

Health related behaviour change

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Modifiable risk factors: Overview

- 60-70% of long term conditions are considered preventable
- Key modifiable risk factors are : smoking, physical inactivity, poor diet, overweight and obesity, excess alcohol consumption
- Positive benefits – more than absence of disease
- Significant inequalities



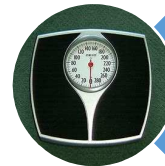
A fifth of adults physically inactive
(20.9%)



12% Adults still smoking



Less than half adult population
meeting '5 a day' fruit and veg
guidelines (46.3%)



More than half adults overweight
and obese (59%)



Alcohol related admissions
626/100,000

How we talk about this is important

Health Foundation & Frameworks Institute research explored public understanding, expert opinion and media narrative around health

Culturally dominant frame:

- People typically define health in terms of absence of illness
- Primarily relate health to medicine & healthcare
- Believe individual willpower and choice are the key determinants

Research evidence:

- Health and wellbeing is an asset
- Health care only makes approx. 10% contribution to health
- Social and economic circumstances are key determinants.

Frames are shortcut mental models:

"If the facts don't fit the frame, it's the facts people reject, not the frame."

Frameworks Institute

<https://www.adph.org.uk/2019/04/the-lazy-language-of-lifestyles-lets-rid-this-from-our-talk-about-prevention/>

The Behaviour Change Wheel

(Michie et al, 2011)

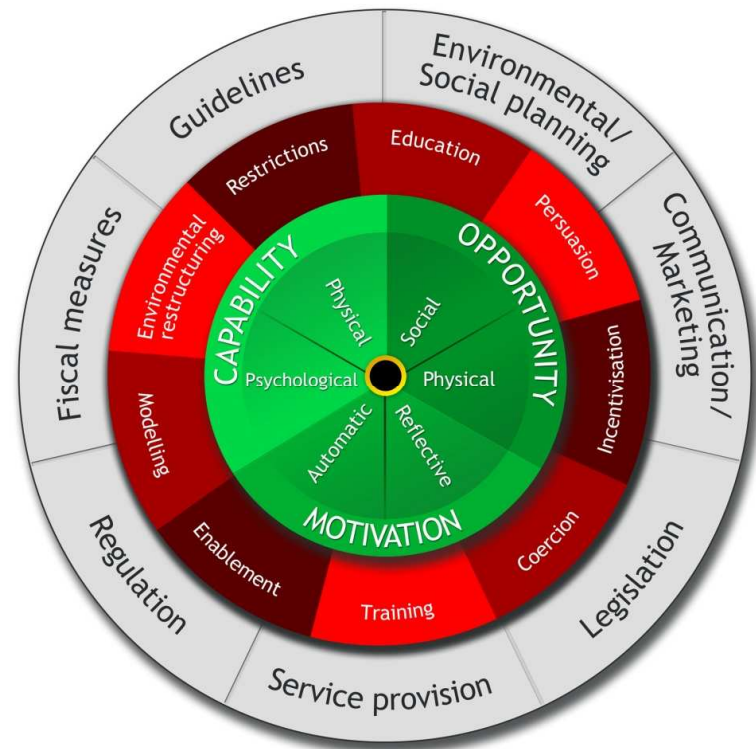
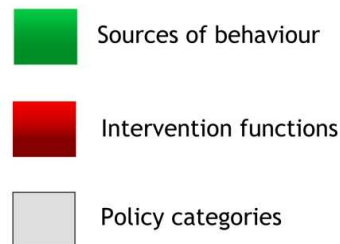
Synthesis of 19 Frameworks to classify interventions

Centre: COM-B Model

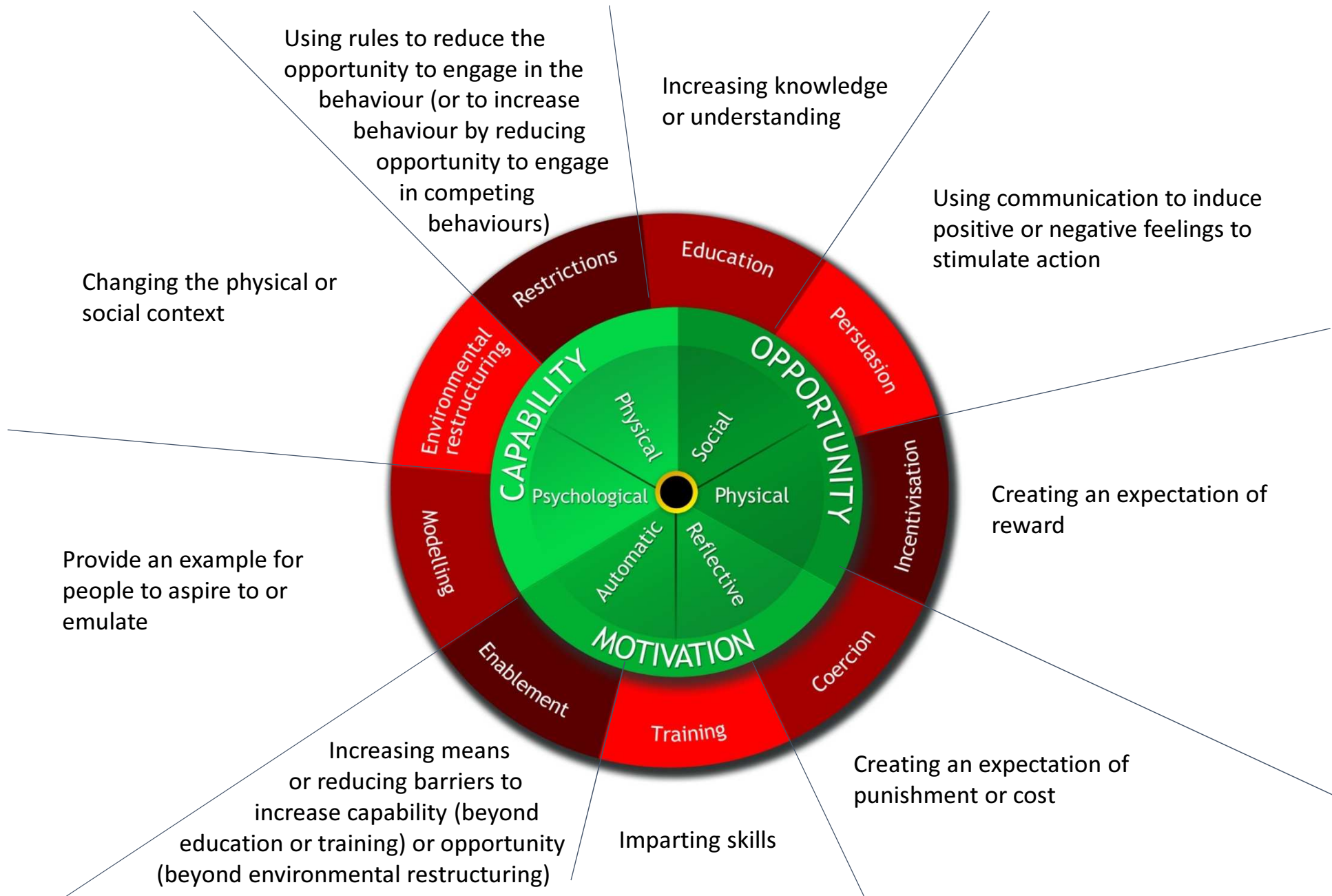
Inner Ring: 9 intervention functions

Outer ring: 7 Policy categories

What is causing the behaviour – how best to intervene?



Behaviour Change Wheel: Intervention Functions



**DELIVERY IN CONTEXT OF
BROADER APPROACH &
ALIGNED TO GM
POPULATION HEALTH
PROGRAMMES**

