

# Understanding Behaviour – Maximising the Impact of Services

Friday 2<sup>nd</sup> December 2016, Fielder Centre, Hatfield  
Delegate Programme

[www.sportinherts.org.uk/page/hsp-projects-439/](http://www.sportinherts.org.uk/page/hsp-projects-439/)  
[www.creativehertfordshire.com/resources](http://www.creativehertfordshire.com/resources)

**#UBCHerts16**

@richardwiseman @drangelchater @neil\_howlett @PHE\_uk

Time	Programme	Speaker
9.30	Coffee and Registration	
10.00	Chair's welcome	Cllr Teresa Heritage, Executive Member: Public Health, Localism & Libraries, Hertfordshire County Council
10.05	<i>Shake it off</i>	De Havilland Primary School / Dan Earley, Music Champion
10.15	Keynote 1: Public Engagement - Maximising Potential	Professor Richard Wiseman, Department of Psychology and Sports Sciences, University of Hertfordshire
11.10	Keynote 2: Behaviour Change Intervention Design, Delivery and Evaluation: What you really need to know when developing services	Dr Angel Chater, Reader in Health Psychology and Behaviour Change, University of Bedfordshire
12.10	Making connections/working together: Social Prescription Luton	Sanjeev Kumar, Social Prescription and Community Involvement Manager, Luton Borough Council
12.25	Improving wellbeing together: A Systems Approach	Jim McManus, Director of Public Health, Hertfordshire County Council
12.30	Lunch, Networking and Marketplace	
1.30	Afternoon workshops: (Conference Hall and Room B)  1: Changing behaviour in the real world: What to do and how to do it  2: A Behavioural Insights Approach to population level behaviour change	Dr Angel Chater Neil Howlett, Research Fellow in the Department of Psychology and Sport Sciences, University of Hertfordshire  Amanda Bunten, Behavioural Insights Research Analyst, Public Health England's Behavioural Insights team
2.30	Workshops 1 & 2 alternate rooms (Conference Hall and Room B)	
3.30	Closing remarks and event ends	

