



# Targeting interventions to address poverty: A systems approach

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19<sup>th</sup> April 2023

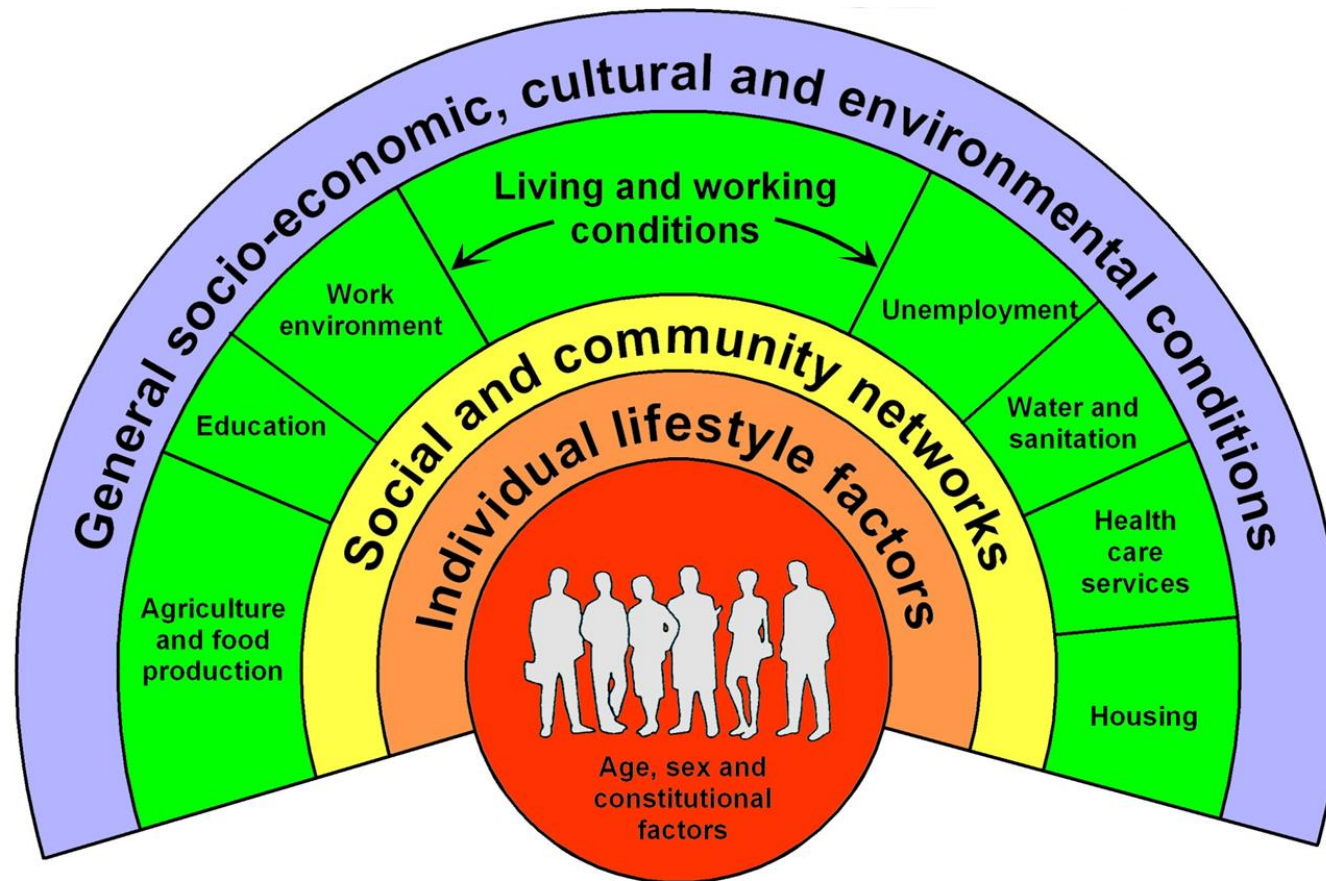


# Developing interventions in the policy context

- Reducing health inequalities - key priority
- Using the evidence base
- Most priorities involve behaviour change
- Impact of existing interventions?
- National strategy and NICE Guidance (PH6, PH49)
- Working with decision makers and service users
- Behavioural science agenda increasing
- Infrastructure or supportive interventions (ind./community/population)



# Health Inequalities



Source: Dahlgren and Whitehead, 1991

# Research in the public sector

## OPPORTUNITIES

- Shared agenda
- Access to target populations
- Keen to support researchers
- Lack of capacity
- Research skills
- Patient/Public engagement
- NIHR Funding
- PHIRST Evaluations

## CHALLENGES

- Translating evidence
- New knowledge/ethics
- Complex systems
- Data sharing /gaps
- Timeframe for delivery
- Funding
- Patient/Public engagement
- Political environment



# Working with the system



Collaboration



Existing expertise



Entry point



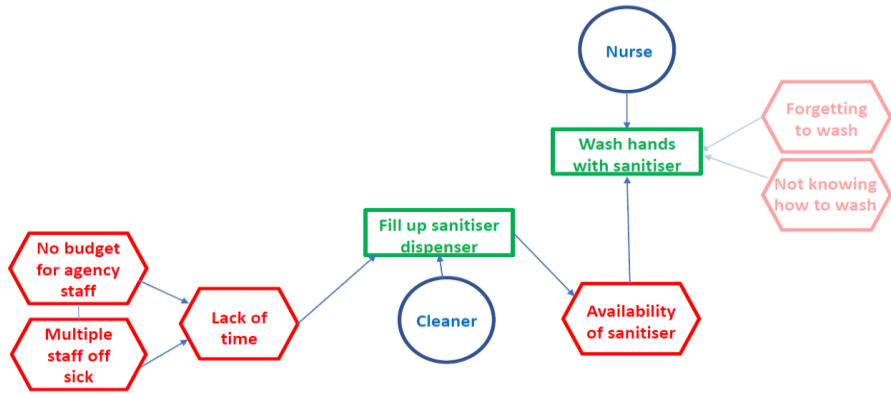
Sphere of  
influence



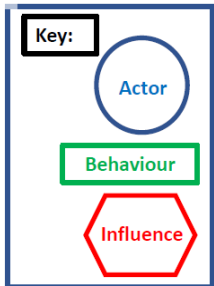
Roll out of  
interventions



# Behavioural Systems Mapping

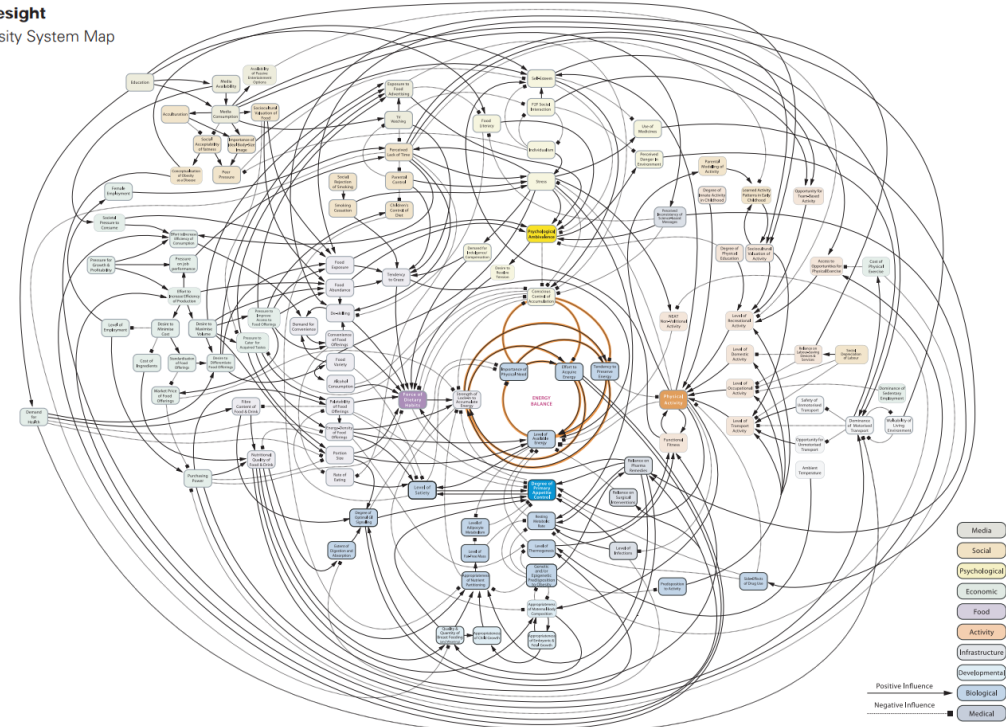


UCL, Centre for Behaviour Change

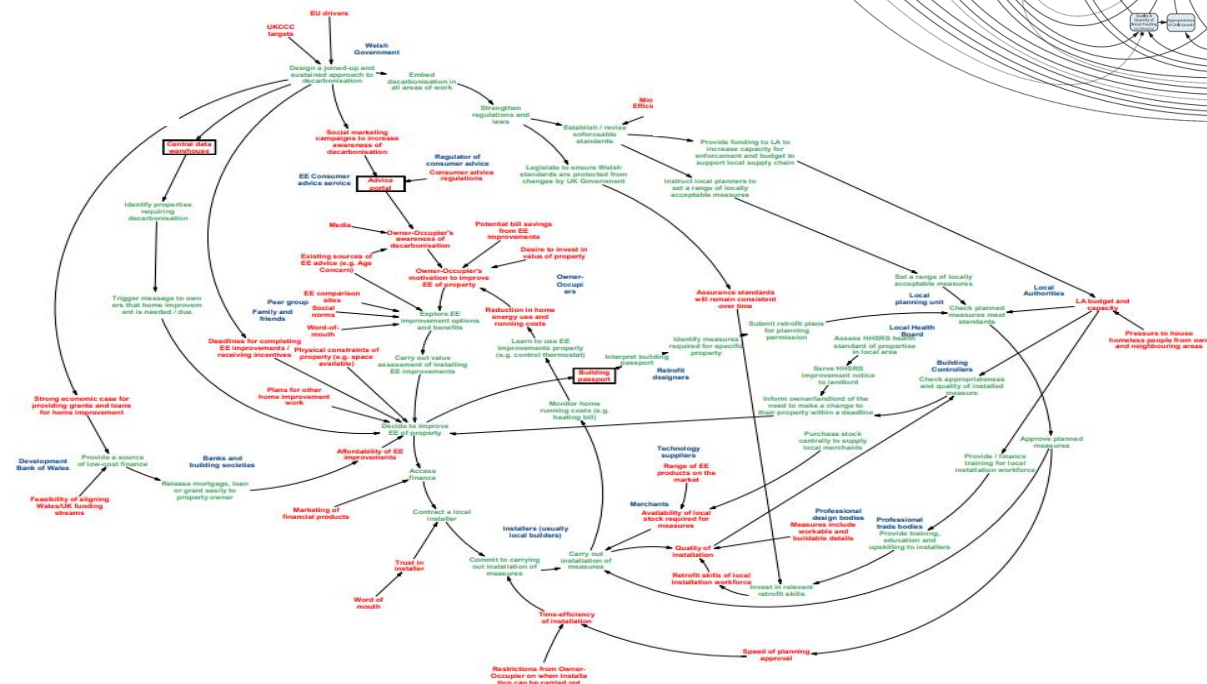


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Foresight  
Obesity System Map



Foresight Tackling obesity: future choices (2007)



ABC National Guide, PHE 2019



# Systems mapping process

Steering group discusses and agrees the ACTORS, BEHAVIOURS and INFLUENCERS that might influence the target behaviour(s)

Discuss and identify how they relate to one another.

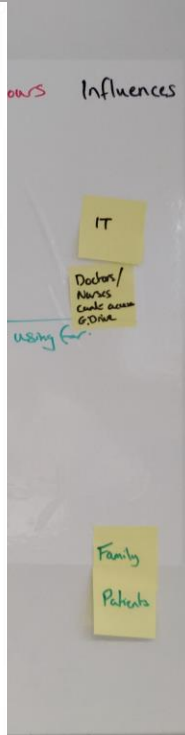
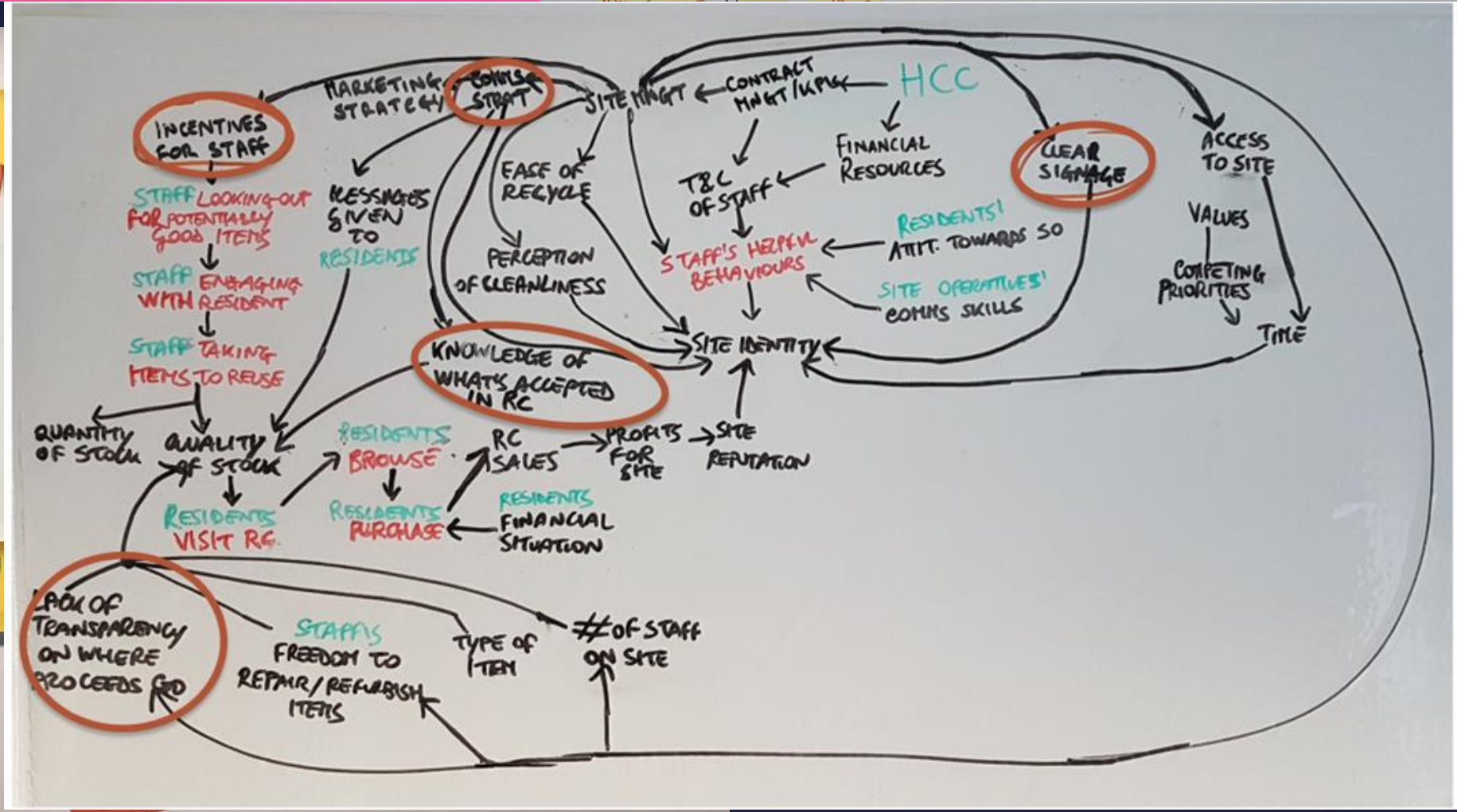
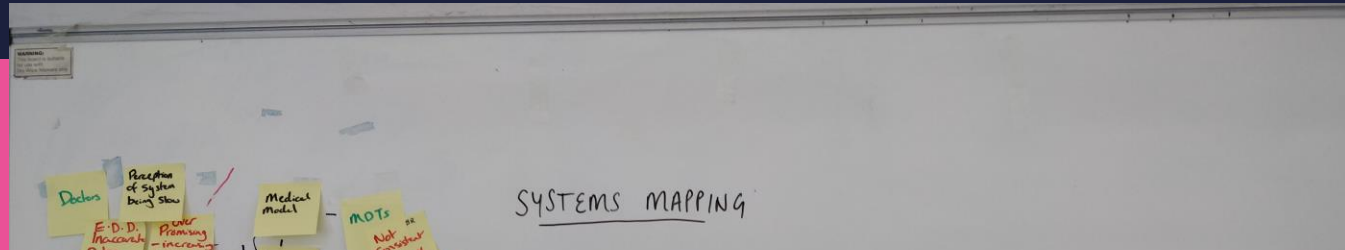
Create maps to illustrate these inter-relationships

May require separate map creation by sub-groups if lots of different sectors impact on the behaviour (e.g. technology and infrastructure)

Draft maps go through a few iterations during stakeholder consultations



# Behavioural systems maps





# Final thoughts.....

- Increasing interest in behavioural science/research
- Health and sustainability key linked areas
- Interdisciplinary approach needed to improve outcomes
- The Behaviour Change Wheel (Michie et.al, 2011) is a helpful framework for developing interventions at all levels
- Systems mapping useful process for targeting interventions
- Collaboration important for effective outcomes
- Network and share best practice! [www.bsphn.org.uk](http://www.bsphn.org.uk)



# References

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- [PHIRST Evaluations - NIHR Public Health Interventions Research Studies Teams \(PHIRST\)](#)





# Hertfordshire

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