

# Yorkshire and Humber Behavioural Science Hub – Steering Group.

## Terms of Reference

*Add new logo here*

**Sheffield  
Hallam  
University**

Centre for Behavioural  
Science and Applied  
Psychology



Office for Health  
Improvement  
& Disparities



**NHS**  
Health Education England

*Draft v2 - 22 September 2022*

## ***Shaping the future of the Behavioural Science in Y&H***

Following discussion with the joint chairs of Yorkshire and Humber Behavioural Science Hub (YHBSH), there was agreement that the original project-based plan had now run its course and that a new plan needed to be established.

This new plan should be developed and owned by a newly established steering group of colleagues within the region that are leading/championing the application of Behavioural Science.

### **The Steering group's role**

To set the direction of 'Hub' actions/output. The 'Hub' will now essentially be the collective public facing agreed actions/output i.e. to connect regional colleagues to the growing evidence that utilising behavioural sciences in public health practice contributes to improving health outcomes and reducing health inequalities.

On the 01 August an invite went out into the system asking for volunteers to join the steering group which would commence on the 15 September 2022.

The Steering Group will focus on the following:

- What peer support can be provided for colleagues applying behavioural science within Y&H
- A workforce development programme for the core and wider public health workforce
- Maximising opportunities to share good practice within the region
- Opportunities for joint working on shared priorities, linking with Communities of Improvement and shared ADPH ambitions
- How we ensure all Public Health domains are included
- How we link the work of the YHBSH to other regional and national Behavioural Science/Health Psychology networks

# ***Terms of Reference for the Steering Group***

## **Overview**

There are many public health challenges within the Yorkshire and Humber region including preventable diseases, smoking, and mental ill-health, these are more often behavioural and sociological than medical in nature. The reason behind this is that they often arise from behaviours that are underpinned by social and structural determinants.

Evidence from behavioural science suggests that simple and easy ways of helping people to change their behaviour are the most effective. Whether it's encouraging smokers to quit, increasing uptake of the NHS Health Check, making healthier food choices easier, or reducing the number of inappropriate antibiotic prescriptions, this evidence can help in understanding and therefore influencing behaviour change that promotes health, prevents disease, and reduces health inequalities. We must reach and be meaningful to people in the lives that they are leading.

## **Principle aims**

- To build regional capacity and capability in behavioural and social science approaches and practice in public health work and services.
- To provide a forum to scope, plan and become a regional exemplar on integrating health psychology practice into public health practice to improve health outcomes and reduce health inequalities
- To ensure that the workforce has the skills and knowledge needed to support the application of behavioural science in Y&H.
- To enhance the profile, scope and reach of behavioural and social science approaches regionally and nationally along with partnering hubs and associated networks.

## **Chair and Membership**

A joint chair is required, representing both Academia and Public Health Practice

Membership will be derived from colleagues within the region that are leading/championing the application of Behavioural Science, primarily but not exclusively within a Public Health role.

## **Quorum and Accountability**

As this is essentially a voluntary group there is no quoracy attached to this steering group. **Check whether it would be beneficial for the group to have an executive sponsor through the Y&H Association of Directors of Public Health with links to Sector-led Improvement.**

## **Frequency of Meetings**

The YHBSH Steering group will be held virtual on a quarterly basis

**Secretariat**

The Y&H OHID Workforce team will provide support for the chairs and group in setting the agenda, circulating papers and the taking of actions and other mutually agreed support tasks

**Terms of Reference**

To be formally reviewed on an annual basis

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