Health behaviour: the case of tobacco control.

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• Royal College of Physicians.
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• Smoking and risk.

• The risk factor approach.

• Focus on the individual and on individual behaviour change.
• Focussing on risk tells you what you need to do.

• Reduce risk.

• But it does not tell you how to do it.
• Understanding aetiology does not necessarily explain how to do prevention.
• The “how to” comes from a broad evidence base which includes psychology, sociology, anthropology, economics, political science.
• Successful tobacco control involves a multilevel, multisector approach.

• Price, advertising, health education, addiction control, quitting support, availability, opportunity - as well as normative cultural change.
• NICE Guidelines on tobacco were about different parts of the multilevel approach – children, schools, smoke free environments, smoking cessation services.
• Efforts to bring about health related behaviour change must be evidence based.
• At the individual level on science...not on common sense!
• Competence – Opportunity – Motivation.

• Likewise there is an evidence base at the social level.