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1. Background

1.1 Aims

The Group aims:
1. To carry out research which contributes to the development of effective methods for health promotion and in particular for the primary prevention of cardiovascular disease
2. To carry out research which contributes to a better understanding of the burden of disease and in particular of cardiovascular disease
3. To influence health promotion policy and practice

The work of the Group therefore has three themes:
1. The primary prevention of cardiovascular disease
2. The burden of cardiovascular disease
3. Influencing health promotion policy

1.2 Location and funding

The Group is one of several research groups and units within the Department of Public Health of the University of Oxford. The Head of Department is Professor Harold Jaffe.

The Group is core funded by the British Heart Foundation. The Group also receives project funding from the British Heart Foundation and other health-related charities, from government departments and agencies and from the National Health Service. The Group does not seek or accept funding research from food manufacturers and retailers, or from pharmaceutical, alcohol or tobacco companies.

1.3 Staff

Members of staff during this year were:

Mike Rayner MA, DPhil, FFPH Director
Steve Allender BSc, PhD Senior Researcher
Prachi Bhatnagar BA, MPH Research Assistant (from November 2008)
Gill Cowburn BSc, RD, RPHNutr Senior Researcher
Charlie Foster BA (Ed), MSc, PhD Senior Researcher
Asha Kaur BSc Research/Admin Assistant
Paul Kelly MSc
Research Assistant (from July 2008)

Anne Matthews Cert Ed, BA, Ed D
Researcher

Viv Peto BA
Researcher

Pete Scarborough BA
Researcher

In addition:

Gary Sacks B Comm, B Info Sys, Grad Dip Health Info

a visiting researcher from Deakin University, Melbourne, Australia, was a member of the Group (until 8th February 2008)

And four Specialist Registrars in Public Health were attached to the Group:

Ravi Kumar MBBS, MD, MSc, DFPH (until February 2008)

Kelechi Nnoaham MBBS, MSc, MFPH (until March 2008)

Douglas West PhD, BSc, MIBiol, CIBiol, MFPH (from November 2008)

Thaumindu Wedatilake MBBCh,MRCP,Dip SEM,GB&I (from October 2008)

The Group had two associated doctoral students:

Anu Devi BA, MSc
Degree awarded January 2009

Kate Smolina BSc
(from October 2008)

and one associated masters student (a masters by research)

David Fajgenbaum BSc
Degree awarded, July 2008

The Group also has four honorary research associates:

Nick Cavill BA, MPH

Harry Rutter MA, MB, Bchir, MSc, MFPH

Lynn Stockley BSc, MSc, RPHNutr

Nicola Pearce-Smith BSc, MA, MCLIP
This year the Group continued to collaborate with Professor Boyd Swinburne’s research programme at the School of Exercise and Nutrition Sciences, Deakin University, which has involved Steve Allender working part time at Deakin University for six months of the year and Gary Sacks, from Deakin University, continuing to work with the Group until February on work related to his doctoral thesis on food labelling.

1.4 Advisory committee

An Advisory Committee with representation from the British Heart Foundation, the University of Oxford, Department of Public Health and with other experts in the field of health promotion research, advises the Group on its strategy. The members of the Advisory Committee are currently:

**Professor Harold Jaffe**, MA, MD  
(Professor of Public Health, Head of Department of Public Health, University of Oxford) (Chair)

**Professor Peter Weissberg**, MD, FMedSci  
(Medical Director, British Heart Foundation)

**Professor Margaret Thorogood**, PhD, FFPH  
(Professor of Epidemiology, University of Warwick)

**Professor Martin White**, MB, ChB, MSc, FFPH  
(Professor of Public Health, School of Population and Health Sciences, University of Newcastle upon Tyne)
2. Report of work carried out 2008

The Group’s publications this year are given in Appendix 1. Table 1 in Appendix 3 summarises the projects that the Group has been involved in this year.

2.1. Theme 1 Primary prevention of cardiovascular disease

The Group aims to carry out research that contributes to the development of effective methods for health promotion. To this end it carries out studies related to the various stages in the development of health promotion interventions including: problem definition, solution generation, innovation testing and intervention demonstration¹.

The Group is primarily concerned with population-based interventions in the area of diet and physical activity and principally interested in interventions which seek to change the environmental determinants of behaviour.

2.1.1 Diet and nutrition

In the area of diet and nutrition the Group focuses on the marketing of foods – particularly to children - and on food labelling.

This year the Group has continued to build on its expertise in the field of nutrient profiling - ‘the science of categorising foods according to their nutrient composition’² and a tool that can be used for a variety of purposes including the regulation of food advertising and food labelling (Projects 1.1 and 1.2). It has continued its interest in monitoring developments in the vending of foods and drinks in secondary schools (Projects 1.3 and 1.4) and in food labelling (Project 1.6) and it has expanded its research into health-related taxes and subsidies for foods (Project 1.5). It has begun new work into the association between dietary goals and the need to protect the environment (Project 1.7).

The Group’s work on nutrient profiling is continuing (Projects 1.1 and 1.2). This year the Group (Mike Rayner (MR), Peter Scarborough (PS) with Carukshi Arambepola, now at the University of Colombo, Sri Lanka) continued to investigate ways in which nutrient profiling models can be validated and compared. One paper reporting some of these results was published in Public Health Nutrition and another is in preparation.

The Group (MR and PS) – in collaboration with Dr Eric Brunner, Department of Epidemiology and Public Health, University College London - was also provided with funding from the British Heart Foundation (BHF) to support a doctoral student – Gabriel Masset - to work on validating nutrient profiling models using health outcome data derived from the Whitehall Study of the Health of Civil Servants (Project 3.6).

The Group has continued to work on vending in secondary schools. In the summer of 2005 the Group (Anne Matthews, Anu Devi and Anna Boxer) began a survey of vending in Oxfordshire secondary schools. The survey was repeated in the summer of 2006, 2007
and 2008 (Project 1.3) and a paper is in preparation. This work has led to the Group (Gill Coburn (GC) and Anne Matthews) being commissioned by the School Food Trust to carry out a survey of vending in secondary schools in the whole of England (Project 1.4). The first phase of the field work for the survey was carried out in February/March 2007, the survey was repeated in February/March 2008 and will be repeated in February/March 2009. A report of the first and second phases of the survey has been published by the School Food Trust. This year Anu Devi successfully completed her DPhil thesis on vending of food and drink in secondary schools in Oxfordshire (Project 3.1).

This year the Group continued to investigate the use of taxes and subsidies on foods to influence food consumption patterns and health outcomes related to those patterns. A Specialist Registrar in Public Health – Kelechi Nnoaham - attached to the Group – carried out further analyses (Project 1.5). The paper reporting these analyses is in press in the International Journal of Epidemiology. The Group has also been awarded two grants - from the National Heart Forum and the States of Jersey - to continue its work on health-related taxes and subsidies in the coming year.

The use of modelling to evaluate the effectiveness of population-based interventions to improve public health is a growing interest of the Group. The Group’s work on modelling of taxes and subsidies is one example of that type of study. The Group also intends to model the effects of new forms of food labelling (such as front-of-pack signpost labelling). To that end Gary Sacks - a visiting researcher from Deakin University, Australia - completed a study of the effects of the introduction of a traffic-light labelling scheme on sales of products labelled in this way using data supplied by a major retailer in the UK (Project 1.6).

Finally the Group has begun research into the relationships between dietary goals and the need to protect the environment (Project 1.7) but as yet its work in this area is merely exploratory.

2.1.2 Physical activity

The Group’s research in the area of physical activity continues to expand. It is focused on building the evidence base for health promotion and on assessing the environmental determinants of health-related behaviour. Its research is of three types: research synthesis, the development of environmental measures and ecological studies.

Since 2004 the Group has led the National Institute of Health and Clinical Excellence (NICE) Public Health Collaborating Centre: Physical Activity and the work of this centre is now having a considerable impact on policy and practice. Reviews on the relationship between physical activity and environment, written by the Centre, were the most popular reviews downloaded from the NICE website in 2008. This year the Centre completed reviews examining the effectiveness of interventions to promote physical activity for children and young adults (Projects 1.10 and 1.11).

These reviews have all been published by NICE and the recommendations based on the reviews have featured in all major UK public health policy documents including the Government’s new physical activity for England, Be Active, Be Healthy³ and the Welsh
Assembly’s new physical activity strategy for Wales. The reviews have covered the epidemiology of physical activity and health in children, quantitative correlates of physical activity in children, qualitative studies of physical activity in children, plus four different types of intervention. The reviews involved fourteen different reviewers. The Centre has submitted the reviews to the *International Journal of Behavioral Nutrition and Physical Activity*.

The Group (Charlie Foster (CF)) has also continued to support the development of the evidence base for physical activity promotion by publishing an updated version of a Cochrane Review of the effectiveness of interventions to promote physical activity for adults (Project 1.12).

Finally - in relation to research synthesis - the Group (Charlie Foster and Paul Kelly (PK)) is leading on the updating of a literature review on ‘Walking for Health’ published in 1997 by Professor Jerry Morris and Dr Adrianne Hardman. The original review aimed to give a comprehensive overview of all that was known about walking at the time, covering physiology, epidemiology, disease prevention, treatment and rehabilitation, environmental factors and behavioural trends. The authors also identified several areas where knowledge or evidence did not exist, was insufficient or inconclusive. The updated review is planned to be published in late 2009 in a special edition of the *Journal of Sports Sciences*, alongside a commentary by Morris and Hardman (Project 1.13).

As well as engaging in research synthesis the Group continues to be involved in research into how best to promote physical activity. In this regard the Group (CF and PK) is working on a European funded project that involves conducting an analysis of national programmes for physical activity promotion for children and adolescents across Europe (Project 1.14). This study uses methods developed in an earlier study into national physical activity promotion programmes.

Following research recommendations published in a review of walking promotion published in the *British Medical Journal*, the Group secured a new grant to examine the range of, and evidence for the effectiveness of different recruitment strategies to encourage adults and children to participate in research and practice led walking promotion projects (Project 1.15). This grant was awarded by the Scottish Executive through the Group’s collaboration with the Scottish Physical Activity Research Collaboration (SPARColl). This study will contribute a significant missing piece of evidence on how to attract hard-to-reach groups to participate in walking projects.

Building upon previous studies of the relationship between the environment and physical activity the Group has taken a key role in developing a large multi-area longitudinal study of environmental and social determinants of physical activity, under the guidance of the Wellcome Trust. The Group (CF) is part of a collaboration of academic and other partners funded by the Natural Environment Research Council and the Wellcome Trust to develop this study. The proposal was submitted in July 2008 and a decision on funding is pending (Project 1.1d).

The Group has continued to be active in developing measures of the environment in relation to physical activity and this year the Group (CF) was invited to participate in a European Union funded project – Project ALPHA (co-ordinated by Harry Rutter, Research Associate of the Group) which aims to develop two types of environmental
exposure measures: (i) a long form measure of perceptions of the environment that may be associated with physical activity (particularly cycling and walking) suitable for use in research studies, and (ii) a short form measure of perceptions of the environment that may be associated with physical activity suitable for use in population surveillance studies (Project 1.16). The Group, and partners from the University of Staffordshire, have completed the field testing of the reliability and validity of the ALPHA questionnaires and the final version will be available in late 2009.

The Group (CF) was also invited to participate in another European Union funded project – EURO-PREVOB – which is, amongst other things, developing an audit measure of the built environment in relation to physical activity. This measure was developed in Oxford and has now been piloted in five European cities. Final piloting and assessment of the measure will be completed by Summer 2009 (Project 1.17).

Finally the Group successfully combined the strengths of its Statistics and Physical Activity teams in order to contribute to the Department of Health’s policy on physical activity by estimating the costs of physical inactivity to the National Health Service at Primary Care Trust level.

2.1.3 Chronic disease prevention policy

This year the Group has begun to expand its work on the analysis of policy options for the prevention of chronic disease with a focus on cardiovascular disease and obesity.

As mentioned above, in late 2007, the Group began a collaboration with the School of Exercise and Nutrition Sciences, Deakin University. This collaboration has involved Steve Allender working part time on a study, funded by the Australian National Health and Medical Research Council, that is leading to the development of a comprehensive regulatory strategy for obesity prevention in Australia (Project 1.21). Lessons learnt from this project could inform similar studies in the UK.

This year the Group (CF, MR and others) was awarded a grant from the National Institute for Health Research (NIHR) to map and characterise Department of Health funded and other research related to obesity policy in the UK (Project 1.22). The Group, with the support of academic partners, has developed inclusion criteria and identified the range of possible funding sources.

A related project for the Group (MR and GC), funded by the European Commission, involves the mapping and analysis of polices related to cardiovascular disease prevention across Europe. This project – Euroheart – started in July 2007 and is led by the European Heart Network in conjunction with the European Society of Cardiology. The Group is the ‘academic partner’ for the project (Project 1.23).

In July a masters student attached to the Group - David Fajgenbaum – completed his MSc on ‘Public health interventions that prevent both cardiovascular disease and cancer: towards a more integrative approach in research, policy, and practice’ (Project 3.3).
2.2 Theme 2: Burden of cardiovascular disease

The main project under this theme is the Coronary heart disease statistics programme funded by the British Heart Foundation (Project 2.1). The programme team currently consists of Steve Allender (SA), Peter Scarborough (PS) Viv Peto (VP) and Prachi Bhatnager (PB) who joined the team in October 2009. Viv Peto will retire from working with the Group in March 2009. The project continues to produce compendia, supplements and factsheets published by the British Heart Foundation. The principal aim of these publications is to describe the burden of cardiovascular disease (CVD) in the UK.

This year the main compendium, Coronary heart disease statistics, was published in July. The 2008 supplement, Regional and social differences in coronary heart disease, was published in February. The programme team also produced European cardiovascular statistics which was published by the European Heart Network in February and launched in the European Parliament in April (Project 2.2). Both html and pdf versions of these publications are published on the Web at www.heartstats.org. All the data are also available as individual tables and figures.

The Group also undertakes additional work to show the extent to which CVD has been, is, and is likely to remain the major health problem in the UK. This year this work has included analysis of recent trends in coronary heart disease (CHD) and stroke mortality in England and Wales (Project 2.4). The Group (SA, PS, MR), in conjunction with Professor Simon Capewell and colleagues at the School of Population, Community and Behavioural Sciences at the University of Liverpool, have continued work on a project to scope how the future burden of CVD (Project 2.8).

One aim of the Coronary heart disease statistics programme is to describe the variation in CVD mortality, morbidity, treatment, rehabilitation, prevention and risk factors by sex, age, socio-economic group, ethnic origin and geographical location. As well as the compendia and supplements which contain data on this, the Group (SA, PS) are undertaking work to: assess the geographic variation in hospitalizations and surgical procedures for CHD (Project 2.1d); compare measures of deprivation for predicting small area CHD mortality (Project 2.1e); assess the validity of synthetic estimates of behavioural risk factors for CHD at small area level in England (Project 2.1f); and compare existing estimates of incidence rates for stroke in the UK (Project 2.1g).

The extent to which the burden of CVD and other chronic diseases can be attributed to health-related behaviour is controversial but of considerable interest to policy makers. Previously the Group (MR, SA and PS) has carried out an analysis of the extent to which ill-health can be attributed to poor diets, low levels of physical activity and overweight and obesity in the UK. This year the group extended this work to examine the burden of ill health which can be attributed to smoking and alcohol consumption in conjunction with a Specialist Registrar in Public Health – Ravi Kumar - attached to the Group (Projects 2.4 and 2.5). The previous work on assessing the burden of physical inactivity has been extended to examine the cost at Primary Care Trust level in England.

Pete Scarborough’s work on his DPhil project continues. The title for his thesis is ‘Environmental and behavioural determinants of geographic variation in coronary heart disease in England.’ Analysis of data began in August 2007, with a study of the validity
of synthetic estimates of the prevalence of behavioural risk factors for wards in England. Further analyses in 2008 have included investigations of the influence of environmental variables on geographic variations in CHD mortality, and studies of the influence of prevalence rates for behavioural risk factors on geographic variations in CHD mortality (Project 3.2).

2.3 Theme 3. Influencing public health policy

The Group has continued to have an advocacy role to ensure that its research is closely related to, and has an impact upon, both national and international health promotion policy. To this end the Group works:

At a national level primarily through:

1. Involvement with non-governmental organisations concerned with nutrition, physical activity and obesity including the British Heart Foundation, the National Heart Forum (MR and CF) and Sustain: the alliance for better food and farming (MR). In particular Mike Rayner chairs Sustain’s Children’s Food Campaign Working Party aimed at improving the provision of food to children, restricting the marketing of unhealthy food to children, and improving the education of children about food.

2. Membership of government committees such as the Public Health Interventions Advisory Committee of the National Institute for Health and Clinical Excellence (NICE) (MR) and membership of the NICE Programme Development Committee for the Prevention of cardiovascular disease at population level (CF).

At an international level primarily through:

3. Involvement with the European Heart Network (as Chair of its Nutrition Expert Group (MR)) and with its activities in relation to diet (MR, GC) and physical activity (CF). In particular Mike Rayner currently represents the EHN on the European Union Platform on Diet, Physical Activity and Health.

For a list of affiliations to outside organisations see Appendix 2.
3.1 Plans for the future

Table 2 in Appendix 3 summarises the projects that the Group is proposing to carry out.

3.1 Theme 1. Primary prevention of cardiovascular disease

The Group proposes to continue to develop its work under this theme focusing on the modification of environmental determinants of diet and physical activity. To this end the Group will continue to work on the promotion of healthy eating (led by Mike Rayner) and the promotion of physical activity (led by Charlie Foster) but will also seek to develop projects with a focus on both – particularly in relation to chronic disease prevention and obesity policy.

In developing its work under Theme 1 the Group proposes to build on its strong track record of systematic reviews. It also proposes to build on its increasing expertise in secondary analysis of existing datasets. But the Group will also aim to continue to develop further primary research projects relating to the various stages in the development of health promotion interventions including: problem definition, solution generation, innovation testing and intervention demonstration as previously.

3.1.1 Diet and nutrition

In the area of diet and nutrition the Group will continue to focus on the marketing of food - particularly to children – and on food labelling.

It has become increasingly clear that in relation to the marketing of foods to children there needs to be more research into effective interventions. Currently various initiatives are proposed that would restrict the marketing of ‘unhealthy’ foods to children and/or improve the marketing of ‘healthy’ foods. The Group is in a good position (working with others) to evaluate these initiatives.

The Group is already carrying out research to investigate some of the effects of the ban on the sale of certain foods from vending machines in secondary schools. The Group also proposes to continue to investigate and monitor the nature and extent of marketing aimed at children in relation to food advertising (Projects 1.a).

Regardless of the precise way the practice (and regulation of) food marketing and labelling may develop, the Group’s recent success in developing nutrient profiling to provide definitions of ‘healthy’ and ‘unhealthy’ foods has formed the basis of a continuing programme of research which could help to inform future initiatives in relation to the marketing and labelling of foods. In particular the Group proposes to continue work on improving the ways of testing different nutrient profile models (Project 1.b and 3.6).

One aspect of food marketing that has hitherto received little attention is food prices. The Group will continue to work on food prices as a determinant of health-related food
consumption patterns and in particular investigate the potential for health-related indirect taxation and consumer subsidies on foods (Project 1.c).

The Group also proposes to continue to explore the relationships between dietary goals and the need to protect the environment (Project 1.7 and 1.h).

3.1.2 Physical activity

In investigating population based approaches to the promotion of physical activity, the Group will continue to focus on approaches that involve modifying the environmental determinants of physical activity and in particularly build on its work in identifying those environmental determinants. This will be achieved by developing and encouraging the use of measures of environmental determinants (Projects 1.1.6 and 1.17).

In addition the Group will continue to refine the evidence base for physical activity interventions by, in particular, supporting interventions to promote walking.

2.1.3 Chronic disease prevention policy

The Group will continue to expand its work on the analysis of policy options for the prevention of chronic disease with a focus on cardiovascular disease and obesity. The Group will also seek funding to investigate the opportunities for local authorities to use regulations to prevent obesity (Project 1.g) In addition the Group will seek to expand its portfolio of Cochrane Collaboration systematic reviews though carrying out a review into community wide strategies for the promotion of physical activity in collaboration with Queensland Health, Australia.

2.2Theme 2: Burden of cardiovascular disease

Assessing the burden of CVD is complementary to assessing the effectiveness of population-based approaches to its prevention. Only through an understanding of the extent and distribution of the burden, and to what factors the burden can be attributed, can there be a proper evaluation of the extent to which population-based approaches to its prevention would be cost effective. Work under this theme will therefore underpin and inform work under Theme 1.

The major project under Theme 2 will be the Coronary heart disease statistics programme (Project 2.1) with the production of its associated publications and the maintenance and development of the www.heartstats.org website. Routine publication of compendia (every two years) and fact sheets for the four countries of the UK (annually) will continue.

In late 2008 the funding for the Coronary heart disease statistics programme – currently led by Steve Allender - was extended for five years subject to review in 2011. This funding agreement provided for an additional researcher to increase the capacity of the programme to respond to ad hoc requests for analysis from the British Heart Foundation.
The proposed research work of the programme builds on previous work and makes use of the large data sets used within the Coronary heart disease statistics programme.

In 2008 the programme worked, in collaboration with Professor Simon Capewell and colleagues at the University of Liverpool, to develop a project that involves modelling the future burden of CVD in the UK. In the coming year it is proposed the Group will develop this project though a more thorough examination of existing models and by developing a comprehensive approach to predicting the burden.

Other current projects that will be extended include investigations of: temporal trends in CVD mortality in the 20th century; changes in inequalities in morbidity and mortality; and associations between deprivation and CHD morality at a small area level. The programme will also build on current work to investigate the social and geographic patterning of CHD risk factors including nutrition, physical activity and obesity.

Peter Scarborough will continue work on his part-time DPhil studies of the relationship between environmental and behavioural risk factors for CHD in England. The project will investigate the geographic variation of CHD mortality and morbidity rates around England, and estimate the relative strength of environmental influences such as deprivation, climate and pollution as compared to established behavioural risk factors such as smoking, poor diet, physical inactivity and binge drinking. His thesis will be submitted by August 2009.

A particular focus under Theme 2 has, in the past, been the assessment of the burden of CVD in terms of its economic costs. This work has been carried out in collaboration with the Health Economics Research Centre of the Department of Public Health of the University of Oxford. It is planned to extend this work to include modelling which includes assessing the effects of interventions on the burden of disease in the UK, including its economic costs, allowing for example policy makers to compare the relative cost effectiveness of different policy options. This work will be conducted in collaboration with researchers in the UK and abroad.

In the past year the Group has developed links and provided academic input and technical assistance with a number of research groups carrying out studies of chronic disease in India and Sri Lanka. It is anticipated that the group will continue to provide this assistance and identify opportunities to extend and fund this work further.

3.3 Theme 3: Influencing health promotion policy

The Group will continue to have an advocacy role (working closely with the British Heart Foundation’s Policy Team) to ensure that its research is closely related to, and has an impact upon, both national and international health promotion policy. To this end the Group will also continue to work with the National Heart Forum, Sustain: the alliance for better food and farming, and the European Heart Network.
4. References


Appendix 1. Group publications 2008 and papers in press

In Press


Arambepola C, Allender S, Ekanayake R, Fernando D. The association between urban living and obesity independent of population and lifestyle characteristics in an urban area. Tropical Medicine, in press.


Kelly P, Allender S, Colquhoun D. From the working week to the waking week: Flexible capitalism, work life balance and an ethics of performance. Journal of Management studies, in press.


Nnoaham KE; Sacks G; Rayner M; Mytton O; Gray A. Modelling income group differences in the health and economic impacts of targeted food taxes and subsidies International Journal of Epidemiology 2009; doi: 10.1093/ije/dyp214

2008:


Gorley T, Atkins A, Biddle S, **Foster C**. Interventions for promotion physical activity to children and young people – Under 8s. London, NICE, 2008.


Gorley T, Atkins A, Biddle S, **Foster C**. Interventions for promotion physical activity to children and young people – Families and community. London, NICE, 2008.


Lubens D, **Foster C**, Biddle S. A Review of Mediators of Behavior in Interventions to Promote Physical Activity among Children and Adolescents. Preventative Medicine, 2008, 47:463-70.


**Appendix 2. Membership of outside organisations**

**Mike Rayner**

European Union Platform on Diet, Physical Activity and Health (formerly European Commission Obesity Platform) (European Heart Network Representative, 2004 - )

European Heart Network Nutrition Expert Group (Chair, 1996 - )

European Heart Network and European Society of Cardiology Euroheart Project Steering Committee (Member, 2007- )

National Institute for Health and Clinical Excellence, Public Health Interventions Advisory Committee (Member, 2005 - )

British Heart Foundation Prevention and Care Committee (Member, 2008- )

National Heart Forum Executive Committee (Member, 1996 - )

Sustain (formerly the National Food Alliance) Management Committee (Member, 1994 - , Vice-Chair, 2004 - )

Sustain Children’s Food Campaign Working Party (formerly Food Labelling and Marketing, then Children’s Food Bill Working Party (Chair, 1995 - )

Co-operative Retail Responsible Retailing Advisory Panel (Member 2004 - )

**Steven Allender**

European Association for Cardiac Prevention and Rehabilitation, Communications Committee (Member, 2008 - )

European Association for Cardiac Prevention and Rehabilitation, Prevention and Health Policy Committee (Secretary, 2008 - )

International Society for Behavioral Nutrition and Physical Activity (Member, 2006 - )

European Public Health Association (Member, 2004 - )

Society for Social Medicine (Member, 2004 - )

Public Health Association of Australia and New Zealand (Member, 2002 - )

Australian Council of Health Physical, Education and Recreation (Member, 2002 - )
Gill Cowburn

Nutrition Society (Member, 1993 - )
British Dietetic Association (Member, 1986 - )

Charlie Foster

International Congress on Obesity 2010, Public Health and Prevention Track Committee (Member, 2008 - )
European Network for the Promotion of Health-Enhancing Physical Activity (HEPA Europe), Conference Committee (Member 2008 - )
EURO-PREVOB (Prevention of Obesity in Europe) Project, Expert Policy Review Committee (Member, 2008 - )

National Institute for Health and Clinical Excellence, Programme Development Committee for the Prevention of Cardiovascular Disease (Member, 2008 - )
National Institute for Health and Clinical Excellence, Irritable Bowel Syndrome Clinical Guidelines Development Group (Member, 2006 - 2008)
Department of Health, Healthy Towns Steering Group (Member, 2008 - )
Natural England Expert Science Review Committee - Centre for evidence based conservation review on value of contact with nature for health promotion (Member 2007-2008)
Scottish Physical Activity Research Collaboration Advisory and Management Committee (Member, 2006 - )
British Heart Foundation ‘Heart Matters’ Research and Development Committee (Member, 2009 - )

Journal of Sports Science, Advisory Board (Member, 2008 - )
Sportex Health Journal, Editorial Board (Member 2002 - )

International Society for Behavioural Nutrition and Physical Activity (Member, 2007 - )
National Heart Forum (Associate Member, 2005 - )
British Association of Sport and Exercise Sciences (Member, 1998 - )
American College of Sports Medicine (Member, 1994 - )

University of Oxford and Oxford Health Services Research Committee (Member, 2008 - )
University of Glamorgan Undergraduate Course Validation Committee – BSc Physical Activity, Nutrition and Community Health (Member, 2009 - )
University of Ulster Course Validation Committee – MSc in Public Health and Physical activity (Member 2008 - )

Viv Peto

Society for Social Medicine (Member, 1992 - )
Table 1. British Heart Foundation Health Promotion Group's projects (ongoing in 2008)

<table>
<thead>
<tr>
<th>Project No.</th>
<th>Report on BHF HPRG website</th>
<th>Title</th>
<th>People Involved</th>
<th>Funder</th>
<th>Funding allocated to BHF HPRG</th>
<th>Dates</th>
<th>Status</th>
<th>Main achievements and publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.2</td>
<td>Y</td>
<td>Comparison of different definitions of ‘unhealthy’ as applied to foods</td>
<td>MR, AK, PS</td>
<td>BHF core</td>
<td></td>
<td>2008-</td>
<td>Ongoing</td>
<td>Paper in preparation</td>
</tr>
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<td>1.5</td>
<td>Y</td>
<td>Further work on health-related taxes and subsidies</td>
<td>KN, MR, GS, O Mytton, A Gray</td>
<td></td>
<td></td>
<td>2007-</td>
<td>Ongoing</td>
<td>Revised paper submitted to International Journal of Epidemiology</td>
</tr>
<tr>
<td>1.6</td>
<td>N</td>
<td>Analysis of the effects of signpost labelling</td>
<td>GS, MR</td>
<td></td>
<td></td>
<td>2007-</td>
<td>Ongoing</td>
<td>Paper submitted to European Journal of Clinical Nutrition</td>
</tr>
<tr>
<td>1.7</td>
<td>N</td>
<td>Study of the association between the carbon footprint and the healthiness of foods</td>
<td>PS, MR, KN</td>
<td>BHF core</td>
<td></td>
<td>2008-</td>
<td>Ongoing</td>
<td>Presentation accepted at UKPHA conference</td>
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<tr>
<td>1.10</td>
<td>Y</td>
<td>Systematic reviews in connection with the effectiveness of interventions to promote physical activity for children and young people</td>
<td>CF, N Cavill, S Biddle and others</td>
<td>NICE</td>
<td>£240,00</td>
<td>2007 – 2008</td>
<td>Completed</td>
<td>Papers submitted to International Society of Behavioral Nutrition and Physical Activity Conference and the International Journal for Behavioral Nutrition &amp; Physical Activity</td>
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<tr>
<td>1.12</td>
<td>Y</td>
<td>Systematic review (Cochrane) of interventions for physical activity</td>
<td>CF, AK, TW, M Hillsdon, M Thorogood</td>
<td>BHF core</td>
<td></td>
<td>2008-2009</td>
<td>Ongoing</td>
<td>Update underway</td>
</tr>
<tr>
<td>1.14</td>
<td>Y</td>
<td>Analysis of national programmes for physical activity promotion for children and adolescents across Europe</td>
<td>CF, PK, N Cavill</td>
<td>European Union and HEPA Europe</td>
<td>£36,000</td>
<td>2009-2010</td>
<td>Ongoing</td>
<td>Project recruitment finalised and data collection underway</td>
</tr>
<tr>
<td>1.15</td>
<td>Y</td>
<td>Study of the range and evidence of effectiveness of different recruitment strategies to encourage adults and children to participate in research and practice led walking promotion projects?</td>
<td>CF, PK, N Cavill</td>
<td>Scottish Physical Activity Research Collaboration &amp; University of Strathclyde</td>
<td>£37,000</td>
<td>2009-2010</td>
<td>Ongoing</td>
<td>Contract details under final negotiation.</td>
</tr>
<tr>
<td>1.16</td>
<td>Y</td>
<td>Development of instruments for assessing levels of physical activity and fitness (Project ALPHA)</td>
<td>H Rutter, CF, C Gidlow</td>
<td>European Union</td>
<td>£25,000</td>
<td>2007-2009</td>
<td>Ongoing</td>
<td>Review of environmental measures completed; tool to be revised subject to comments post expert meeting at CDC Conference; field testing completed; final version to be completed by October 2009</td>
</tr>
<tr>
<td>1.17</td>
<td>Y</td>
<td>Development of instruments for assessing the built environment and physical activity (EURO-PREVOB)</td>
<td>H Rutter, CF, PK</td>
<td>European Union</td>
<td>TBC</td>
<td>2008-2009</td>
<td>Ongoing</td>
<td>Review of audit tools completed. Field testing of new tool (in six European cities) completed; final version to be completed October 2009</td>
</tr>
</tbody>
</table>

**Theme 1. Chronic disease prevention policy**

| 1.21 | Y | Developing a comprehensive regulatory strategy for obesity prevention in Australia | SA, GS | National Health and Medical Research Council (Australia) | | 2007-2012 | Ongoing | Papers in preparation |
### Theme 2. Assessing the burden of cardiovascular disease

<table>
<thead>
<tr>
<th>2.1</th>
<th>Y</th>
<th>Coronary heart disease statistics</th>
<th>BHF</th>
<th>£368,727 (£884,485 for 2008-2013)</th>
<th>2005-2008</th>
<th>Ongoing</th>
<th>See below</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1a</td>
<td>-</td>
<td>Production of compendia, fact sheets and supplements and maintenance of website</td>
<td>SA, VP, PS, AK, PB</td>
<td>2005-</td>
<td>Ongoing</td>
<td>Regional and social differences in CHD supplement published by BHF in February; main compendium: <em>Coronary heart disease statistics 2008</em> published by BHF in July</td>
<td></td>
</tr>
<tr>
<td>2.1d</td>
<td>-</td>
<td>Assessment of geographic variation in hospitalizations and surgical procedures for CHD</td>
<td>PS, SA, MR, CF</td>
<td>2008-</td>
<td>Ongoing</td>
<td>Paper submitted to <em>Journal of Epidemiology and Community Health</em></td>
<td></td>
</tr>
<tr>
<td>2.1e</td>
<td>-</td>
<td>Comparison of measures of deprivation for predicting small area CHD mortality</td>
<td>SA, PS, T Keegan</td>
<td>2008-</td>
<td>Ongoing</td>
<td>Paper in preparation</td>
<td></td>
</tr>
<tr>
<td>2.1f</td>
<td>-</td>
<td>Assessment of the validity of synthetic estimates of behavioural risk factors for CHD at small area level in England</td>
<td>PS, SA, MR, M Goldacre</td>
<td>2008</td>
<td>Completed</td>
<td>Paper published in <em>Health &amp; Place</em></td>
<td></td>
</tr>
<tr>
<td>2.1g</td>
<td>-</td>
<td>Systematic review of the incidence of stroke in the UK</td>
<td>PB, PS, SA</td>
<td>2008-</td>
<td>Ongoing</td>
<td>Paper under development, to be submitted April 2009</td>
<td></td>
</tr>
<tr>
<td>2.3</td>
<td>N</td>
<td>Estimating the burden of smoking-related ill health</td>
<td>RB, SA, PS, MR, P Webster</td>
<td>2007-</td>
<td>Ongoing</td>
<td>Revised paper submitted to Tobacco Control</td>
<td></td>
</tr>
<tr>
<td>2.4</td>
<td>N</td>
<td>Estimating the burden of alcohol-related ill health</td>
<td>RB, SA, PS, MR, P Webster</td>
<td>2007-</td>
<td>Ongoing</td>
<td>Revised paper submitted to <em>Journal of Public Health</em></td>
<td></td>
</tr>
<tr>
<td>2.7</td>
<td>Y</td>
<td>Study of urbanisation and childhood obesity: the Young Lives project</td>
<td>DW, SA</td>
<td></td>
<td>2008</td>
<td>Ongoing</td>
<td>Analysis underway, paper in preparation</td>
</tr>
<tr>
<td>2.8</td>
<td>N</td>
<td>Modeling the UK burden of cardiovascular disease to 2020</td>
<td>S Capewell SA, MR, PS and others.</td>
<td>BHF</td>
<td>£10,000</td>
<td>2007-2008</td>
<td>Completed</td>
</tr>
<tr>
<td>2.9</td>
<td>Y</td>
<td>Assessing the burden and determinants of obesity in children</td>
<td>CF, NT, MR H Rutter</td>
<td>National Obesity Observatory</td>
<td>£230,000</td>
<td>Oct 2008-2011</td>
<td>Ongoing</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Project No.</th>
<th>Title</th>
<th>Student</th>
<th>Degree</th>
<th>Supervisor</th>
<th>Funder</th>
<th>Start date and proposed submission date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Vending of food and drink in secondary schools in Oxfordshire</td>
<td>Anu Devi</td>
<td>DPhil</td>
<td>MR and Rebecca Surrender (Department of Social Studies)</td>
<td>-</td>
<td>2004-2009</td>
<td>Degree awarded January 2009</td>
</tr>
<tr>
<td>3.2</td>
<td>Environmental and behavioural determinants of coronary heart disease in England</td>
<td>Pete Scarborough</td>
<td>DPhil</td>
<td>Michael Goldacre (Department of Public Health) (with SA, MR)</td>
<td>BHF</td>
<td>2005-</td>
<td>Confirmation of status awarded; thesis to be submitted in July 2009</td>
</tr>
<tr>
<td>3.3</td>
<td>Public health interventions that prevent both CVD and cancer: towards a more integrative approach in research, policy, and practice</td>
<td>David Fajgenbaum</td>
<td>MSc (Res)</td>
<td>MR and Janusz Jankowski (Department of Clinical Pharmacology)</td>
<td>Joseph L. Allbritton Scholarship</td>
<td>2007-2008</td>
<td>Degree awarded June 2008</td>
</tr>
<tr>
<td>3.4</td>
<td>Examination and modelling of risk factor trends over time and prediction of the future burden of CVD in England</td>
<td>Kate Smolina</td>
<td>DPhil</td>
<td>MR and Michael Goldacre</td>
<td>Rhodes Scholarship</td>
<td>2008-</td>
<td>Started September 2008</td>
</tr>
<tr>
<td>3.5</td>
<td>Assessing the disease burden of physical inactivity. What are the prevention options for the developing world?</td>
<td>Justin Richards</td>
<td>DPhil</td>
<td>CF with SA</td>
<td>Clarendon Scholarship</td>
<td>2008-</td>
<td>Due to start January 2009</td>
</tr>
<tr>
<td>3.6</td>
<td>The association between food quality and diet-related health outcomes after 10 years of follow-up</td>
<td>Gabriel Masset</td>
<td>PhD (UCL)</td>
<td>Eric Brunner (UCL) and MR (with PS)</td>
<td>BHF</td>
<td>2008-</td>
<td>Started October 2008</td>
</tr>
</tbody>
</table>
Table 2. British Heart Foundation Health Promotion Group’s proposed projects December 2008

<table>
<thead>
<tr>
<th>Project No.</th>
<th>Title</th>
<th>People Involved</th>
<th>Proposed funder</th>
<th>Budget</th>
<th>Proposed start date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme 1. Evaluating health promotion: nutrition</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.a</td>
<td>Analysis of the public health implications of increasing internet access particularly in relation to the prevention of childhood obesity</td>
<td>GC, CF, Oxford Internet Institute and others</td>
<td>TBC (DPhil project)</td>
<td>TBC</td>
<td>TBC</td>
<td>Proposal in preparation</td>
</tr>
<tr>
<td>1.b</td>
<td>Validation of the ONQI nutrient profile model against health outcomes in the NHS and HFPS cohorts</td>
<td>D Katz, W Willett, MR&lt; PS</td>
<td>NIH</td>
<td>TBC</td>
<td>July 2009</td>
<td>Proposal under development</td>
</tr>
<tr>
<td>1.c</td>
<td>Further analyses of the potential impact of health-related taxes and subsidies.</td>
<td>MR, K Noaham</td>
<td>National Heart Forum and States of Jersey</td>
<td>£60,000</td>
<td>April 2009</td>
<td>Funding agreed; researcher to be recruited</td>
</tr>
<tr>
<td>Theme 1. Evaluating health promotion: physical activity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.d</td>
<td>The Four Hundred Area study: Assessing the social, individual and environmental determinants of physical activity</td>
<td>M Hillsdon, CF and others</td>
<td>Wellcome Trust</td>
<td>50,000]</td>
<td>Jan 2009</td>
<td>Awaiting funding decision due March 2009</td>
</tr>
<tr>
<td>1.e</td>
<td>Cochrane systematic review of community wide strategies and their effects on levels of physical activity</td>
<td>CF, Philip Baker, Jesus Soares,</td>
<td>Queensland Health</td>
<td>TBC</td>
<td>April 2009</td>
<td>Awaiting proposal review and title acceptance</td>
</tr>
<tr>
<td>1.f</td>
<td>Evaluation of pilot programmes aimed at promoting walking in deprived communities</td>
<td>CF, PK, Simon Barnett, Fiona Bull</td>
<td>Department of Health</td>
<td>£89,921</td>
<td>March 2009</td>
<td>Awaiting funding decision</td>
</tr>
</tbody>
</table>
### Theme 1. Evaluating health promotion: prevention policy

| 1.g | Assessment of the options for Local Authorities to use the regulatory environment to prevent obesity | CF, GC, N Cavill | National Heart Forum | £51,205 | April 2009 | Funding agreed; researcher to be recruited |
| 1.h | Assessment of the public health impact of climate change mitigation interventions | PS, MR | TBC | TBC | TBC | Short proposal prepared |

### Theme 2. Assessing the burden of cardiovascular disease

| 2.i | Modeling the UK burden of cardiovascular disease to 2020 (main study) | S Capewell SA, MR, PS and others | BHF | TBC | TBC | Proposal in preparation |