

# Innovations in road user behavior change

## Conference programme

### Day 1 - Thursday 25th September

09.30 – 10.00 Coffee and registration

10.00 – 10.30 Conference welcome and opening address from Dr Fiona Fylan, *Brainbox Research*

#### Challenging inequalities

10.30 – 12.00 Professor Brendan Gough, *Leeds Met University*.  
*Male road users and masculinities*

Dr Shaun Helman, Head of Transport Psychology, *Transport Research Laboratory*  
*'Looked but failed to see' collisions: novel lighting designs to increase motorcycle safety*

Dr Will Murray, Research Director, *Virtual Risk Manager*  
*Who causes fleet collisions: managers or drivers?*

Rhiannon Leeds, Safer Travel Advisor, *Lancashire County Council*  
*Wasted lives: changing young drivers' attitudes through education programmes*

12.00 – 13.15 Workshops  
*Reviewing what you do and making the changes necessary* – Rob Gifford  
*Creating videos for road safety presentations* – Oliver Mason

13.15 – 14.00 Lunch and networking

#### Managing risk and changing behaviour

14.00 – 15.30 Anna Sallis, Health Psychologist and Behavioural Insights Research Advisor, *Public Health England*  
*Large-scale behavioural interventions: using the 'nudge' approach*

Dr Richard Rowe, Department of Psychology, *University of Sheffield*  
*Theory based interventions to combat risk-taking*

Liz Smallman, Visitor Experience Director, *Eureka! The National Children's Museum*  
*Engaging children in long-term behavioural change interventions*

Guy Rollinson, Speed Watch Support Team, *Kent Police HQ*  
*Does Community Speed Watch impact driver behaviour?*



15.30 – 15.45	Coffee and networking
15.45 – 16.00	Day summary, questions and reflections
16.00 – 17.00	Workshops
19.30	Conference dinner

## Day 2 - Friday 26th September

09.00 – 09.30	Coffee and networking
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### Risk, reasoning and rivalries

09.30 – 12.30	<p>Professor Wandí Bruine de Bruin, <i>University of Leeds</i> <i>Behavioural decision making</i></p> <p>Dr Marc Fabri, Head of the Behaviour Change Research Group, <i>Leeds Met University</i> <i>Focus on what works, not on fixing problems: A Design Thinking approach to behaviour change</i></p> <p>Graham Titchener, <i>Regional Director for the Yorkshire Tour de France Legacy</i> <i>Reducing road rivalries by personalising road users</i></p> <p>Honor Byford, <i>Chair of Road Safety GB</i> <i>The Road Safety GB Academy</i></p> <p>Dr Chris Burgess, Department of Psychology, <i>University of Exeter</i> <i>Putting the brakes on: behavioural inhibition for road users</i></p> <p>Andy Blanchard, Behavioural Psychologist, Chairman, Wakefield Triathlon Club <i>Encouraging co-operation</i></p>
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12.30 – 13.30	Lunch
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13.30 – 14.30	Workshop
14.30	Conference close

