



Invitation to an interactive workshop

EVO+ 1.0

A personalised, online 12-week behaviour change program to increase physical activity in adults

05 March 2026 - Thursday

14.30-15.30

Seminar Room 2nd Floor, Faculty of Medicine, Tr. SNP 1



Preventing chronic diseases, and stopping them from getting worse, is possible when engaging in healthy behaviours (eating a balanced diet, doing regular physical activity, etc.), but changing a behaviour is not easy. The EVO+ Project is a family of digital behaviour change-oriented projects; developed using mHealth, AI, behaviour change science, motivational communication, and user-centered design. Over 12 weeks, participants are guided step-by-step through setting goals, tracking their activity, as well as planning, and staying on track over time.

We warmly invite you to join us for an in-depth session exploring how next-generation digital technologies and AI can enhance prevention strategies and optimize chronic disease management. The session will be led by prof. Simon Bacon, an internationally recognized leader in behavioural medicine and digital health innovation.

Prof. Dr. Simon Bacon, PhD, FTOS, FCCS, FABMR is the FRQS co-Chair in Artificial Intelligence and Digital Health for Health Behaviour Change at the Concordia University in Montreal, Canada and the CIHR SPOR Chair in Innovative, Patient-Oriented, Behavioural Clinical Trials. He is also a fellow of the Obesity Society, the Canadian Cardiovascular Society, and the Academy of Behavioral Medicine Research. In addition to Concordia, Prof. Bacon is co-director of the Montreal Behavioural Medicine Centre (www.mbcm-cmcm.ca), a researcher at the Centre intégré universitaire de santé et de services sociaux du Nord-de-l'Île-de-Montréal (CIUSSS-NIM), and co-leads the International Behavioural Trials Network (www.IBTNetwork.org). Prof. Bacon has published more than 250 peer-reviewed articles, his WoS/Scopus h-index is 46.

[More information](#)

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