

## Achieving Behaviour Change (ABC): An Introductory Masterclass

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

Monday 27<sup>th</sup> November 2023, 13:00 – 15:00

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 **Masterclass** provides an introduction to our evidence-based 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 consider attending our follow-on 'Theory to Practice' virtual training and coaching 'Learning by Doing' programme.

The event will be delivered by:

**Professor Judith Dyson**  
*Professor in Implementation Science 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 and Clinical Lead for Patient Safety, Improvement Academy*



**Liz Watson**  
*Head of Quality Improvement and ABC Programme Lead, Improvement Academy*



**Alice Cunningham**  
*Research Fellow and ABC Coach, Improvement Academy*



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

To book your place please contact:

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