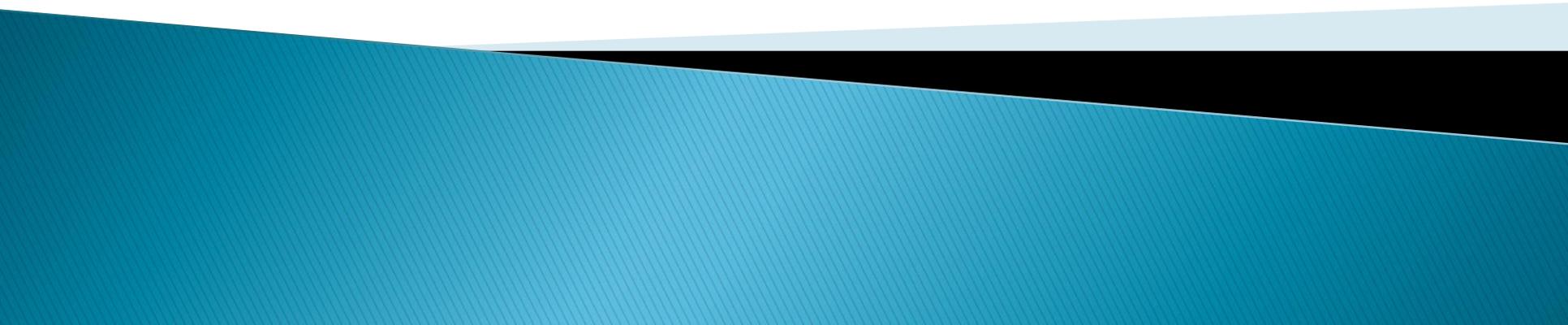


# **Sustainable Health Care**

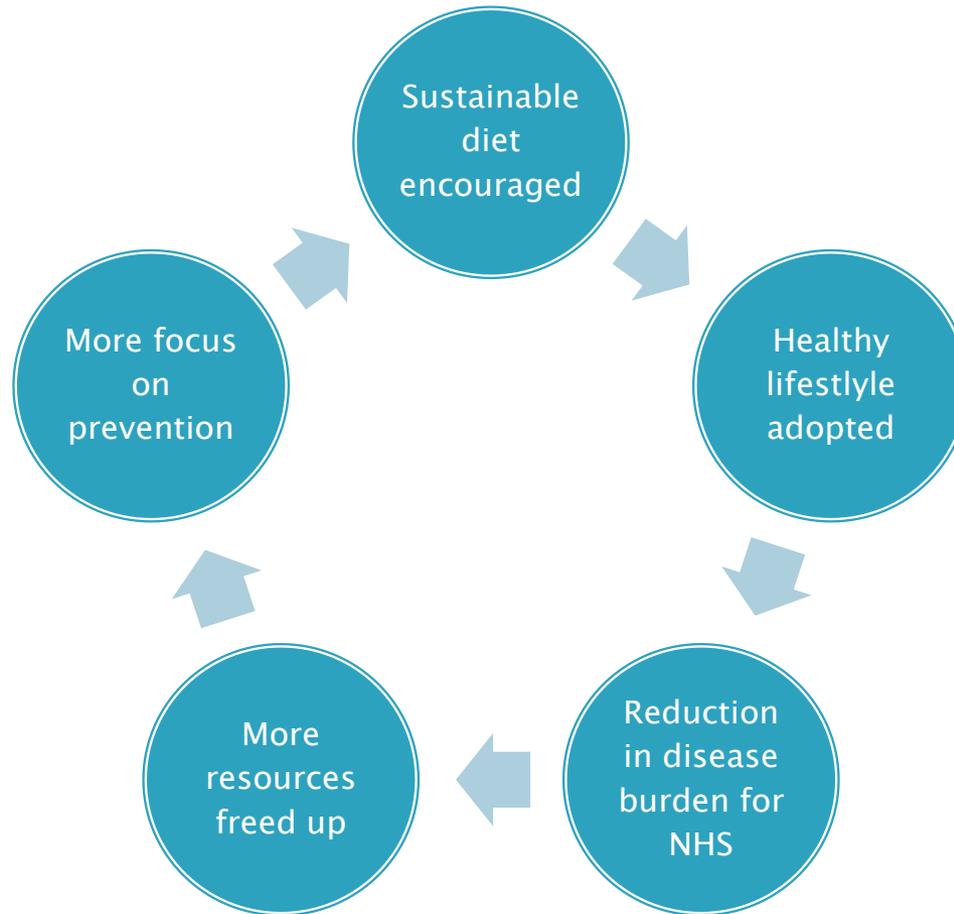
Simon Biart, Felicity Roussak, Holly Blair



# Aim

- ▶ Video resource to be used in SMP and university screen savers
- ▶ Targeted at students
- ▶ Encourage to make a lifestyle change
  - Health benefit
  - Environmental benefit

# Diet as part of sustainable healthcare

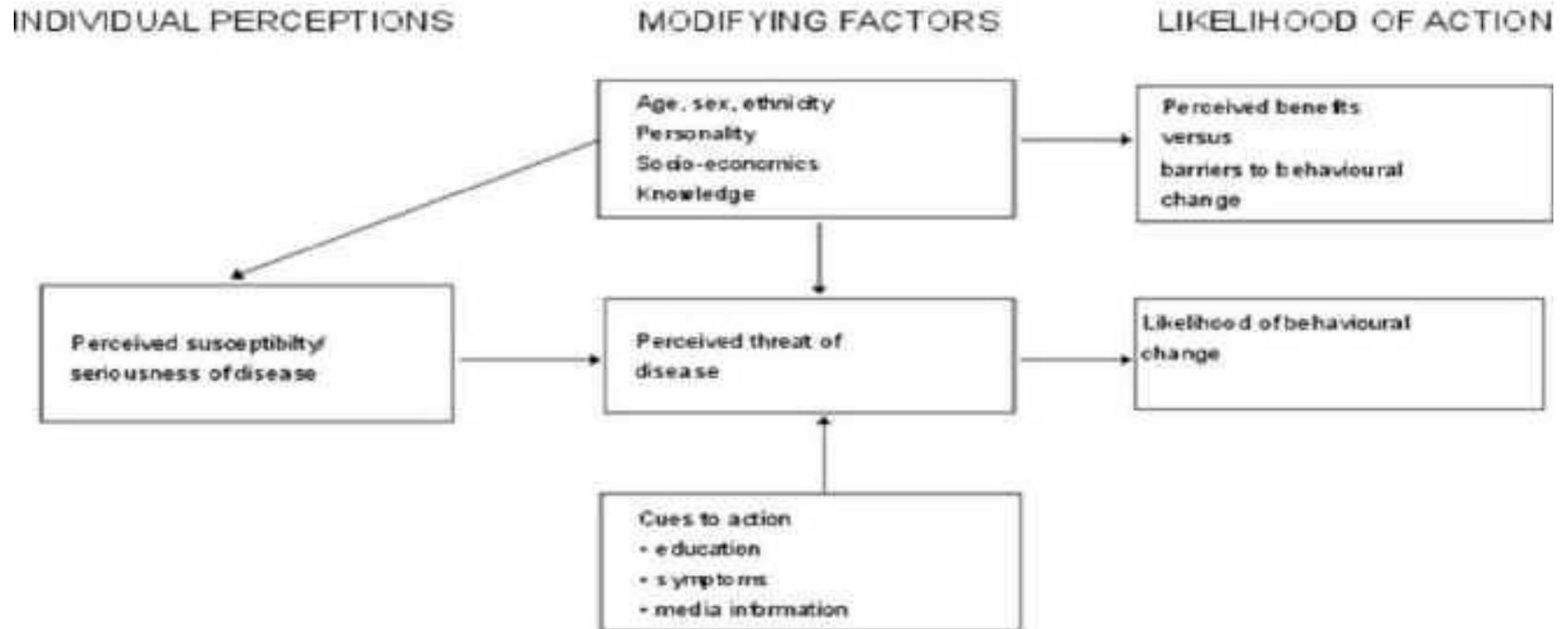


# Target Population – Students

- ▶ Why we chose students
  - Relatable
  - Accessible
- ▶ What do students want?
  - Short term health benefits
  - Save money
  - Socialise
- ▶ How to appeal to students
  - Cool not cheesy
  - Relatable



# Health Beliefs



Adapted from  
Rosenstock et al.  
(1988)

# Sustainable Diet

- ▶ Why diet?

# Health

- ▶ Additives
  - ▶ Nutrition
  - ▶ Antioxidants
  - ▶ Mental health
- 

# Economic

- ▶ Cost convenience food vs freshly made meal
  - Bolognese ready meal: **£2.37**
  - Spaghetti Bolognese for 5
    - TOTAL = £5.88.... **£1.17** per person.
  - Other meals:
    - Pasta – **£2.76**
    - Chicken dippers & chips – **£2**
    - Chicken curry – **£3.10**
- ▶ Also: reduced energy cost

# Environmental

- ▶ Transport
  - ▶ Packaging
  - ▶ Storing
  - ▶ Processing
  - ▶ Waste
- 

## ▶ Video

# Video Features

- ▶ Convenience?
  - ▶ Colour
  - ▶ Messages
  - ▶ Accessibility
  - ▶ Self efficacy
  - ▶ Positive change
  - ▶ Slogan
- 

# Where next?

- ▶ LSMP
  - ▶ Union screens
  - ▶ Other universities
  - ▶ Generalise to other GP practices
  - ▶ Internet
- 

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▶ Any questions?