Case Study

The BSPHN welcomes examples of work that showcases the value of using behavioural and social sciences to address public health issues. This template can be used to present work in the form of case studies that will be hosted on the BPSHN website as examples of good or innovative practice. This call for case studies is part of the implementation plan for the Behavioural and Social Science Strategy in Public Health.

Criteria for case studies:

- May be work that has been completed, or ongoing
- Must involve applying behavioural or social science theory, models, frameworks or methods into practice. Research studies which do not include some form of practical implementation (e.g systematic review, experimental work not conducted in a public health setting) will not be considered.
- Submitted case studies will be reviewed by members of the Behavioural and Social Science Strategy in Public Health Oversight Group to ensure they fulfil the criteria.
- Can involve initiatives in national and local government, and across the four nations.
- Must be no more than 2 page long using single line spacing and Arial 11 point.

Please complete the template below and submit by **1st July** to: **treasurer@bsphn.org.uk**

If you are not sure about whether your work would be suitable for a case study please contact Paul Chadwick: p.chadwick@ucl.ac.uk

BPSHN Case Study Template

Please use the following sections/questions as guidance for writing up your work as a case study. The questions are for guidance only and can be tailored for the specific project.

Title of project/case study:

Organisation(s) involved in the work:

Individuals involved in the work:

Dates the work was carried out (e.g. start and end date):

Key contact for the work:

Public health need, target population and behaviours - What was the public health need the project was trying to address? - Who were the target population? - What were the behaviours that you were trying to modify?
What methods were used? - Theories, frameworks, models (e.g. Social practice theory, COM-B, EAST)? - Methods of data collection (e.g. focus groups, co-design, peer researchers, surveys)? - Nature of any cross-organisational partnerships (e.g. academic-local authority partnerships)? - How the work was funded (optional)
Outcomes and evaluation - What methods and/or design were used to evaluate the project (e.g. realist evaluation, RCT, stepped wedge design, ethnography, process evaluation)? - What outcomes did you measure (e.g. behaviours, attitudes, beliefs, wellbeing, costs)? - Did the project work?
Implications for public health practice - What did the project contribute to the way that public health is practiced? - Are there any implications for other areas working on the same issue? - How did the use of behavioural and social sciences lead to different outcomes for the issue than if they were not utlilised?
Lessons learned and/or next steps - Why is this a good project to showcase? - What would you do differently? - What are the next steps in the project?
List or provide links to publications or further information that informed or are based on this work