Creativity in Behaviour Change

A day of learning, sharing and creating

23rd September
John Snow Lecture Theatre

Listen to thought-provoking talks from behaviour change practitioners across academia, government, and the corporate sectors.

Get creative with interactive activities throughout the day.

Watch the 'Behaviour Change Cinema' with leading case studies from around the globe.

Participate in the behaviour change 'Soap Box' for big ideas.

Network with others asking the same questions as you!

Register online now via the LSHTM events website.
- Programme of Speakers -

Why we need to start talking more about behaviour in public health
David Heymann, LSHTM

What determines behaviour, how can we change it and why do we need to do it creatively?
Val Curtis and Robert Aunger, LSHTM

Using the RANAS Framework to conduct formative research
Hans Mosler, University of Zurich

Using discrete choice experiments to predict preventative health behaviours
Fern Terris-Presholt, LSHTM

Getting creative with formative research methods
Sian White, LSHTM

Translating formative research insights into innovative interventions: a case study of the REACH Project
ACT Consortium, LSHTM

The iterative process of product design and idea selection: From (re)designing medical devices to encouraging proper waste disposal,
Weston Baxter, Imperial College London

From conception to campaign: collaboration, constraints and challenges!
Crispen Sachikonye, DDB Zambia, and Katie Greenland, LSHTM

How to get the best from a creative agency
Walter Susini, Unilever

Discovering our own biases: How DFID is learning about its own behavioural challenges
Pete Vowles, DFID

Getting Strategic about Behaviour Change: Why Public Health England developed a marketing strategy
Tara Macleod, Public Health England

The Behaviour Change Soap Box
8 speakers present for three minutes