

# Integrating Behavioural Science to Support Whole System Change for Violence Prevention

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**#BSPHN26**

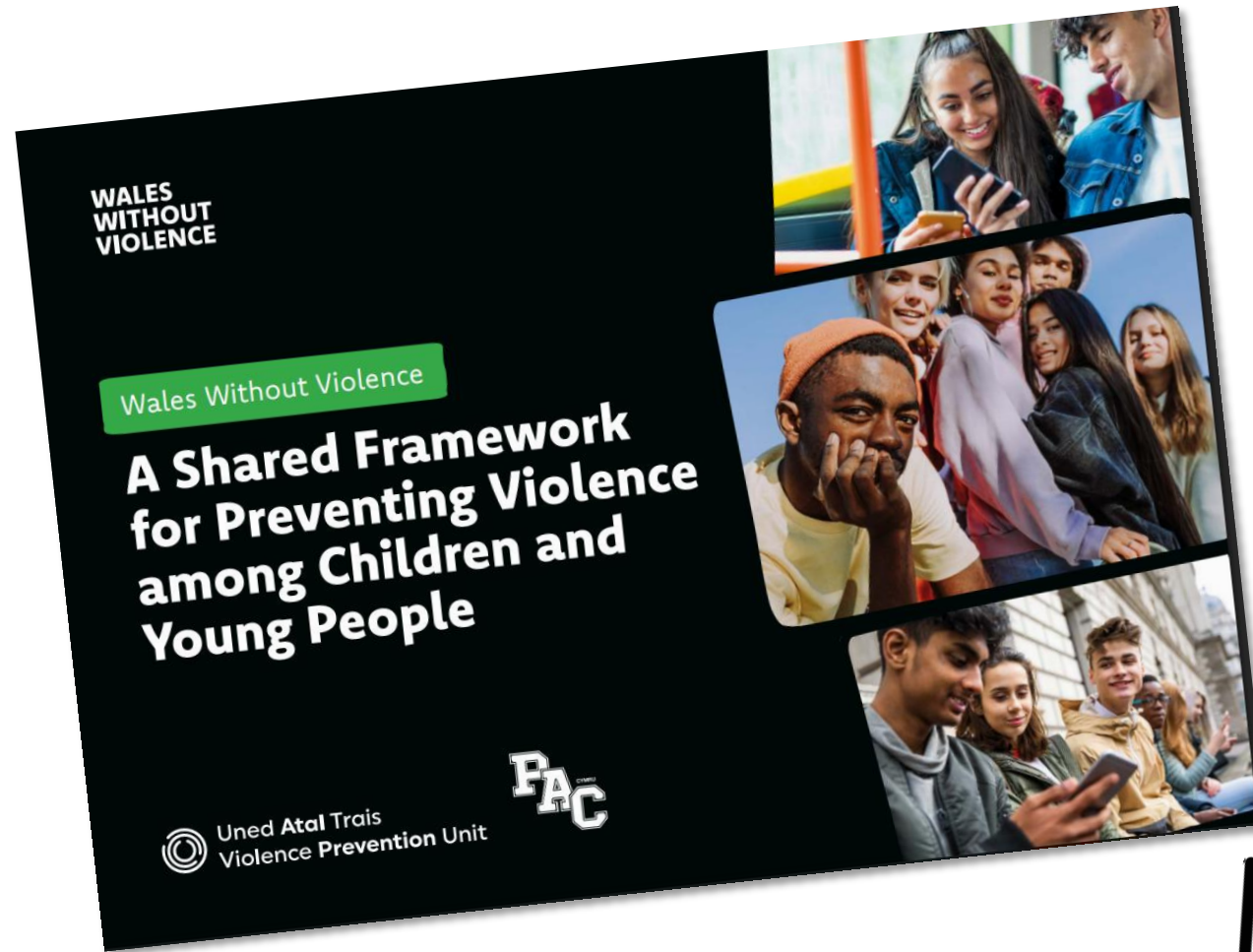


# Introduction

1. Background: an overview of Wales Without Violence
2. The challenge: a public health approach in practice
3. The approach: applying behavioural science to professional practice
4. So what? Implementing a public health approach

**AIM:** Share knowledge of utilising behavioural science to understand and address influences on the professional behaviours needed to support whole system change for violence prevention.

# Background



Violence IS a public health issue, and it can be PREVENTED.

# Our challenge



## Evidence

- Very little global evidence about the implementation of a public health approach to violence prevention
- Limited studies report evidence of barriers i.e.
- *Lack of knowledge, commitment, professional disillusionment, deferment of responsibility, competing policies and intra-departmental priorities (Snowdon, Quigg & Leavey, 2024)*

# Our approach

1

Recognise that violence is preventable

2

Build partnerships for prevention

3

Co-produce the solutions

4

Uphold children's rights

5

Take a trauma-informed approach

6

Use an intersectional lens

7

Integrate multi-agency data into decision-making

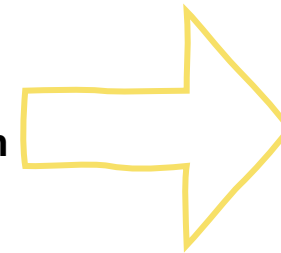
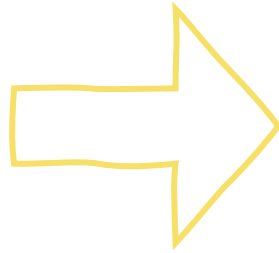
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Take an evidence-based approach

9

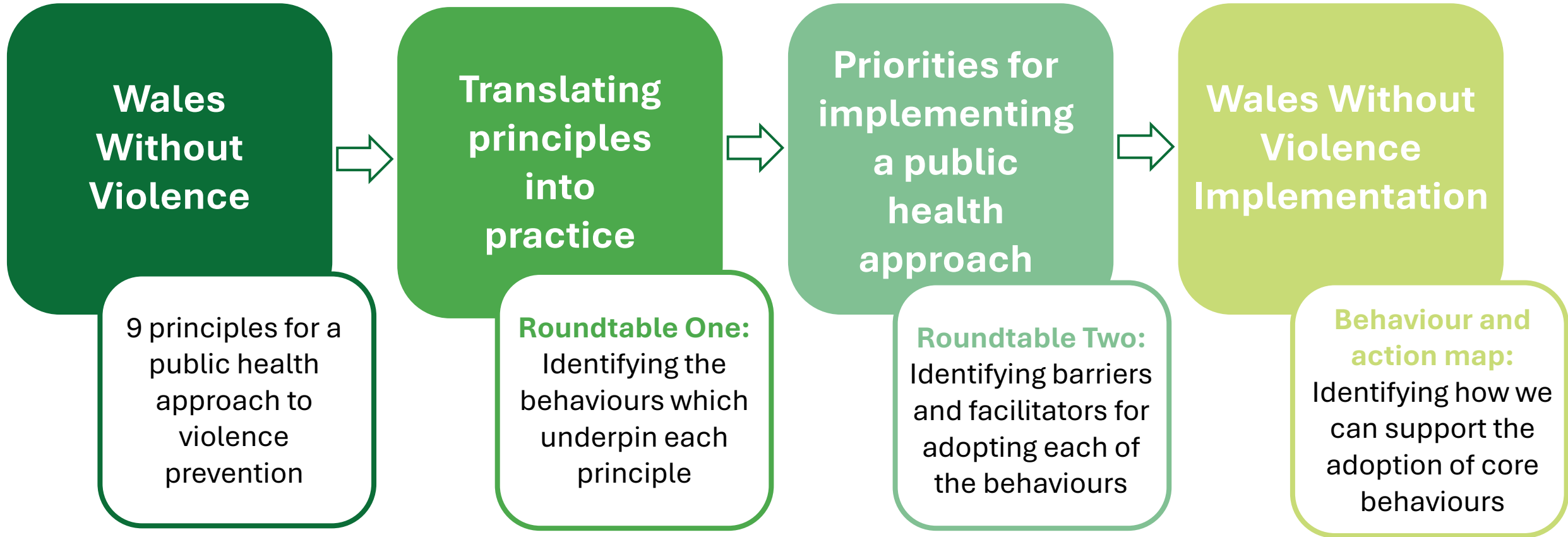
Be proactive in involving communities

**Wales  
Without  
Violence**



**Core  
behaviours**  
Specific, actionable  
behaviours that  
underpin a public  
health approach

# Our approach



# Developing a behaviour and action map

Integrate multi-agency data into decision-making

Utilise the  
x3 core  
Wales Violence  
behaviours  
Portal

Target  
Analysts  
audience

Psychological  
COMP  
compatibility

Mechanism  
increase  
of action  
knowledge  
(MOA)

Behaviour  
change  
Instruction on  
how to perform  
the behaviour  
(BCT)

Provide guidance for  
using the Portal  
VPT action

Identified through engagement with professionals and our own professional experience.

The  
intervention  
process

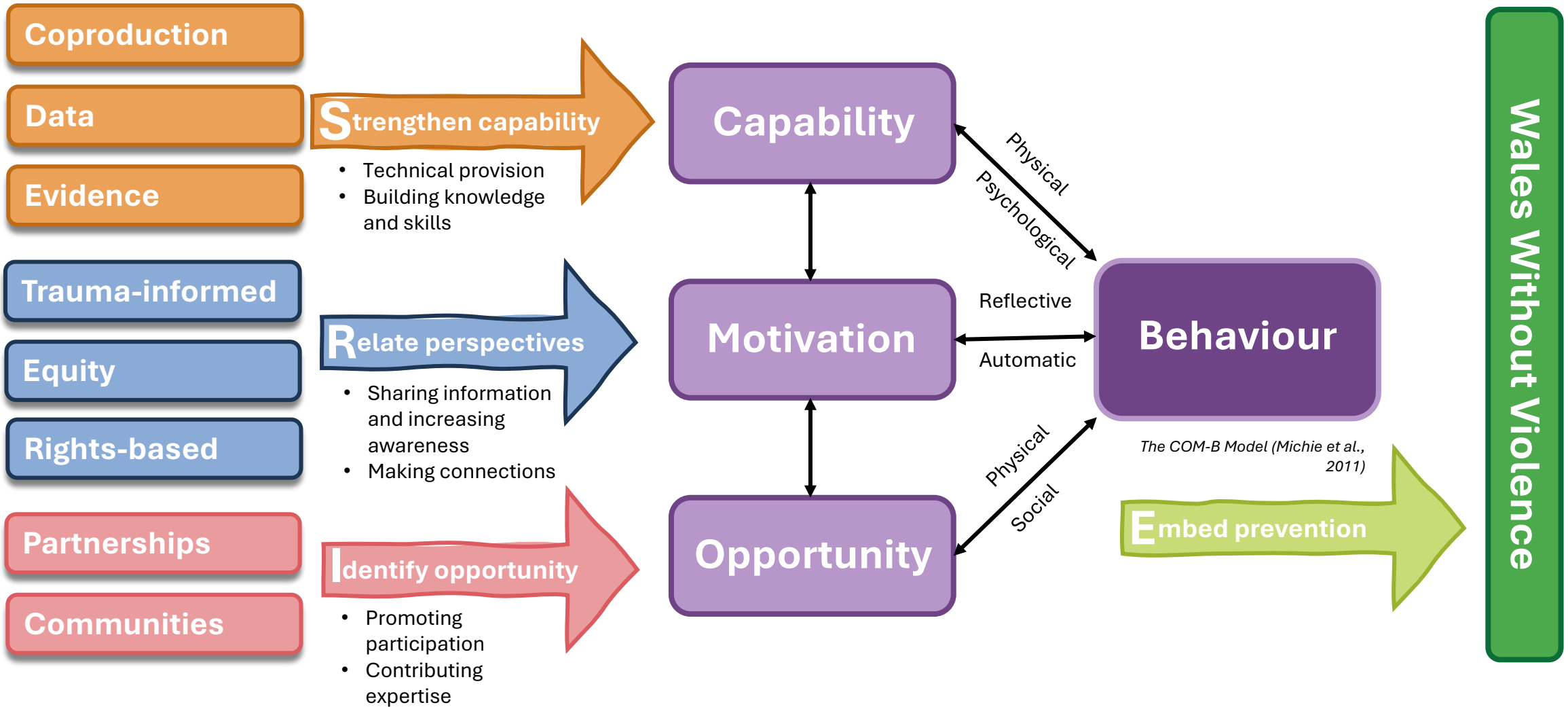
The  
intervention  
ingredient

The mode of  
delivery

Prioritised through existing resource and emerging opportunities.

Process underpinned by behavioural theory utilising behaviour change models.

# Implementing a public health approach



# Summary

- Whilst **behavioural science** is increasingly being used to understand health behaviours, including violence, there is little out there on how to support **professionals** to adopt the behaviours needed for **prevention**.
- The Wales Without Violence implementation project has helped distil the concepts of a public health approach into **actionable, measurable behaviours** that apply to a range of professional roles.
- We have also identified the type of support **professionals** need to adopt these behaviours for a **coordinated approach** to violence, that **prioritises prevention** across settings.
- The implementation project has also enabled us to explore what our role is in **supporting the system**, so we can better target our resource.



**Building a Wales  
Without Violence**

**Thank you**

**waleswithoutviolence.com**

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# References and useful links

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## References

West, R. & Gould, A. (2022) *Improving health and well being: A guide to using behavioural science in policy and practice*. Public Health Wales, Cardiff. Available online:

<https://phwwhocc.co.uk/bsu/wp-content/uploads/sites/6/2023/03/PHW-BSU-Guide-1.pdf>

## Useful links:

The Wales Without Violence website: [www.waleswithoutviolence.com](http://www.waleswithoutviolence.com) – includes the Framework and additional resources to support understanding and implementation

The Behavioural Sciences Unit website: <https://phwwhocc.co.uk/bsu/> - includes a guide for each of the six steps of the behavioural science process

The Behaviour Change Wheel: [www.behaviourchangewheel.com](http://www.behaviourchangewheel.com) – sets out intervention functions and categories which correspond with the COM-B model