How to make an impact!

Take off our ‘Behavioural Blinkers’

Harness the Assets in our Community

Build Resilience

@lisa_mcnally1
Take off our ‘Behavioural Blinkers’
A key aim of Public Health is a reduction in the ‘behavioural causes’ of ill health...

- Smoking
- Alcohol
- Diet
- Exercise

Health Outcomes
But what are the causes of those behavioural causes?

**Upstream Factors**
- Deprivation
- Life Events
- Mental Health
  - *and others!*

**Behaviour**
- Smoking
- Alcohol
- Diet
- Exercise

**Health Outcomes**
Focusing on unhealthy behaviour ahead of deprivation, life events and mental health is a mistake...

Any examples of where we do this?
National Child Measurement Programme in Primary Schools

No improvement in child obesity in over a decade of the NCMP

Reports of adverse emotional reactions in children (Nnyanzi, 2015)

Poor mental well-being in childhood predicts adult obesity even when childhood weight is taken into account (Baldwin et al., 2016).

Low self esteem is more predictive of future eating disorders and compulsive eating than children’s body weight (Nicholls et al., 2016).
Lisa McNally and Jim McManus

Tackling the ‘time bombs’ in children’s health

Blaming individuals for child obesity may be making the problem worse and jeopardising children’s wellbeing

Published: 21st June, 2019
Key Root Cause: Social Isolation

Impact on healthy LE, NELs, LTC onset & progression, DTOC and permanent adm into care.
(Review: McNally 2018)

Review level evidence shows intervention can be cost-effective. For example: RCT produced reduced annual healthcare costs of £832 per yr pp
(Dickens et al. 2011) (Pitkala et al. 2009)

Addressing social isolation also has ‘side effect’ of improving health behaviour (eg: physical activity).
Harness the Assets in our Community
Asset Based

Look at what we've got!!

Look at what we're missing!!

Deficit Focused

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Deficit-Based Approach

Views the local community as a set of problems to be fixed (eg: unhealthy behaviour)

It will commission large provider companies to ‘fix’ the problem.

Public Health work is something done TO local people.
Asset-Based Approach

Views the local community in terms of its strengths (e.g., community groups)

It will invest in multiple local community groups, promoting and supporting them to thrive.

Public Health work is done WITH local people.
Benefits of Being Asset-Focused

- As projects are run by local people they are well matched to local culture and preferences.

- By doing work with local people rather than to them we can do things on a much greater scale.

- Today’s ‘customer’ becomes tomorrow’s ‘provider’ creating long term sustainability.

- The focus on community participation helps to reduce social isolation.
The power of community to create health is far greater than any physician, clinic or hospital.

Mark Hyman MD
Build Resilience
Internal & External Resilience...
Building Resilience in Others...

- Research consistently finds that managers who give a higher ratio of positive to negative feedback find their teams achieve more.
  - Bachman, 1988 – US Navy Study
  - Losade & Heaphy, 2004...
Good Luck!

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