

# Achieving Behaviour Change (ABC) an Introductory Masterclass

Discover how behaviour change methods can be applied to quality improvement challenges

Thursday 1<sup>st</sup> July 2021, 10:00 – 12:00

Delivered via Zoom

Many things we do in healthcare to improve safety, such as the introduction of new guidelines, require staff to change their behaviour. We often assume this is easy – tell people what to do and they will do it. But, behaviour change can be difficult to achieve.

This **Introductory Masterclass** provides a comprehensive introduction to our Achieving Behaviour Change (ABC) approach, helping you to:

- Understand how behaviour change theory can enhance quality improvement efforts
- Understand how to identify and address barriers to behaviour change
- See how this approach can be applied in practice with our case studies.

After attending this **Introductory Masterclass**, participants who would like to develop practical skills in using the ABC approach will be invited to attend our follow-on **‘Learning by Doing’** programme. This **practical course** (fees apply) combines ‘online classroom’ style learning with ‘on the job’ coaching with our experts.

The event will be delivered by:

## Professor Rebecca Lawton

*Psychology of Healthcare,  
University of Leeds,  
Director, Yorkshire Quality  
and Safety Research Group*



## Dr Judith Dyson

*Reader in Healthcare Research,  
Implementation Science Deputy  
Director, Centre for Social Care,  
Health and Related Research  
(C-SCHaRR), Birmingham City  
University*



## Dr Ali Cracknell

*Consultant in Medicine for Older  
People, Leeds Teaching Hospitals  
NHS Trust*



A limited number of funded places are available for those employed within a **health or social care organisation within Yorkshire and Humber**.

If you are not based in a health or social care organisation within Yorkshire and Humber, fees may apply. Please **get in touch**.

Places are limited and will be reserved on a first come first served basis.

To book your place please contact:

Jane Hudson – Project Support Coordinator

Email: [academy@yhia.nhs.uk](mailto:academy@yhia.nhs.uk)

[www.improvementacademy.org](http://www.improvementacademy.org)



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