

# Dr Fiona Fylan



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I am the UK's leading Health Psychologist specialising in road user behaviour. I advise road safety organisations and practitioners on developing and evaluating interventions to help people make better choices on the roads. I am the Research Director of Brainbox Research and I also lecture at two UK Universities. I am the academic lead on the National Driver Offending Retraining Scheme (NDORS) strategic board for course development, which develops new courses for offender drivers in the UK. For example, What's Driving Us? was released in 2012 for drivers who have been caught committing an intentional offence, such as using a mobile phone when driving, driving aggressively, or jumping red traffic lights. Driver Alertness was released in 2010 for drivers who have been driving without sufficient care and attention. I have been involved in developing the national Speed Awareness course, the Driving 4 Change course and RIDE (for motorbike riders). On a regional level I have helped to develop and evaluate many different courses aimed at young drivers, older drivers, cyclists and pedestrians. As such I have a unique combination of academic rigour, insight into the psychology of road user behaviour, and expertise in designing and rolling out interventions to change road user behaviour.

## University Education

1992-95, Aston University: PhD, Optometry and Vision Sciences

1989-92, Leicester University: BSc (first-class honours) Psychology and Physics.

## Academic Posts

2006+ Reader in Psychology, Leeds Metropolitan University, Leeds.

2001–2006 Lecturer in Psychology, Department of Health Sciences, University of York.

1996–2001 Lecturer in Psychology, Psychology Institute, Aston University, Birmingham.

1995–1996 Postdoctoral Research Fellow, Clinical Neurophysiology, Aston University, Birmingham.

1992–95 Research Assistant, MEG Studies Unit, Aston University, Birmingham.

## Professional Posts

2010+ NDORS Strategic Board for Course Development

2008+ Principal Examiner in Communication, Association of British Dispensing Opticians

2000+ Director, Brainbox Research Ltd.

## Professional Memberships

Health Psychologist (Health and Care Professions Council)

Chartered Psychologist (British Psychological Society)

Member of the British Psychological Society

## Research

As a Health Psychologist my research concentrates on the decisions that people make that might affect their health and wellbeing, and designing and evaluating interventions to change health-related behaviour. I specialise in road user behaviour and I have pioneered the use of Behavioural Change Techniques in road safety, which have provided road safety practitioners with guidance on the practicalities of developing courses and workshops that are effective in changing how people behave as a driver, cyclist or pedestrian. In addition to road safety, I have worked across several different areas, including those focused on patients, such as adherence to clinical advice, and those focused on health professionals, such as GPs' use of the new medical statement. One of my major research areas is understanding how to change behaviour and I have worked extensively in understanding the decisions that people make, and designing and evaluating interventions to change risky behaviour. Some examples of recent projects are shown below.

- How do you stop drivers from speeding? (Department for Transport)
- Why do speed awareness courses work? (Association of Chief Police Officers)
- What should go in a workshop to stop young people taking risks on the road? (Solihull MBC)
- What should go in an online course for seatbelt offenders? (Thames Valley Police)
- How can we increase compliance with fleet safety policies? (Travis Perkins Group).
- Why do people attend Accident and Emergency departments inappropriately? (Leeds NHS)
- How can optical professionals communicate lens options effectively to their patients? (Essilor)
- What are GPs' experiences of using the new medical statement "the fit note"? (Department for Work and Pensions).

## Training

I have extensive experience of delivering training courses directly to delegates and through "train the trainer" courses. The training courses I deliver focus on changing behaviour and on research methods, both for Universities (the University of York and Leeds Met University), and for commercial organisations, government and local authorities. I have given invited talks and keynote presentations for a variety of organisations and at professional conferences, and to delegates from around the world. Recent examples include:

- Cycling and risk perceptions. European Transport Safety Council, Brussels, 2013.
- Sleepy, Dopey, Grumpy or Happy: making the speeder Snow White, Road Safety GB, 2013.
- Making education work. Parliamentary Advisory Council on Transport Safety, Brunel University, 2012.
- Changing Driver Behaviour. Police Federation annual conference, Hinckley, 2012.

- Behavioural change techniques used in road safety interventions for young people, RoSPA annual conference, Birmingham 2011.
- Psychology in optometry practice, the St Petersburg College of Optometry, Russia, 2009
- Understanding young drivers, Highways Agency conference, Birmingham, 2009
- Keynote presentation at the first annual Singapore Opticianry Conference, 2008
- Emotional involvement of patients selecting lenses, European Hoya Faculty, Budapest, 2008–2012
- Influencing patient decision making in optics, Essilor European Academy, Paris, 2002–2014.

### **Selected publications (refereed papers, reports and conference proceedings)**

Fylan F, Stradling S (2014) Behavioural change techniques used in road safety interventions for young people. *European Journal of Applied Psychology*. In Press. <http://dx.doi.org/10.1016/j.erap.2014.02.003>

Tackling drink driving the morning after using a mobile phone app (2013) Caveney L, Fylan F, Fylan Gwynn B. *Proceedings of the BPS Health Psychology Annual Conference*.

On your bike: enhancing an intervention to increase cycling (2013) Caveney L, Fylan F, Fylan Gwynn B. *Proceedings of the BPS Health Psychology Annual Conference*.

Fylan, F., Fylan Gwynn, B. and Caveney, L. (2012). GPs' perceptions of potential services to help employees on sick leave return to work (RR820). Department for Work and Pensions, London.

Fylan, B., Fylan, F. and Caveney, L. (2011). An evaluation of the Statement of Fitness for Work: qualitative research with GPs (RR780). Department for Work and Pensions, London.

Fylan F, Fylan EMM, Caveney L, Stradling S, Scott H (2012) Evaluation of the National Speed Awareness Scheme. Report for the Association of Chief Police Officers.

Fylan F, Fylan EMM, Caveney L. (2012) How do driver offender courses achieve their effects? *Proceedings of the BPS Health Psychology Annual Conference*.

Brealey SD, Atwell A, Bryan S, Coulton S, Cox H, Cross B, Fylan F, et al (The DAMASK Trial Team). Effectiveness of GP access to magnetic resonance imaging of the knee: a randomised trial. *British Journal of General Practice* 2008; 58 (556) e1-e9.

Wilson B, Bekker HL, Fylan F. Reporting of adverse medical events scale: a measure of doctor and nurse attitudes to adverse event reporting. *Quality and Safety in Health Care* 2008; 17 (5): 346-347.

Brealey SD, Atwell A, Bryan S, Coulton S, Cox H, Cross B, Fylan F et al. Improving response rates using a monetary incentive for patient completion of questionnaires: an observational study. *BMC Medical Research Methodology* 2007, 7:12.

Fisher B, Dowding D, Pickett KE, Fylan F. Health promotion at NHS breast cancer screening clinics in the UK. *Health Promotion International* 2007, 22(2): 137-145.

Fylan F, Hempel S, Grunfeld EA, Connor M, Lawton R. Evidence-based behavioural change for speeding drivers. *Behavioural Research in Road Safety*, 2006.