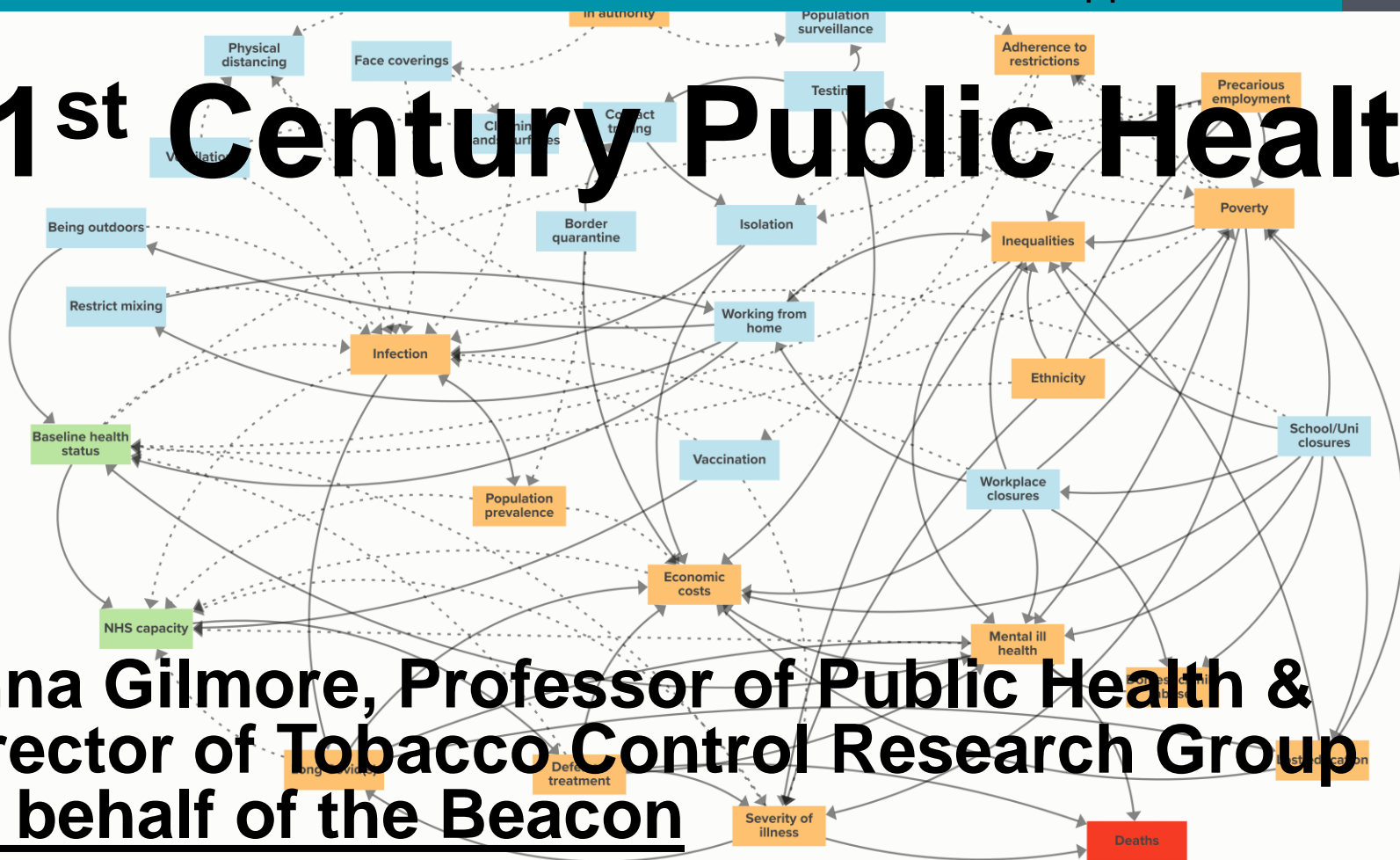


# 21<sup>st</sup> Century Public Health

**Anna Gilmore, Professor of Public Health & Director of Tobacco Control Research Group on behalf of the Beacon**



# Vision

- To make Bath a globally-recognised centre of excellence in ground-breaking population level health research:
  - Address the complex interacting systems and power dynamics of politics, trade, corporations and society that drive ill health and environmental damage
  - Find solutions to these challenges, from local to global
  - Use innovative knowledge exchange approaches to maximise impact
  - Build and supporting a dynamic interdisciplinary network of colleagues at all levels in Bath to deliver on this agenda

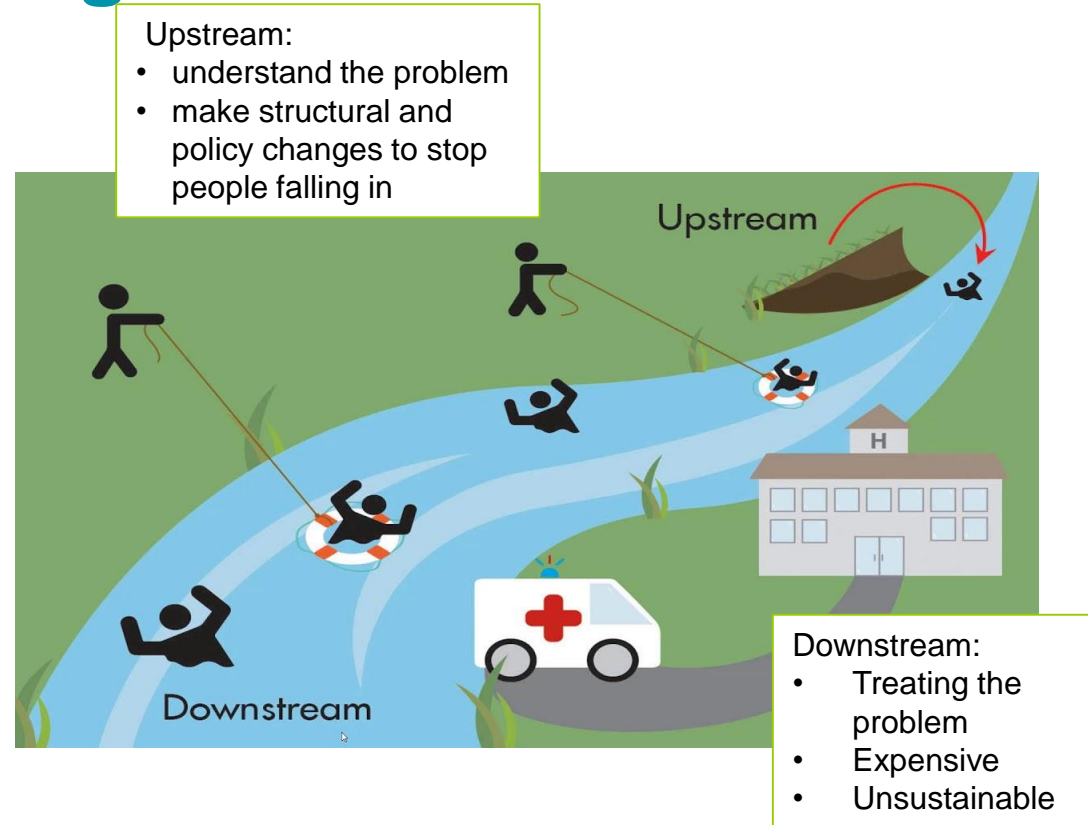
**Tobacco Tactics**



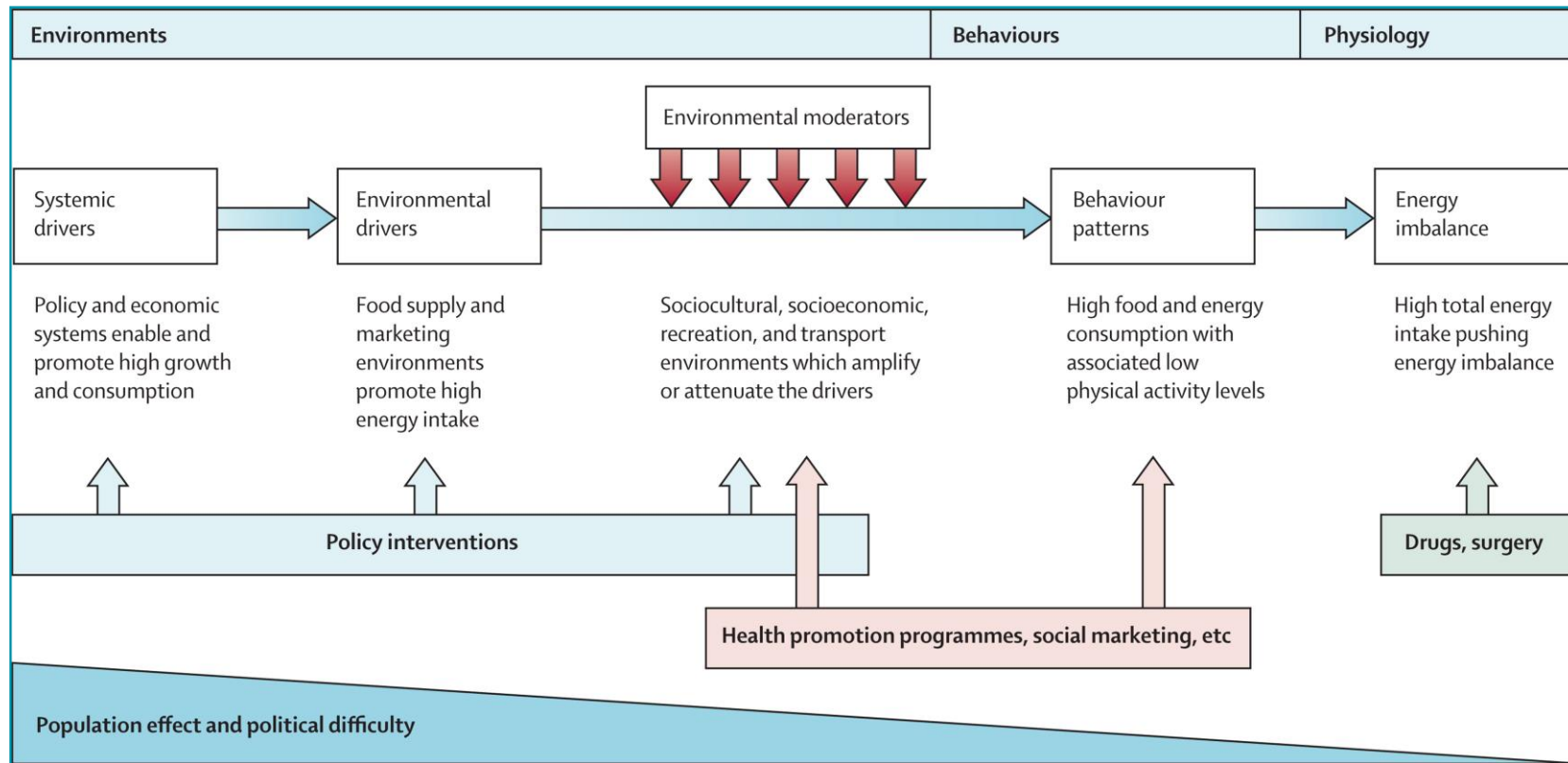
The essential source for rigorous research  
on the tobacco industry

# Research challenges we seek to address

- > 40 million deaths/year from non-communicable diseases (cf ~5.5 million deaths from COVID-19 to date)
- On track for  $\gg 2^{\circ}\text{C}$  global temperature rise
- Stark and growing inequalities nationally and globally
- Focus on individual, downstream level responses – instead of the upstream structural responses required



## Eg obesity and type 2 diabetes



Swinburn BA, Sacks G, Hall KD et al (2011) The global obesity pandemic: shaped by global drivers and local environments. Lancet 378:804–814

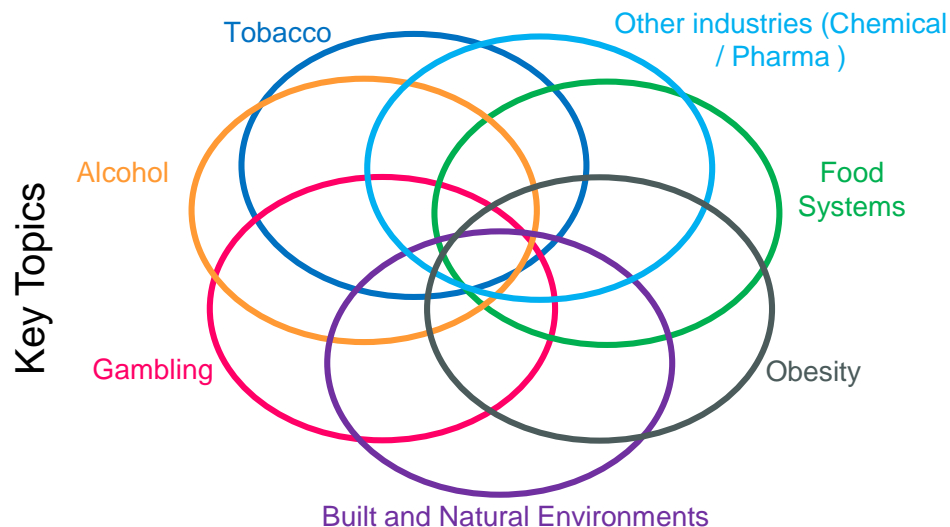
# Research questions we aim to address include:

- How do we achieve health-enhancing rather than health-harming policy? (ditto for environment)
- How do drive sustainable change in harmful corporate practices? (how do we tackle corporate power and effectively internalise externalities?)
- What governance mechanisms are needed to drive positive health change? (local, national, global)
- Do we need to change the way science is funded and structured to deliver an evidence base fit for purpose?

# How does the Beacon help?

- Bring a truly interdisciplinary group together & harness strengths:
  - Core group currently 12 people from Health, Social and Policy Sciences, Management, Economics (some of us representing others within our existing teams)
  - Will expand thereafter
- Support from RIS to help us drive this
  - Administrative support for meetings and workshops
  - Horizon scanning for grants
- Student for a few months – lit searches for grant application
- Externally - starts to put Bath on the map
- All of this will help us leverage new research funds and do more important and impactful work

# From our second meeting:



## Populations



Commercial & structural drivers of health



Policy relevant research, well communicated

Emphasis

Cross Cutting Themes

Sustainability	Complex Systems and Modelling
Inequalities	Data and Analytics
Science in the Public Interest	Implementation Science
Power and Governance	Political Economy
Language and Communication	Investigative Methods

Approaches / Methods

## Eg local, national and global collaborations and recognition we can build on:

- **Global** - numerous links with WHO across the group.  
**Establish WHO Collaborating Centre status for the beacon**
- **European** – links with European Commission and numerous NGOs
- **National** – Sage, Office for Health Improvement and Disparities, Food Standards Agency, various government departments, NGOs
- **Local** – eg links with local government

In addition to academic collaborations



Tedros Adhanom Ghebreyesus  
@DrTedros

Very pleased to award @UniofBath Tobacco Control Research Group with the special recognition for tobacco control for their efforts to expose tobacco industry attempts & tactics to weaken, block or delay tobacco control. [bit.ly/3fG1Vbj](https://bit.ly/3fG1Vbj) #WorldNoTobaccoDay

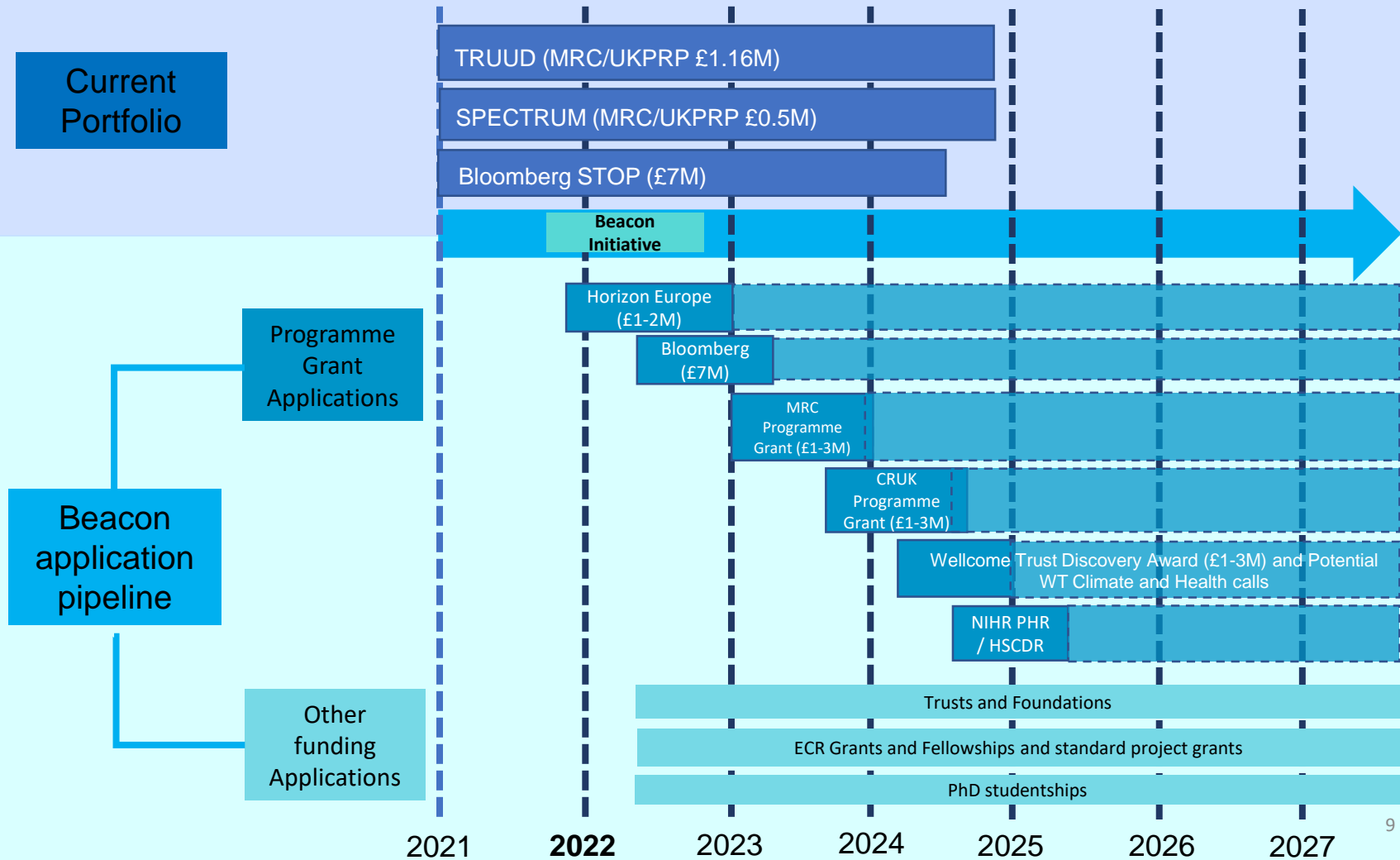


Dr Tedros -Director General WHO

2019  
European Health  
Leadership  
Award







- Our beacon brings together a strong multidisciplinary team with an excellent track record
- With the right support we can do more
- The Beacon initiative will provide us with an opportunity to:
  - address an important research agenda linking the 3 key uni themes – health, sustainability, digital
  - harness current strengths in population health and enviro research across the university
  - position UoB as Centre of Excellence in the field
  - significantly enhance UoB grant capture, publications, impact, recruitment, and reputation

**Thank you**

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