

**SOCIAL  
CHANGE**



**CHANGEMAKER  
ACADEMY**

**Workshops**

**&**

**training**

**from Social Change**

# Training that helps people create real-world change



At Social Change, we believe that understanding people is the key to creating healthier, fairer and more sustainable communities. That's why our training courses are designed to give professionals the practical skills, confidence and behavioural insight needed to make a measurable difference through their work.

Whether you work in public health, local government, education, housing, sustainability, policing, healthcare or the third sector, our courses help teams better understand human behaviour and how to influence positive change ethically and effectively.

**Practical training.**



**Real-world application.**

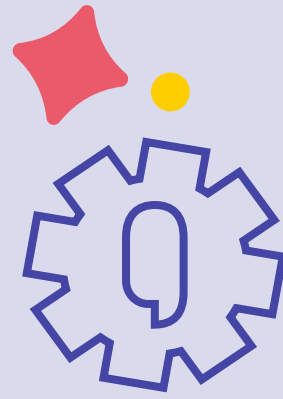


Our courses combine behavioural science, lived experience, communications expertise and practical delivery. We don't believe in training that sits in a folder and is forgotten. Every session is designed to be engaging, actionable and immediately useful in the workplace.

## **We offer:**

- Online training courses
- In-person workplace training
- Bespoke team workshops
- Leadership and strategy sessions
- Conference talks and masterclasses

# Trusted by leading UK organisations



## Why organisations choose our training

- Delivered by behavioural science and engagement specialists
- Grounded in real-life projects and case studies
- Interactive, practical and discussion-led
- Suitable for teams, leaders and frontline staff
- Available across the UK online or in person
- Designed to inspire action — not just awareness

Our clients often tell us that our training changes the way they think about people, communication and leadership long after the session ends.



**METROPOLITAN  
POLICE**



**Electrical  
Safety  
First**



UNIVERSITY OF  
**OXFORD**

**OXFORD  
MARTIN  
SCHOOL**



**AGILE  
INITIATIVE**



**TOWER HAMLETS**



**threshold**  
Creative Purposeful Placemaking

**SIEMENS**

# Why train with Social Change?

We focus on real-world application, not just theory. Attendees leave with tools they can immediately apply in campaigns, communications, services and engagement activity.

Our training is grounded in behavioural science, social marketing and audience insight, delivered by specialists who apply these approaches every day.

Our bespoke workshops and full-day sessions can be adapted to your organisation's priorities, audiences and behavioural challenges.

## Courses can be delivered:

- Online
- In your workplace
- As standalone workshops
- As part of wider development programmes

We use practical exercises, discussions, examples and activities throughout to strengthen understanding and build confidence.



Practical and actionable



Behavioural science expertise

&

Tailored to your organisation



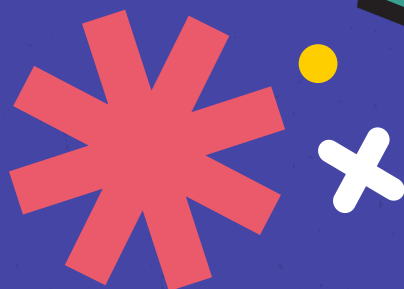
Flexible delivery

&

Interactive learning

# Our training

**We offer a range of “off the shelf” training workshops and courses. Each can be tailored to your needs and include case studies relevant to your work. We can also design a bespoke course for your organisation. See page x for further information.**



# An Introduction to Behaviour Change



## Course Overview

This course is ideal for professionals who want to better understand what drives behaviour and how to influence change in a practical, ethical way.

### It is particularly useful for people working in:

- NHS organisations
- Local authorities
- Charities
- Public services
- Housing
- Sustainability and environmental sectors
- Community engagement and communications roles

### Whether you are trying to:

- Increase uptake
- Improve engagement
- Shift habits
- Strengthen campaigns
- Design more effective interventions

This course will provide a strong practical foundation in behavioural science.

**6 hour course**



**Maximum attendees:**

**15 people**

*(Additional attendees can be added at additional cost)*

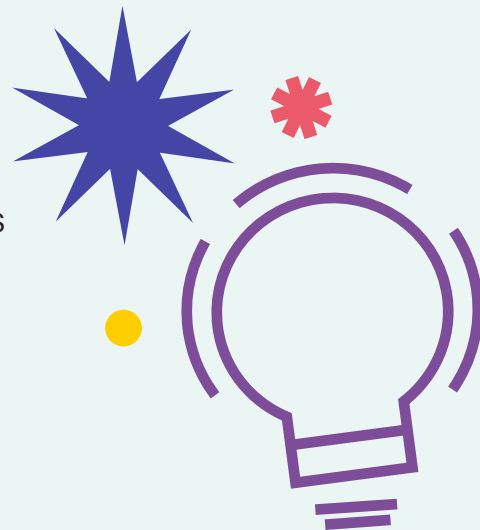
**Delivery options:**

- **Online**
- **In-person**



## What Will You Learn?

Behaviour change marketing — sometimes referred to as social marketing — has been used across public, private and third-sector organisations to better understand audiences and encourage positive behaviour change.



### Examples include:

- Smoking cessation
- Weight management
- Physical activity
- Mental health
- Sexual health
- Waste reduction and recycling
- Sustainable consumption
- Community engagement

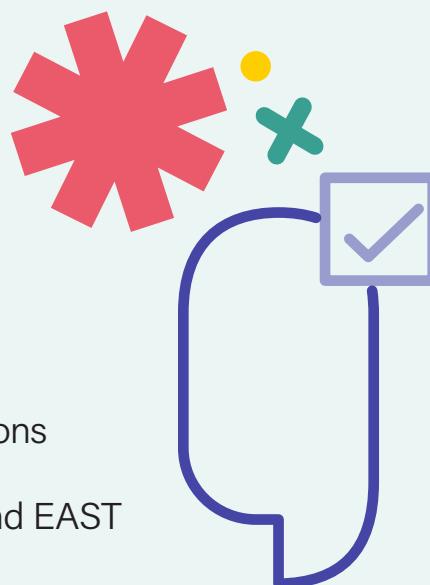
Within this course, attendees will be introduced to behavioural theory and frameworks that underpin understanding of behaviour and strategies to support change.

Short activities are embedded throughout the session to support learning and application.

All attendees receive supporting resources after the course.

## This Course Covers

- An introduction to behaviour and what drives it
- Behavioural theory and systems thinking
- Cognitive bias and decision-making
- Introduction to COM-B
- Applying theory to understand audiences
- Using insight to develop behaviour change solutions
- Introduction to the Behaviour Change Wheel
- Behavioural frameworks such as MINDSPACE and EAST
- Practical exercises and activities



### Who Should Attend?

This course is ideal for professionals with an interest in behaviour change and engagement.

# Full Day Bespoke Behaviour Change Course



## Course Overview

This bespoke course is ideal for organisations that want a deeper, more applied understanding of behaviour change and behavioural science.

### The course is tailored to your:

- Organisational priorities
- Audience challenges
- Campaigns and services
- Behavioural objectives
- Sector context

Our expert team works closely with you to ensure the training is directly relevant to your organisation and attendees.

### Attendees will gain an in-depth understanding of:

- What influences behaviour
- Why behavioural barriers exist
- How to design more effective interventions
- How to apply behavioural frameworks to real-world challenges

3.5 hour course



Maximum attendees:

15 people

*(Additional attendees can be added at additional cost)*

Delivery options:

- Online
- In-person



The day combines theory, discussion, practical application and collaborative workshops. Real examples and case studies relevant to your organisation are embedded throughout. All attendees receive a behavioural science toolkit after the course to support continued learning and development.

## What Does the Full Day Course Include?

### Part 1: Understanding Behaviour

- What behaviour is
- Behavioural theory and systems thinking
- Cognitive bias and decision-making
- COM-B and behavioural diagnosis
- Interactive behavioural challenge workshops

### Part 2: Designing Behaviour Change Strategies

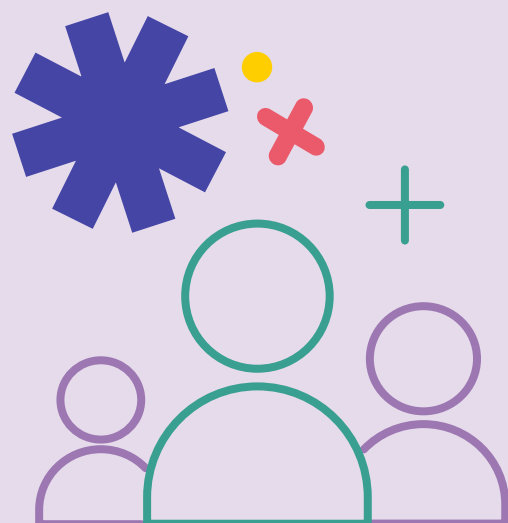
- Using insight to develop solutions
- Behaviour Change Wheel introduction
- MINDSPACE and EAST frameworks
- Designing behaviour change strategies
- Interactive strategy workshops
- Group discussions and clarifications



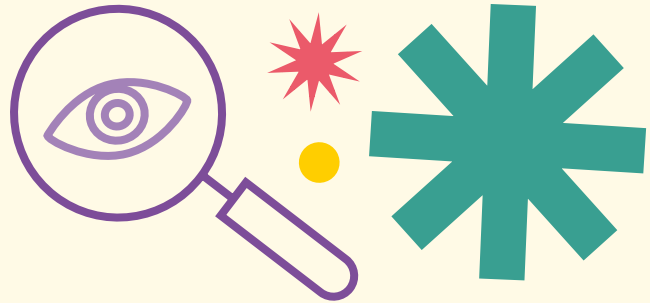
## Who Should Attend?

### Ideal for teams and professionals with an interest in:

- Behaviour change
- Engagement
- Communications
- Service design
- Public health
- Sustainability
- Community engagement
- Culture change



# Working with hard-to-reach communities



## Course Overview

### **Building trust, participation and meaningful engagement.**

Many organisations struggle to engage the people who most need their services. Traditional communications and engagement approaches often fail to connect with communities who feel overlooked, excluded, mistrustful or underserved.

This course helps professionals better understand the barriers that prevent engagement and explores practical ways to build trust, improve participation and create services and communications that genuinely work for diverse communities.

The training draws upon behavioural science, community insight, lived experience approaches and inclusive engagement principles to help attendees move beyond assumptions and create more effective, human-centred engagement strategies.

### **This course is particularly valuable for professionals working in:**

- Public health
- Local government
- Housing
- Healthcare
- Education
- Community development
- Charities and third sector organisations
- Policing and public safety
- Sustainability and climate engagement

**6 hour course**



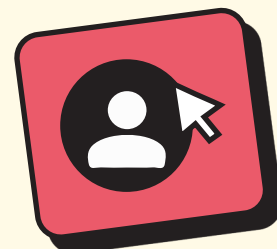
**Maximum attendees:**

**15 people**

*(Additional attendees can be added at additional cost)*

**Delivery options:**

- **Online**
- **In-person**



## What Will You Learn?

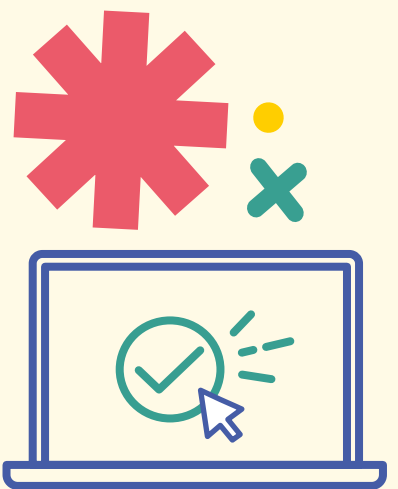


### Attendees will explore:

- Why some communities disengage from services and campaigns
- The role of trust, identity and lived experience in participation
- Behavioural and structural barriers to engagement
- How stigma, exclusion and previous experiences shape behaviour
- Practical strategies for inclusive communication and engagement
- Community-centred approaches to service design
- How to improve participation and reduce resistance

## This Course Covers

- Understanding underserved and marginalised communities
- Behavioural barriers to engagement
- Trust, power and institutional perception
- Community insight and listening techniques
- Inclusive communications and language
- Reducing friction and increasing accessibility
- Co-production and co-design principles
- Building culturally competent engagement strategies
- Designing services that feel safe, relevant and trusted
- Practical engagement exercises and case studies



## Outcomes

### By the end of the course, attendees will:

- Better understand why engagement barriers exist
- Feel more confident communicating with diverse audiences
- Learn practical techniques to improve participation
- Understand how to build trust over time
- Be able to apply behavioural insight to community engagement challenges

# Health Literacy



## Course Overview

### Communicating health information clearly and effectively

Health information can only improve outcomes if people can understand, trust and act upon it.

Low health literacy affects millions of people and can lead to confusion, poor health outcomes, reduced confidence and lower engagement with services. This course helps organisations better understand how people access, interpret and use health information — and how communications and services can unintentionally create barriers.

Using behavioural science, communication theory and practical examples, this course explores how to make health information simpler, clearer and more accessible.

### This course is particularly relevant for professionals working in:

- NHS organisations
- Public health
- Healthcare communications
- Social care
- Community services
- Patient engagement
- Local authorities
- Voluntary and community sectors

6 hour course



Maximum attendees:

15 people

*(Additional attendees can be added at additional cost)*

Delivery options:

- Online
- In-person



## What Will You Learn?



### Attendees will explore:

- What health literacy is and why it matters
- How people process health information under stress and uncertainty
- Common barriers to understanding and action
- How language, structure and design influence comprehension
- Behavioural science approaches to improving understanding
- Practical ways to improve confidence, trust and accessibility

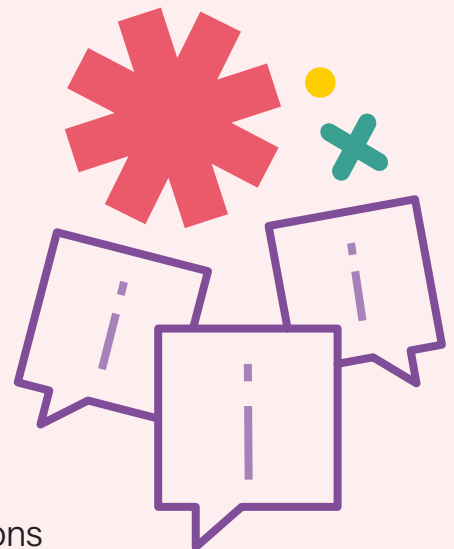
## This Course Covers

- Introduction to health literacy
- Understanding cognitive overload and decision fatigue
- The role of stress, emotion and confidence in health behaviour
- Plain English and accessible communication techniques
- Designing easy-to-understand health messages
- Reducing confusion in forms, letters and service communications
- Behavioural barriers to appointment attendance and treatment adherence
- Inclusive communication approaches
- Testing and improving communication materials
- Real-world examples and practical exercises

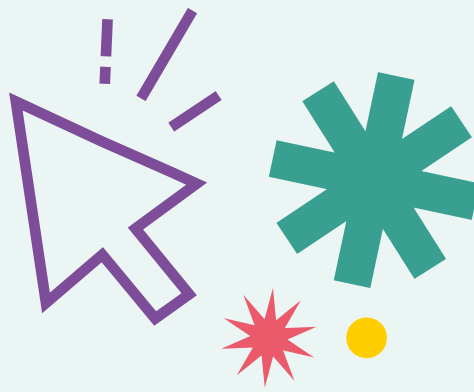
## Outcomes

### By the end of the course, attendees will:

- Understand the impact of low health literacy
- Feel more confident producing accessible communications
- Learn how to simplify complex information
- Understand how behavioural science can improve health engagement
- Be able to identify barriers within existing communications and services



# Digital Inclusion



## Course Overview

### Designing services and communications that nobody is excluded from

Digital services can improve efficiency and access – but only if people are able, confident and motivated to use them.

Many people face barriers to digital participation, including confidence, accessibility, affordability, literacy, language, trust and skills. This course explores the behavioural, emotional and structural reasons why people disengage digitally and what organisations can do to create more inclusive digital experiences.

The course combines behavioural science, accessibility principles and practical service insight to help organisations reduce exclusion and improve digital engagement.

#### Ideal for professionals working in:

- Local government
- NHS and healthcare
- Housing
- Education
- Customer services
- Digital transformation
- Community services
- Public engagement
- Communications and marketing

6 hour course



Maximum attendees:

15 people

*(Additional attendees can be added at additional cost)*

Delivery options:

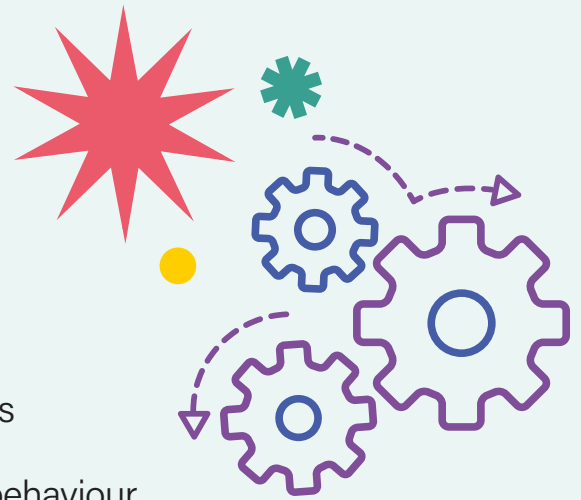
- Online
- In-person



## What Will You Learn?

### Attendees will explore:

- The causes and impacts of digital exclusion
- Why people avoid or struggle with digital services
- Behavioural barriers to digital engagement
- How fear, confidence and trust influence digital behaviour
- Practical approaches to designing more inclusive services
- How to reduce friction and improve accessibility



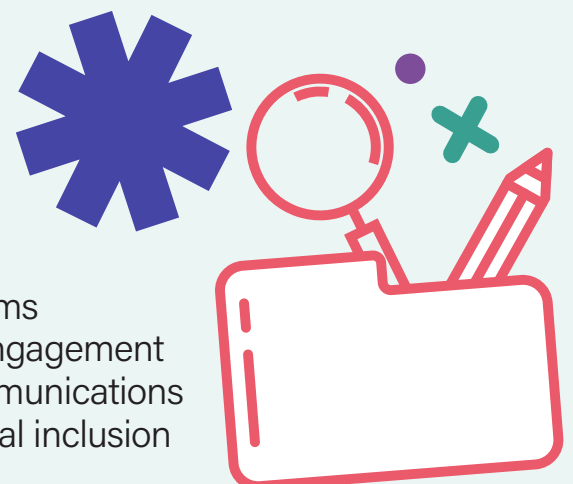
## This Course Covers

- Understanding digital exclusion
- Behavioural science and digital behaviour
- Digital confidence and trust
- Accessibility and inclusive design principles
- Simplifying digital journeys
- Reducing friction in forms and online systems
- Supporting vulnerable users
- Multi-channel engagement strategies
- Designing services for real-world behaviours
- Practical exercises and service reviews

## Outcomes

### By the end of the course, attendees will:

- Better understand why digital exclusion happens
- Identify barriers within their own services and systems
- Learn practical ways to improve accessibility and engagement
- Feel more confident designing inclusive digital communications
- Understand how behavioural science supports digital inclusion



# Misogyny, Sexism & Gender-Based Behaviour



## Course Overview

### Creating Safer, More Inclusive Cultures and Communities

Sexism and misogyny are not always obvious. They often appear through everyday behaviours, language, assumptions, workplace cultures and social norms that can make people feel unsafe, excluded or undervalued.

This course helps organisations develop a deeper understanding of misogyny, sexism and gender-based behaviours, exploring both individual attitudes and wider systemic issues that influence behaviour and culture.

Drawing upon behavioural science, social psychology, lived experience and culture change approaches, this course supports organisations to create safer, more inclusive environments where harmful behaviours are recognised, challenged and reduced.

#### This training is suitable for:

- Leadership teams
- Managers
- HR professionals
- Public sector organisations
- Education providers
- Community organisations
- Frontline teams
- Workplace culture and inclusion leads

6 hour course



Maximum attendees:

15 people

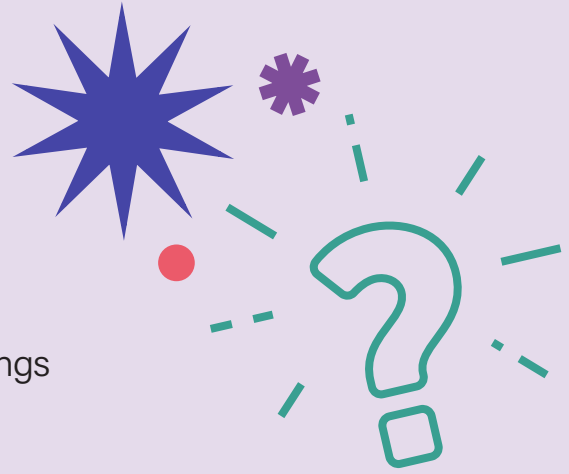
*(Additional attendees can be added at additional cost)*

Delivery options:

- Online
- In-person



## What Will You Learn?



### Attendees will explore:

- What misogyny and sexism look like in everyday settings
- How social norms and culture influence behaviour
- The impact of language, bias and micro-behaviours
- Why harmful attitudes can become normalised
- Behavioural approaches to culture change
- How organisations can create safer and more inclusive environments

## This Course Covers

- Understanding misogyny and sexism
- Gender bias and behavioural norms
- The psychology of harmful behaviour
- Power, identity and social influence
- Workplace culture and psychological safety
- Bystander behaviour and intervention
- Inclusive leadership and communication
- Reducing tolerance of harmful behaviours
- Designing safer organisational cultures
- Scenario discussions and reflective exercises

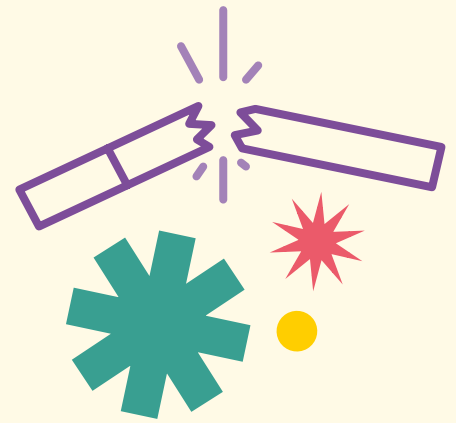
## Outcomes

### By the end of the course, attendees will:

- Develop a deeper understanding of gender-based behaviours
- Recognise harmful attitudes and everyday sexism
- Understand the role organisations play in shaping culture
- Feel more confident challenging inappropriate behaviour
- Learn practical approaches to creating safer, more inclusive environments



# Smoking, Vaping & Behaviour Change



## Course Overview

### Understanding smoking behaviour and designing effective behaviour change interventions

Smoking remains one of the biggest preventable causes of poor health and health inequality across the UK. Alongside this, the rapid rise of vaping has created new behavioural challenges, public debates and communication complexities for organisations working in health, prevention and behaviour change.

At Social Change, we have more than 20 years of experience delivering behavioural insight research, behaviour change programmes and social marketing campaigns focused on smoking cessation, vaping and public health improvement.

**Over the last two decades, our team has worked on more than 20 smoking-related research and behaviour change programmes across England, including projects focused on:**

- Routine and Manual Workers
- Young adults under 34
- Young people under 18
- Kurdish communities
- Priority and underserved audiences
- Smoking cessation service engagement
- Vaping perceptions and behaviours

6 hour course



Maximum attendees:

15 people

*(Additional attendees can be added at additional cost)*

Delivery options:

- Online
- In-person



## **Our work has included projects with councils and public health teams including:**

- Havering
- Barking & Dagenham
- Stoke
- Islington
- Camden

This course combines real-world behavioural insight, public health expertise and practical behavioural science frameworks to help attendees better understand smoking and vaping behaviours — and design more effective interventions to support change.

## **What Will You Learn?**

### **Attendees will explore:**

- The history and culture of smoking in the UK
- How smoking behaviour has evolved over time
- Why people smoke and vape
- Behavioural, emotional and social drivers of smoking
- Addiction, habit and identity
- Health inequalities and smoking prevalence
- Public attitudes towards vaping

Attendees will also learn how to apply practical behavioural frameworks to better understand smoking behaviour and design more effective interventions, campaigns and services.

## **Who Should Attend?**

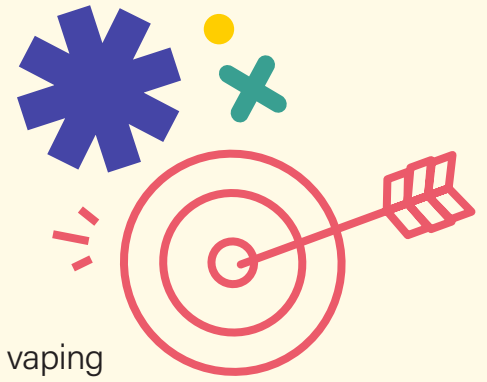
### **This course is ideal for professionals working in:**

- Public health
- NHS organisations
- Smoking cessation services
- Local authorities
- Health communications
- Community engagement
- Youth services
- Social marketing
- Behaviour change and prevention programmes

It is suitable for both professionals new to behavioural science and those looking to strengthen their understanding of smoking and vaping behaviour.



# Learning Outcomes

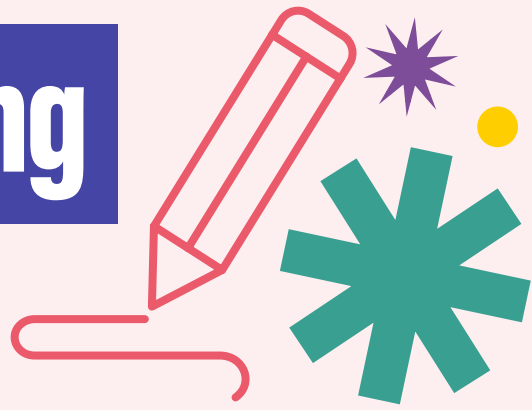


## By the end of the course, attendees will:

- Better understand the behavioural drivers behind smoking and vaping
- Understand how policy, culture and identity shape behaviour
- Learn how to apply behavioural science frameworks in practice
- Feel more confident designing behaviour change interventions
- Gain practical tools to improve engagement, communications and smoking cessation outcomes



# Bespoke Training & Workshops



**Alongside our core courses, we also design bespoke training programmes tailored to your organisation's needs.**

Smoking remains one of the biggest preventable causes of poor health and health inequality across the UK. Alongside this, the rapid rise of vaping has created new behavioural challenges, public debates and communication complexities for organisations working in health, prevention and behaviour change.

At Social Change, we have more than 20 years of experience delivering behavioural insight research, behaviour change programmes and social marketing campaigns focused on smoking cessation, vaping and public health improvement.

**This could include:**

- Sector-specific workshops
- Leadership sessions
- Campaign strategy training
- Community engagement training
- Behavioural diagnosis workshops
- Internal culture change sessions
- Behavioural communications training

**If you are looking for something more tailored, we would love to discuss your requirements.**



**Please get in touch!**

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