

Health Education, Information Provision and Public Health

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Health Development Agency



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Background



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The Political Context

- Pre-1997 Inequalities in Health Debates
- The Acheson Report
- The *Our Healthier Nation* White Paper
- Priorities and Planning Framework



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- Emphasis on delivery
- Clear commitment to tackling inequalities in health



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The health education approach

- Mass media campaigns
- Posters/ leaflets
- Educational activities: direct and indirect
- Subliminal messages
- Multilevel type campaigns



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A rationalist model

- Appeal to reason
- Some impressive results
- Sound theoretical basis
- Knowledge base deep



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Key elements

- Technical skill development.
- Emotional development.
- Interpersonal skills.
- Making sense of it all.



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Problems with the approach

- The unintended consequences of health policy and health delivery
- Regressive population health
- Widening inequalities
- The obesity epidemic



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Problems with the message

- Science apparently equivocal
- Mixed messages
- Lack of clarity about the problem
- Lack of agreement about solutions



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Problems at an implementation level

- Lack of much good data on what works.
- Lack of clear agreement on effect size of improvement.
- Lack of sound conceptual basis for understanding inequality



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R&D Strategy: The role of HDA

- Systematic approach to using scientific evidence in public health
- provide high quality evidence to reduce inequalities in health
- knowledge base to be brought together
- identifying gaps
- underpin OHN and NHS Plan
- make the evidence base accessible



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Building the Evidence Base



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- Well established
- Favourably received
- Governed by the Public Health Evidence Steering Group
- Reference Groups for each topic
- User groups
- First stage to synthesise review level work in public health priority areas



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- Second stage to bring in other forms of scientific evidence
- Third stage to work towards the synthesis of evidence in the wider determinants of health
- Extensive portfolio



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- Teenage pregnancy
- HIV/AIDS
- STIs
- Smoking
- Alcohol
- Drugs
- Obesity
- Low birth weight
- Breastfeeding
- Social support in pregnancy
- Physical activity
- Mental health
- Accidental injury
- Depression in later life
- Health Impact Assessment



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Evidence Briefings

- Strengths and weaknesses of the evidence
- Identification of gaps
- Implications for practice and policy
- Recommendations for future research



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- Comprehensive, systematic up to date map of the evidence
- Passive resource
- Baseline resource from which other products can be developed



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HDA Evidence Base

- www.hda-online.org.uk/evidence
- Systematic Reviews
- Biographical details
- Links



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Critical Appraisal of Practice

- What are the barriers?
- Who has overcome them?
- Are there critical levers, pinch points and conduits?
- Framework for action



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- On the basis of the evidence and the practical knowledge.....
- If we want to bring about changes in services or interventions....what would this involve?
- Focus for Action



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Activating Change

- Practice Development Collaborating Centres
- Public Health Observatories
- Regional Public Health Structure
- Change agents
- Horses for courses



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