

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

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Overview



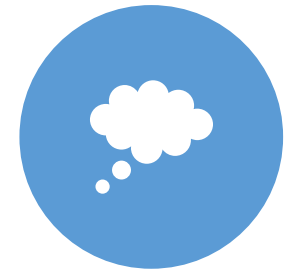
MY RESEARCH



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

How to
get
involved

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

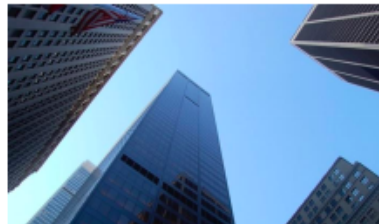


Work
directly
with
policy
makers

Expectations versus reality

- Timescales
- Importance of evidence
- Other considerations including conflicts of interest

Industry Influence on Public Health Policy



Government public health policy seeks to balance the need to protect health and 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

POST Publications

Method

POST draws on the expertise of a wide range of external parties. Input comes from industry, NGOs, academics, regulators and government. A draft of the report will be circulated to all major contributors for comment prior to the publication of the final document. Contributors will be acknowledged on POST's website, unless they request otherwise. POST is a public body and is subject to FOI law. If you would like more information please ask.

Timing

It is planned that the briefing will be produced for publication in March 2019

Dissemination

All of POST's publications are publicly available. The briefing note will be published in paper form and distributed to Parliamentarians and other interested parties. It will also be available on POST's website www.parliament.uk/post

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interact with the tobacco industry. For the alcohol, and food and soft drinks industries, WHO guidance is more ambiguous. In addition, while the tobacco industry no longer contests the health impacts of their products, the negative health consequences of alcohol and sugary drinks are less clear.

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

Any questions?



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