**Senior Behavioural Science Specialist Role Scope**

This role will initially have a focus on smoking cessation/tobacco control but will also cover a wider range of activities/projects as outlined below.

The Senior Behavioural Science Specialist will be required to scope, plan and prioritise areas of work dependent on the resource and time required for each project/activity.

**1.** To work with Commissioners and the Service Provider to ensure outputs, from the recently commissioned behavioural insight project (cohort - younger adults and pregnancy), inform interventions/service change and communications.

To assess, plan and evaluate these interventions for specific audiences (those living with mental health conditions, routine and manual workers, unemployed and low-income households), ensuring health inequalities are not widened by planned interventions.

**Outcomes**

* An increase in younger age groups (<40) accessing the service.

Currently seeing a below representation from people aged <40 years accessing the service. Nationally we know people aged 25–34 years continue to have highest smoking prevalence.

* A higher uptake rate from pregnant women and their partners / household members accessing the stop smoking in pregnancy service following referral.

In 2023/24 the stop smoking in pregnancy service saw 18% of referrals made using the opt-out referral pathway for pregnant smokers setting a quit date and attending two sessions. Nationally, on average between 12%-14% of pregnant smokers access stop smoking support[[1]](#footnote-1),[[2]](#footnote-2). Nevertheless, in line with national ambitions we are looking to increase the number of pregnant smokers setting a quit date and 4-week quit outcomes.

In 2023/24, referrals to the stop smoking in pregnancy service for partners and household members accounted for only 3% of all referrals; of which 97% set a quit date and attended two sessions.

* Improved access and successful outcomes in identified population groups.

**2.** Building on insight gathered from a recent children and young people wellbeing survey, provide specialist expertise in the application of behaviour change theory, models, and frameworks to inform behaviour change interventions to prevent the uptake or current use of vapes in children and young people.

**Outcome**

* A decrease in vape use in children and young people

ASH (2024) reported that nationally 18% of all 11-17 year olds had tried vaping, and 7.2% currently vaped, compared to 5.1% who currently smoked. In 2024, 2.8% of 11-17 year olds are dual users who both vape and smoke[[3]](#footnote-3).

**3.** Provide specialist expertise in the application of behaviour change theory, models, and frameworks to inform the development and promotion of an online digital platform. The platform will promote healthy weight, active lifestyles and healthy, affordable and sustainable diets and aims to enable and empower individual behaviour change.

**Outcomes**

* Overall reach of platform and reach within targeted areas
* Users’ individual behaviour change outcomes

**4.** Understand the current capability and capacity within the public health team (conducting needs analysis where appropriate) and support the development and delivery of behavioural science training and products to build capacity, capability, with a view of embedding behavioural science theory, tools and techniques

**Outcome**

* Increase in staff knowledge, skills and the application of behaviour science.
1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5520259/> [↑](#footnote-ref-1)
2. <https://obgyn.onlinelibrary.wiley.com/doi/10.1111/ajo.13745> [↑](#footnote-ref-2)
3. <https://ash.org.uk/uploads/Use-of-vapes-among-young-people-in-Great-Britain-2024.pdf?v=1722505432> [↑](#footnote-ref-3)