

# Behavioural Science for Better Health: How are we doing in Public Health Wales?

Member States of the World Health Organisation European Region report behavioural science (BeSci) activity every 2 years



An independent assessment tool measures progress (from 1-5) on five Strategic Commitment (SC) areas

Reporting for 2021/22 provided baseline scores



The Behavioural Science Unit (BSU) for Wales applied a mixed-methods approach to inform their reporting of BeSci activity during 2023-24



55 key stakeholders contributed to scoring through completing a survey



8 key stakeholders provided follow-up interviews for further insight

## Results 2023/24

**SC5:**  
Some strategies/plans made an explicit reference to BeSci work and identified related actions and targets



**SC1:**  
There was widespread awareness and recognition of BeSci for better health among key stakeholders, and some collaboration was initiated



**SC2:**  
Several studies were conducted to explore barriers and drivers to health behaviours, but not for many health areas



**SC4:**  
A larger amount of dedicated funding and appropriately trained people were available for continued application of BeSci work



**SC3:**  
BeSci approaches were widely used to inform and improve health-related policies, services and communication processes across many relevant health areas



### Successes

- Established a Behavioural Science Community for Wales
- Implemented the Behaviourally Informed Communications Initiative
- Mobilised a Behaviour Change Agents Programme
- Developed a dedicated 'Enabling Plan' for routine application of BeSci



### Next steps



- Promote routine BeSci application across the Public Health system
- Support with routine collection of data to evidence the impact of BeSci informed work
- Advocate for the optimal application of BeSci across policy, practice and communications