

Socioeconomic, psychosocial & environmental challenges of introducing lifestyle interventions

Dr David Cavan
Consultant and Author

d.cavan@nhs.net

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



Sugar intake

Urbanisation

Food
environment

Social
environment

Physical
environment

Environments influence lifestyle behaviours



Sugar intake

Urbanisation

Food
environment

Social
environment

Physical
environment

...and development of type 2 diabetes

Food environment

- Corner shops



- Junk food



Global Snacks Industry - £500 billion

UK junk food advertising - £143 million

Govt healthy eating advertising - £5 million

- Meal deals



- The curse of the snack



Social environment

- Poverty



- Home

- Family

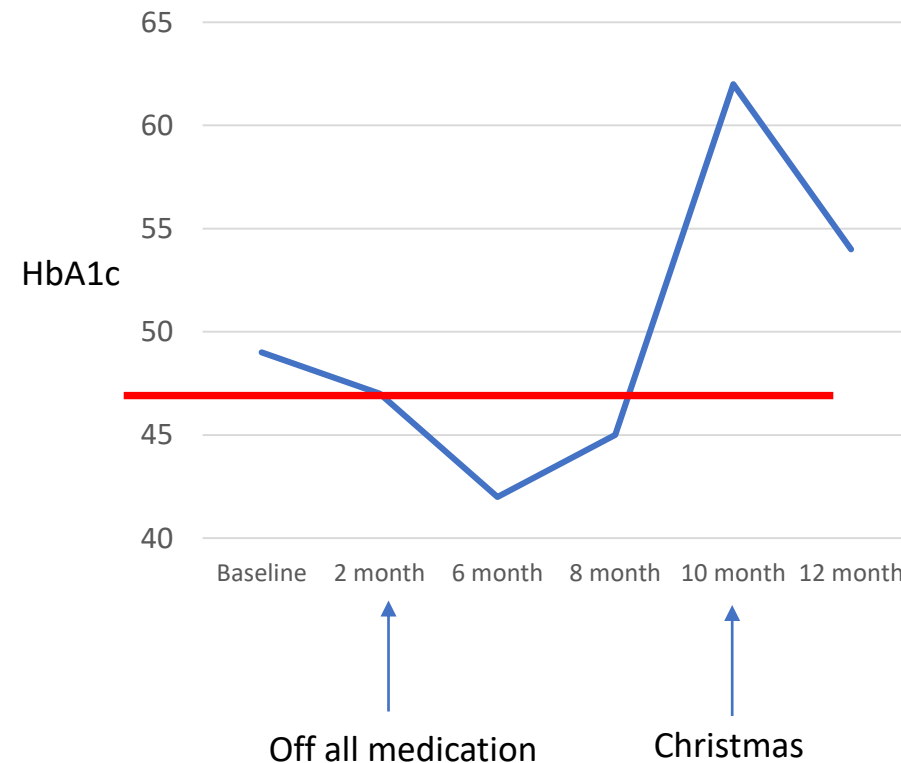


- Work

- Cultural



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



Physical environment

- Walkability



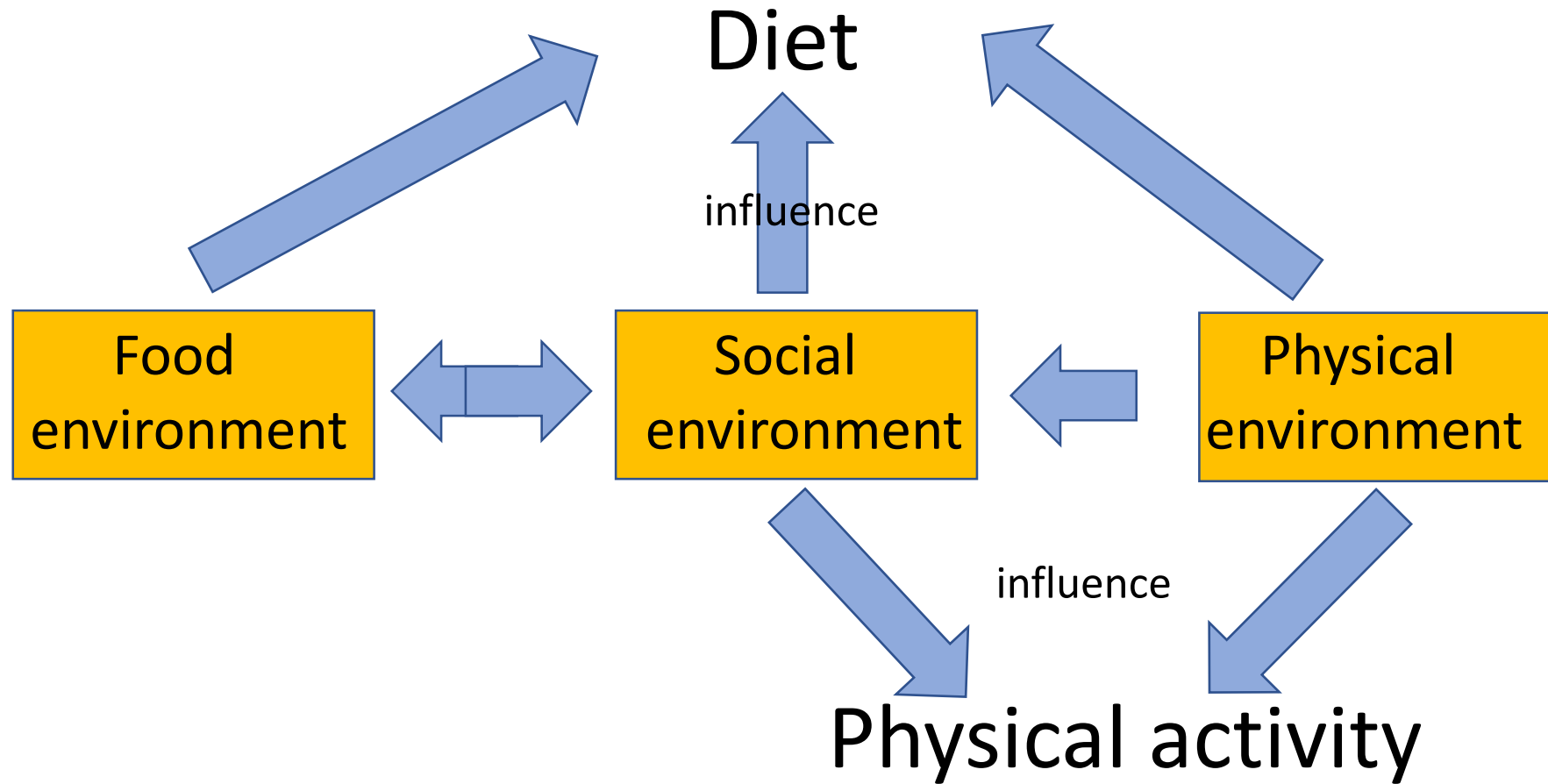
- Food deserts



- Climate



Environments influence lifestyle



How can we equip people to succeed in adverse environments?

- Be aware of each persons 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

Dr David Cavan

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