

Using every opportunity to promote health and wellbeing

Behaviour change in public health

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Professor Mike Kelly,

The Centre for Public Health Excellence, NICE, London, UK, and the Institute of Public Health University of Cambridge.

NICE

The National Institute for Health and Clinical Excellence (NICE) is the independent organisation in the UK responsible for providing national guidance to the NHS and the wider public health community on the **promotion of good health and the prevention** and treatment of ill health.



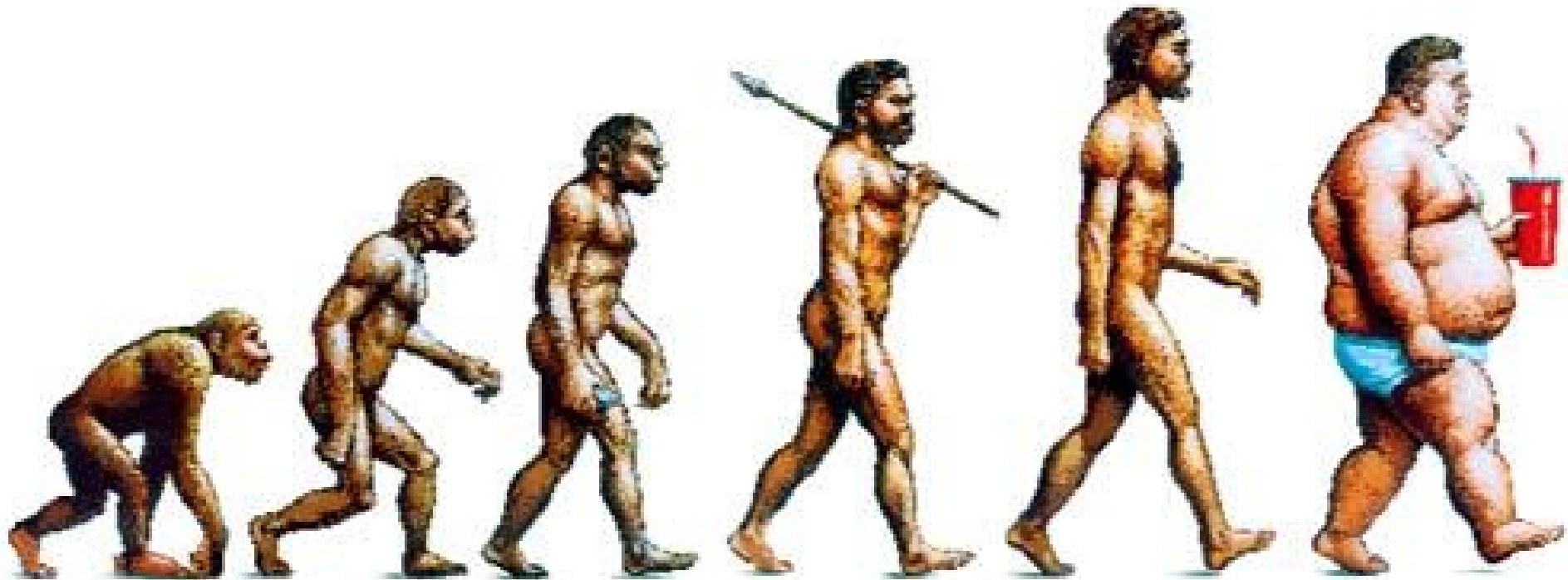
NHS

National Institute for
Health and Clinical Excellence

The origins of NICE's work on behaviour change.

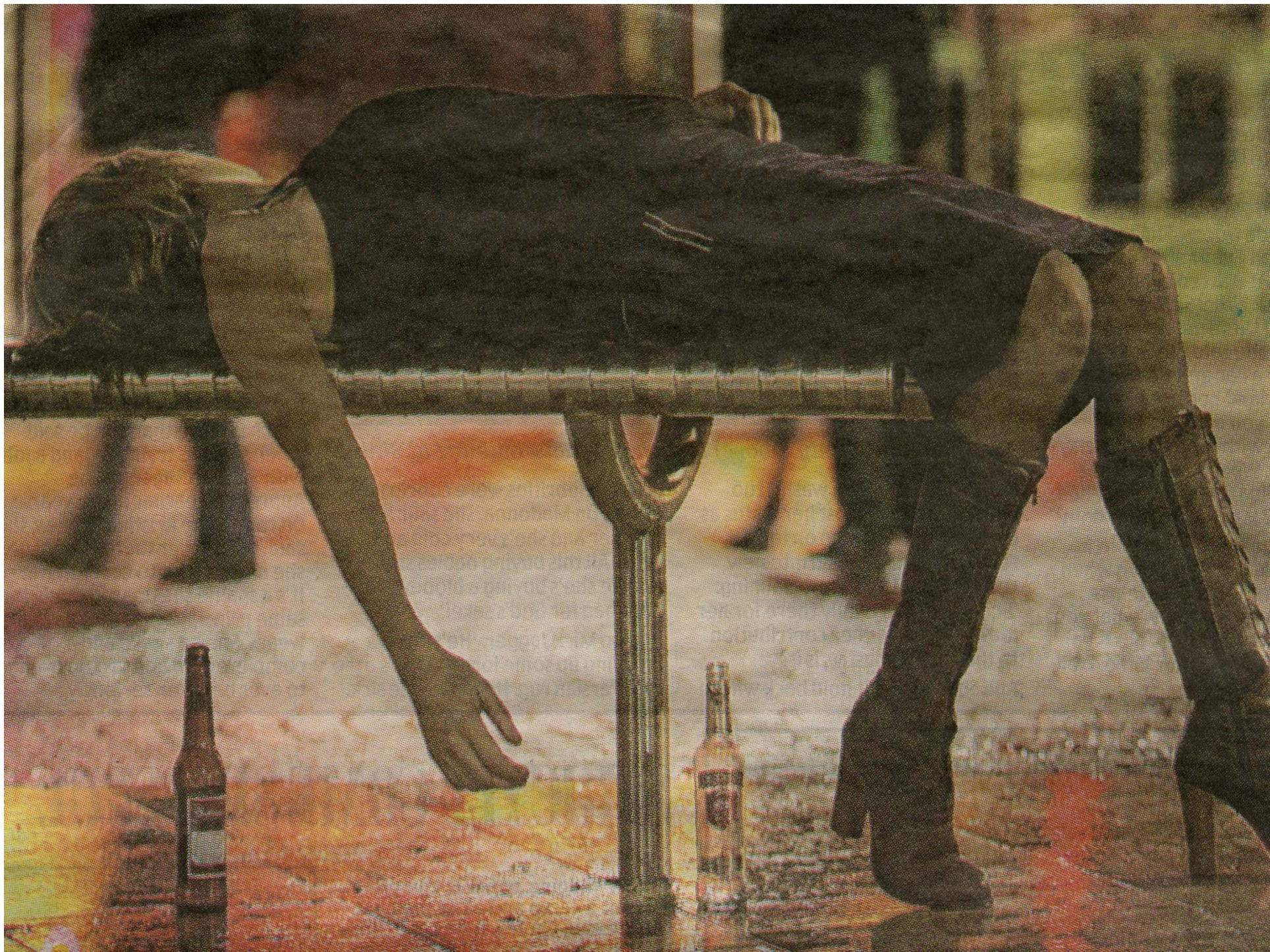
- A very large amount of mortality and morbidity is directly linked to behaviours.
- Smoking, alcohol consumption, eating, physical activity are the obvious examples.
- Heart disease, some cancers, obesity, diabetes, liver disease etc.

Evolutionary Trends



Source: *The Economist*, 12 November 2003.











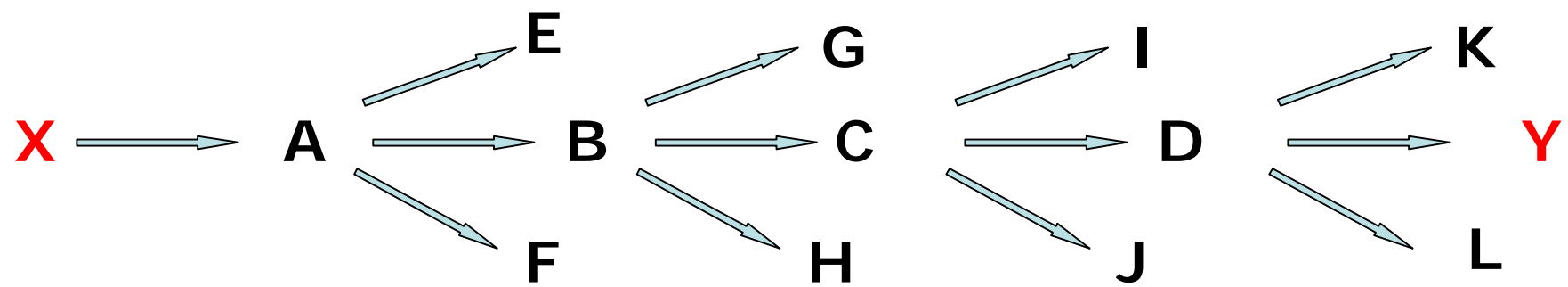


The problem

Long causal chains

- **Where causal relations between the intervention and the outcome is distal.**
- **Complex interventions in complex settings.**

- Where **X** is a brief behavioural intervention in primary care to increase rates of exercise and where **Y** is reduced risk of heart attack



The 2007 Guidance

Individual level delivery

- **Help people to develop accurate knowledge about the health consequences of their behaviours;**
- **Emphasise the personal salience of health behaviours;**
- **Promote positive feelings towards the outcomes of behaviour change;**
- **Enhance people's belief in their ability to change;**
- **Promoting the visibility of positive health behaviours in people's reference groups;**

- **Enhance social approval for positive health behaviours in significant others and reference groups;**
- **Promote personal and moral commitments to behaviour change;**
- **Help people to form plans and goals for changing behaviours, over time and in specific contexts;**
- **Ask people to share their plans and goals with others;**
- **Help people develop skills to cope with difficult situations and conflicting goals.**

Scale up the process

Making every contact count

- Making Every Contact Count (MECC) is an approach to Public Health Delivery that seeks to increase the capacity of the wider public health workforce to enact behaviour change.
- At the heart of MECC is the Prevention and Lifestyle Behaviour Change Competence Framework.
- Aims to embed disease prevention thinking in the everyday work of health and social care employees – thereby creating an ‘extended sales force’ for healthier living.

Level 1

- The worker is able to engage with individuals and use basic skills of awareness, engagement, and communication to **introduce** the idea of lifestyle behaviour change and to **motivate** the individual to consider/think about making changes to their lifestyle behaviours.

Level 2

- The worker is able to select and use brief lifestyle behaviour change techniques that help individuals **take action** about their lifestyle behaviour choices which may include starting, stopping, increasing or decreasing lifestyle behaviour activities

Level 3

- The worker is able to select and use appropriate techniques and approaches to provide support to individuals as they **change** their lifestyle behaviours and facilitate the individual to **maintain these changes** over the longer term.

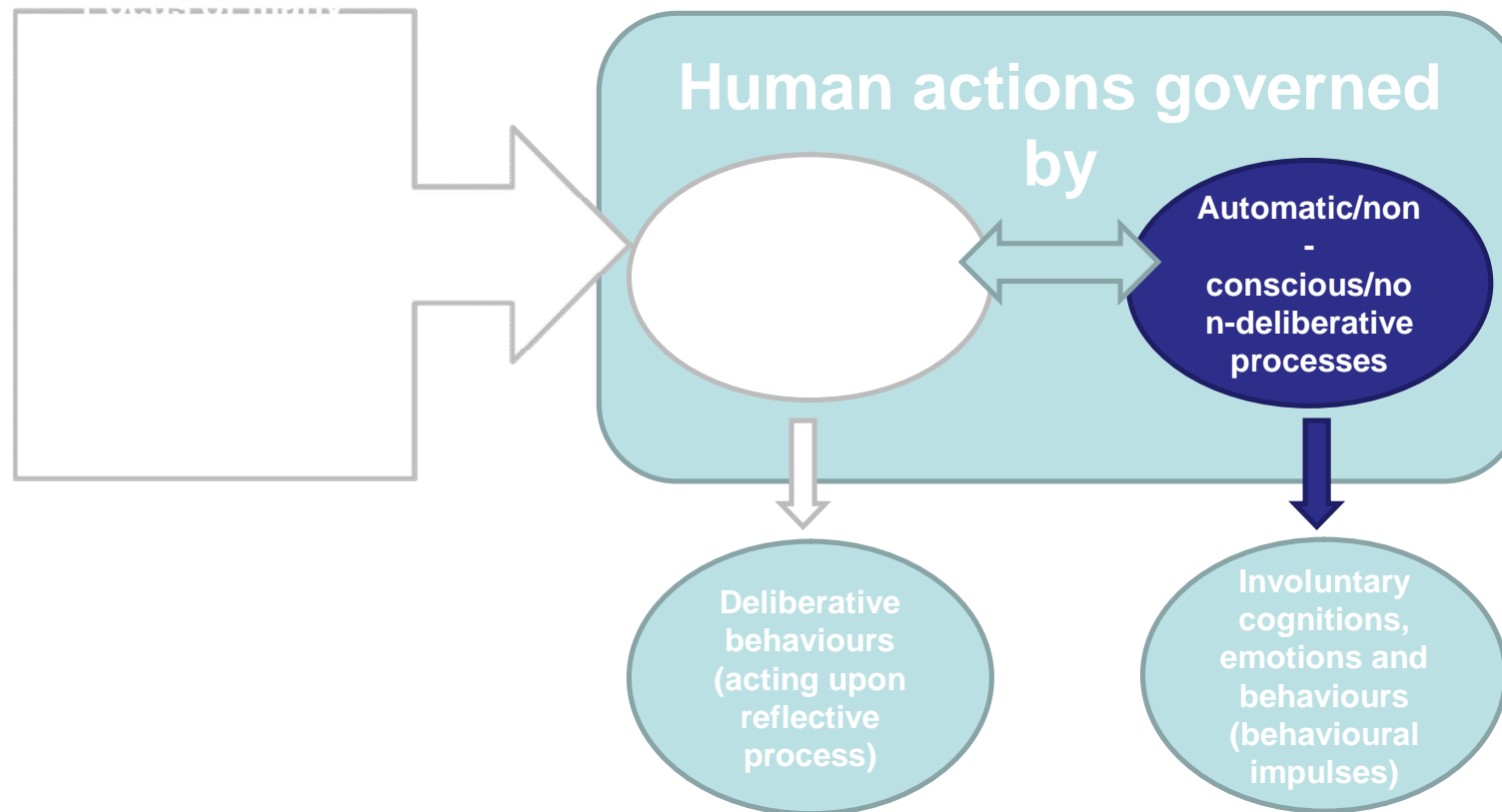
Nudge?

The Dual Process system.

- The reflective system.
 - Reflective, goal oriented system driven by our values and intentions requiring cognitive capacity or thinking space, which is limited.
 - Many traditional approaches to health promotion depend on engaging this system.
 - Often based on providing information designed to alter beliefs and attitudes, motivate people with the prospect of future benefits, or help them develop self regulatory skills.
 - At best, these approaches have been modestly effective in changing behaviour.

- The automatic, affective system that requires little or no cognitive engagement, being driven by immediate feelings and triggered by our environments.
- This automatic system is the focus of nudge theory.

Dual process model of human behaviour



“I want to lose weight – I will eat healthily.”

Eating healthily – less high fat foods, more vegetables, etc

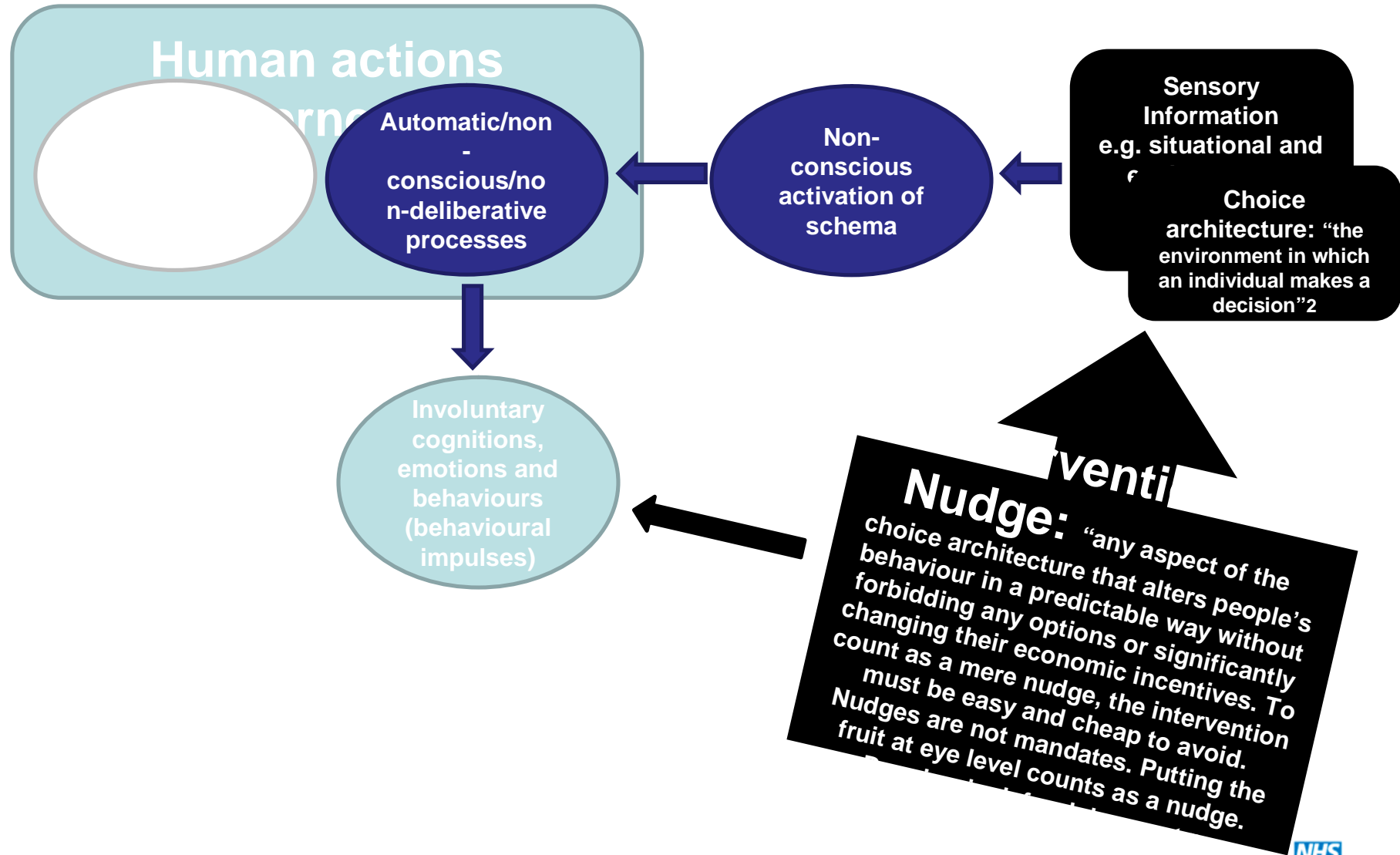
Grab a chocolate bar, it’s right in front of me.

Choice Architecture



<http://pumabydesign001.wordpress.com/2010/10/07/michael-bloomberg%E2%80%99s-agenda-to-nudge-new-yorkers-using-food-stamps/>

Changing behaviour through influencing automatic mechanisms









- MARTEAU, T.M., OGILVIE, D., ROLAND, M., SUHRCKE, M., KELLY, M.P. (2011) Judging nudging: can 'nudging' improve population health? *British Medical Journal*.