is compact and easy to navigate, with clear signage throughout. For ease, pop the postcode (LE2 7BU) into your mobile phone maps app for further direction.

Travelling by Train
Leicester is well connected via high-speed rail links to London and many major UK towns and cities. Direct services operate frequently, making rail one of the easiest ways to travel to the conference.

From Leicester Railway Station, you can either walk (approximately 16 minutes) or take a short taxi journey to the venue.

Travelling by Car
Leicester is well connected to the UK motorway network via the M1 and surrounding major routes. We would recommend using the city's Park & Ride service: Enderby Park & Ride is conveniently located from the M1/M69 at LE19 2AB. The PR2 bus link will bring you right near the venue.

Parking Information
Please note: There is no parking available on site (if you need parking and are a blue-badge holder, please contact the conference team to discuss).

For a list of nearby car parks, please check our event website for our travel guide.

ROOMS

The conference will be held across two floors. Registration is on the ground floor. Main auditorium, refreshments and exhibition space are also on the ground floor, with breakout rooms on Floor 1. All floors are fully accessible.

CATERING

In line with our aims for sustainability, all catering will be vegetarian (including some vegan). Delegates are asked to bring a refillable water bottle, and use the refill stations provided.

CONFERENCE WEBSITE

Please visit the conference website where you can view all of the poster presentations. All photographs will be hosted on this page after the conference.

PHOTOGRAPHY

There will be photography and videography throughout the day. If you do not wish to be filmed please let a member of the BSPHN committee know on the day.

SOCIAL MEDIA

Please tag us at @BSPHNetwork and use the hashtag#BSPHN26.

REGISTRATION

Registration starts from 8.30am onwards. The conference will begin at 9.15am promptly.

If you have any accessibility needs, please let a member of the BSPHN team know.

SECURITY

Upon registration you will be provided with a name badge lanyard, please ensure you wear your lanyard at all times throughout the conference. Please hand back your lanyard before you leave the conference so we can re-use or recycle.

PRE-CONFERENCE WORKSHOPS

CITIZEN CIRCLES: OUR PROPOSITION TO TAKE YOU BEYOND THE CO-PRODUCTION BUZZWORDS.

01.

Dr Tiago Moutela, Emily Rayner, Ian Fannon, Claremont

A practical workshop introducing a methodology designed to move past co-production clichés and embed the lived experience of local communities into strategic decision-making for health and social care services. The use of Citizen Circles is an efficient methodology for inclusive and joint decision-making that bridges the gap between professional expertise, health and social care systems and people's lived experiences.

COMPACT FRAMEWORK – CAPTURING ORGANISATIONAL IMPACT OF BEHAVIOURAL SCIENCE IN LOCAL GOVERNMENT.

02.

Prof Katherine Brown, University of Hertfordshire ; **Julie Bayley,** Northeastern University London

The COMPACT Framework is a practical reference tool that highlights the potential impact of behavioural science within local authority activities. Organised into clear categories and subcategories of impact, and available as a free, editable spreadsheet, it can be easily adapted, integrated, or customised to suit a variety of needs. It also features a range of real-world examples, illustrating the many practical and effective ways behavioural science is already driving positive change in local government settings.

CREATIVE ARTS AND BEHAVIOUR CHANGE

03.

Lydia Towsey, Leicestershire Partnership NHS Trust

Welcome to a fun, hands-on session exploring how creative writing and the arts can support positive personal change. Through a short grounding meditation and a series of easy writing exercises, we'll set goals, explore solutions, and build personal insight and wellbeing. You'll also gain practical tools you can use in your professional work. The session is based on the CHIME mental health recovery framework (Leamy et al), and draws on ideas from poet and sociologist Carole Satyamurti and author Byron Katie.

NETWORKING SUPPER

17.00 – 20.00
Monday 9th March at
The Venue@dmu

- Drinks from 5pm
- Food from 6.15

photo credit: Dean Leivers)

New for this year, we are hosting a complimentary networking evening for with us for the two days. You will have chance to relax after the workshops, mingle and enjoy an Indian-inspired feast. By way of celebration of our hosting city, you will be entertained by **Mr Shay**.

Mr Shay is a poet, rapper, beat-boxer and musician from Leicester. Shay specialises in electronic music and live looping to create unique and improvised tracks, often featuring crowd involvement. He developed his music career as a community music practitioner, working with various youth groups in the midlands, via The Underground Creatives. Over his ten-year career, Shay has worked with organisations such as Northampton Music & Performing Arts Trust, Leicester City Football Club, Leicester Curve Theatre, The Prince's Trust and Leicestershire Schools Music Service. In 2025, Shay was titled Leicester's first ever Poet Laureate.

If you want a taster, you can follow him:
Instagram & Twitter: @mrshay_artist
 Facebook: Mr Shay

BSPHN Conference Day Agenda – Tuesday 10th March 2026
The Venue @ DMU, Western Boulevard, Leicester, LE2 7BU

BSPHN

Time	Session
From **08.30**	**Registration**
09.15	**Welcomes** Thoughts for the day from the DPH office, Leicester City Council & Paul Chadwick (CEO of BSPHN)
09.45	**Keynote – Professor Daisy Fancourt** *Why arts are an overlooked health behaviour: insight from epidemiological, behavioural and economic research*
10.15	**Keynote – Professor Cécile Knai** *Why systems thinking matters for our food environment*
10.45	**Q & A / Discussion with Daisy and Cécile**
11.05	**BREAK** Networking & Posters
11.25	**Oral Presentations**
13.00	**LUNCH** Lots of opportunities to network, visit the pop-up bookshop, and even have a health check!
14.10	**Keynote – Professor Dame Emerita Theresa Marteau** *Changing Behaviour at Scale to Protect Our Health and Planet: What Stops Us?*
14.40	**Keynote – Professor Paul Dolan** *What does it mean to live well? And why can't we agree on the answer?*
15.10	**Q & A / Discussion with Theresa and Paul**
15.40	**Moving Foward** Next steps for BSPHN and the Community of Practice
16.00	**Awards & Close**
Afterwards	**Networking Social - venue tbc**

Oral Presentations (11.25):

Theme 1	Theme 2	Theme 3	Symposium
Prevention, Addiction & Health Risks	Health Systems & Services, and Sustainability	Health Inequalities and Community-Centred Approaches	Behavioural Science & AI

KEYNOTE SPEAKERS

Professor Cécile Knai

Cécile is Professor of Public Health Policy, Head of Department of the Health Services Research and Policy Department, and Deputy Director Health Improvement on the NIHR Policy Innovation and Evaluation PRU. Her main research interests are in food policy and the commercial determinants of health.

Why do behavioural outcomes differ so widely across settings and policies? At BSPHN 2026, Professor Cécile Knai (London School of Hygiene & Tropical Medicine) will explore this question from a complexity perspective — examining how systems, commercial influences, and policy interactions shape behaviour and population health. Join us for an evidence-rich session that bridges science, complexity, and practical impact.

KEYNOTE SPEAKERS

Professor Daisy Fancourt

Daisy Fancourt is Professor of Psychobiology & Epidemiology and Head of the Social Biobehavioural Research Group at University College London. Her research focuses on the effects of social connections and behaviours on health, including social deficits and social assets.

Why does human behaviour resist simple explanations? At BSPHN 2026, Professor Daisy Fancourt (UCL) will unpack how complex networks of social behaviour, culture, and biology interact to shape health and wellbeing. Drawing on her world-leading research — from social prescribing to the arts as health promotion — Daisy's session will deepen our understanding of behaviour in context.

KEYNOTE SPEAKERS

Professor Paul Dolan

Paul Dolan is Professor of Behavioural Science at the London School of Economics and Political Science. He has a long-standing interest in measuring and valuing what it means to live well for the purposes of informing the behaviour of individuals, corporations and policy-makers. Paul is widely known for translating complex behavioural science into practical insights for governments, organisations, and individuals including Mindspace: Influencing behaviour through public policy. He has advised policymakers around the world and is the author of several influential books, including Happiness by Design, Happy Ever After and his most recent book, Beliefism. His research challenges the powerful social narratives about choice and wellbeing, highlighting how complexity, attention, and everyday environments shape human behaviour.

At our 2026 Conference, Professor Paul Dolan (LSE) will unpack how complexity, attention, and environment influence wellbeing and decision-making — and what this means for behavioural science in practice.

KEYNOTE SPEAKERS

Professor Dame Theresa Marteau

Theresa Marteau is a behavioural psychologist whose research includes the development of interventions to change behaviour to improve population health and reduce health inequalities, with a particular focus on targeting non-conscious processes. She is Director of the Behaviour and Health Research Unit in the Department of Public Health and Primary Care at the University of Cambridge.

Why isn't behaviour change as simple as telling people what to do? At BSPHN 2026, Professor Dame Theresa Marteau will tackle this question head-on. Leading research on non-conscious processes and behaviour change, she challenges us to think differently about complexity, environments, and public health solutions.

ORAL PRESENTATIONS

Theme 1 Prevention, Addiction & Health Risks	Theme 2 Health Systems & Services, and Sustainability	Theme 3 Health Inequalities and Community-Centred Approaches
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*
From Insights to Impact: Applied Behavioural Science in Primary Care *Kate Abenstern (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)*
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)*
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)*

ORAL PRESENTATIONS

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)*
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 Creative Communications*	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)*	

Symposium: Behavioural Science and AI: Innovations for Complex Public Health Challenges

Presented by Kristina Curtis and Dorothy Szinay of Applied Behaviour Change

How AI Can Transform Behavioural Science Approaches to Wicked Public Health Problems	evorAI in Practice: Using AI-Augmented Behavioural Science to Tackle Complex Challenges in Public Health	Connecting Academia and the Public Sector to Address Complex Public Health Problems: Opportunities for Collaboration and Impact

- A Systematic Review of Behaviour Change Techniques in Digital Interventions for Reducing Alcohol Consumption - Sarah Wilkie
- 'Making Every Contact Count' in Optometry: Delivering Enhanced Level 2 Training in Cwm Taf Morgannwg (CTM) - Charlotte Cullum
- Increasing First-Time Attendance to Women's Cancer Screening: Evidence from a Systematic Review - Charlotte Cullum
- Co-designing strategies to promote cervical screening among women of low-socioeconomic position in Ireland - Sophie Mulcahy Symmons
- Unpacking Nutritional Hurdles: A Thematic Analysis of Complex Behavioural Barriers and Training Deficits within the Foster Care System - Jessica Jones
- Smoke Free Generation - using behavioural science to reduce nicotine use - Toby Blume
- Navigating Complexity: Behavioural Design Strategies for Multi-Level Digital Health Interventions - Zoe Griffiths
- Improving Domestic Burning Practices to Reduce Air Pollution: The 'Breathe Better' Wirral Behaviour Change Campaign - Holly Dixon
- Behavioural Insights for Early Detection and Prevention of Chronic Kidney Disease - Holly Dixon
- Preventing Youth-Produced Sexual Imagery Through Social Norms: The 'OK to Ask?' Campaign in Surrey - Holly Hixon
- Designing an AI-Specific Competency Framework for Conversational Health Coaching: Translating Human Coaching Standards into Responsible AI Evaluation - Victoria Rogers
- It Takes a Village: A Behaviourally Informed, Hyper-Local Approach to Tackling Complex Challenges in Winter Vaccination Uptake - Frances Samuel
- Piloting a Behavioural Solution to Youth Nicotine Reduction: Equipping Professionals for Better Conversations - Nina Illingworth
- Using the Behaviour Change Wheel to understand and address the barriers and facilitators for adherence to UK lower risk alcohol guidelines - Rachael Thorneloe
- Understanding Behaviour Change in Tier 2 Weight Management Services for Adults with Higher Weight and Common Mental Health Problems: A Qualitative Study - Veronika Rysinova
- Co-Producing an Inclusive and Adaptable Weight Management Service to Address Complexity and Inequalities in Nottingham City - Allison Jackson
- Co-designing a campaign to increase condom use in Nottingham - Steve Thorne
- Applying Behavioural Science to Address Cultural Complexity in Menopause Experiences - Samyukta Pradip Kumar
- Intervention Solutions to Support Testing for Blood-Borne Viruses and Tuberculosis: A Behavioural Science and Community Co-Production Approach - Natalia Iris
- Check the Vibe: Using Behavioural Science to Navigate the Complex Drivers of Youth VAWG -Saransh Ahuja
- Developing an Innovative Organismic Framework of Complex Physical Activity Systems: A Conceptual Systematic Review - Amy McCarthy
- Tackling complex smoking cessation challenges through behavioural science and trauma informed pathways in Croydon - Bala Bhargav Parvatham
- Barriers and enablers to anti-seizure medication adherence in children with epilepsy: a systematic review using the Theoretical Domain Framework (TDF) - Eric Amankona Abrefa Kyeremaa
- A behaviour change intervention using personalised invitations to increase breast screening in Royal Borough of Greenwich - Russell Cartwright
- Combining behavioural science and digital technology to change complex smoking behaviours - Russell Cartwright
- A Community Research project exploring the barriers and facilitators to testing for blood-borne viruses and tuberculosis - Keshna Bowie
- Reaching the unreached: Co-produced PrEP engagement with vulnerable women in Norfolk – Holly Dixon

MEET THE CONFERENCE TEAM

Angela Fletton
Conference Chair

Abigal Moffat

Emma Begley

Popppy Lankester

Vivi Antonopoulou

Polina Altchouler

David Atkins

Mu Lan

The conference team will be available all day. Contact us for any queries or concerns.

THANK YOU FOR ATTENDING THIS YEAR'S CONFERENCE!

The committee would especially like to thank:

- All of our wonderful keynotes.
- All presenters on the day
- Everyone who submitted abstracts
- Kezia (events), Stuart (tech) and the catering team@ DMU

**Keep in touch with the BSPHN by signing up to our mailing list and network directory so you can link up and network with colleagues.
We look forward to seeing you next year!**

WWW.BSPHN.ORG.UK
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