

Dr Wendy Hardeman

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“Very Brief Interventions to Promote Physical Activity in Primary Care.”

Seminar Presentation

Physical inactivity is the fourth leading cause of death worldwide and is a key risk factor for non-communicable diseases such as cardiovascular disease, type 2 diabetes and some cancers. The majority of adults in the UK do not meet the UK physical activity guidelines. Given the public health burden associated with sedentary lifestyles, there is a need for scalable, cost-effective interventions to promote the adoption and maintenance of regular physical activity. Very brief interventions (VBIs) in primary care are promising: they can reach a large proportion of the adult population if delivered in routine consultations or preventive health checks. However there is uncertainty about their feasibility, acceptability, effectiveness and cost-effectiveness.

The seminar will present findings from a research programme into the development and evaluation of 5-minute physical activity interventions delivered by practice nurses and health care assistants as part of NHS health checks in primary care. Development work resulted in the selection of four VBIs for feasibility testing, and three VBIs (motivational, pedometer and combined VBI) for evaluation in a subsequent pilot trial (N=394). The findings informed the selection of the pedometer VBI for evaluation in the main trial, which is currently underway. The seminar will also address methodological issues, such as using the Behaviour Change Technique Taxonomy V1 to inform intervention content, and evaluating several promising VBIs at the same time.

Brief Biography

Wendy Hardeman is Senior Lecturer in Health Psychology at the School of Health Sciences, University of East Anglia. She completed her PhD at the University of Cambridge in the application of psychological theory and evidence to the development and evaluation of behaviour change interventions. Wendy's research focuses on the development and evaluation of behaviour change interventions to prevent and manage long-term conditions such as type 2 diabetes. She uses methods and theories from health psychology and behavioural science to translate evidence into practice, including modelling causal mechanisms of effects, the Behaviour Change Technique Taxonomy V1 and process evaluation. Other interests include very brief, scalable interventions in routine health care settings, behaviour change support using mobile health technologies, and treatment fidelity. Wendy is Associate Editor of the British Journal of Health Psychology and Scientific Committee Chair of the European Health Psychology Society and British Psychological Society Division of Health Psychology Conference (Aberdeen, 23-27 August 2016).

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Free. All welcome. No need to book. If you are attending from outside the University, please check the seminar is taking place. Please note: Edith Cavell Building is NOT on the main university campus, it is near Norfolk and Norwich University Hospital. Use postcode NR4 7UL for satnav purposes. Reception will advise about parking: 01603 597001