Using evidence to advise public health decision makers: an academic’s view

Olivia Maynard
School of Psychological Science
University of Bristol

Sli.do #A853
Overview

MY RESEARCH

WHY TO ADVISE PUBLIC HEALTH DECISION MAKERS

HOW TO GET INVOLVED

MY REFLECTIONS
My research

- Behaviour change related to:
  - Tobacco
    - Standardised packaging
    - E-cigarettes
  - Alcohol
    - Choice architecture interventions
    - Alcohol labelling
  - Other drugs
    - Harm reduction
    - Student use
Why to advise public health decision makers

IMPORTANT INTERESTING IMPACT!
How to get involved

- Proactively present your research
- Respond to calls for evidence
- Work directly with policy makers
Proactively present your research

- **Introduce yourself to**
  - MPs and/or Peers who are interested in your area
    - Your local MPs
    - All-Party Parliamentary Groups
    - Hansard
    - Early Day Motions
  - Subject specialist in the HoC Library Research Service
  - Those working in Government (e.g. PHE, DHSC)
  - Relevant advocacy groups
  - Policy Bristol

- **Get involved in Parliamentary events**
  - Royal Society pairing scheme
  - APPG events
Respond to calls for evidence

- Respond to consultations from Government

- Brief opposition and backbench MPs and Peers to assist them in legislative debates
Work directly with policy makers

Internship

Fellowship

UK or elsewhere
Industry Influence on Public Health Policy

Government public health policy seeks to balance the need to protect health with the need to inform people about the risks of certain behaviours against the interests of industries who make products that can be harmful. This POSTnote will explore industry strategies used to influence public health policy, current regulatory and legal frameworks that restrict and facilitate these influences and actions policymakers can take to manage industry influence.

Context
Tobacco use, poor diet and hazardous levels of alcohol consumption are among the leading risk factors for non-communicable diseases in the UK. One approach to tackling the non-communicable disease epidemic is through public health policies aimed at changing health behaviour at both an individual and population level. Recent examples of public health policies introduced by central government and those in the devolved administrations include standardised packaging of tobacco products, the ban on smoking in public places, minimum unit pricing for alcoholic beverages and the Soft Drinks Industry Levy.

Such policies directly affect the industries involved in the production and sale of these products and there is an expectation that they will try to influence the development of these policies in order to maintain or increase their sales.

Scope
The aims of this POSTnote are to provide MPs and Peers with an overview setting out:

- Current legal frameworks in the UK restricting and facilitating the influence of a variety of industries on public health policy;
- The ways in which industries influence public health
Imposter syndrome

You’re more of an expert than you think

If you don’t contribute, someone else will

Much of this is serendipitous – right place, right time
Any questions?

OLIVIA.MAYNARD@BRISTOL.AC.UK

OLIVIAMAYNARD17