

Livestock and Aquaculture Thematic Group 2024/25: Human Behaviour Change Workshop

Location: G.21 Murchison House, Kings Buildings, The University of Edinburgh, 10 Max Born Cres, Edinburgh EH9 3BF

When: 10:30 – 16:30, Friday 6th December 2024

Description: In the workshop we will first examine some psychological theories of human behaviour, specifically those that are more commonly identified in human behaviour change research and those that are most relevant to animal health and welfare stakeholders. Drawing on the Behaviour Change Wheel (Michie et al., 2011) we will go through each of the key steps in human behaviour change intervention design. We will also examine the role that language plays in human behaviour change, specifically looking at the importance of framing and plain language use to elicit positive behaviour change in relation to animal health and welfare issues.

Arrivals (tea, coffee, and snacks)	10:30 – 11:00
Workshop (Dr Lesley Jessiman)	11:00 – 13:00
Lunch (selection of sandwiches will be provided)	13:00 – 13:45
Workshop (Dr Lesley Jessiman)	13:45 – 15:00
Break (tea, coffee, snacks)	15:00 – 15:15
Workshop (Dr Lesley Jessiman)	15:15 – 16:00
Official end to workshop (questions, discussion, tea, coffee)	16:00 – 16:30
Finish	16:30

For those joining online:

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Meeting ID: 397 415 594 329

Passcode: zrB7bc