

## **Video transcript**

**Dr Tim Chadborn**

**Behavioural insights lead researcher**

My name is Dr Tim Chadborn. I work for Public Health England as a behavioural insights lead researcher in London.

### **What is the focus of your role?**

We are focused on a whole population. Obviously there's a focus in reducing inequalities; so that means particularly looking at the people who are most deprived. But also it's quite interesting, I think, in our area that we're quite cross-cutting, so we cover health protection as well as health and wellbeing issues. So we work a lot on those, kind of, lifestyle issues that ... : diet and smoking and alcohol, and those things you're maybe, sort of, familiar with in terms of lifestyle issues. But we also focus on health protection issues, such as antibiotic resistance and vaccination uptake, where behaviours are also very important in those aspects too.

### **What skills and qualifications are needed?**

I think in our team many of us have a Master's or even more advanced education than that, and the key areas are in behavioural economics or health and social psychology in terms of the designing behavioural interventions. There's the research design skills are very important, and analysis, which includes some statistics, and then there's also the, sort of, public health, which supports all of that work.

### **How did you get in?**

I actually started very much in the laboratory science, sort of, with a science degree from university. I went on to study infectious diseases and into the, sort of, health protection work with the Health Protection Agency and I developed my skills and experience through there and did a PhD and I've, sort of, moved across into programme monitoring and management and then more into the, sort of, the behavioural sciences. But what drives me, I think, through all of this is how we can, sort of, bring the science to the application and implementation of public health. So the scientific approach to improved public health outcomes is what really drives me.

**What are your main activities?**

I think there are maybe four key aspects or so. There is some desk-work, literature-work; understanding the science is really important; and combined with that, sort of, lots of meetings talking to experts in certain subject areas to understand how service is delivered and what to be done, what [are] the priorities, and what are the behaviours that need to be targeted?

Then there's aspects in terms of research design and analysis, so that involves some statistics, sample-size design, whether we're going to do a randomised control trial or not, what the research, sort of, study looks like.

Then there is stakeholder engagement is very important and getting people on board 'cause we work with a lot of people, organisations who are much closer to providing the services than we are. And another thing that's very closely related to that is actually going to visit places, looking how a service is delivered. Maybe that's in a hospital, maybe that's observing how a health check is delivered. So really understanding the processes and the patient journey to then understand how we can intervene and make that ... optimise that process.

And then, I think, the final thing is around, sort of, training and skills building, and we're very much trying to, sort of, build capacity within the public health system for behavioural sciences so that they can ... so people can improve the delivery or apply this in their day-to-day work.