

# Behaviour & Choice: the role of Science Communicators

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# Foresight Obesity Project

## Tackling Obesities: Future Choices

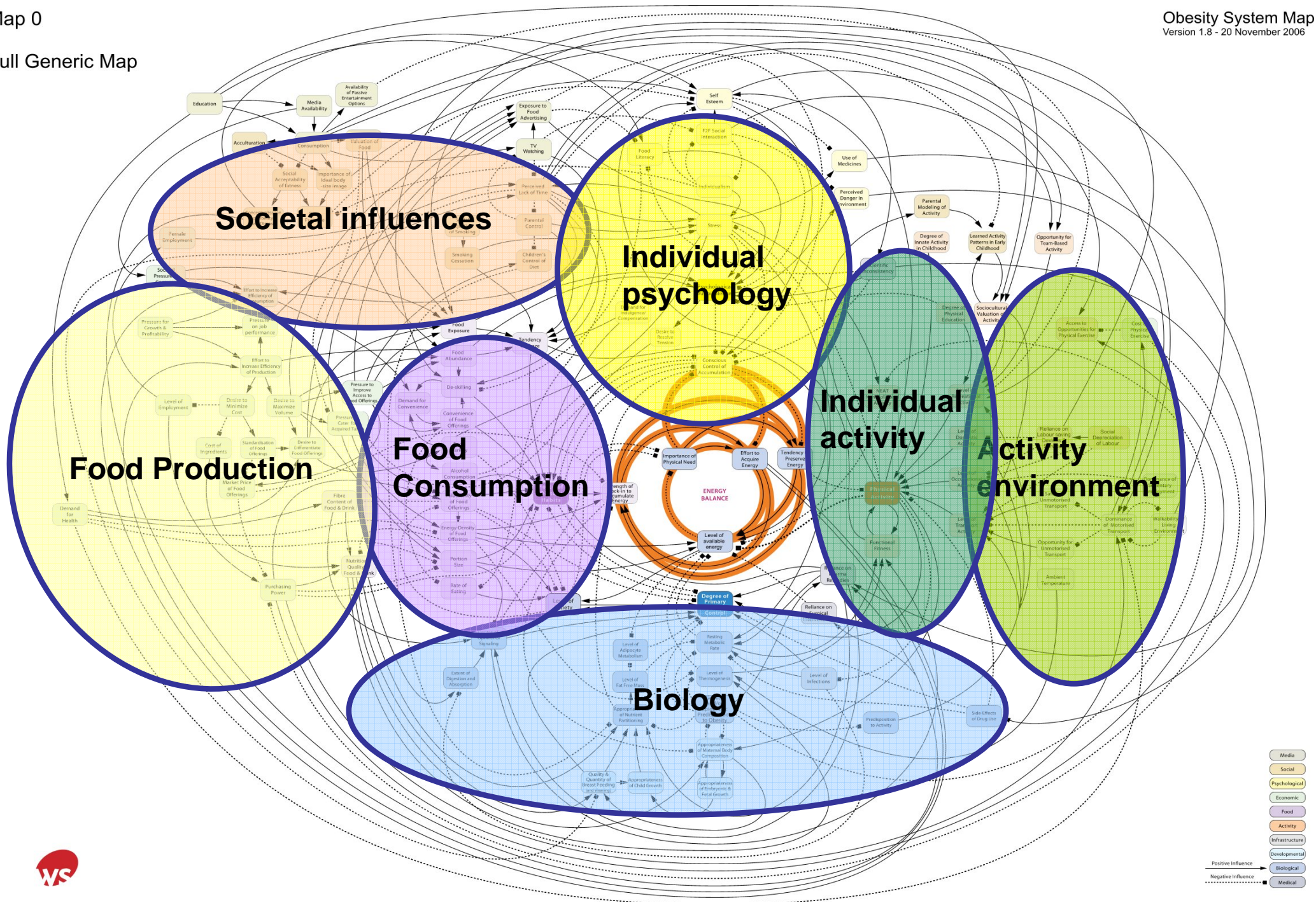
*'To produce a long term vision of how we can deliver a sustainable response to obesity in the UK over the next 40 years'*



Government Office for Science

[www.foresight.gov.uk](http://www.foresight.gov.uk)





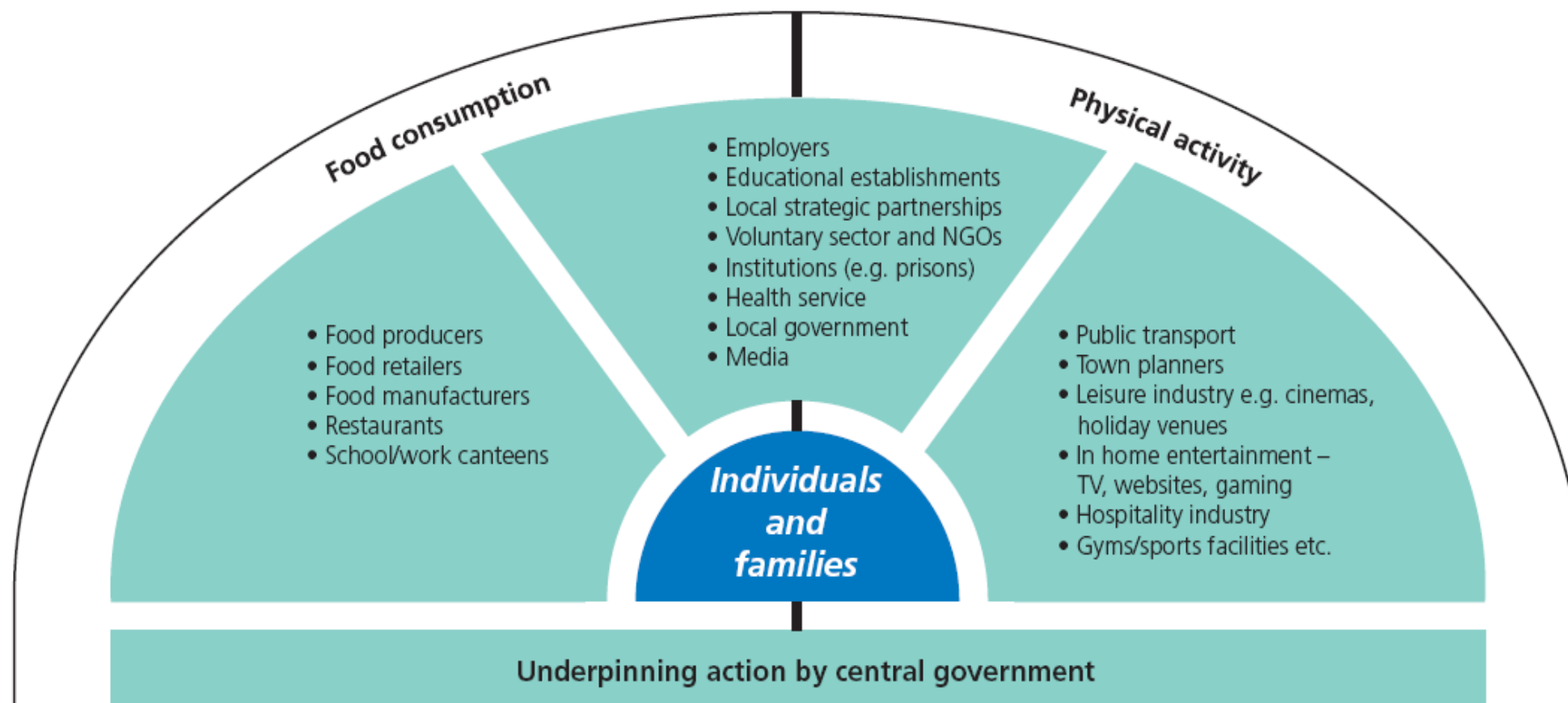
**Our ambition is to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight. Our initial focus will be on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels.**



## Five Key Themes

- *Children: healthy growth and healthy weight* - early prevention of weight problems to avoid the 'conveyor-belt' effect into adulthood
- *Promoting healthier food choices* - reducing the consumption of foods that are high in fat, sugar and salt and increasing the consumption of fruit and vegetables
- *Building physical activity into our lives* - getting people moving as a normal part of their day
- *Creating incentives for better health* - increasing the understanding of the long-term impact of decisions and the value of health
- *Personalised advice and support* - complementing preventative care with treatment for those who already have weight problems

## A partnership model to engage stakeholders outside government



# Change4Life: a £75m intervention study

eat 4 liFE  
 cook 4 liFE  
 play 4 liFE  
 dance 4 liFE  
 walk 4 liFE  
 swim 4 liFE



As easy as

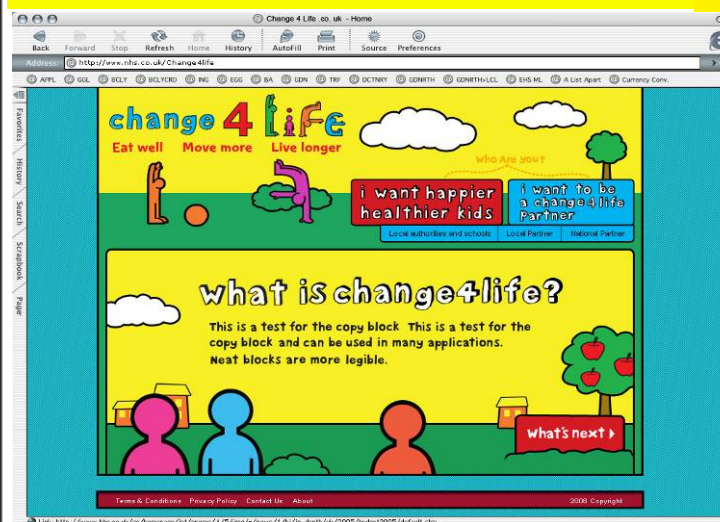
1-2-3  
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 7

change 4 liFE

Eat well Move more Live longer

Top tips for tip top kids

well move more live longer



welcome to change 4 liFE

Let's start the ball rolling

Dear change4Life Partner,  
 Thank you for registering to support change4Life and welcome to this exciting movement. You're in at the start of something truly special - the biggest and most important drive to change the nation's habits in years.

Ready, steady, go!  
 Together, we're going to transform the lives of thousands of people across the country. Our aim is to help families everywhere eat well, move more and live longer. Now you've joined us, we have every chance of success.

We've already had great support with many Local and National change4Life Partners agreeing to take part, so we're right on track to get the nation's kids healthy, happy and raring to go. And, of course, it's going to be a lot of fun!

How to get going...  
 A change4Life pack will be with you within the next month and will show you how to get the movement off the ground in your area. And if you know anyone else who'd like to join in, simply ask them to visit [www.nhs.uk/change4Life](http://www.nhs.uk/change4Life) or call 0300 123 3434.

We'll be in touch with regular updates on how the movement is progressing as more and more people come onboard and we draw closer to the big launch early in 2009.

Thanks again for your help and support.

The change4Life Team

Pass it on!  
 Why not get friends and neighbours involved and ask them to become a Local change4Life Partner?  
[www.nhs.uk/change4Life](http://www.nhs.uk/change4Life)  
 or call 0300 123 3434  
 It could be the most rewarding thing they've ever done?



Our contribution includes:

- Production of an original review of the evidence on behavioural determinants
- Development of the eight behavioural goals for the campaign
- Working in collaboration with M&C Saatchi in production of TV advert
- Reviewing the technical content of materials for the resource packs for professionals and the public
- Advising on the terms of engagement for the partnership programme
- Providing training for the call centre appointed to support the campaign
- Advising on the evaluation plan to determine the success of the campaign

## Building Relationships for Effective Communication

- The need for long-term and sustained input, building good working relationships with key civil servants and high levels of trust
- The need for flexibility and capacity to respond at very short notice when critical issues emerge, recognising that the timescale for these activities is very different to usual academic deadlines
- Added value from merging learnings from academic and market research to provide a more holistic evidence base to inform policy and practice.