

Integrating Behavioural Science into PHW's Leading for Improvement and Innovation Programme

Public Health Wales (PHW)

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Tuesday 10th March 2026



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Behavioural Science and
Public Health Network

2026 Conference

Background

Leading for Improvement & Innovation

Previous Format

2-day course

Theory based

Practical coaching
offered

Expectation –
completion of an
improvement
project

Our Observations

High drop out rates from pre-course conversation then following day 1

No evidence of application of learning – no tangible outcomes

Lack of further interaction with service

They said...

Past participants explained...

- Unrealistic expectation to break down the problem before attending the course (without the knowledge of how)
- Too much theory and not enough application
- Put off by complexity and lack of relevance
- Over prescriptive content and timelines
- Lack of acknowledgement of real working situations making effective completion feel impossible

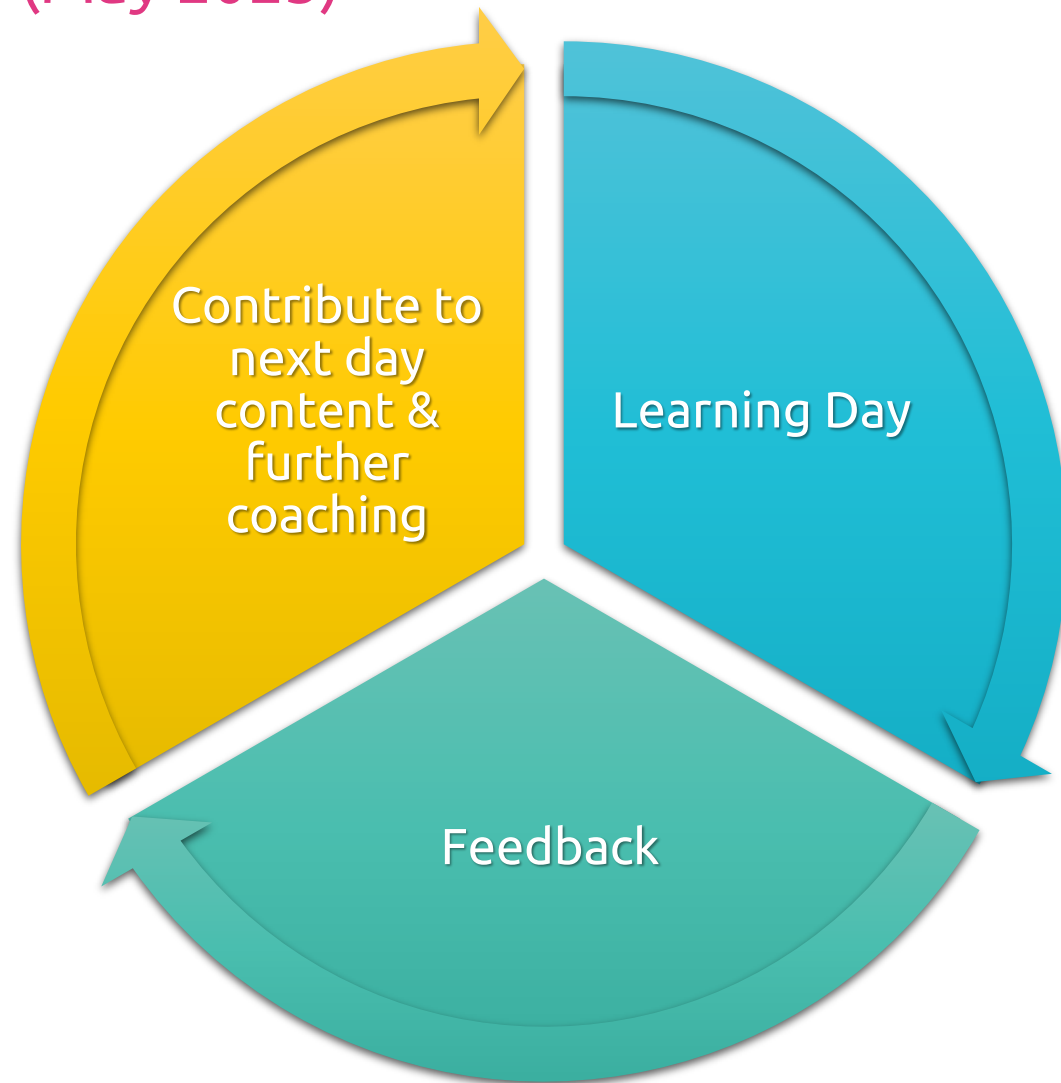
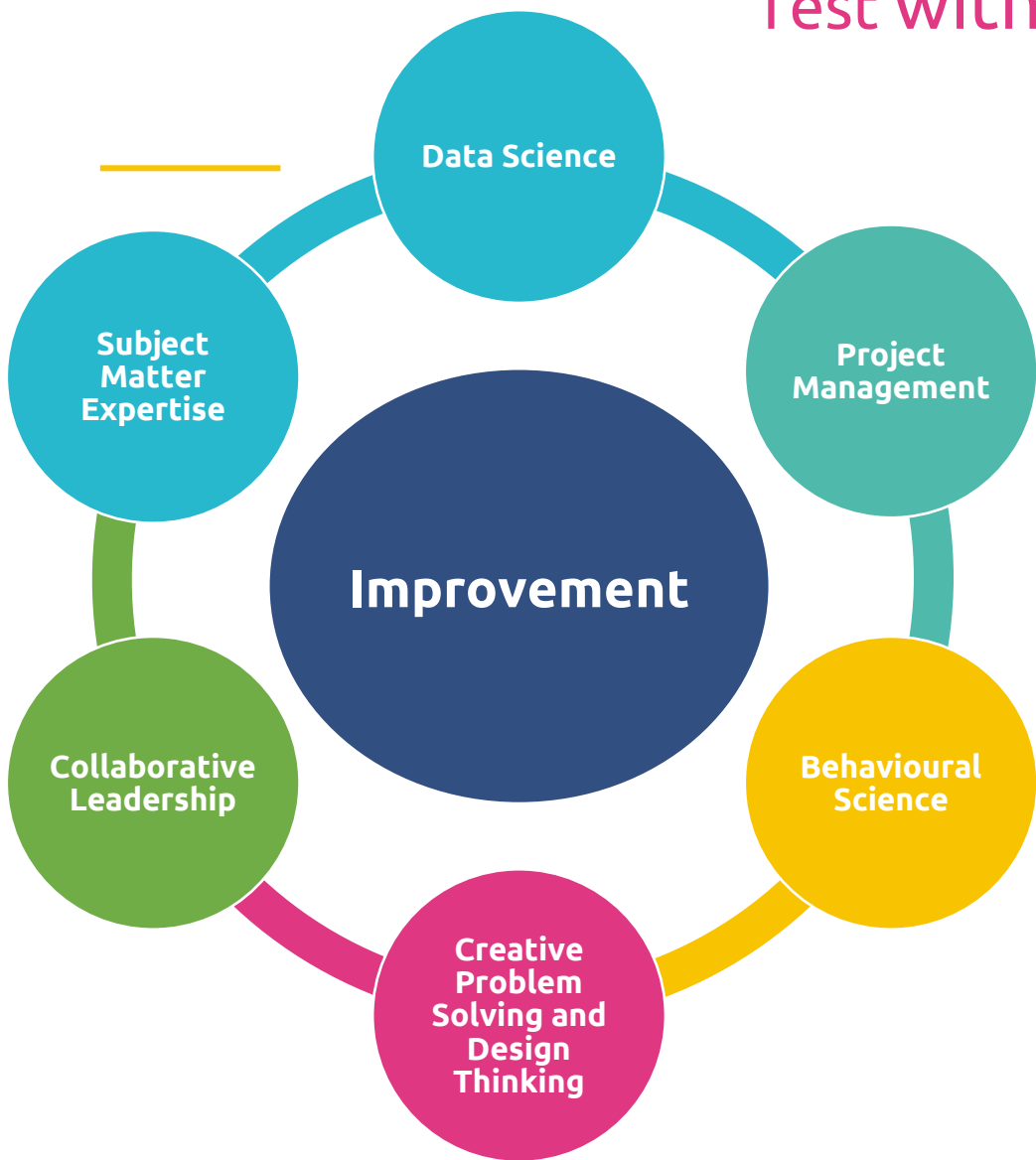
We did...

So we...

- Integrated breaking down the problem into the course itself
- Added an additional day and applied a reductive split of a theory to practical
- Kept content simple and relevant, using only what's needed, exploring more complex elements on a project basis if desired
- Group and individual project coaching/mentoring at a level based on needs
- Extended the course to include coaching following the learning days

New Approach

Test with Cohort 4 (May 2025)



What content would you like to see (after days, 1 & 2)...

Behavioural change and data analysis

Innovation, behavioural change/science and practical application tools

Behavioural science around compliance to procedure and engagement particularly through change

Behavioural science, user design

What was most interesting/helpful (after day 3 & full course)...

I found the behavioural science talk in this session very interesting

Behavioural change session

Behavioural Science – would be great if it was through the whole course because you can't do improvement without people and understanding how to approach and motivate them is vital!



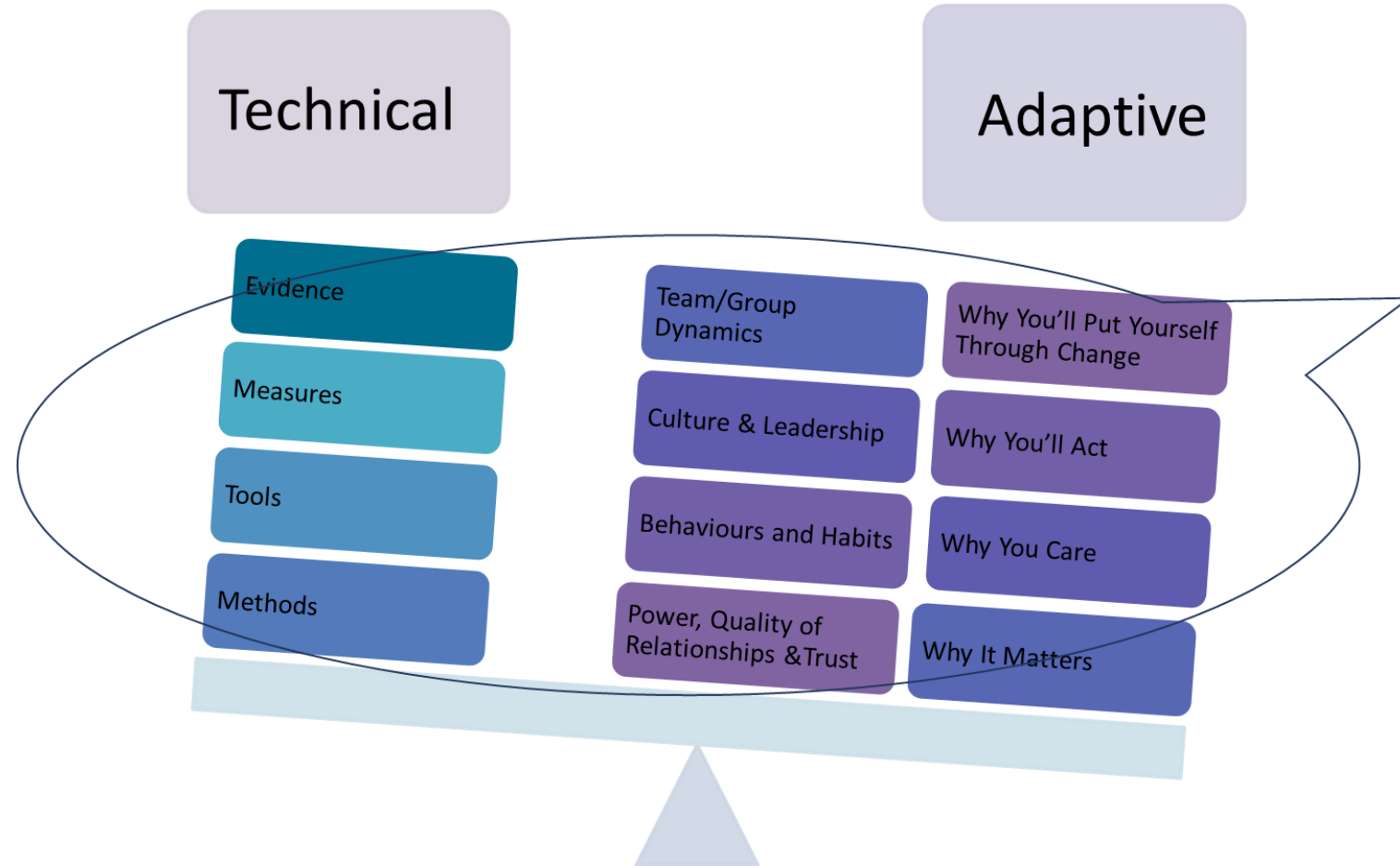
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Behaviour change critical to I&I?

Depends on what you're trying to achieve...

- Evidence based improvement efforts (and innovation) abound....but
- All I&I involves people taking new approaches
- How many I&I-based efforts have hit the 'People Pothole' ??
- Engage head, heart & hands – hunch/idea/theory; motivation; salient

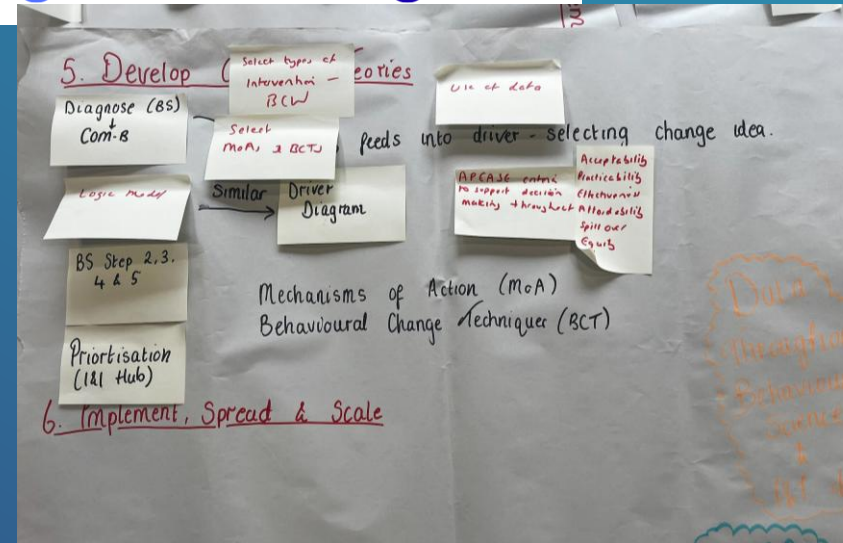
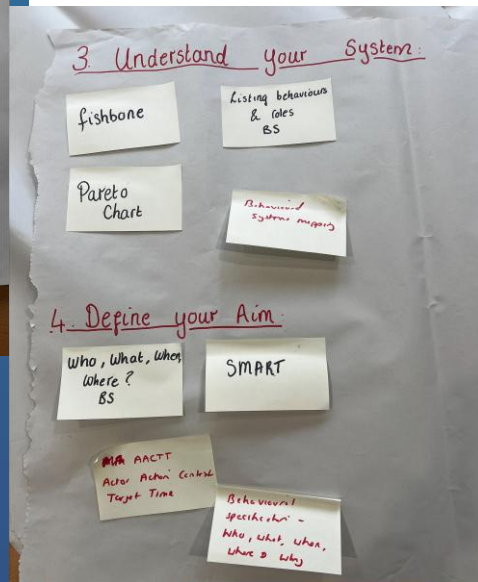
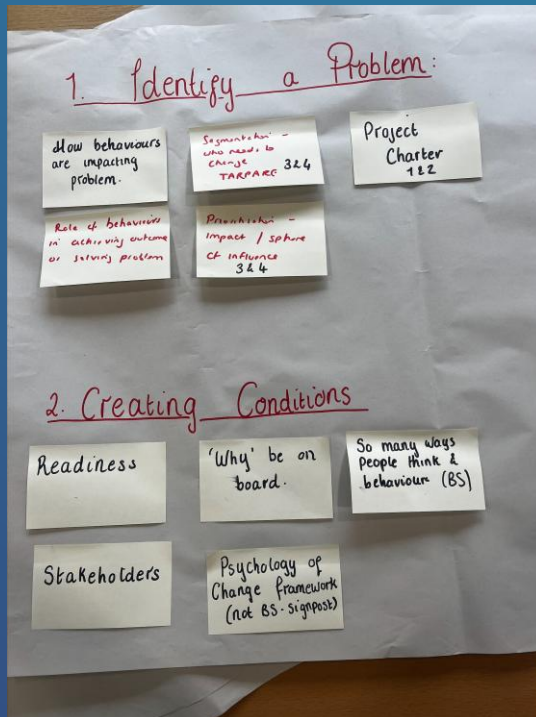
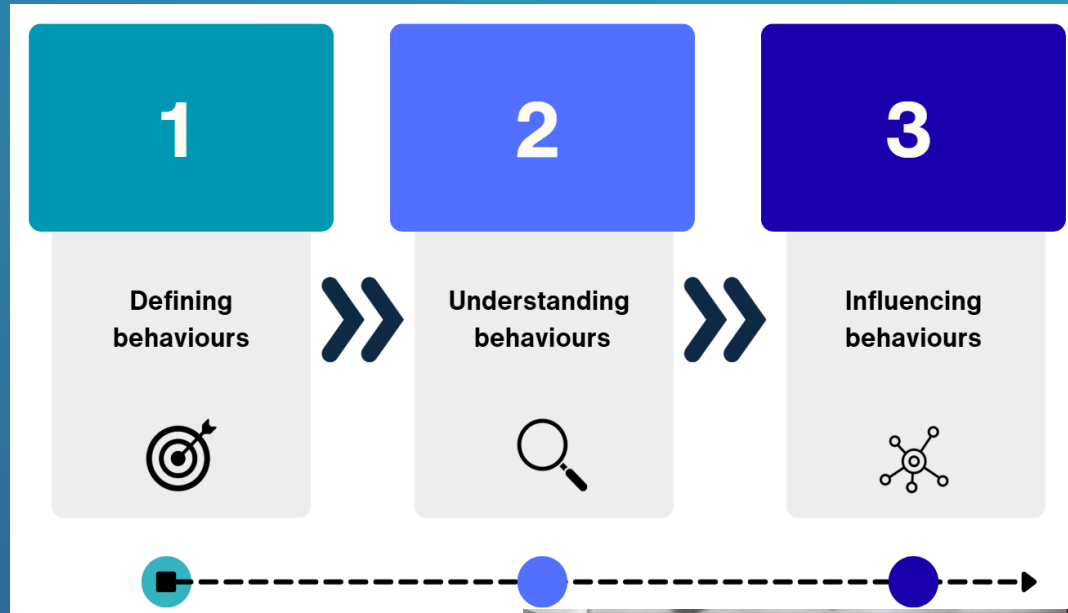


So, understanding behaviour might help I&I efforts stick..

Where to start...

- 'Behaviour in context' can be a helpful starting point for improvement and innovation
- What conditions:
 1. internal to the individuals, and
 2. in their physical and social environmentsneed to be in place for a 'behavioural target' to be achieved
- How can we systematically unpack these components to work out which innovations/improvements are going to be more or less effective?

Exploring where and how BeSci can add value



Psychology of change

Activating agency



WHITE PAPER

IHI Psychology of Change Framework

to Advance and Sustain Improvement

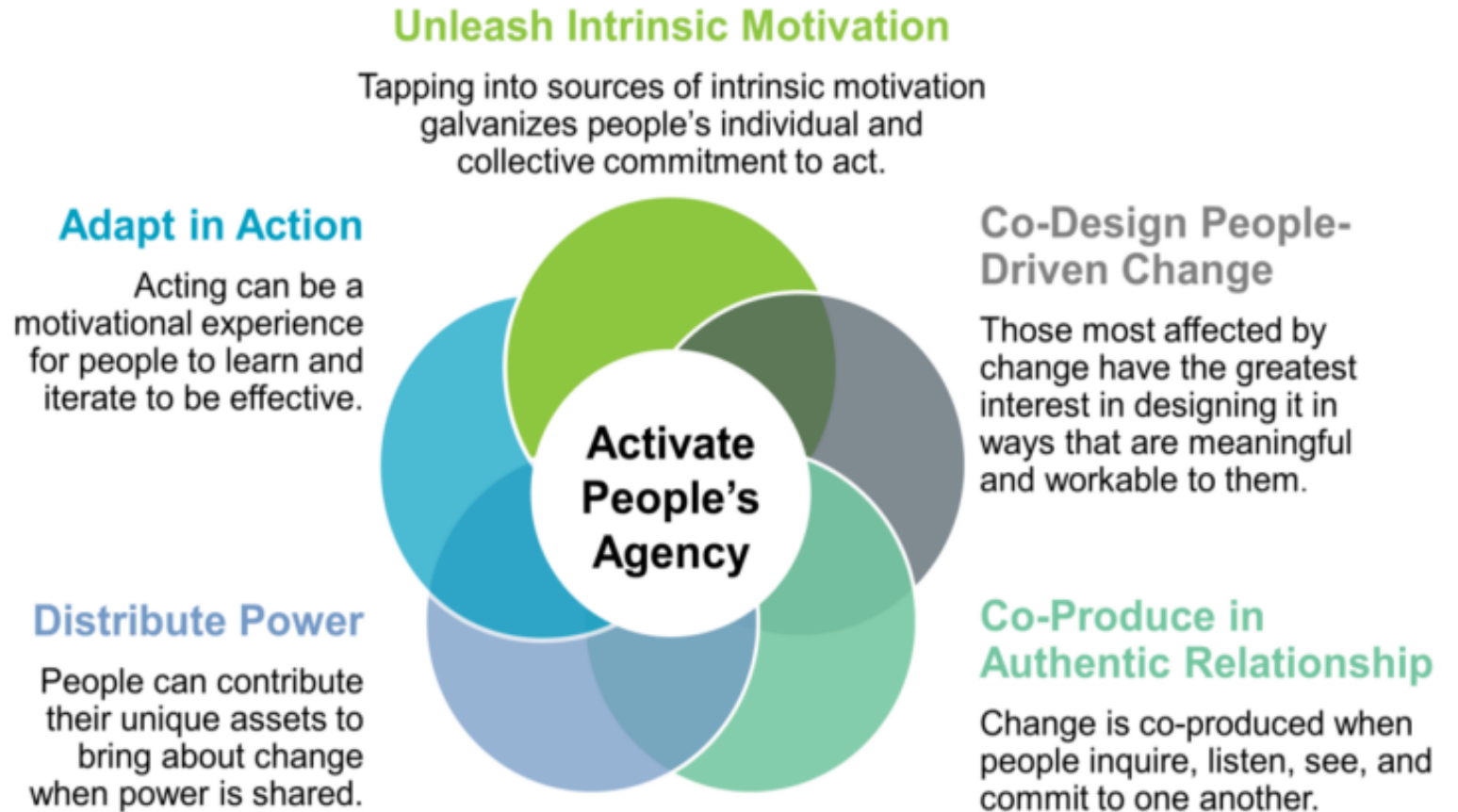


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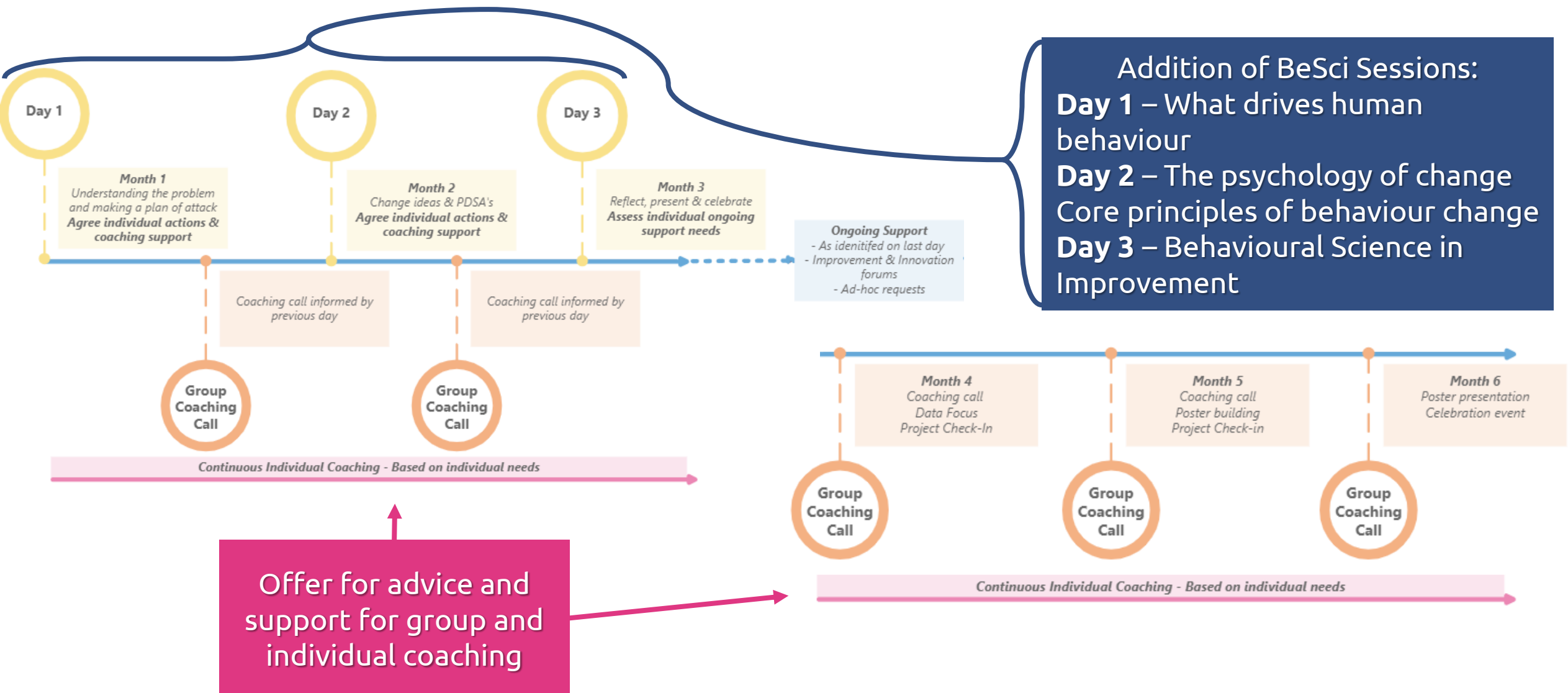
How to Cite This Document: Hilton K, Anderson A. *IHI Psychology of Change Framework to Advance and Sustain Improvement*. IHI White Paper. Boston, Massachusetts: Institute for Healthcare Improvement; 2018. (Available at ihi.org)

Figure 1. IHI Psychology of Change Framework



Development and Testing

Cohort 5 (October 2025) and Cohort 6 (January 2026)



I&I projects with a behavioural focus

Cohort 4 (May 2025)

- Reducing non-sterile glove use in Diabetic Eye Screening Wales
- Increase engagement with comms newsletter and innovation platform SimplyDo
- Reducing sample taker incidents in Cervical Screening Wales
- Increase compliance with VHF competency in labs

Cohort 5 (December 2025)

- Increasing the uptake of Restorative Clinical Supervision (RCS) for nurses and midwives
- Reduce the number of positive non-responders in Bowel Screening Wales
- Increase compliance with Medical and Healthcare products regulatory Agency (MHRA) requirements for medical devices in screening
- Improve the discharge pathway for inpatient smokers (Help Me Quit)

Cohort 6 (January 2026)

- Increasing engagement with Integrated Governance resources
- Improving communication and learning with schools in the JUSTB smoking prevention programme
- Increasing the quality of fit notes provided by Primary Care services

Feedback so far...

From cohorts with BeSci changes
(Cohort 5 (October 2025) and Cohort 6 so far (January 2026))

When asked...

What did you find most interesting/helpful?

- Behavioural science & hearing the case studies
- The IG session, behavioural science info and the data game
- Behavioural science application and sharing project descriptions , meeting and networking with others

What suggestions would you have to improve the course?

- More detail on how we use behavioural science for our projects

What content would you like to see in future sessions?

- More behavioural science
- Influencing without authority

Our reflections



Next steps

- Participants are approaching I&I challenges with a renewed focus on behaviours as drivers of change, overcoming barriers where traditional methods had stalled
- The incorporation of various disciplines/approaches has enhanced the programme but could lead to overwhelm so important to provide guidance around when and how they can add value to the I&I journey
- We have learnt a lot from working together!

- Refine the integration model
- Continued coproduction and collaboration with respective training offers
- Develop champions for BeSci and Improvement & Innovation in respective teams