

LECTURE SERIES SPRING 2016

# Health Behaviour Change: From Theory to Reality



WEDNESDAYS AT 5.15 PM, HS 10

UNIVERSITY OF LUCERNE, FROHBURGSTRASSE 3, 6002 LUCERNE

# Introduction

The so called information age is spreading its influence to the realm of health behaviour. In newspapers, magazines, on TV or online, we are confronted with all sorts of advice on what we should/should not do to preserve or restore our health. The literature on theories and models of health behaviour change is vast and provides evidence-based guidance for the development of targeted interventions. Nevertheless, changing behaviour is complex: it involves challenges at the individual, community and organizational levels. Health advice delivered to a disengaged, overwhelmed and generally passive public is not effective. People continue their lifestyles that are known to negatively impact health. While on the one hand, change is often presented as an increase in health and well-being, it is on the other hand also often perceived as a normative and coercive influence in individuals' lives, associated with restrictions and lower quality of life.

The lecture series in Spring 2016 aims at disentangling the complexity of health behaviour change. We will confront research with reality and try to understand the limits of current interventions, to better understand the potential for future health promotion. We are delighted to have with us internationally renowned experts who will illuminate the current state of knowledge and discuss current trends in the fascinating domain of health behavior change. The Department of Health Sciences and Health Policy is pleased to invite all interested listeners.

Coordinators of the lecture series:



Prof. Dr. Gisela Michel



Prof. Dr. Sara Rubinelli

# Program

March 23, 2016



**Targetting non-conscious processes for healthier behaviour across populations**

**Prof. Dr. Theresa Marteau**

Director of the Behaviour and Health Research Unit in the Clinical School at the University of Cambridge

Changing four sets of behaviour (smoking, excessive consumption of alcohol, poor diets and physical inactivity) has the potential to prevent 75% of diabetes and cardiovascular disease, and 40% of cancers, as well as reduce health inequalities by 50%. Interventions aimed at informing and persuading us to change our behaviour have limited impact because much of our behaviour is shaped not by our intentions but by cues in our environments, often without our awareness. This talk will consider the effectiveness of altering physical micro-environments by removing, adding or altering cues to change behaviour across populations. The acceptability to the public and policy makers of this approach will also be addressed.

April 6, 2016



**Health Communication: state and citizens in dialogue**

**Daniel Bach, lic. phil.**

Federal Office of Public Health FOPH, Bern

How can the Federal Office of Public Health (FPOH) motivate people in Switzerland to eat healthily, engage in regular physical activity and stop smoking? How can it show a simple path through a complex public health sector? The FPOH counts on communication which addresses both, the minds and the hearts.

April 20, 2016



**Losing weight and keeping it off. Population and individual perspectives**

**Prof. Dr. Sniheotta Falko**

Professor of Behavioural Medicine and Health Psychology at Newcastle University

Obesity prevalence in Europe remains stable at 20–25% of the adult population. This presentation explores two related, previously underutilised foci for potentially effective obesity control interventions; weight loss attempts and weight loss maintenance. The psychological and public health considerations about how people manage personal weight control attempts and how they can best be supported in keeping weight off once they lost it are illustrated based on a range of systematic reviews, qualitative and quantitative studies.

May 18, 2016



**Okay, okay, it is good for my health... but is it good for me?  
How individual health behavior is governed by self-views, social identity,  
and personal goals.**

**Prof. Dr. Winifred A. Gebhardt**  
Associate Professor of Health Psychology at Leiden University,  
The Netherlands

Health interventions typically stress the health benefits of adopting a healthier lifestyle, or point at the life-threats associated with harmful ways of living. However, research consistently shows that such interventions are not effective in achieving enduring behavioral change. In this talk I will clarify why the lack of effect is due to inherent aspects of human nature. What, then, is the alternative? I shall demonstrate how interventions designed from a goal-theory and social identity perspective have a far stronger and more lasting potential to affect individual behavior. The underlying theoretical frameworks will be explored, and I will present some of the very promising results from experimental and field studies within the area of safe sex, physical activity, alcohol use, and smoking.

June 1, 2016



**When happy eating goes unhappy, a look at different eating patterns**

**Dr. phil. Johanna Friedli**  
dipl. Psych, Fachpsychologin für Psychotherapie FSP, Contact Praxis für  
Psychotherapie und Coaching, Zurich

Food, like drinking and breathing, is a basic need protecting the survival of an individual. Having enough food is a recent achievement of the developed world. It allows people engaging in things less necessary for survival such as education, art, sports etc. In addition, food has an important social component; it unites and delights people. However, for some people eating becomes problematic. Far from its original function, eating becomes a tool to satiate emotional hunger or satisfy short-term emotional needs. This is associated with eating behaviour patterns ranging from excessive intake of food to food refusal resulting in a high risk of serious psychological and physical consequences. The transition from functional to dysfunctional eating is smooth, but some people end up with disorders such as anorexia or bulimia. On the basis of several example different eating patterns will be explained.

# Department of Health Sciences and Health Policy

The lecture series is organized by the Department of Health Sciences and Health Policy of the University of Lucerne. The department promotes research and prepares scientists to work in the field of health and disability from a biopsychosocial perspective. The theoretical framework of the department is rooted in the concept of human functioning, as codified by the World Health Organization's International Classification of Functioning, Disability and Health.

## **Master in Health Sciences**

This innovative educational program launched by the Department of Health Sciences and Health Policy of the University of Lucerne is the ideal preparation for an exciting career in health. Students of the Master program in Health Sciences also attend the lecture series. It is an important part of their curriculum to broaden their interdisciplinary understanding of health.

The program offers different majors that will provide students with the unique opportunity to closely work with their supervisors and further develop their expertise in the chosen area of interest. After completion of the first semester, students can choose from the following majors:

*Health Communication:* Studying the science of using communication to influence health decisions at the individual level, in institutions and in policy.

*Health Behavior and Management:* Facilitate learning on how health behaviors and health experiences can be addressed and changed with appropriate interventions or changes to the health system.

*Health Economics and Health Policy:* Providing the foundation and principles of economic thinking and theories of political science to understand complex health systems, and to identify and address future challenges in the health care sector.

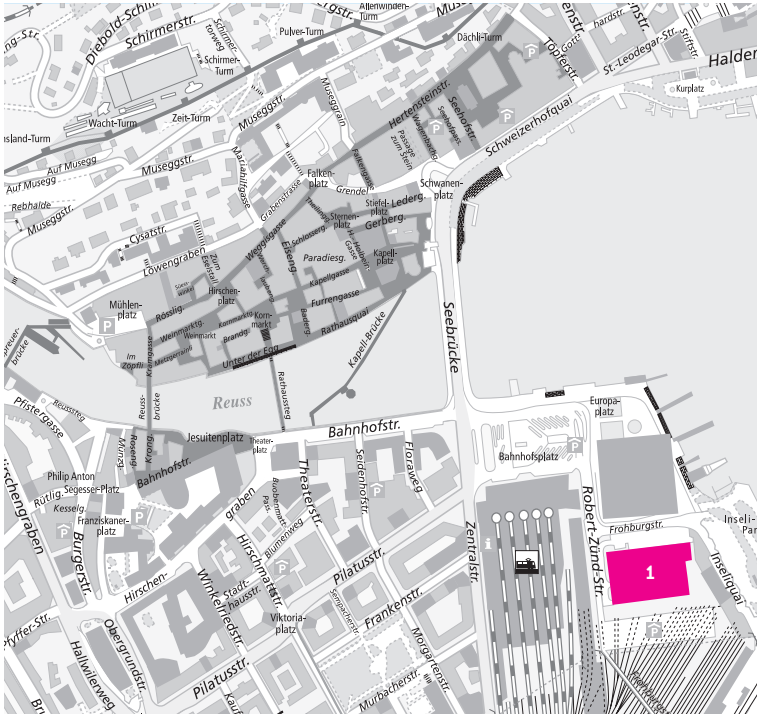
*Health Services Research:* Get accustomed with different health systems and learn the fundamental tools to develop and assess effective strategies to improve health from an institutional perspective.

*Research Methods:* Developing skills to aid decision making processes in the health sciences and related fields using state of the art quantitative and qualitative research.

The Master in Health Sciences aims to bring a new dimension into research, health service provision, and healthcare management by pioneering the development and application of a comprehensive approach in the field of health.



[www.master-healthsciences.ch](http://www.master-healthsciences.ch)



## Information

University of Lucerne  
Departement Health Sciences & Health Policy  
Colette Lenherr  
Frohburgstrasse 3  
P.O. Box 4466  
6002 Lucerne  
Switzerland  
T +41 41 229 56 31  
colette.lenherr@unilu.ch

## 1 Venue

University of Lucerne  
Frohburgstrasse 3  
6002 Lucerne  
Switzerland