

# **CENTRE FOR BEHAVIOUR CHANGE**

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**ASSOCIATES**

**2023-2025**



# CBC ASSOCIATES 2023-2025

CBC Associates are colleagues within and beyond UCL who actively participate in our consultancy, research, teaching and training, and in representing CBC on external bodies



## Prof Lucie Byrne-Davis

**Professor of Health Psychology & Director of International Education Partnerships, School of Medical Sciences, University of Manchester**

Prof Byrne-Davis is an expert in translational and collaborative behaviour change research and practice. She has a particular focus on fostering health partnerships between the UK and the Global South. She is also a co-founder of The Change Exchange, a prestigious collaboration of behaviour change experts engaged in research, consulting, and volunteering in the field of global health.



## Dr Rachel Carey

**Chief Scientist, ZINC**

Dr Carey is Chief Scientist at Zinc, where she has spent the last six years working with startup founders to apply and advance science through new, scalable innovations that tackle important societal problems. Rachel has a PhD in Psychology, and spent several postdoctoral years at UCL, where she still has an honorary role.



## **Dr Paul Chadwick**

**Director, Behaviour is Everything  
Honorary Senior Associate Professor,  
Faculty of Brain Sciences, UCL**

Dr. Chadwick is Honorary Associate Professor at the CBC and a practicing Consultant Clinical and Health Psychologist. He works on the development of interdisciplinary approaches to research and practice in behaviour change, with a focus on chronic disease self-management, public health, climate action, organisational change and social justice.



## **Dr Simon Christmas**

**Visiting Senior Research Fellow,  
Centre for Public Policy Research,  
King's College London**

Dr Christmas is an independent researcher with a reputation for solving problems and moving debates forward through the application of clear thinking and design and delivery of qualitative research. By understanding how others experience, make sense of and find value in the world, he helps clients develop better policies, services and behaviour change interventions.



## **Dr Kristina Curtis**

**Director, Applied Behaviour Change  
Honorary Senior Associate Professor,  
Faculty of Brain Sciences, UCL**

Dr Curtis works as a consultant, researcher, lecturer and trainer in behaviour change intervention design. Her work spans across several areas in improving health and well-being, including weight management, physical activity, and self-management of chronic conditions.



## **Dr Ben Gardner**

**Co-Director, Habit Application & Theory Research Group.  
Sustainability Fellow, Institute for Sustainability, University of Surrey**

Dr Gardner is an expert in the psychology of habits. His research explores how the concept of 'habit' can help to understand and change everyday human behaviours. His work to date has focused on health (e.g., physical activity, dietary consumption) and environmentally relevant behaviours (e.g., travel mode choice).



## **Prof Jo Hart**

**Head of the Division of Medical Education, School of Medical Sciences, The University of Manchester**

Prof Hart is a Health Psychologist, Professor of Health Professional Education and Head of the Division of Medical Education at the University of Manchester. She studies and supports the education/training and behaviour of healthcare professionals internationally. She co-leads The Change Exchange, a collaboration in which behavioural scientists work with UK and LMIC health partnerships.



## **Prof Janna Hastings**

**Assistant Professor of Medical, University of Zurich, & University of St. Gallen**

Prof Hastings is a computer scientist and has been developing and using ontologies and knowledge-based technologies in scientific research for more than a decade. Since August 2022 she has been Assistant Professor of Medical Knowledge and Decision Support in the Faculty of Medicine, Institute for Implementation Science in Health Care at the University of Zurich, and Vice-Director of the School of Medicine at the University of St. Gallen, Switzerland.

# Prof Marie Johnson

**Emeritus Professor of Health  
Psychology, University of Aberdeen**

Prof Johnson is a Fellow of the Royal Society of Edinburgh, the Academy of Medical Sciences, the Academy of Learned Societies for the Social Sciences the Royal College of Physicians of Edinburgh and Honorary Fellow of the British Psychological Society, European Health Psychology Society and the Health Psychology and Public Health Network.

She conducts research on behaviour change in health and healthcare contexts and on disability (theory, measurement and intervention).



# Dr Marta Marques

**Senior Research Fellow, Associate  
Professor, NOVA University of Lisbon**

Dr Marques is an expert in behavioural science methods, theory, and its applications to behaviour change interventions. She has been involved in various initiatives of the Centre for Behaviour Change since 2017 (e.g. Human Behaviour Change Project).



# Prof Robert West

**Emeritus Professor,  
Faculty of Pop Health Sciences, UCL**

Prof West co-founded the Behaviour Change Wheel, the Capability-Opportunity-Motivation-Behaviour (COM-B) model of behaviour, and the PRIME Theory of motivation. He has more than 900 academic publications including numerous books on behavioural science. He is former Editor-in-Chief of the academic journal, Addiction, and has acted as an advisor to the UK Government and currently advises the Welsh Government.

