



215th Lecture Series 25th January 2017

Prof Susan Jebb

Knowledge, nudge or nanny: how do we improve the nation's diet?



BIOGRAPHY

Susan is very interested in how scientific evidence on diet is translated into policy and practice, by government, industry, the public health community and the media. She was the science advisor for the Foresight obesity report and subsequently chaired the cross-government Expert Advisory Group on obesity and the Responsibility Deal Food Network. Susan is now a member of the Public Health England Obesity Programme Board and one of the Chairs of the NICE Public Health Advisory Committees. Currently actively involved in a number of events and media projects to engage the public in issues relating to diet and health Susan was, in 2008, awarded an OBE for services to public health.

ABSTRACT

Poor diet is the leading risk factor in the UK for ill-health and premature death. But while the fundamental components of a healthy diet are well established - we need to consume less saturated fat, sugar and salt while instead eating more fibre, fruit and vegetables - much less is known about how to improve the nation's diet. Actions to date have relied heavily on increasing knowledge and educating individuals to make better choices, but new research shows that most of what we eat is not the result of a deliberative process, but instead occurs below the level of conscious decision-making. This implies that nudges in the environment to change the default to a healthier alternative will be an important component to improve eating habits. But some question whether this will be enough. Is stronger policy action required – a nanny to protect the nation from eating itself to an early grave?

LINKS

<http://www.futureoffood.ox.ac.uk/people/susan-jebb>

<https://www.clahrc-oxford.nihr.ac.uk/team/susan-jebb>

**All lectures take place in Lecture Theatre K3.25, John Anderson Building,
University of Strathclyde, Rottenrow East, Glasgow G4.**

The John Anderson Building is in the pedestrianised area between Rottenrow and Rottenrow East. Free car parking is available behind the building. From High Street enter Rottenrow East at the Barony.
Refreshments will be served at 9.00pm.