

Achieving Behaviour Change (ABC): An Introductory Masterclass

Thursday 20th November 2025, 10:00 – 12:00

Delivered by Teams

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.

This course 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,
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Liz Watson

*Head of Quality Improvement and
Achieving Behaviour Change
Programme Lead,
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To confirm your place, please contact:
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