



2018 ANNUAL BHRU LECTURE

Changing Behaviour to Improve Health: from Research to Policy

6PM, 17TH MAY 2018

Followed by a drinks reception

HOWARD THEATRE, DOWNING COLLEGE
REGENT STREET, CAMBRIDGE, CB2 1DQ

The Annual Lecture of the Behaviour and Health Research Unit (BHRU) will be given this year by its director, Professor Theresa Marteau, who will reflect on the work of the BHRU in its role as the Department of Health Policy Research Unit on Behaviour and Health over the last seven years. This programme of work focuses on interventions in physical micro-environments (also known as *nudging*) to change behaviour to improve population health and reduce health inequalities, as well as interventions in economic environments. Theresa Marteau will discuss examples such as reducing portion and wine glass size to reduce the consumption of food and alcohol, as well as price changes on sugary drinks and food. The lecture will also address public acceptability of these interventions, key to their implementation by policy-makers.

BHRU Behaviour and Health
Research Unit

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FOR MORE INFORMATION CONTACT:
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