



Making an Impact with a **behaviour change intervention** to improve dietary behaviour in low and middle income countries

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Achieving impact by tackling Non Communicable Diseases (NCDs)



How can **research** have a **significant** impact in improving dietary behaviour?

Why are NCDs a problem which need tackling?

- Noncommunicable diseases (NCDs) kill **38 million** people each year.
- Almost three quarters of NCD deaths - **28 million** - occur in low- and middle-income countries.
- Sixteen million NCD deaths occur before the age of 70; **82%** of these "premature" deaths occurred in low- and middle-income countries.

What are the main causes/risk factors leading to NCDs?

- Tobacco use
- Physical inactivity
- Harmful use of alcohol
- **Unhealthy diet**

In 2010, **1.7 million annual deaths** from cardiovascular causes have been attributed to excess salt/sodium intake.

Creating impact through behaviour change



India USD \$39.27



Germany USD \$500



Sudan USD \$1.23

1. Behaviour Change

- Use of behaviour change techniques to alter and improve behaviour (Michie et al, 2013)
- Making behavioural interventions culturally sensitive
- Awareness of behaviour trends – e.g. aspirations amongst LMIC populations to eat Western foods

2. Cultural Sensitivity

- In depth investigation into a culture and society is essential in order to discover the best ways to help and improve behaviours
- Case study methodology helps enable in depth investigation and understanding
- Menzel (2005) Hungry Planet – cultural variations in food consumption show the importance of creating interventions in line with culture

How this research will make an impact

Phase 1:
Systematic
Review



Phase 2:
Qualitative
Research



Phase 3:
Intervention
planning



Method

Outcome

Systematic Review

Which dietary behaviour interventions have been done before in Low and Middle income countries (LMICs) and how successful have they been?

Understand the most successfully used and proven behaviour change techniques used in LMICs and use these to inform case study research and suggested interventions for piloting in Nepal

Qualitative Case Study Research

Based in Nepal. Interview groups in various socio-economic groups to establish what type of intervention would/wouldn't work

In depth culturally sensitive understanding of specific context

