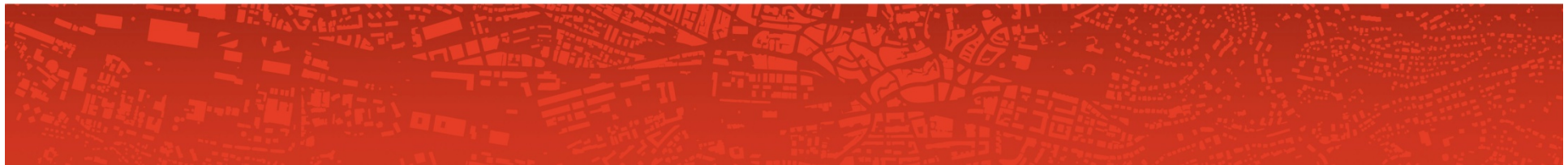
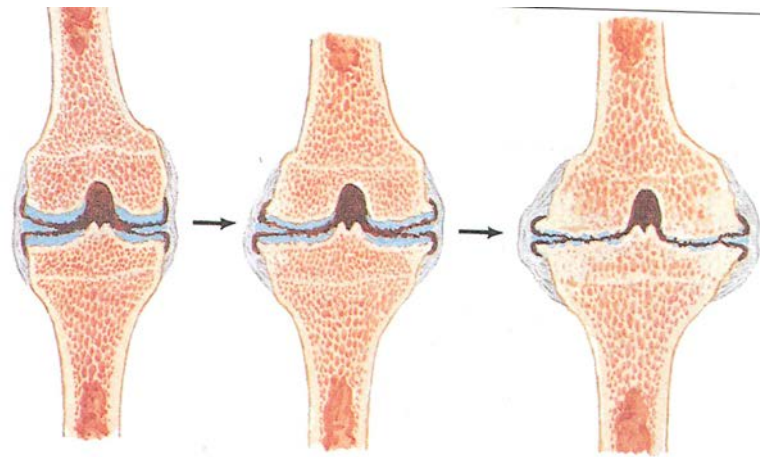


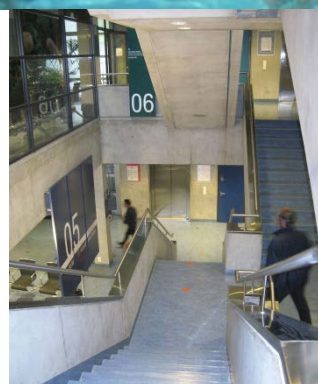
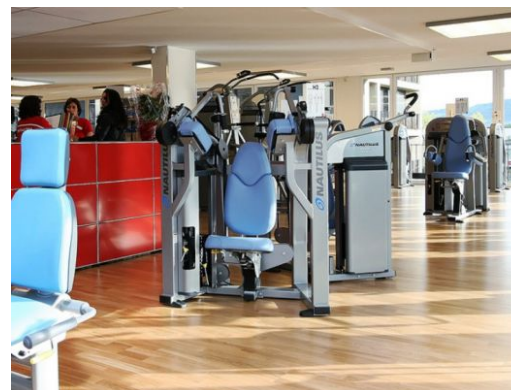
Egalité des chances en promotion de l'activité physique: au cabinet médical, dans la rue

Dr Reto Auer, MD, MAS
Policlinique Médicale Universitaire



- Marie, 54 ans, douleurs aux genoux depuis plusieurs mois, p  jor  s par la marche.





Modèle de croyances relatives à la santé (Health belief model)

Déterminants INDIVIDUELS de la prévention

Perception du risque, de la sévérité
Perception des bénéfices
Perception des barrières
Perception d'auto-efficacité

Facteurs modifiants,
environnement:
Age, genre, socio-
économique,
connaissances,
personnalités

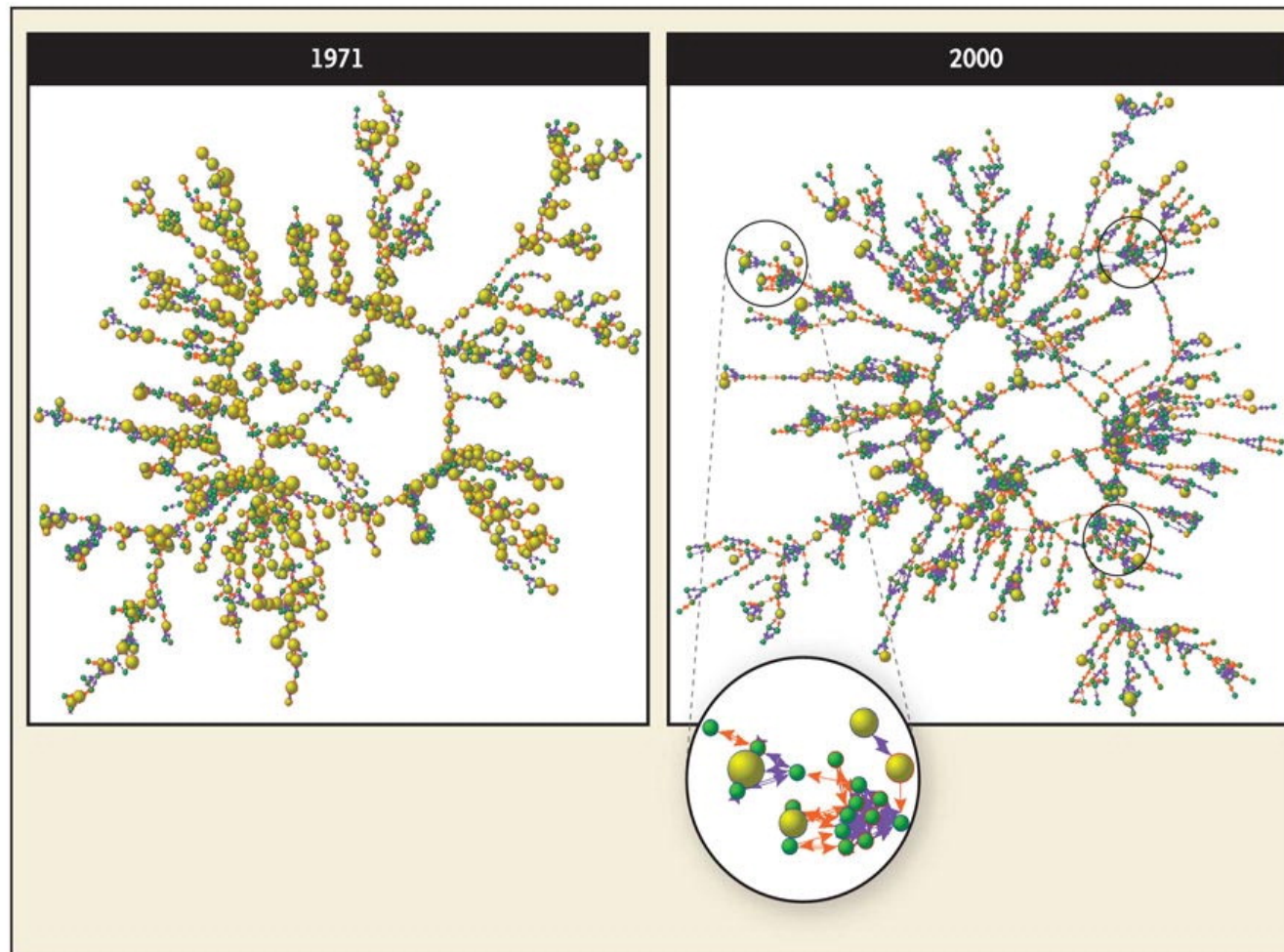
Motivation

Action

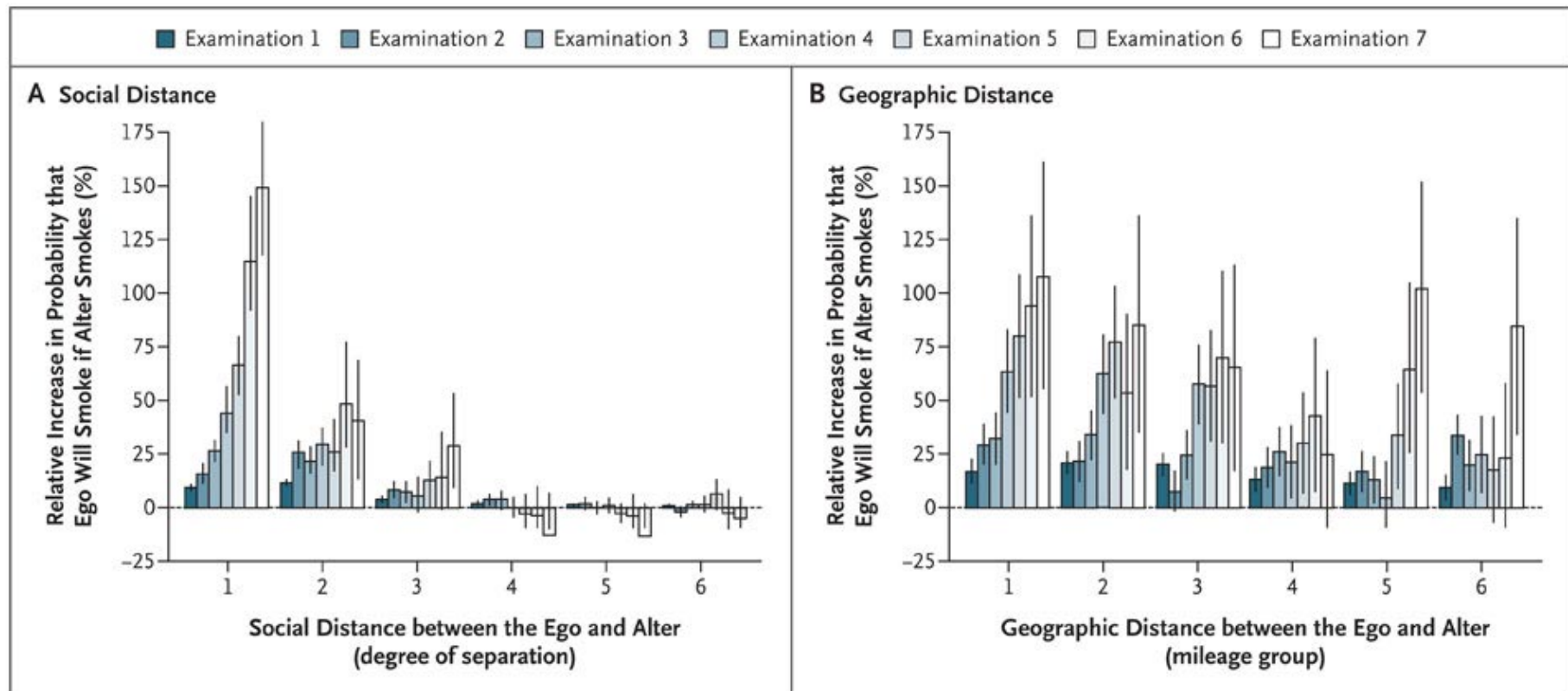
Eléments déclencheurs



Part of the Social Network from the Framingham Heart Study, with Information about Smoking in 1971 and 2000.



Effect of Social and Geographic Distance from Social Contacts Who Smoke on the Probability That a Subject Is a Smoker in the Social Network of the Framingham Heart Study



Christakis NA, Fowler JH. N Engl J Med
2008;358:2249-2258



© Stanford University

Analytic



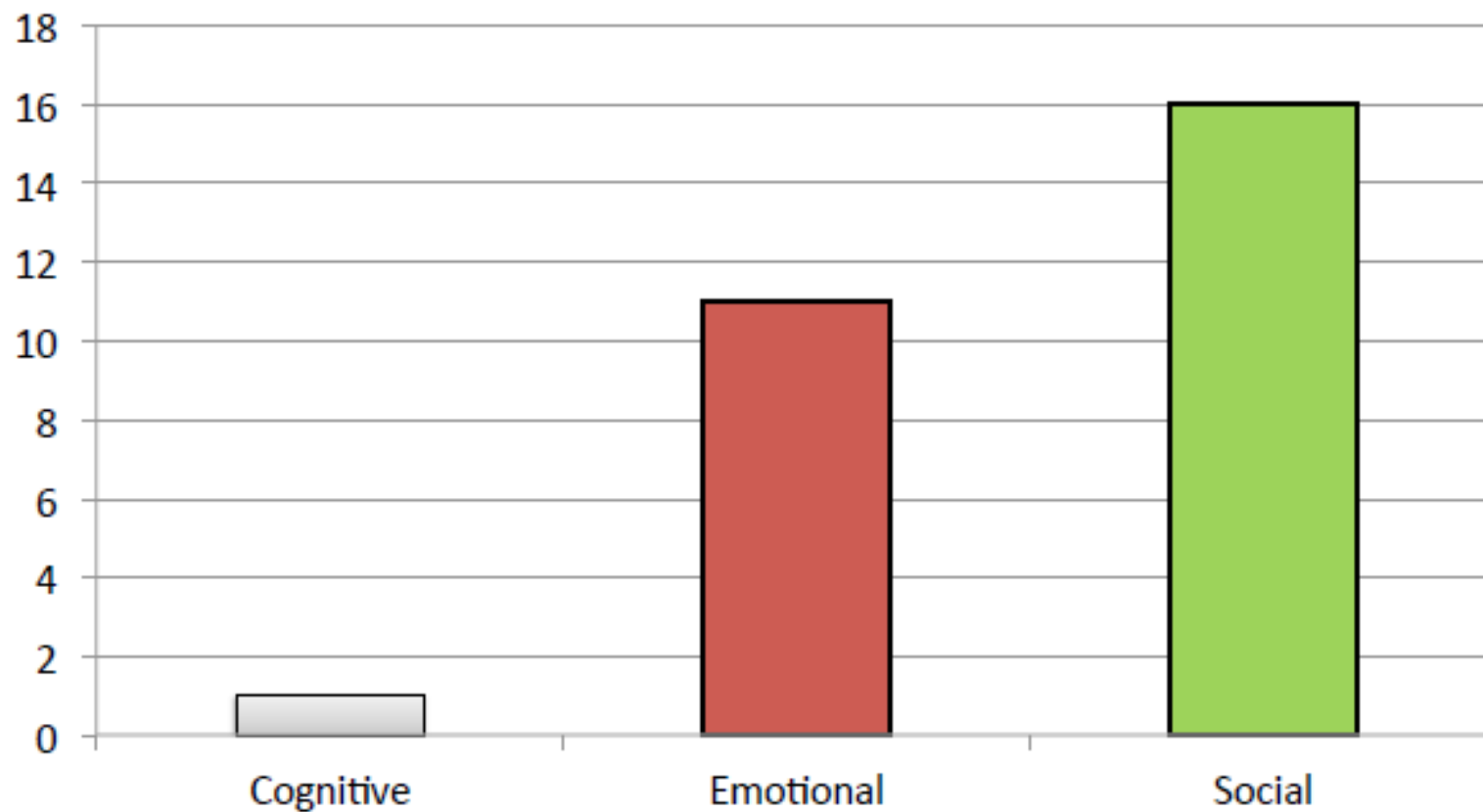
Affect



Social

Figure 1. Live wallpaper graphics for the Analytic, Social, and Affect applications.
doi:10.1371/journal.pone.0062613.g001

Increase in Physical Activity using a Smartphone Accelerometer (over 30 days)



King, Hekler et al, 2013

Opt-in Opt-out

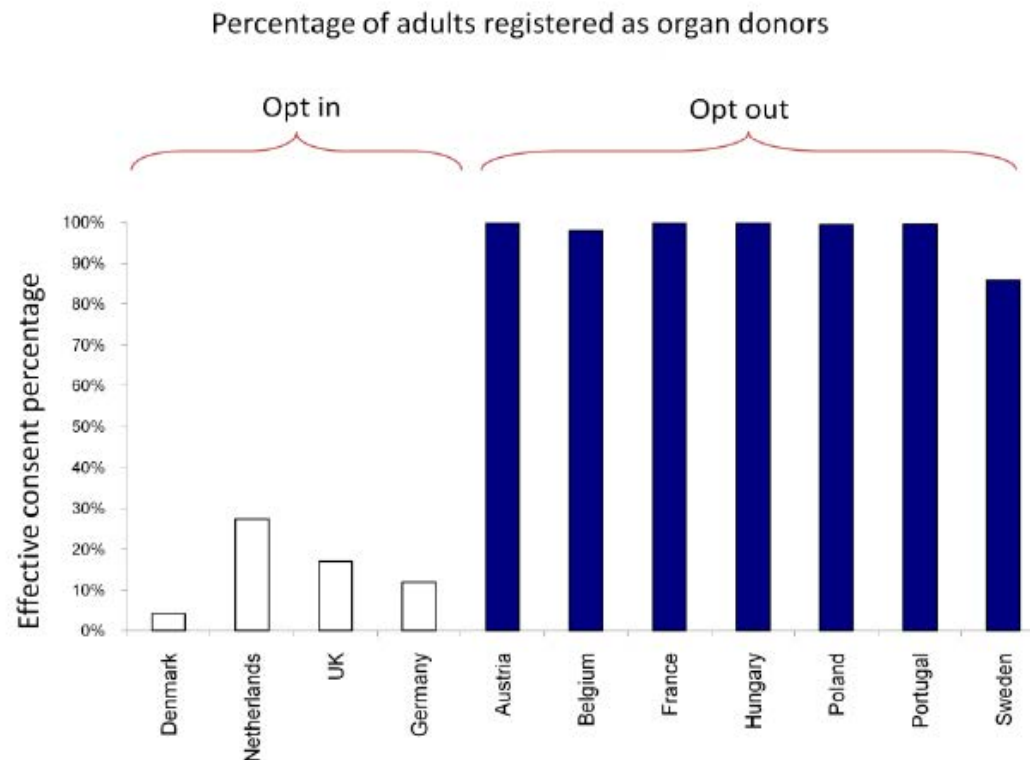
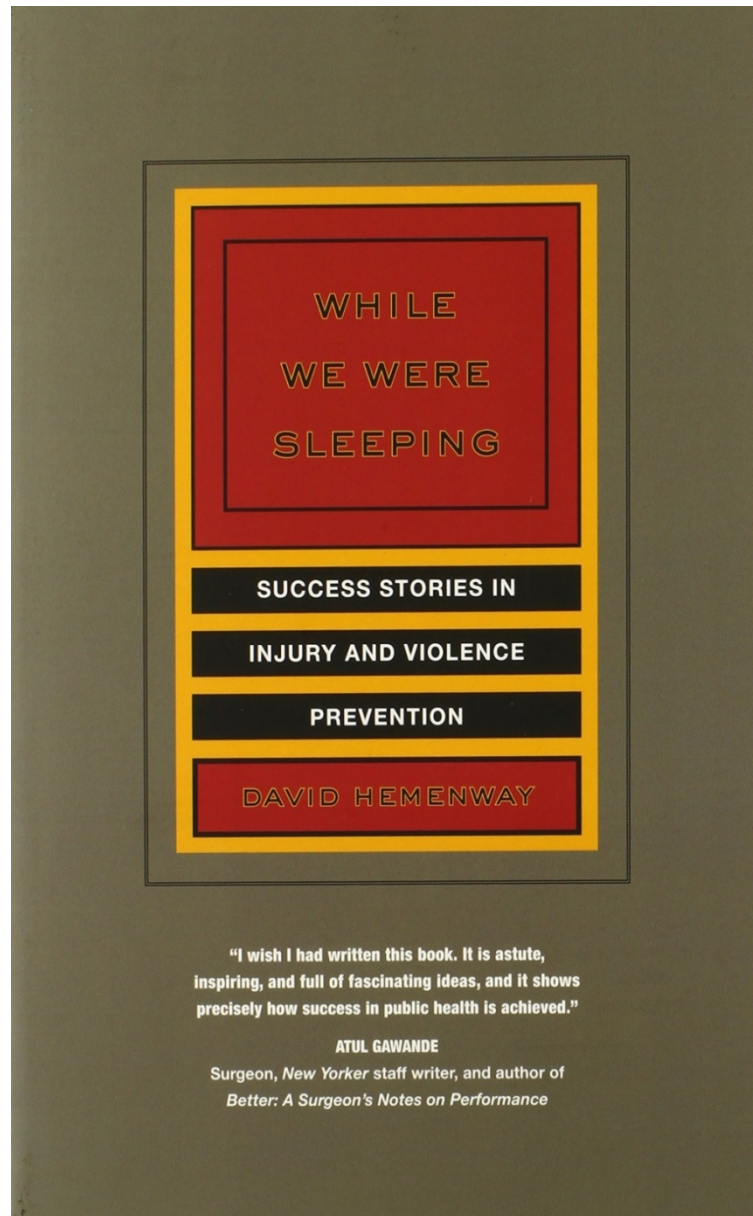


Figure 2: Comparison of organ donation registration in opt-in and opt-out systems⁵⁵





**MAKE IT
EASY**

Prévention inverse

Intervention type and intervention	Outcome type	Findings
Education, communication and information		
Individual or group education (with or without resource provision)	Parents' child safety behaviours	No difference (13 analyses) or reduced inequalities (3 analyses) by SES (housing tenure/employment status; N of primary studies unclear) ¹⁴
Printed communication materials	Awareness of folic acid benefits	Increased inequalities by SES (measure unclear; 1 primary study) ¹⁵
Media campaigns	Smoking behaviour	Increased inequalities by SES (education/income; 18 primary studies) ¹⁶
Media campaigns	Folic acid intake	Increased inequalities by SES (measure unclear) from national campaign; with additional targeted component, no difference (1 primary study) ¹⁵
Health warnings on tobacco products	Smoking behaviour	No difference by SES (education; 2 primary studies) ¹⁷
Multi-component settings-based interventions		
Multi-component school-based interventions	Physical activity and/or healthy eating behaviours	Increased inequalities by SES (income/area-level disadvantage; two primary studies) ¹⁸ No difference by SES (occupational class/income; 3 primary studies) ¹⁹
School-based interventions	Smoking behaviour	No data found ²⁰
Multi-component community-based interventions	Physical activity behaviour	No difference by SES (education/income; 2 primary studies) ²¹
Community-based interventions	Smoking behaviour	No data found ²⁰
Resource provision and fiscal interventions		
Free fruit provision in schools	Healthy eating behaviours	No difference (5 analyses) or reduced inequalities (1 analysis) by SES (parental education/income; 1 primary study)* ²²
Free folic acid supplements	Folic acid intake	Reduced inequalities by SES (income; 1 primary study) ¹⁵
Tobacco price increases	Smoking behaviour	Reduced inequalities by SES (occupation/income), but increased inequalities by SES (education; ≥5 primary studies) ¹⁷ Reduced inequalities by SES (occupational status; 1 primary study) ²³
Regulatory and workplace interventions		
Restrictions on tobacco sales to minors	Smoking-related outcomes	No data found ^{17 23}
Restrictions on tobacco advertising	Smoking-related outcomes	No data found ¹⁷
Workplace interventions to increase employee control or participation; changes to working hours	Various health status outcomes	Reduced inequalities by SES (occupational status; 5 systematic reviews) ²⁴
Workplace smoking bans	Smoking-related outcomes	Increased inequalities by SES (occupational status/education/income; 6 primary studies) ¹⁷
Other interventions		
Housing, transport, unemployment and welfare, agriculture and food, water and sanitation, adult education	Any health status outcome	No data found ²⁵

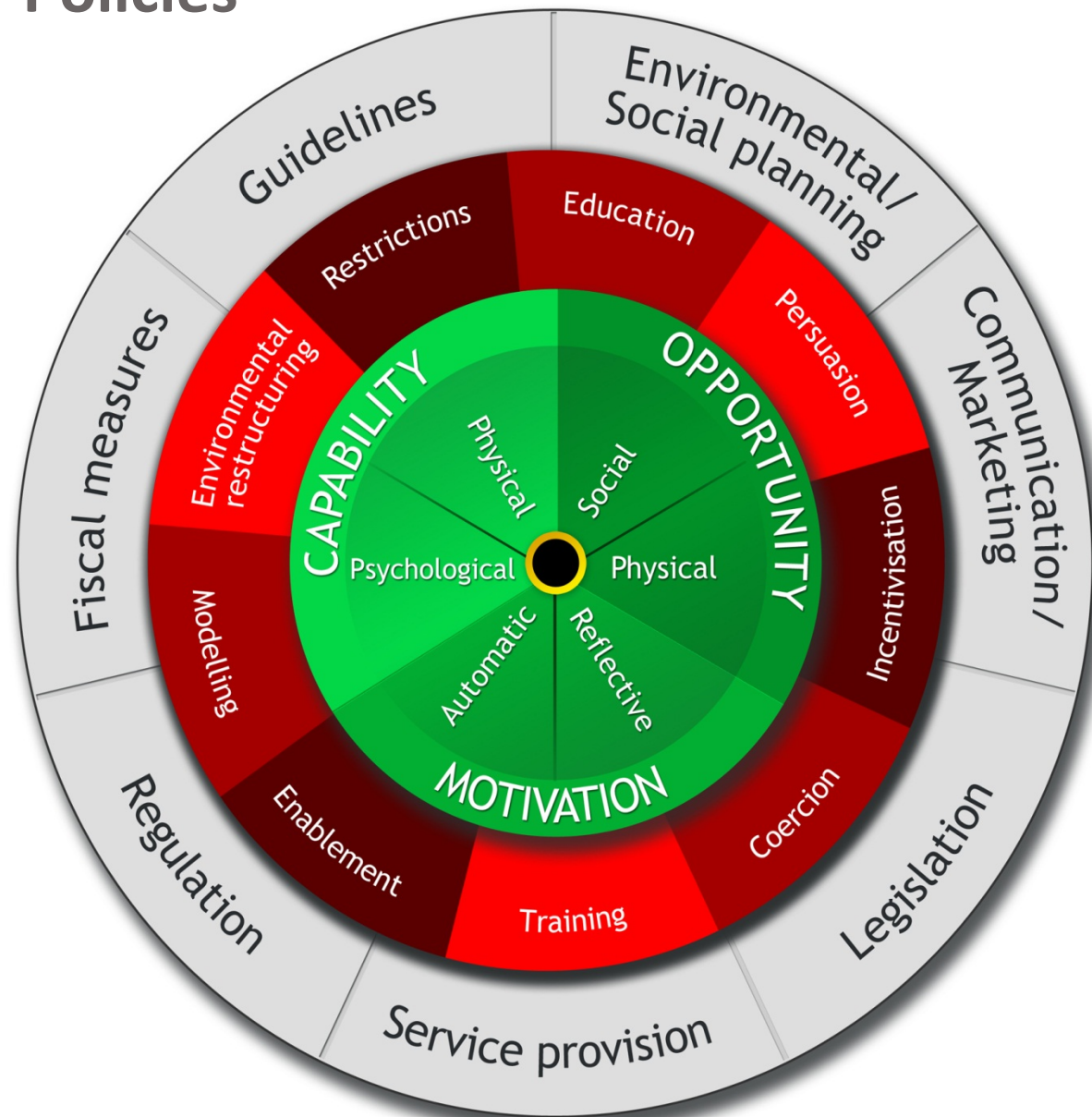
*This presentation follows the analysis reported in the primary study²⁵ rather than that in the review itself.







Policies



Michie et al (2011) The Behaviour Change Wheel: a new method for characterising and designing behaviour change interventions *Implementation Science*

Merci pour votre attention!

