



The Person-Based Approach¹ to Health Intervention Development:

Wednesday 9th May 2018, 10:00-13:00

Judith Joseph, Liz Payne & Katy Sivyer

Devonshire Building, room G21/G22

The Person-Based Approach (PBA) was developed at the University of Southampton from insights gained from thousands of interviews with users while developing health and illness management interventions.

This workshop is being hosted by the Newcastle University and will explain how to implement the Person-Based Approach (PBA) to intervention development. We will show how this approach can be used to:

- Develop an in-depth understanding of the perspectives of people who will use the intervention to enhance feasibility and relevance
- Help identify how to optimise interventions to address key behavioural issues and improve acceptability
- Complement evidence and theory-based approaches to enhance uptake, adherence and outcomes in digital and non-digital interventions.

This workshop will be suitable for people who are new to the PBA, or those who would like to know more about how to use it in practice.

Attendance is free but limited by space and you can book your place here:

<http://bit.ly/2p7RPnU>

¹ Yardley L, Morrison L, Bradbury K, Muller I

The Person-Based Approach to Intervention Development: Application to Digital Health-Related Behavior Change Interventions

J Med Internet Res 2015;17(1):e30