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Prof. dr. Marijn de Bruin is a behavioral scientist, professor of Behavioral Medicine & Health Psychology at IQ healthcare (Institute of Health Sciences), honorary professor of Health Psychology (Institute of Applied Health Sciences) at the University of Aberdeen (UK), and Head of Scientific Research at the Behavioral Unit of the RIVM.

He conducts research on supporting a healthy lifestyle and self-management (including adherence) in the context of public and curative health care.

There is a lot of knowledge about how to effectively support healthy behavior, but the impact of that knowledge on practice is still too limited. His work focuses on overcoming 3 relevant barriers: 1. Generating more robust evidence on the clinical and cost-effectiveness of behavioral interventions in health care. 2. Developing and applying innovative methods for [evidence synthesis](#) to better map the effects of behavioral interventions. 3. Develop methods to more fundamentally integrate behavioral sciences into health care.

An unhealthy lifestyle affects our physical health, well-being, contributes to socio-economic health inequalities, and leads to major costs for society. This applies to healthy people, but even when people become patients, they can often influence the course of the disease and the effectiveness of medical treatment. For example, by using medication, quitting smoking, losing weight, or exercising more. This isn't easy, though (think of all your own failed healthy resolutions). Society and health care are generally not set up to support this effectively. Healthcare professionals often lack the time, incentives, skills and knowledge to provide effective behavioral support. We also see that many people do not change their behavior, or relapse. Given the enormous importance of healthier behavior and a healthier environment for citizens. patient and society – this theme 'Prevention' may well be the greatest challenge for healthcare in the coming decades.

Since March 2020, Marijn de Bruin has been doing a lot of research into the behavior of society during the COVID-19 pandemic. He is co-founder of the RIVM Corona Behavior Unit, in which he is a

member of the core team and head of scientific research. He regularly consults with various ministries and speaks about our behavior in the media. The behavioral research into perceptions, behavior and well-being of citizens during the corona pandemic is funded by ZonMw, NWO and the Ministry of Health, Welfare and Sport.