Department of Health

BEHAVIOUR CHANGE IN PUBLIC HEALTH

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Behavioural Epidemiology

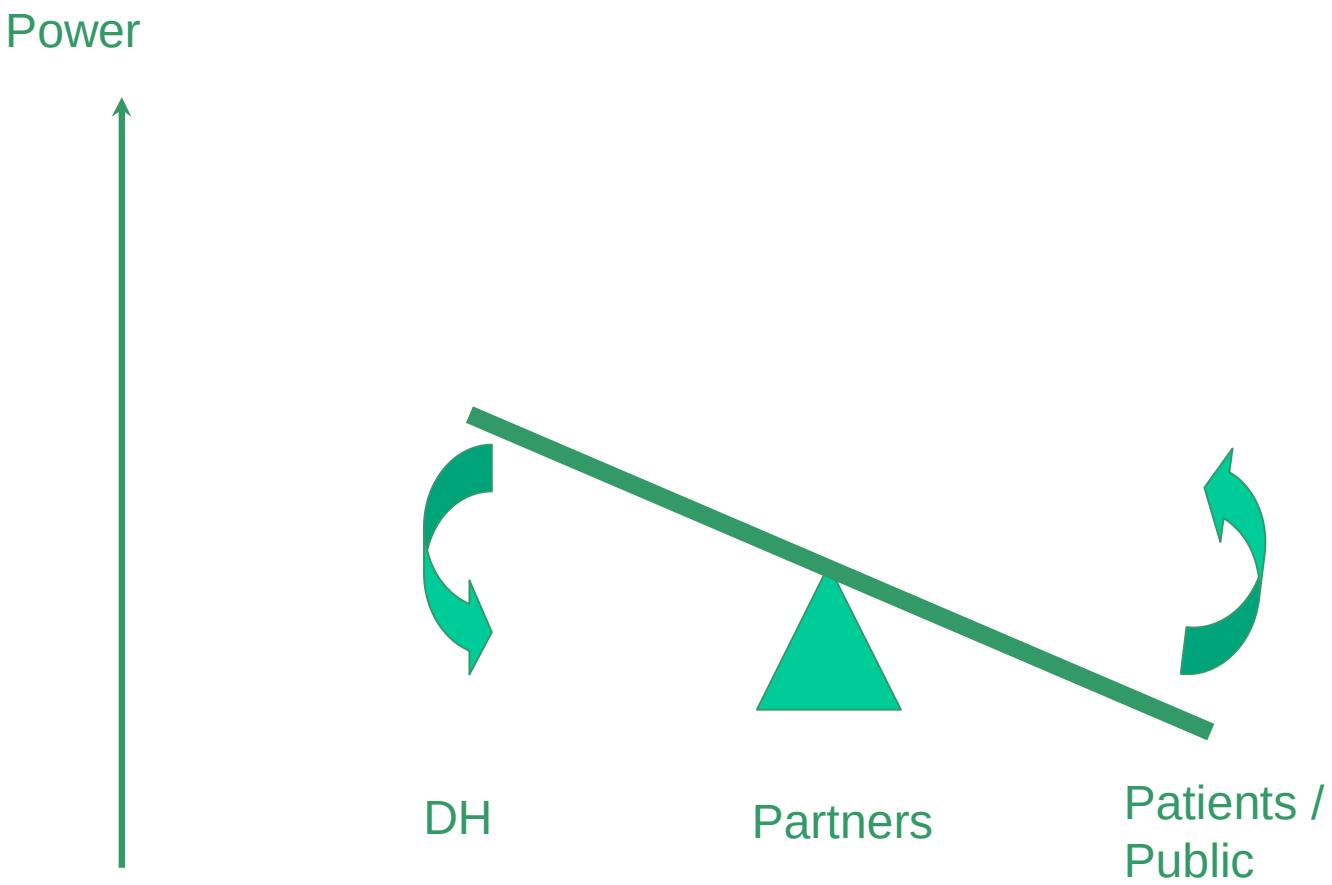
- "...concerned with the study of epidemiological variations in lifestyle and behaviour which may influence health. It has obvious relevance to health promotion activities which are intended to change behaviour...."

August 1992

Coalition agreement

- "…a stronger society, a smaller state, and power and responsibility in the hands of every citizen."

Rebalancing the Health System



Partners

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- Local government
- Voluntary sector
- Commercial organisations
- Arms Length Bodies and Executive Agencies
- Health professionals

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SofS speech to FPH conference

*"we want to reduce alcohol and drug abuse, not because we tell people to do it, but because people are in **control**"*

Supported self-regulation

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- Brief interventions for alcohol misuse
- Self-regulation for diet and physical activity
- Health trainers
- Smoking cessation
- Self-management of Long-Term Conditions
- Cognitive behaviour therapy

No health without mental health

- Poor mental health and wellbeing are associated with .. health risk behaviours such as smoking, and alcohol and drug misuse

- our aim is to strengthen [young people's] ability to take control of their lives and relationships, and to help to increase their self-esteem and emotional resilience

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HM Government

Healthy Lives, Healthy People:

Our strategy for public health in England

CATALYSING BEHAVIOUR CHANGE

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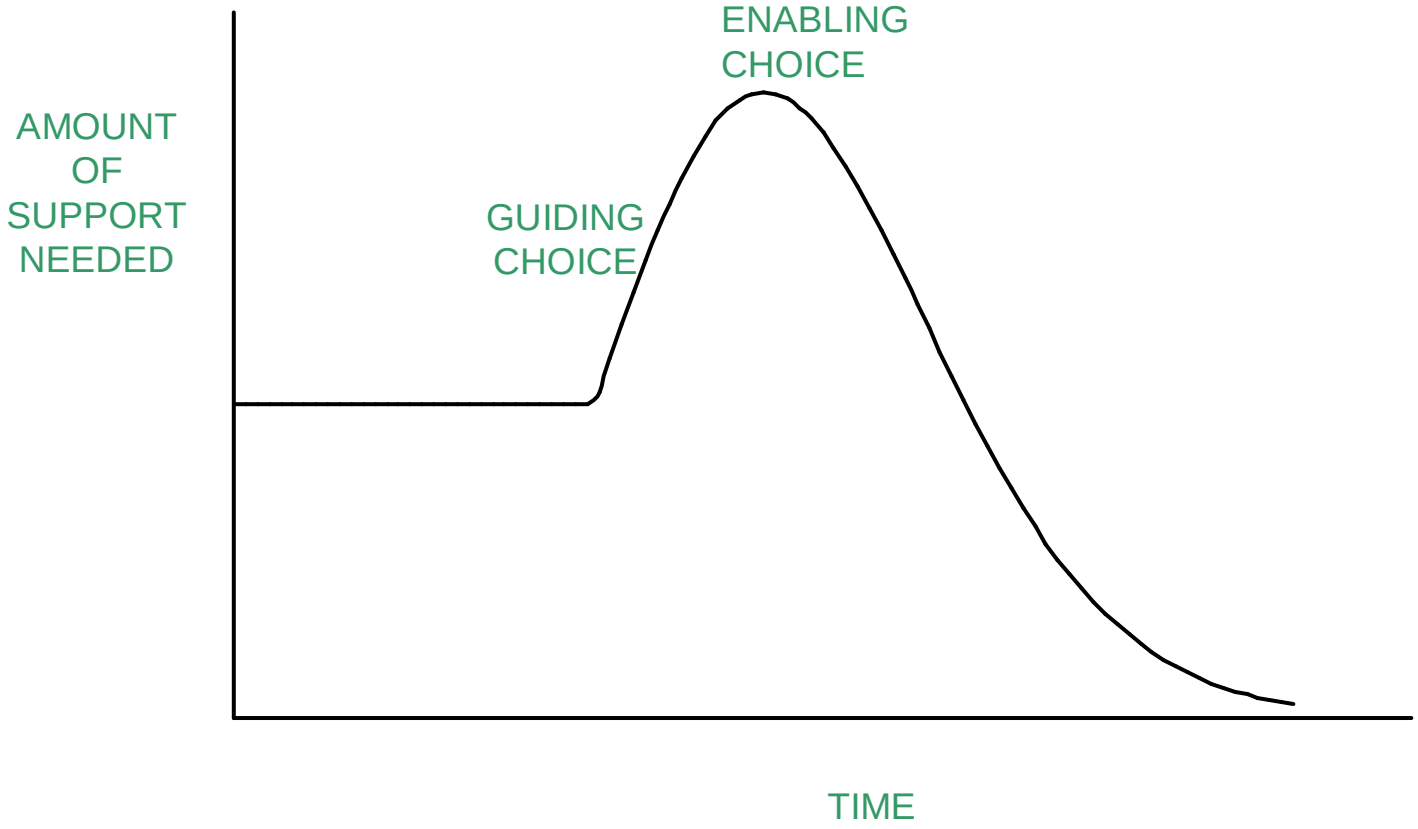

Innovation

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- **Invention** – the originating idea for a new service or product, or a new way of providing a service
- **Adoption** – putting the new idea, product or service into practice, including prototyping, piloting, testing and evaluating its safety and effectiveness
- **Diffusion** – the systematic uptake of the idea, service or product into widespread use across the whole service.

Summary

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Behaviour change is indispensable to achievement of public health goals and it involves:

- **P**ublic
- **P**atients
- **P**rofessionals and **P**ractitioners
- **P**olicy makers
- **P**lanners