

Using sociology to help prevent cardiovascular disease

Preventing cardiovascular disease has become a major public health priority, with initiatives in place such as offering smoking cessation and 'health checks' for all those over 40 in primary care, and monitoring risk factors in this population.

What role can sociological research play in improving the quality and effectiveness of such preventative services?

**Dissemination event for academics, policy makers,
commissioners, practitioners and patients**
28 March 2012

Keynote: Dr Charlie Davison

Commissioning for prevention: why lay epidemiology matters

Charlie Davison is a Medical Anthropologist and independent healthcare development consultant based in Colchester, Essex. His specialist areas are public engagement, patient experience, healthcare research design and research methods training. At present much of Charlie's work is based around the cultural changes needed to implement the headline NHS policies of patient choice, public and community involvement, world-class commissioning and the integration of patient experience into healthcare provision and evaluation

Keynote: Professor Anne Rogers

Some sociological reflections on self-management: lessons for implementation

Anne Rogers is Professor of the Sociology of Health Care at the University of Manchester. Her research interests lie in a programme of work drawing on the sociology of health care, mental health and most recently social networks, relationships and personal (self) long term condition management. Her recent research which includes applied research with the greater Manchester CLAHRC where her interests include a focus on the 'work' that patients undertake in the area of long term condition management and addressing how social position, networks, relationships and illness work undertaken in domestic settings connect to accessing resources in local communities and health services to support living with long term condition management.

Topics to be covered include:

*Identifying interactions where prevention becomes an issue
(opportunistic or systematic screening; local organising logics)*

*Understanding different 'lay' responses to risk assessment; to lifestyle advice;
and to prophylactic medication*





Specialist workshop for researchers in the field to discuss methodological issues in sociological research into CVD prevention

29 March 2012

Keynote: Dr Sabi Redwood

Brokering knowledges — the sociological imagination at work in applied health
research

Sabi Redwood works in the field of medical sociology and uses predominantly qualitative research methods. As part of her current role, she is exploring the use of a variety of methods to engage those whose voices are seldom heard in applied health research, such as women from the South Asian and African Caribbean communities who are disproportionately affected by chronic illness. She has a particular interest in developing culturally sensitive ways of facilitating communication between participants and researchers in order to enhance the usefulness of qualitative methodologies in exploring health needs, perspectives and beliefs.

Topics to be covered include:

Exploring the impact that sociological research can have on the development of interventions for CVD prevention and the redesign of services, drawing on examples across the UK.

Sharing experiences of qualitative research in this area, discussing new methodological approaches

The event will be held at Winterbourne Botanical Gardens, University of Birmingham (www.winterbourne.org.uk), which is easily accessible by public transport.

Attendance Dissemination Event (28 March): £40
Attendance Methodology Workshop (29 March): £40
Overnight accommodation (Bed and Breakfast only): £60
Overnight accommodation (Dinner, Bed and Breakfast): £85

To register for this event please go to: <http://www.shop.bham.ac.uk>

Organising committee:

Dr Nicola Gale & Dr Tom Marshall, University of Birmingham;
Dr Catherine Will, University of Sussex;
Dr Kate Weiner, University of Manchester;
Dr Kate Hill & Dr Claudia Bara, University of Leeds.

Prizes will be offered for the best poster and best oral presentation.