**Improving the Quality Use of Medicines and Pharmacy Practice with Behaviour Change**

**One-day conference**

**Wednesday 26th September 2018**

**Venue: The Edge, University of Bath, Claverton Down Campus.**

Organised by: Health and Clinical Research Theme, Department of Pharmacy and Pharmacology

Chair: Professor Margaret (Mags) Watson

The overall purpose of this event is to create an opportunity for shared learning around behaviour change, theory and the application to medicines and pharmacy practice as well as developing a network of academic researcher and practitioners.

During this event, we will hear about examples of innovative research informed by behaviour change theory. This event will be of interest to academic researchers, practitioners and stakeholders with an interest in, or engaged in/with these topics.

Capacity: 60 delegates

Keynote Speakers

Professor Marie Johnson, Emeritus Professor of Health Psychology, University of Aberdeen.

Professor Line Guénette, Associate Professor, Faculty of Pharmacy, Laval University, Quebec, Canada.

Professor Chris Eccleston, Professor of Pain Research, Department for Health, University of Bath.

Professor Margaret (Mags) Watson, Professor of Health Services Research, Department of Pharmacy and Pharmacology, University of Bath

Opportunity to publish in Special Issue of the International Journal of Pharmacy Practice.

The *Int J Pharm Pract* will publish a Special Issue in 2019 on the topic of this conference: *“Improving the Quality Use of Medicines and Pharmacy Practice with Behaviour Change”*. I will be the editor of this issue with (hopefully) co-editors from the Department of Pharmacy and Pharmacology, University of Bath.

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|  | **Activity** | | | |
| 09.00-10.00 | Registration and Posters\* | | | |
| 10.00-10.30 | Keynote | Professor Marie Johnston | Behaviour change |
| 10.30-11.00 | Keynote | Dr Line Guénette | The psychosocial determinants of medication adherence |
| 11.00-11.30 | Keynote | Professor Christopher Eccleston | Opioids and chronic pain:  Individual and societal behaviour in the eye of a storm |
| 11.30-12.00 | Refreshment break with posters | | | |
| 12.00-13.30 | **Interactive Workshops\* (1a, 2 & 3)** | | |
| 13.30-14.15 | Lunch with posters and networking | | | |
| 14.15-15.45 | **Interactive Workshops\* (1b, 2 & 3)** | | |
| 16.00-16.30 | Keynote | Professor Mags Watson | Translational research: adopting a theoretical approach to achieve behaviour change in pharmacy practice and medicine use. |
| 16.30-16.40 | Close | Professor Mags Watson | Pharmacy and Pharmacology |

\*Submission of abstracts for posters closes **Friday, 17 August 2018.** Abstracts should be submitted to [pharmpracmeeting@bath.ac.uk](mailto:pharmpracmeeting@bath.ac.uk) using the Subject Heading “Poster Submission.

Workshop sign-up sheets will be available at registration. **NB: Delegates wishing to participate in Workshop 1b should participate in Workshop 1a during the morning session.**

Workshops

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| **Workshop Title** | **Description** | **Lead** |
| 1a. Motivation & behaviour change | **Description:** Join us for a highly interactive session where we consider the possibilities for changing behaviour through changing motivation.  We will work with the COM-B model of behaviour and discuss ways to change motivation using our recent research into contraception and family planning in community pharmacy as an example. | **Dr Hannah Family**, Dr Jenny Scott, Dr Nour Alhusein, Department of Pharmacy and Pharmacology, University of Bath.  Prof Jo Neale, Addictions Department, Kings College London  Dr Angel Chater, Centre for Health, Wellbeing and Behaviour Change, University of Bedfordshire |
| 1.b Investigating implementation problems using the Theoretical Domains Framework (TDF) | A practical workshop where participants will select one target behaviour(s) that need(s) to be changed.  For example, you may want to improve adherence to national guidelines for the treatment of a chronic condition, such as management of diabetes in primary care. The specific target behaviour is ‘general practitioners measure the blood glucose levels of their patients with diabetes every 6 months’.1  Participants will then work through the steps of applying the 14 TDF domains to identify the facilitators and barriers to implementation. | **Dr Delyth James**, Principal Lecturer in Health Psychology, Cardiff School of Sport & Health Sciences, Cardiff Metropolitan University  1Atkins et al (2017). A guide to using the Theoretical Domains Framework of behaviour change to investigate implementation problems. Implementation Science 12:77 1-18. |
| 2. Design and evaluation of health care systems: the example of social prescribing | This interactive workshop will focus on analysing the design and evaluation of social prescribing services and the behaviour change and maintenance required by the various actors that are (or could be) involved in the social prescribing system. | **Professor Julie Barnett** and **Dr Scott Watkins**  Department of Psychology and Department for Health, University of Bath. |
| 3. Providing support for behaviour change during brief interactions“.  i.e., | Practical techniques to support behaviour change during brief interactions.  A practical workshop outlining some of the theory and evidence behind how we can promote and support people’s motivation for change, and providing an opportunity to try out techniques that could be used in a pharmacy (or other health care) setting. | **Dr Fiona Gillison,** Department for Health, University of Bath.  Dr Peter Rouse, Lecturer in the Department for Health |

Keynote Speakers

**Marie Johnston**, BSc., PhD., is Emeritus Professor of Health Psychology at the University of Aberdeen in Scotland and a registered Health and Clinical Psychologist. She conducts research on behaviour and health, focussing especially on behaviour change interventions in health and healthcare contexts especially on healthcare provider behaviours and behaviour in a disability context. She was instrumental in developing the discipline of health psychology in the UK and in Europe and has been honoured by receiving fellowships in Scotland, the UK, Europe and the USA. <https://www.abdn.ac.uk/clsm/profiles/m.johnston>

**Christopher Eccleston** is interested in how people make sense of physical experience. He is Professor of Medical Psychology at the University Of Bath where he also directs the Centre for Pain Research (<http://www.bath.ac.uk/health/staff/christopher-eccleston/>). He is the coordinating editor of the Pain, Palliative and Supportive care (PaPaS) Cochrane Review Group (<http://papas.cochrane.org/>), Psychology section editor for PAIN, and Chair of the Science Committee for the European Pain Federation. In 2016, he published: ‘**Embodied: the psychology of physical sensation’** and in 2018 published: ‘**European Pain Management’** (Oxford University Press).

**Line Guénette** is a Professor at the Faculty of pharmacy, Laval University, and a researcher with the Population Health and Optimal Health Practices Research Unit, CHU de Québec Research Centre (<https://www.pha.ulaval.ca/faculte/repertoire-du-personnel/line-guenette/>). Prior to this position, she practiced several years as a community pharmacist and is now a part time clinician in a long-term care home. Her research interests revolve around drug utilization (factors associated with non-optimal medication use, and interventions and policies to improve medication use by healthcare professionals and patients) to minimize risks associated with non-optimal use.

**Mags Watson** is Professor of Health Services Research at the Department of pharmacy and Pharmacology, University of Bath (<https://researchportal.bath.ac.uk/en/persons/margaret-watson>). She is a health services research and a registered pharmacist with a background in hospital pharmacy and pharmaceutical public health. She adopts is collaborative and multi-disciplinary approach to her research and draws on different theoretical approaches and methods. The overall purpose of her research is to optimise patient outcome through: the safe and effective use of medicines; and, evidence based professional practice.

Workshop Leaders

Dr Hannah Family is a chartered psychologist and honorary research fellow in the Department of Pharmacy and Pharmacology, University of Bath. Her interests include pharmacy practice and health psychology.

Dr Fiona Gillison is a reader and Chartered Health Psychologist in the Department for Health at the University of Bath.  Her primary research interest is in investigating how we can support people to improve their health behaviours to prevent and reduce obesity, particularly focusing on influences on motivation.

Professor Julie Barnett is a social and health psychologist with particular interest and expertise in risk: public appreciation of risk, risk communication and risk management. Other research interests include the increasing integration of digital technology with our everyday lives and the social implications of the way we engage with new forms of data.

Dr Delyth James is a pharmacist and Principal Lecturer in Health Psychology at Cardiff Metropolitan University. Delyth’s career has weaved in and out of the NHS and academia with some experience in all sectors of pharmacy. Her main area of research and teaching relates to ‘Health Psychology and Medicines Use’.