

The Behaviour change network – risks of negative compensatory behaviour

Paul Lincoln



The National Heart Forum

- Membership- 70 national organisations
- Chronic disease charities, professional, consumer and social policy organisations
- Policy development, advocacy and information
- Predominant focus on upstream national and international level policy and action
- Ecological, determinants based, social justice and health promoting approach



Purpose

- To update on the approach being taken by the behaviour change network
- Mitigating the risks of negative compensatory behaviour



Mark Twain

***“Be careful when you read health books
you might die of a misprint!”***

Health warning – I am not a behavioural
expert

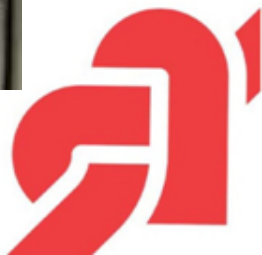


New central idea

- More sophisticated approach- novel
- Ideological perspective - aversion to regulation
- Partnerships
- Necessary but is it sufficient to tackle the determinants of disease and health?



Little Britain - Fat Fighters



The Fat Controller

THOMAS
& FRIENDS



Alcohol

My Doctor said "Only 1 glass of alcohol a day". I can live with that.



The Responsibility Deal

- Five networks - alcohol, food, activity, workplace, behaviour change.
- Mechanism for dialogue
- Voluntary action
- Industry pledges to action
- Monitoring and evaluation
- Limited resources



The vested interest prevail



Partnerships



keep friends close,

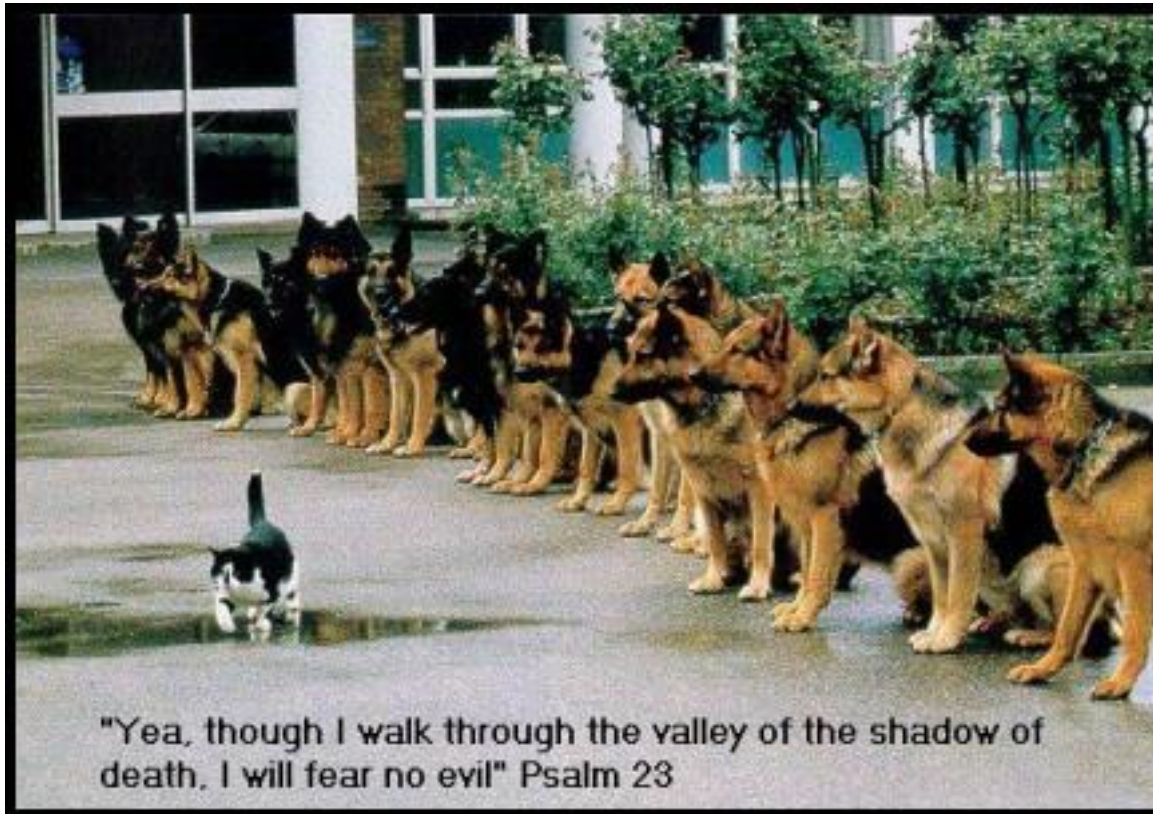


anemones closer

ICANHASCHEEZBURGER.COM



Responsibility Deal



Behaviour change network

- Pledge free zone
- Experimental
- Behavioural theories
- Resource to other networks
- Develop experiments- natural and more controlled in high public health impact areas
- Limited resources
- Researcher led - ground rules

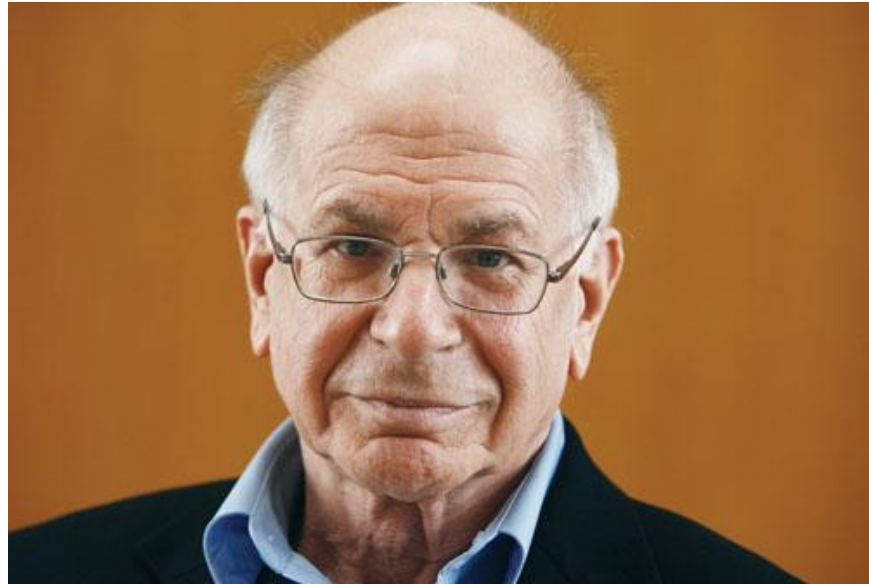


Behaviour change network

- Stimulate research investment
- MRC Unit/Cabinet Office
- NICE review(s)/House of Lords review
- Ethics and behaviour change
- Initial focus – retail setting and other network priorities
- Access to commercial data
- Compensatory behaviour- individual and organisational levels



Key insight: you can change behaviour without changing minds...

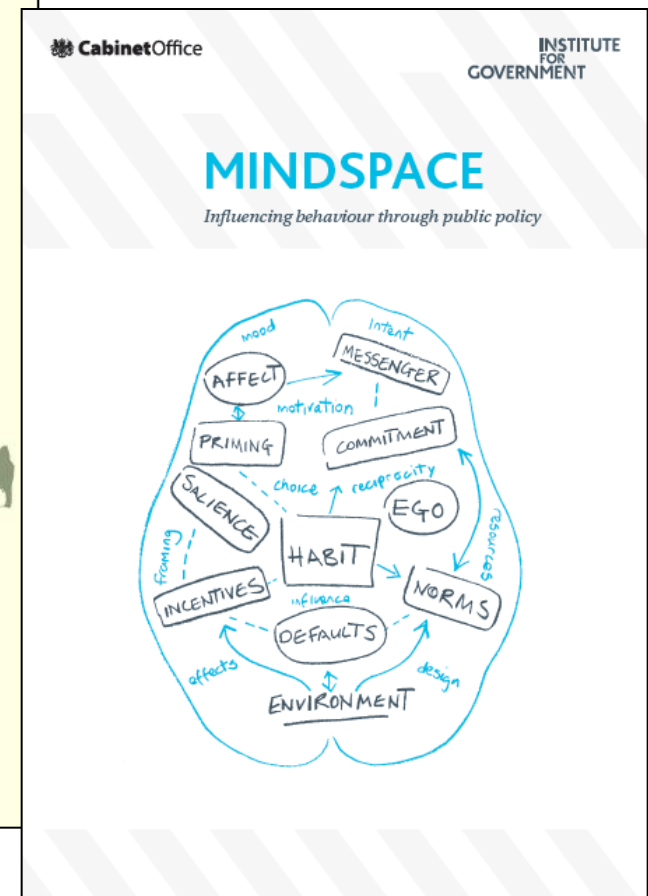
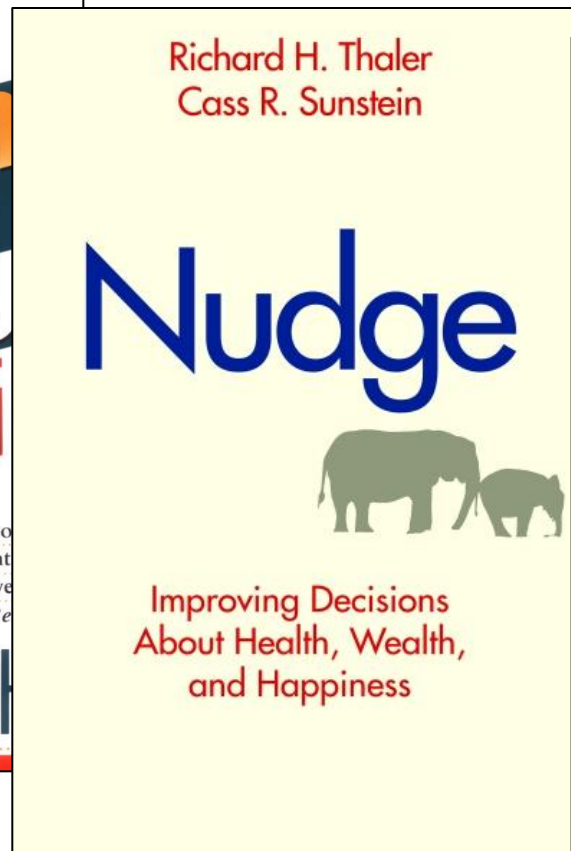
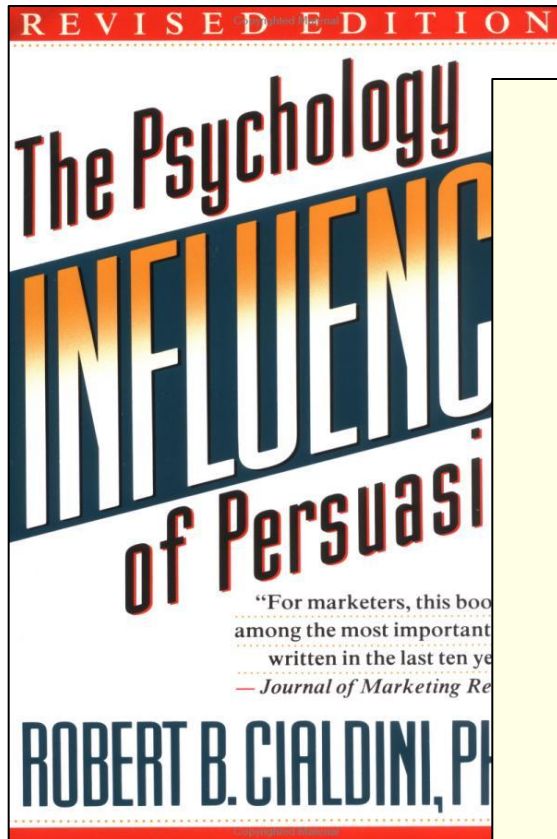


‘It turns out that the environmental effects on behavior are a lot stronger than most people expect’

Daniel Kahneman, Nobel Laureate



Behavioural economics has been studied for 40 years



MINDSPACE

Messenger	we are heavily influenced by who communicates information
Incentives	our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses
Norms	we are strongly influenced by what others do
Defaults	we 'go with the flow' of pre-set options
Salience	our attention is drawn to what is novel and seems relevant to us
Priming	our acts are often influenced by sub-conscious cues
Affect	our emotional associations can powerfully shape our actions
Commitments	we seek to be consistent with our public promises, and reciprocate acts
Ego ourselves	we act in ways that make us feel better about



Drawing attention to the stairs – the ‘fun theory’



Behaviour Change

- Reflective system
- Automatic system
- Modern marketing – re-engineering commercial nudges
- Environment, environment and environment



Other issues

- Addictions
- Life stage
- Other supporting measures –choice architecture and choice editing



TOBACCO CONTROL



Compensatory behaviour - unknowns

- Low alcohol/calorie drinks
- Sensible drinking limits
- Snus
- Sweeteners
- Substitution eating behaviours
- Portion size
- Dieting
- Cycle helmets



Compensatory behaviour risks

- Adverse and perverse outcomes/consequences
- Create bigger problem
- Interrelated behaviours



Mitigating risks

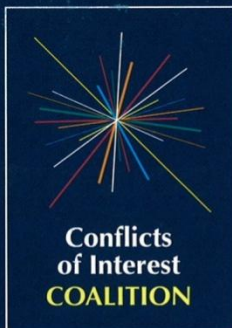
- Full behavioural insights analysis and testing intervention before scaling up
- Population level predictions
- Researcher led experiments
- Clear ground rules in commercial settings
- Social marketing approach - market segmentation etc
- Sustainability- support for choice environment changes
- Truth



Compensatory behaviour

- Individual and organisational levels
- Business behaviours – consumption conundrum for particular industries
- Shareholder value to shared value model





Conflicts of Interest Coalition Statement of Concern

This Statement of Concern has been developed by the Conflicts of Interest Coalition*. It focuses on the lack of clarity regarding the role of the private sector in public policy-making in relation to the prevention and control of non-communicable diseases (NCDs).

It calls for the development of a Code of Conduct and Ethical Framework to help protect the integrity of, and to ensure transparency in, public policy decision-making, by safeguarding against, and identifying and managing conflicts of interest.

The Statement of Concern has been sent to the President of the United Nations General Assembly and the co-facilitators of the United Nations High Level Meeting on the Prevention and Control of Non-Communicable Diseases.

As of September 2011, the statement has been endorsed by 138 national, regional and global networks and organisations working in public health, including medicine, nutrition, cancer, diabetes, heart disease, lung disease, mental health, infant feeding, food safety and development.

**To add your organisation's support for this crucial issue, please email
prundall@babymilkaction.org or policy@wcrf.org.**

** The Conflicts of Interest Coalition comprises civil society organisations united by the common objective of safeguarding public health policy-making against commercial conflicts of interest through the development of a Code of Conduct and Ethical Framework for interactions with the private sector.*

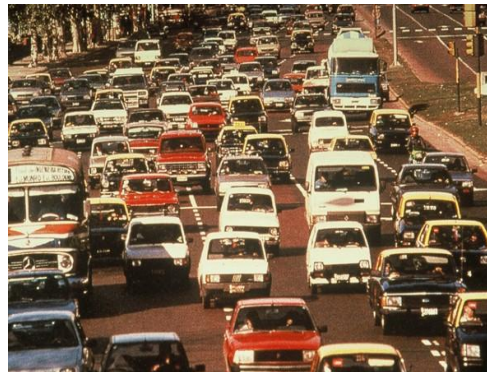


Humans are endowed
with an ANCIENT
PHYSIOLOGY
moulded by famine ...



.... and ill equipped to handle
our modern food environment

...



... especially when we do so little!

A burden on every local area

A Local Authority with a population of 750,000 would expect to have

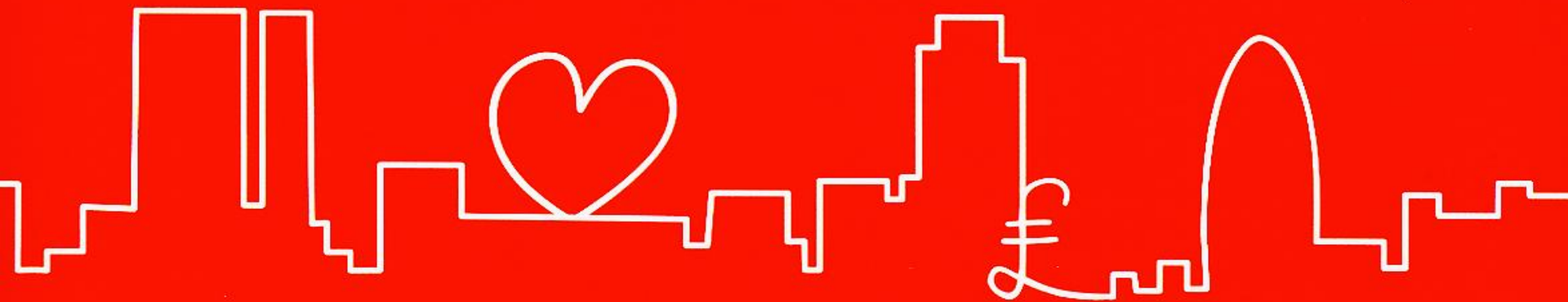
- 471,000 people with excess weight
- 196,000 obese people
- 20,000 morbidly obese people



Population level determinants of lifestyles

- Social
- Environmental
- Economic
- Cultural
- Commercial and market
- Global/EU
- Civic
- POLITICAL





Towards a health-creating economy

SOME KEY UPSTREAM POLICY LEAVERS THAT SHAPE THE CULTURE AND MARKET

- FOOD MARKETING
- FOOD LABELLING
- FOOD REFORMULATION
- NUTRIENT PROFILING
- SCHOOL FOOD STANDARDS
- COMMON AGRICULTURAL POLICY
- PUBLIC FOOD PROCUREMENT
- SOCIAL MARKETING



Adam Smith The wealth of nations 1776

“Sugar, rum and tobacco are commodities which are nowhere necessities of life, which are become objects of almost universal consumption and which are extremely proper subjects of taxation”



Building Health

Creating and enhancing places for healthy, active lives

Blueprint for action



7



Building
design

6 Outdoor playing space

Outdoor facilities include, for example, playing fields, recreation grounds and play areas, for both children and adults. The potential health benefits of outdoor play in natural settings include: increased levels of physical activity and fitness; positive views towards taking physical activity; activation of higher cognitive processes and healthy brain development; and promotion of and



5



Urban green
space



4 Walking and cycling



3



An impression of how Exhibition Road in London could be transformed. The removal of road markings, traffic signals, signs, high kerbs, bollards and barriers can dramatically change the relationship between people, places and traffic. Speeds reduce, and the driver becomes a part of his or her surroundings.

Streets and the public realm

The end!



Challenges and opportunities



Concluding remarks

- Reviewed approach by BC network
- Insight into some of the dilemmas, dynamics and opportunities
- The primary laws of public health (Harm, Truth, and Permission)
- Experiment before you scale up
- Use theory and novel ideas but be part of a range of broader measures to ensure sustainability
- The RD is an experiment
- Aversion therapy – political behaviour





**Tavistock House South,
Tavistock Square,
London WC1H 9LG**

**T: 020 7383 7638
F: 020 7383 2799**

W: www.heartforum.org.uk

