

We have ways of making you change.....

Making population health interventions work, what can theoretical frameworks and practical commitments tell us?

Research Beehive – Newcastle University – Building No 25

For map – see [University Map](#)

1:00-3:00pm

Tuesday 13th January 2015

Fuse: the Centre for Translational Research in Public Health and the Institute for Health & Society have joined forces to showcase their seminar speakers in January 2015, under the banner of behaviour change and knowledge exchange. Professor Charles Abraham, University of Exeter opens the meeting at 1:00pm, followed by Sue Bagwell, from the London Metropolitan University at 2:00pm. Abstracts for their respective seminars entitled “A Systematic Approach to Behaviour Change Intervention Design” and “Evaluation and Encouraging Healthier Catering Practices Amongst Independent Fast Food Takeaways in Deprived Areas” follow below. Double value in one afternoon!

This double bill seminar is **FREE** to attend, but to secure your place, please [register here](#).

A Systematic Approach to Behaviour Change Intervention Design and Evaluation

In 2010 the UK House of Lords Science and Technology Committee invited submission of behaviour change interventions shown to be effective in changing behaviour at group/population level. The 2011 report revealed that the Committee was disappointed with the lack of evidence of effectiveness of such interventions. How should behavioural scientists working on behaviour change respond to this lack of evidence? This talk considers a variety of frameworks including the Medical Research Council (MRC) Guidance on Complex Interventions, the RE-AIM model, the Information, Motivation and Behavioural Skills Model and the Reflective Impulsive Model that may be useful to intervention designers. Advocating an Intervention Mapping approach to intervention design and evaluation, the talk recommends a systematic, multidisciplinary, co-creation approach to designing interventions that are attractive, feasible and sustainable in context. Finally, the talk will emphasise the dearth of process evaluations capable of elucidating change mechanisms and, thereby, advancing understanding of what does and does not work.

Professor Charles Abraham

Charles Abraham is an applied psychologist specialising in translational health research. His research focuses on the design, evaluation and implementation of interventions to change health behaviour patterns in order to improve public health and health care effectiveness. He is also a practising, health psychologist (registered by the UK Health and Care Professionals Council). He was one of seven psychologists included in a list the leading 100 practising scientists in the UK



produced by the UK Science Council in 2014. He is Head of the Psychology Applied to Health (PAth) group in the University of Exeter Medical School (UEMS) which includes 5 core faculty, 8 research fellows and 12 doctoral students. Charles holds honorary positions at Sussex, Maastricht, Nottingham and Curtin universities and has provided consultancy to health services, policy-making bodies, private companies and the UK government.

Encouraging Healthier Catering Practices Amongst Independent Fast Food Takeaways in Deprived Areas

Fast food takeaways are believed to be an important contributory factor to the obesogenic environment and their prevalence linked to growing levels of obesity, deprivation and health inequalities. A raft of initiatives have been developed in recent years to encourage takeaways to adopt healthier menus and catering practices. These healthier catering initiatives, however, have been more successful in improving the healthiness of takeaways in more affluent communities than deprived areas. This talk will present findings from an ESRC knowledge exchange funded project which has sought to develop a more nuanced understanding of the barriers fast food takeaways operating in deprived areas face in adopting healthier catering practices, and to identify the extent to which sustainable healthier business models are feasible in such contexts, and whether intervention further up the supply chain is needed. The project has involved a survey of healthier catering initiatives across the UK, work with suppliers to encourage product reformulation, and interviews with 30 fast food operators in London designed to identify best practice in healthier catering and barriers to change. Analysis has drawn on Pawson and Tilley's (1997) *Realistic Evaluation* approach to identify what particular combinations of intervention and context lead to the desired healthier catering practices.

Sue Bagwell

Sue Bagwell is the Research Development Manager with the Cities Institute, London Metropolitan University. She initially studied psychology and then applied social sciences and entrepreneurship before focusing on small business research, particularly within ethnic minority businesses and the sectors in which they are concentrated. Recent studies have also involved research on a number of behaviour change initiatives including an evaluation of the impact of green infrastructure developments on business competitiveness and attitudes towards the environment (for Defra), and the evaluation of partnership approaches towards tackling youth alcohol consumption (for Tesco plc and Community



Alcohol Partnerships). Over the past 5 years Sue has specialised in research within the fast food sector linked to public health concerns regarding rising levels of obesity. This has included studies to inform the development of a number of healthier catering award schemes, a pan-London evaluation of the London *Healthier Catering Commitment*, and policy briefings for the Greater London Authority's obesity workstream. She is currently leading an ESRC funded knowledge exchange study (working with the Chartered Institute for Environmental Health, local authorities, and public health departments) exploring feasible intervention strategies (including nudging techniques) for encouraging healthier catering practices amongst independent fast food takeaways in deprived areas.