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Funding medical research to prevent, relieve and cure sickness and ill health

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Bupa Foundation Seminar

On 24 October 2011, the Bupa Foundation held a very successful seminar at One Wimpole Street, home of the Royal Society of Medicine. Below you can find more details and view some of the presentations, where available.

Motivating change Working towards a healthier society

24 October 2011

The seminar aimed to bring together delegates from academic and professional backgrounds, and the public and private sectors, to discuss transforming the theory of behaviour change into a reality. This is the area of research that the Foundation's new strategy will be funding.

The following speakers presented on the day.

- **Professor Sir Michael Marmot** - Director of the International Institute for Society and Health and MRC Research Professor of Epidemiology and Public Health at University College, London
The historical perspectives of public health: the causes of the causes - [Download the presentation](#)
- **Professor Mike Kelly** - Director of the Centre of Public Health Excellence at NICE
Improving public health: the relative roles of legislation, policy and public campaigns - [Download the presentation](#)
- **Professor Theresa Marteau** - Director, Behaviour and Health Research Unit, University of Cambridge; and Professor of Health Psychology at Kings College
Judging Nudging: Can nudging improve population health? - [Download the presentation](#)
- **Professor Peter Whincup** - Professor of Cardiovascular Epidemiology at St George's, University of London
Health behaviours - the ethnic dimension - Download the presentation
- **Associate Professor Adrian Brady** - Consultant Cardiologist at Glasgow Royal Infirmary
Glasgow initiatives on changing behaviour - [Download the presentation](#)

- **Philip Insall** - Director, Health at Sustrans
Effective travel behaviour programmes - [Download the presentation](#)
- **Jane Abraham** - SW Regional Coordinator Health Work and Wellbeing, Department of Health South West
Ginsters Healthy Workplace - when a project becomes a way of life - [Download the presentation](#)
- **Professor Paul Dolan** - Professor of Behavioural Science at the London School of Economics
Health and happiness
- <http://twitter.com/#!/bupafoundation>
- <http://www.youtube.com/user/BupaFoundation>



Where to find us..

- The Bupa Foundation
Bupa House
15 -19 Bloomsbury Way
London
WC1A 2BA

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