

X Factor

for evidence for the public's health

Exploring why we need to use different kinds of evidence to improve the public's health



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Foreword

Branwen Jeffreys



In his classic novel, *Remembrance of Things Past*, Marcel Proust observes that ‘the only true voyage would be not to visit strange lands but to possess other eyes, to see the universe through the eyes of another, of a hundred others, to see the hundred universes that each of them sees’. The same could be said of the challenge of addressing complex public health issues.

Indeed, the Academy of Medical Sciences’ *Health of the Public 2040* report concluded that while public health research has provided fundamental insights into human health, there remains much we do not know about the complex array of interlinking factors that influence the public’s health. Solving these challenges will require a shift towards a ‘health of the public’ approach, involving disciplines that would not usually be considered within the public health field.

Through our **X Factor for evidence for the public’s health** event we hope we can both take you to new lands and give you new eyes. By surfacing some of the ways in which different disciplines understand and make sense of the world around us – and the way they would reason about the opportunity to intervene in one of the most pressing public health challenges – obesity – we want to start a debate about the nature of evidence needed to inform policymaking and implementation.

I hope you enjoy this evening’s event, and join us in further developing the use of trans-disciplinary evidence to improve the public’s health.

Who are we?

The Health Foundation

The Health Foundation is an independent charity committed to bringing about better health and health care for people in the UK.

Our aim is a healthier population, supported by high quality health care that can be equitably accessed. We learn what works to make people's lives healthier and improve the health care system. From giving grants to those working at the front line to carrying out research and policy analysis, we shine a light on how to make successful change happen.

We make links between the knowledge we gain from working with those delivering health and health care and our research and analysis. Our aspiration is to create a virtuous circle, using what we know works on the ground to inform effective policymaking and vice versa.

We believe good health and health care are key to a flourishing society. Through sharing what we learn, collaborating with others and building people's skills and knowledge, we aim to make a difference and contribute to a healthier population.

About X Factor for evidence for the public's health

X Factor for evidence for the public's health is one part of the Health Foundation's work to build better evidence for improving the public's health. We are faced with many significant health challenges in our society, and their complex nature is an ongoing problem for public health research and policy.

Such challenges often involve multiple factors operating over many decades across a broad range of disciplines and organisational systems. For example, the distribution of obesity in a population might be impacted by changes to food, employment, transport, or economic systems, as well as by overall changes in our cultural norms and social attitudes.

The traditional linear model of research – which focuses on individuals rather than populations and isolated interventions rather than systems and context – is not suited to tackling these challenges. Understanding and responding to current public health challenges requires a wider set of disciplinary approaches, which, in turn, will require decision makers to work with wider forms of evidence.

The primary objective of this event is to illustrate the diverse types of evidence that could be used to inform decision making on issues concerning the public's health. We explore different possibilities in terms of the action and approaches used to generate evidence, with a view to enabling the implementation of more effective public health interventions.

Essays have been submitted by experts across a diverse range of industries and specialisms – including epidemiology, sociology, history, economics, law, architecture, city planning and development, and technology start-ups – on how they would use evidence to resolve a topical public health challenge: childhood obesity. You will have the opportunity to watch a selection of these pitches, and take part in a lively debate.

We hope to continue the conversation. A publication with the full set of essays will be available at a later date.

Jo Bibby
Director, Healthy Lives
Strategy
The Health Foundation

Sridhar Venkatapuram
Senior Lecturer in Global
Health and Philosophy
King's College London

Programme

- 5.00 Registration and coffee
- 6.00 Welcome – Branwen Jeffreys and panel introductions
- 6.15 Presentations
- Dr Alex Mold, Associate Professor in History and Director, Centre for History in Public Health, London School of Hygiene & Tropical Medicine
- Brendan McGetrick, independent writer, curator and designer
- Dr Marisa de Andrade, Lecturer in Health, Science & Society and Associate Director, Centre for Creative-Relational Inquiry, University of Edinburgh
- Professor John Coggon, Professor of Law and Co-Director, Centre for Health, Law, and Society, University of Bristol School of Law
- Professor Corinna Hawkes, Director, Centre for Food Policy, City, University of London
- 6.55 Panel discussions
- 7.30 Group Q&A with the presenters followed by post-event reception – please stay for drinks, canapés and networking

Biographies

Branwen Jeffreys

Education Editor for BBC News



Branwen Jeffreys is the Education Editor for BBC News. She reports on the policy and politics of schools, colleges and universities, as well as broader issues affecting children and family life. In more than 2 decades as a journalist and broadcaster she has specialised in social and public policy.

Before taking up her most recent role in 2015 she spent 11 years covering the politics of the NHS, patient experience of health services and research developments in health care. In 2008 she presented a series of live debate programmes for BBC Radio 4 to mark the 60th anniversary of the NHS. The programmes looked at the challenges facing the health system, from long-term trends in public health to an ageing population.

Branwen has broadcast from around the world for the BBC, presented programmes and devised multimedia projects. She has a strong interest in evidence-based policy, and how people experience using public services.

Panel

Merle Davies

Director at the Blackpool Centre for Early Child Development, Blackpool Better Start



As Director at the Centre for Early Child Development, Merle is leading the multi-agency Blackpool Better Start initiative, funded by the Big Lottery. The Centre is reframing and driving systemic change across all services for 0–4 year-olds and empowering communities to support and co-design this change. Prior to this she had strategic responsibility for a wide range of innovative multi-agency interventions across Blackpool.

Formerly the National Attendance Advisor at the then Department for Children, Schools and Families, she led Whitehall departments on the joint truancy initiative Tackling it Together and worked in Government Office as a Regional Child Poverty Advisers. In a voluntary capacity she provides consultancy to non-governmental organisations and works with Children's Homes in Kuching, Borneo. Merle's background is in community education and she has worked in Scotland, England, Borneo and Germany in a variety of roles both within the voluntary and statutory sectors.

Panel

Richard Horton FRCP FRCPCH FMedSci

Editor-in-Chief of *The Lancet*



Richard Horton was born in London and is half Norwegian. He qualified in physiology and medicine with honours from the University of Birmingham in 1986. He joined *The Lancet* in 1990, moving to New York as North American Editor in 1993. Richard was the first President of the World Association of Medical Editors and he is a Past-President of the US Council of Science Editors. He is an honorary professor at the London School of Hygiene & Tropical Medicine, University College London, and the University of Oslo.

He has received honorary doctorates in medicine from the University of Birmingham, UK, and the Universities of Gothenburg and Umea in Sweden. In 2016, he was appointed to the High-Level Working Group for the Health and Human Rights of Women, Children, and Adolescents. In 2016, he also chaired the Expert Group for the High-Level Commission on Health Employment and Economic Growth, convened by Presidents Hollande of France and Zuma of South Africa. From 2011 to 2015, he was co-chair of the UN's independent Expert Review Group on Information and Accountability for Women's and Children's Health. Richard received the Edinburgh Medal in 2007 and the Dean's Medal from Johns Hopkins School of Public Health in 2009. In 2016, he was awarded an Honorary Fellowship by the British Pharmacological Society. He has written two reports for the Royal College of Physicians of London: *Doctors in Society* (2005) and *Innovating for Health* (2009).

Panel

Professor Ilona Kickbusch

Director of the Global Health Centre at the Graduate Institute of International and Development Studies



Professor Ilona Kickbusch is the Director of the Global Health Centre at the Graduate Institute of International and Development Studies in Geneva. She has contributed significantly to innovations for global health. She advises countries and organisations on their global health strategies and has been a member of the independent Ebola interim assessment panel of the World Health Organization and the UN Secretary General's Global Health Crises Task Force. She co-moderated the health crisis simulation at the G20 health ministers meeting.

She chairs the international advisory board that advises on the update of the German Global Health Strategy and chairs the Council of the World Health Summit. She launched #WGH 100, one of the starting shots for greater gender equality in global health. She has been awarded the Cross of the Order of Merit of the Federal Republic of Germany (Bundesverdienstkreuz).

Panel

Edward Whiting

Director of Policy and
Chief of Staff at Wellcome Trust



Ed is responsible for the Wellcome Trust's work to influence policymakers around the world in support of Wellcome's objectives, for example that Brexit enables excellent international science to flourish, that we are improving our global capacity to respond to epidemics and anti-microbial resistance, and that we are supporting scientists and researchers to enable rapid takeup of their work, where there is potential for a significant positive impact on health.

As Chief of Staff he is responsible for supporting the development of Wellcome's new priority areas and how to deliver our existing priorities, working closely with the Chair and Director to make sure the Trust has identified and is delivering on its top priorities and promises, and with other members of the Executive Leadership Team to coordinate Wellcome's big decisions.

Before joining Wellcome in September 2016, Ed worked in a number of Whitehall social and financial policy departments, including HM Treasury's financial stability team during the 2008-09 financial crisis. He was most recently at No 10 Downing Street as Deputy Principal Private Secretary to the Prime Minister, leading on public services.

Ed was awarded an OBE for public service and services to No 10 Downing Street in the June 2016 Queen's Birthday Honours list.

Dr Alex Mold

Associate Professor in History and Director,
Centre for History in Public Health, London
School of Hygiene & Tropical Medicine



Alex Mold is Associate Professor in History and Director of the Centre for History in Public Health at the London School of Hygiene & Tropical Medicine. Alex's research interests range widely over the recent history of public health. She has published on the history of heroin addiction, the role of voluntary organisations in health, and the development of patient consumerism. Her latest book, *Making the Patient Consumer*, was published by Manchester University Press in 2015.

Alex's current work is funded by a Wellcome Trust Medical Humanities Investigator Award. This 5-year project is concerned with the place of the public in public health in Britain since 1948. Alex is leading a team of researchers looking at the changing nature of the public's role in public health in various areas, including health education, vaccination and heart disease.

Brendan McGetrick

Independent writer, curator and designer



Brendan McGetrick is an American author, designer and curator. His work has appeared in publications in over 30 countries, including *The New York Times*, *Wired*, the *Financial Times*, *Art Review*, *Der Spiegel*, *Domus* and *Vogue Nippon*.

His projects include the books *Content* (Taschen), *MAD Dinner* (Actar), and *Urban China: Work In Progress* (Timezone 8). In 2011, he curated Unnamed Design, a component of the 2011 Gwangju Design Biennale, in collaboration with Ai Weiwei. The exhibition received over 200,000 visitors and was named the year's best contemporary design show by *New York Times*.

Brendan has lectured at universities throughout the world, including Princeton University, the London School of Economics, the Berlage, and Tsinghua University. From 2013 to 2015 he served as a faculty member at the Strelka Institute for Media, Architecture and Design in Moscow. While at Strelka, he co-curated the award-winning exhibition Fair Enough in the Russian pavilion at the Venice Architecture Biennale.

Since 2015, Brendan has served as director and curator of Global Grad Show, an exhibition of graduate projects from the world's leading design and technology schools, held each November as part of Dubai Design Week. In 2017, together with Justin McGuirk, he co-curated California: Designing Freedom at the Design Museum in London.

Dr Marisa de Andrade

Lecturer in Health, Science & Society and Associate Director, Centre for Creative-Relational Inquiry, University of Edinburgh



Dr Marisa de Andrade is a Lecturer in Health, Science & Society and Associate Director at the Centre for Creative-Relational Inquiry, University of Edinburgh. She's also Programme Director for a new cutting-edge MSc in Health Humanities & Arts. She's pursuing a bold programme of research – Measuring Humanity – that questions ‘what is evidence?’

She often engages with marginalised and minority ethnic groups using innovative, arts-based methodologies and co-production, and is a trained and experienced performing artist and radio journalist. Her applied research explores corporate sector involvement in policymaking, alongside bottom-up community driven approaches in the policy formation process.

She was an Impact Fellow at the University of Stirling's Institute for Social Marketing and part of the team led by Professor Gerard Hastings OBE that was awarded the Queen's Anniversary Prize for Higher and Further Education in 2013 for groundbreaking research into the impact of marketing on children's health, which has widely influenced national and international policies. She's worked on and led grants funded by Cancer Research UK, the NHS, Public Health England, and the European Centre for Disease Prevention and Control among others, and been adviser and consultant to bodies including the World Health Organization in the Eastern Mediterranean region.

Professor John Coggon

Professor of Law and Co-Director, Centre for Health, Law, and Society, University of Bristol School of Law



John Coggon is Professor of Law, and Co-Director of the Centre for Health, Law, and Society, at the University of Bristol School of Law. He has published widely on questions concerning the roles of law and governance, and the place of ethics, in public health. This includes his books *What Makes Health Public?* (Cambridge University Press, 2012) and, with Keith Syrett and AM Viens, *Public Health Law: Ethics, Governance, and Regulation* (Routledge, 2017).

John is editor of the journal *Health Care Analysis*, and is on the editorial board of *Public Health Ethics*. As well as researching in public health ethics and law, he has pioneered education in the field, leading the development of university teaching on the subject, and developing and delivering training in ethics and law for the public health workforce. He also co-authored, with AM Viens, *Public health ethics in practice: An overview of public health ethics for the UK Public Health Skills and Knowledge Framework* (Public Health England, 2017).

In 2016, John was made an Honorary Member of the UK Faculty of Public Health, and is a member of the Faculty's ethics committee.

Professor Corinna Hawkes

Director, Centre for Food Policy, City,
University of London



Professor Corinna Hawkes is Director of the Centre for Food Policy at City, University of London, which is dedicated to advancing the thinking and practice of integrated and inclusive food policy through education, research and outreach. Her expertise is on the development and design of food policies to support healthy diets, nutrition and public health throughout the food system.

Corinna serves as Co-Chair of the Independent Expert Group of the Global Nutrition Report, an international report tracking progress in malnutrition in all its forms across the globe. She co-chairs the Global Future Council on Food Security and Agriculture of the World Economic Forum, sits on the London Food Board, the EAT-Lancet Commission on Healthy Diets from Sustainable Food Systems and the Lancet Commission on Obesity.

She is an adviser to The Food Foundation and sits on the Board of RUAF, the international NGO concerned with urban agriculture. She has worked with UN agencies, governments and NGOs locally, nationally and internationally to support the design of more effective policies. In the past she has worked at the World Health Organization, the International Food Policy Research Institute, the University of Sao Paulo and World Cancer Research Fund International, where she established the NOURISHING Framework, which tracks policies to promote healthy eating worldwide.

Jo Bibby

**Director, Healthy Lives Strategy
at the Health Foundation**



Jo is responsible for developing and leading the Health Foundation's Healthy Lives strategy, which this event is a part of, to address the wider social and commercial determinants of health.

Joining the Foundation in November 2007, Jo initially led the development of the Foundation's influential portfolio of work in patient safety and person-centred care.

Jo has worked in health care at local and national level for 25 years, including 10 years at the Department of Health. As Head of NHS Performance, she oversaw the implementation of the policy agenda set out in the NHS Plan. At the NHS Modernisation Agency, Jo led an international quality improvement initiative – Pursuing Perfection.

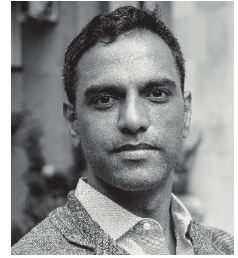
Before joining the Foundation, Jo was the Director for the Calderdale and Kirklees Integrated Service Strategy, where she led a major service reconfiguration programme to deliver improvements in quality, safety and patient experience.

Between June 2013 and March 2017, Jo served as a non-executive director of Salford Royal NHS Foundation Trust.

Jo has a PhD in Medical Biophysics.

Sridhar Venkatapuram

Senior Lecturer in Global Health and
Philosophy at the King's College London



Sridhar Venkatapuram is a Senior Lecturer in Global Health and Philosophy, and Founding Director of the MSc Global Health & Social Justice at King's College London where Sridhar's research and expertise is in global and public health, human rights, ethics and political philosophy. He has helped us to conceptualise the trans-disciplinary approach to gathering evidence for public health. He aims to bridge normative reasoning, particularly about social justice, with relevant natural and social sciences related to human health.

His academic training includes a range of disciplines including international relations (Brown), public health (Harvard), sociology (Cambridge) and political philosophy (Cambridge). At Harvard, he worked with the late Arjun Sengupta (UN Independent Expert on the Right to Development) in conceptualising its philosophical and ethical framework. Sridhar was also the first researcher at Human Rights Watch to specifically focus on health as a human rights concern. His doctoral dissertation making the argument for a moral and human right to 'the capability to be healthy', was supervised by Melissa Lane, and examined and passed without corrections by Amartya Sen, Nobel Prize-winning economist and philosopher. It formed the basis of his first book *Health justice: An argument from the capabilities approach*, published in 2011 by Polity Press. He is currently working on a book on the philosophy of public health and another on the modern history and current issues in global health ethics.

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