










## PSYCHOLOGY OF HEALTH BEHAVIOUR

### A one-day workshop exploring the psychology of health behaviour

This workshop is for Health Promotion Specialists, Sports and Physical Activity Officers, Health Trainers, Voluntary Sector partners, and anybody working to improve the healthy lifestyles of others.

**It will provide you with new insights to understand your clients better and maximise your delivery.**

#### Explore....

-  The four keys to persuasion
-  Why and how we make the choices that we do
-  Why we procrastinate and can't make ourselves do the things we want to
-  Why we can't seem to improve our lifestyles for a healthier future
-  Why we are naturally inclined to take risks
-  New tools and techniques to help your clients and service users work more successfully towards their lifestyle goals.
-  How you can improve the power of your marketing to make your projects more effective.

#### DATE & TIME

**Tuesday 25th May 2010**

**10.00am - 4.00pm**

(9.45am for coffee and registrations)

#### VENUE

**Hard Days Night Hotel**

Central Buildings, North John Street, Liverpool L2 6RR

#### COSTS

**Standard Delegate Rate £125.00 + VAT**

**Voluntary Sector Rate £108.00 + VAT**

Healthy lunch and refreshments included

#### TO BOOK YOUR PLACE:

(Our Ref: Par Lodge CHN21)

NOTE: Closing date is  
Tue 18th May 2010  
(Early booking recommended)

**ONLINE** - register online at

[www.hampsonsolutions.co.uk/newlifestyles](http://www.hampsonsolutions.co.uk/newlifestyles)

**FAX BACK** - complete the enrolment form below and fax it back to us on 01492 517815

**FOR MORE INFO** contact us on 07727 642846 or email [newlifestyles@hampsonsolutions.co.uk](mailto:newlifestyles@hampsonsolutions.co.uk)

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

#### PAYMENT OPTIONS (tick selections)

- |  |   |
|--|---|
| <input type="checkbox"/> Please find enclosed a cheque, made payable to 'Hampson Solutions Ltd'  | <input type="checkbox"/> Standard Delegate Rate - £125.00 + VAT                   |
| <input type="checkbox"/> Please send us an invoice. If you need to provide us with a purchase order please write it here: _____  | <input type="checkbox"/> Voluntary Sector / Charity Delegate Rate - £108.00 + VAT |
| <input type="checkbox"/> Please tick to confirm you have read and understood our cancellation policy: <a href="http://www.hampsonsolutions.co.uk/cancellation.html">www.hampsonsolutions.co.uk/cancellation.html</a> |   |

#### WHAT OUR DELEGATES SAY:

"A very useful and relevant course for those working with individuals on behavioural change, such as Health Trainers." **CHRIS BAGUMA**, *Health Promotion Manager, Brent PCT*

"Lots of good ideas to try to influence behaviour change." **JANE DARROCH**, *Health Promotion and Community Development Manager, Ealing PCT*

"The course has made me re-think the way I approach my job... and the need to be more client centered." **DAWN MITCHELL**, *Salford Community Leisure*

"Non-stop, useful, life-changing ideas." **CHRISTINA JONES**, *Occupational Health Nurse, Kelloggs*

"This workshop has made me look at my own practice and turn it on its head." **PAUL STENHOUSE**, *Newcastle PCT*

"An eye-opening participative workshop with across the board interest. I will take everything on board in my own work." **TRACEY ROBLEY**, *Volunteer, North Tyneside VODA*

"Great course with practical examples of ways to promote activities in a range of settings." **CHARLENE WILLIAMS**, *Physical Activity Coordinator, Bexley Care Trust*

"Not only enjoyable but full of practical and useful ideas and concepts to make a difference in the work I do to help people make changes to their lives." **BRUCE DINSMORE**, *Sport Development Officer, Craven District Council*

"Most enjoyable, informative, kept my attention all day" **HELEN TOPLIS**, *Health Trainer, Derbyshire County PCT.*