

**Leading Sheffield using
Behavioural and Person and
Community Centred Approaches
Sept. 2020**

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How people behave underpins most of our work

BUT - what drives behaviour and can we how we work to helps our communities and individuals best?

We will look at

- ✓ Person centred ways of working +
- ✓ Other behavioural approaches that can help us understand `what matters to people` and what is more likely to get a positive response or outcome
- ✓ Reflect on what you know already and offer a couple more 'tools in the box' to help you with service review or design

What does the term `Person Centred` mean to You?

- In your **break out groups** please **discuss** what it means to you.
- You **ONLY** have **10** mins – no need to defining person centred in great detail – just allow others to **share** their thoughts with you.
- **As a group, come up with 3 ways** you could bring this way of working into to the challenges you are going to look on this program.

Person Centred Principles

Principles that underpin 'person-centredness'

- ✓ Asset based
- ✓ Enabling and engaging
- ✓ Personalised
- ✓ System focused

Benefits include – increased confidence - sense of purpose-
job satisfaction- better use of resources - builds trust -
develops capacity in people and communities

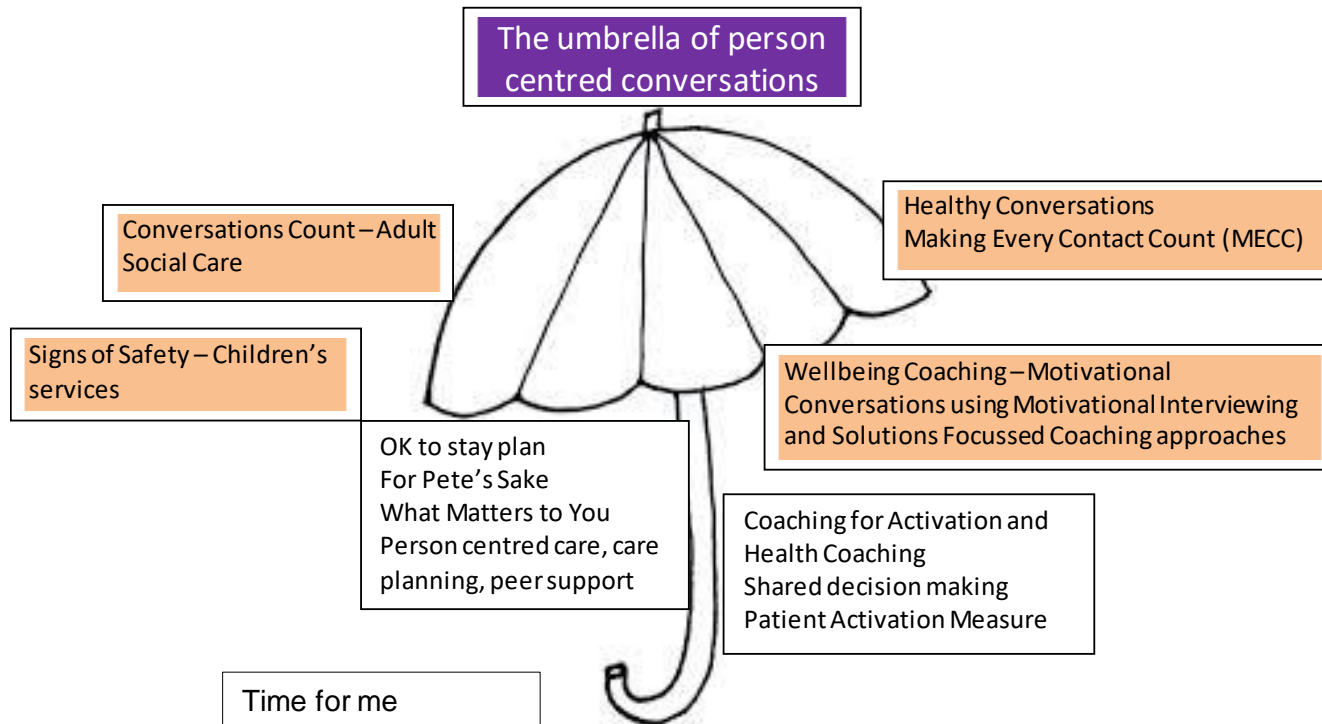
“Enabling the people of Sheffield to live a life they value, and allow people and communities to have greater control over what matters to them’

This means changing how we do things in Sheffield so that people and communities have greater control of what matters to them.

Draft ACP “person-centred” definition

– ‘its central to all we do’ – Shaping Sheffield 2019.

Our `Good Conversations` are at the heart of person centred working – they may have different names, but essentially they're all people, listening, and what really matters.



New in 2020

1. ACP – `What Matters to You` - being offered for a range of ACP workforces
2. Y&H PHE – `Good Conversations` in Challenging Times`



GOOD HELP



BAD HELP

How Purpose and Confidence Transform Lives - Nesta 2018



`Re-imagining Help`

~New from Nesta ~

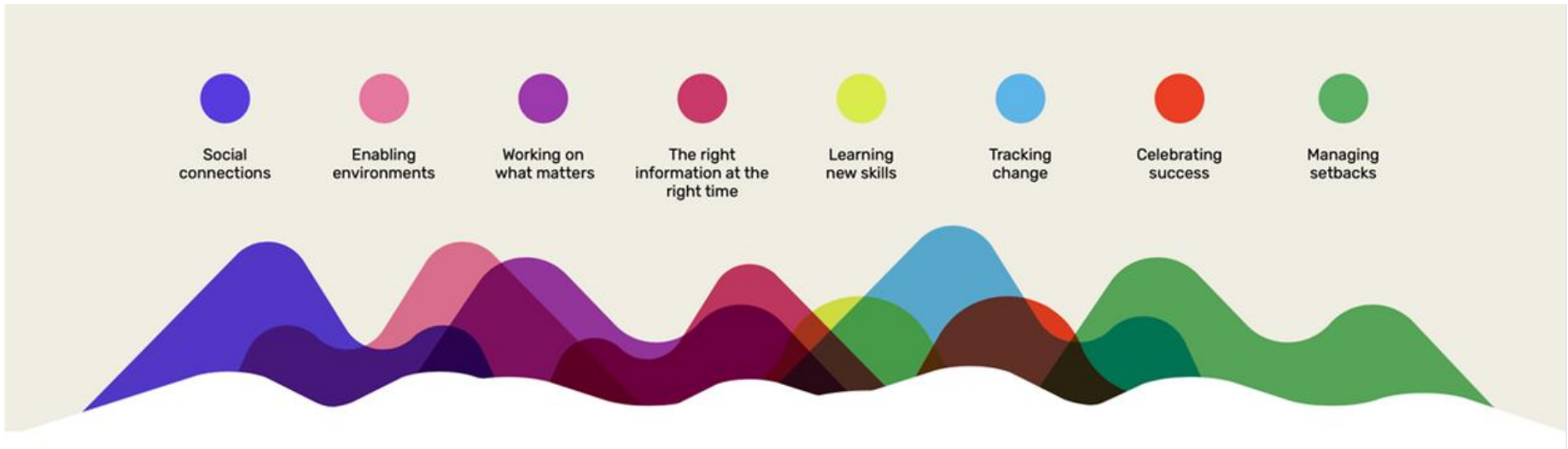
September 2020

- Excellent digital guide + tools on how to help better;
- To understand the behaviour change evidence that underpins Good Help (COM-B) - in a digestible format;
- To find practical ways to implement person centred, strength based ways of working, to develop new ideas or adapt offers.

`Re-imagining Help`

Based on 8 characteristic's

- 1) Social connections
- 2) Enabling environments
- 3) Working on what matters
- 4) The right information at the right time
- 5) Learning new skills
- 6) Tracking change
- 7) Celebrating success
- 8) Managing setbacks



What Matters to You ?

Sorting out my lock-down bulge matters to me currently. So does getting exercise in the open air



Reflect on your own situation, have you got a wellbeing or wider personal goal.

On a scale of 1- 10 confident are you will reach your goal? What's going well, what barriers are there? What support would you like?

Behavioural Science and Insight

A quick look at some of the wider behavioural science and insight theory that underpins `good help`

Designing Solutions using Behavioural Insights or 'Nudge'

SYSTEM 1

Intuition & instinct

95%

Unconscious
Fast
Associative
Automatic pilot



SYSTEM 2

Rational thinking

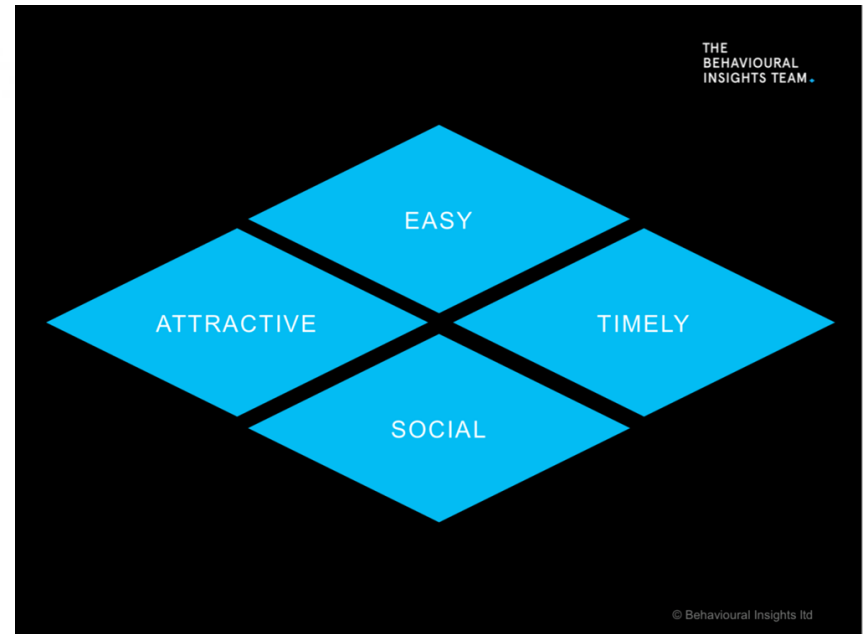
5%

Takes effort
Slow
Logical
Lazy
Indecisive

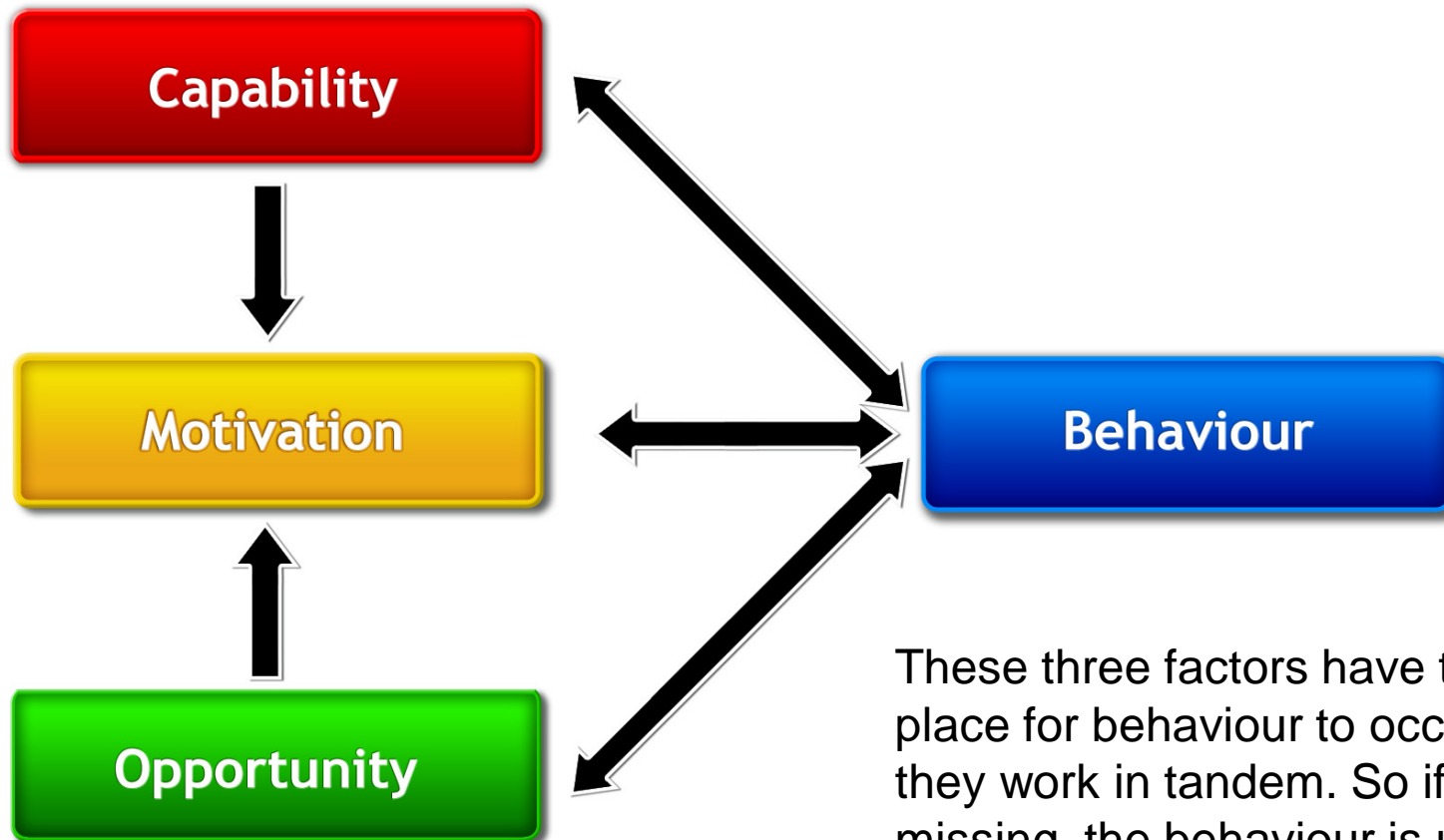
Thinking Fast and Slow

Source: Daniel Kahneman

EAST -
If you want
someone to do
something.. Find
ways to make it...



We can nudge some individuals BUT – Context matters too – COM-B



These three factors have to be in place for behaviour to occur and they work in tandem. So if one is missing, the behaviour is unlikely to happen.

Michie et al. (2011)

Regular Swimming to Keep Fit - Capability

- **Physical capability** - skill, strength, stamina
e.g. *being able to swim*



- **Psychological capability**- Knowledge or skills/ strength or stamina/grit to engage or see something through/Growth Mind-set
e.g. *attend regular swimming sessions
/develop a good technique*

Regular Swimming - Opportunity

- **Physical opportunity** - environment: time, resources, location cues,
e.g. *Living near a pool/ getting a booking/being able to afford the entry*
- **Social opportunity** - interpersonal influences, social cues and cultural norms
e.g. *having friends who swim regularly*



Regular Swimming - Motivation

- **Reflective motivation** - Plans (intentions)
e.g. *plan to go swimming* and Evaluations
- *believe its good for you.*
- **Automatic motivation** – Emotional reactions, desires, impulses, inhibitions, drive states /reflex responses e.g. *enjoy the water / go every 'Tuesday'*



Unpacking goals

What is the 'problem'/ issue?

What is the behaviour associated with this?

Use a COM- B table to explore it →

COM-B component	What needs to happen for the target behaviour to occur?	Is there a need for change?
Physical capability - skill, strength, stamina		
Psychological capability - knowledge, skill, strength, stamina (GRR)		
Physical opportunity - time, resources, environment		
Social opportunity - interpersonal influences & cultural norms		
Reflective motivation - plans (intentions), evaluation (beliefs about good and bad)		

- What *needs to happen* for the behaviour to occur ?
- What *needs to change* to increase '**capability**' or offer greater '**opportunity**' or increase '**motivation**' ?

I have done this for my `Lockdown Bulge` – you might want to explore your own goal

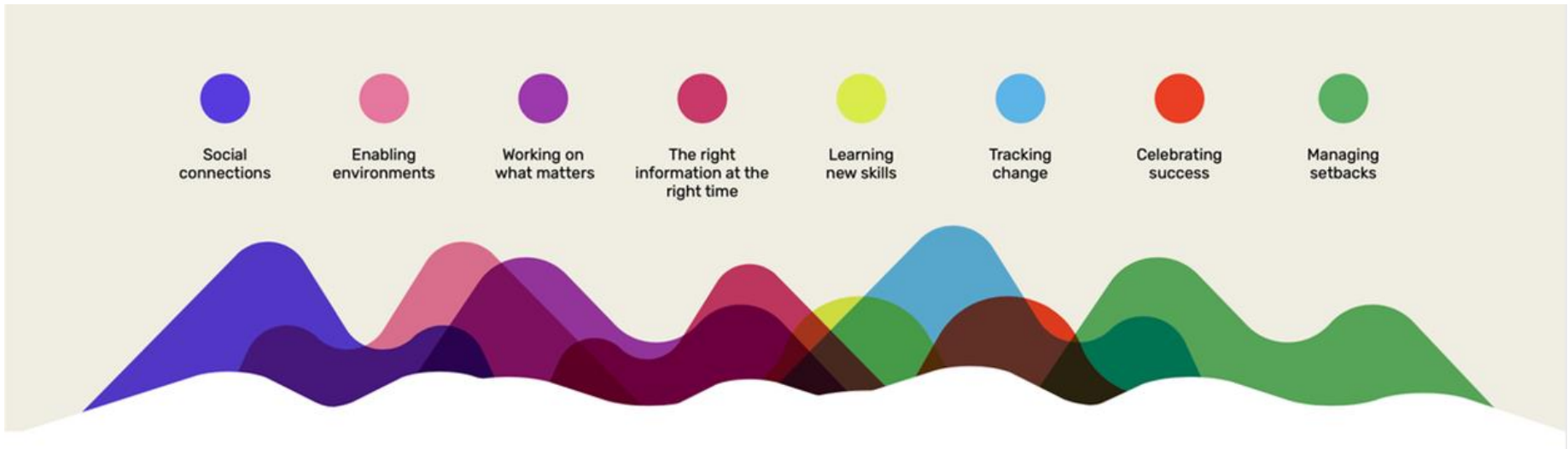
Reducing Lockdown `Bulge` a COM-B Analysis

Behaviour = Daily (+) Exercises COM-B component	What needs to happen for the target behaviour to occur?	Is there a need for change?
Physical capability - skill, strength, stamina	Be able to do exercises	No - I can
Psychological capability - knowledge, skill, strength, stamina (GRIT)	Understanding calories Have a growth mind-set/ determination	Yes change needed - I know what to do, but don't really believe I can.
Physical opportunity - time, resources, environment	Planning menus, sourcing health food	No - I can. BUT have a `teen` = lots of carbs!
Social opportunity – Interpersonal Influences & cultural norms	See and know others have succeeded	I have role models (home + social media) - BUT ideally need a group/social `nudge`
Reflective motivation – plans (intentions), evaluation (beliefs about good and bad)	Believe reducing calories and fasting will work. Have a plan	Yes change needed ... I <u>do</u> think it works, but I need a plan
Automatic motivation – emotional reactions, impulses, drives, reflex response	Is it part of routine ? Is it attractive /pleasurable?	YES change needed <u>not</u> <u>habitual</u> . Other things are more attractive

`Re-imagining Help`

8 characteristic's

- 1) Social connections
- 2) Enabling environments
- 3) Working on what matters
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Group Work – Using the Nesta Tool Kit

- In your groups choose one characteristic of Good Help each and dip into the document
- Discuss any experience in the group of working on that characteristic.
- Discuss - How might this tool kit help you with your challenges?
- Discuss any experience anyone has of using Behavioural Science and Insight.

Further background reading /viewing/references

1. **Radical Help – Hillary Cottam Video – Already distributed.**
2. **NESTA – Realising the Value Programme – Re imagining Help Tool Kit (Good Help, Bad Help & COM-B)**
<https://www.nesta.org.uk/toolkit/reimagining-help/>
3. **Personalised Care Institute** <https://www.england.nhs.uk/personalisedcare/what-is-personalised-care/>
4. **TLAP –**<https://www.thinklocalactpersonal.org.uk/Latest/Developing-a-Wellbeing-and-Strengths-based-Approach-to-Social-Work-Practice-Changing-Culture/>
5. **Being Person Centred in Supervision and Appraisals** – Co produced guide developed in Sheffield <https://www.disabilitysheffield.org.uk/support-for-individual-employers-and-personal-assistants>
6. **Wigan Deal**
 - **(Kings Fund report)** <https://www.kingsfund.org.uk/projects/lessons-wigan-deal>
 - **(BMJ Blog - Covid and Communities)** <https://blogs.bmj.com/bmj/2020/07/06/chris-ham-engaging-people-and-communities-will-help-avoid-a-resurgence-of-covid-19/>
 - **(TED TALK – Wigan DPH)**
https://www.ted.com/talks/kate_ardern_lessons_from_the_wigan_deal_citizen_led_public_health_happiness
7. **COM- B/ Behaviour Change Wheel /CeBSAP**
 - **UCL Guide to Behaviour Change using COM-B tools**
<https://www.ucl.ac.uk/behaviour-change/resources/achieving-behaviour-change-guides-government>
 - **Interesting case study by Doncaster MBC & CeBSAP about increasing physical activity**
<http://behaviouralscienceconsortium.org/doncaster-local-delivery-pilot/>
<https://www.shu.ac.uk/research/specialisms/centre-for-behavioural-science-and-applied-psychology>
8. **Behavioural Insights – EAST and TEST frameworks – Behavioural Insights Team (BIT)** <https://www.bi.team/>
and Local Government Association BI Work (LGA) <https://local.gov.uk/our-support/efficiency-and-income-generation/behavioural-insights>

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Thank You and Good Luck 😊!

Isobel Howie

Director of Public Health Office

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COM –B Analysis

COM-B component

What needs to happen for the target behaviour to occur?

Is there a need for change?

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Social opportunity – Interpersonal Influences & cultural norms

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