Socioeconomic, psychosocial & environmental challenges of introducing lifestyle interventions

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Can you think of behaviour change you have struggled with?

What got in the way?
What behaviour changes are required to manage diabetes effectively?
- Change to diet
- ‘Exercise’
- Tablets
- Injections
- Blood glucose monitoring

- Which of these are normal behaviours?
- What factors impede effective behaviour change?
What are the challenges to...

- Change to diet
- ‘Exercise’
- **Tablets**
- Injections
- Blood glucose monitoring
- Difficulty swallowing
- Bad taste
- **Side effects**
  - Diarrhoea
  - Weight gain
  - Erectile dysfunction
  - Thrush
What are the challenges to...

• Change to diet

• ‘Exercise’

• Tablets

• Injections

• Blood glucose monitoring

• Pain

• Fear

• Embarrassment

• Side effects
  • Weight gain
  • Hypos
  • Nausea

• COST
What are the challenges to...

- Change to diet
- ‘Exercise’
- Tablets
- Injections
- Blood glucose monitoring

- Pain
- Fear
- Embarrassment
- Mess
- Discouragement at results
What dietary changes are required for a person with diabetes?

- None  (Type 1 diabetes)
- ‘Healthy eating’
- Avoid sugar
- Monitor/reduce starchy foods
- Low carb diet
- Very low-calorie diet  (Type 2 diabetes)
What are the challenges to...

• **Change to diet**
• ‘Exercise’
• Tablets
• Injections
• Blood glucose monitoring

• **Change from lifetime habit**
• Family and friends discouragement
• Not wanting to be different
• Conflicting messages
• Sugar or carb cravings
• Inability to cook
• Lack of cooking facilities
• Availability and cost of healthy food
• Food deserts
What exercise changes are required?

• None
• Increase walking
• Cardio exercise
• Resistance exercise
What are the challenges to...

- Change to diet
- ‘Exercise’
- Tablets
- Injections
- Blood glucose monitoring
- Lack of time
- Poor mobility
- Embarrassment
- Cost
- Unsafe environment
- Low walkability environment
An island paradise

3x cost in UK

...for type 2 diabetes
Environments influence lifestyle behaviours

- Food environment
- Social environment
- Physical environment
Environments influence lifestyle behaviours.
Environments influence lifestyle behaviours

Sugar intake

Urbanisation

Food environment

Social environment

Physical environment

...and development of type 2 diabetes
Food environment

- Corner shops
- Meal deals
- Junk food
- The curse of the snack

Global Snacks Industry - £500 billion
UK junk food advertising - £143 million
Govt healthy eating advertising - £5 million
Social environment

- Poverty
- Home
- Family
- Work
- Cultural

- 70 year old man, T2 for 30+ years, on insulin for 10 years

HbA1c

- Baseline
- 2 month
- 6 month
- 8 month
- 10 month
- 12 month

Off all medication
Christmas
Physical environment

• Walkability

• Food deserts

• Climate
Environments influence lifestyle

- Diet
- Physical activity

Food environment influences Diet, which influences Physical activity.
Physical environment influences Physical activity.
Social environment influences Diet, and Diet influences Physical activity.
How can we equip people to succeed in adverse environments?

• Be aware of each person’s circumstances and how these may influence lifestyle behaviours

• Be aware of the impact of adverse food and marketing environments and avoid blame
How can we equip people to succeed in adverse environments?

- Encourage goal-setting
- Encourage problem-solving
- Encourage hope

- Celebrate success, however small... ‘look what you have achieved’
- Learn from setbacks... ‘how could you manage a similar situation in the future?’
Summary

• Successful diabetes management requires changes from normal behaviours

• Type 2 diabetes results from modern lifestyles that are shaped by our environments

• Until the environments change, maintaining lifestyle change will be a challenge
Thank you for your attention

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