

Programme

DECIPHer Launch

Wednesday 13 May 2009

Reardon Smith Lecture Theatre
National Museum of Wales, Cardiff

10.00am Registration and refreshments
10.30am Programme commences

Morning Chair: Professor Rona Campbell

Professor Laurence Moore, Director of DECIPHer, Cardiff University

Professor Ken McLeroy, Professor of Social and Behavioral Health, School of Rural Public Health, Texas A&M Health Science Center

Professor Ronan Lyons, DECIPHer Co-Director, Swansea University

Professor Sally MacIntyre, Director, MRC Social & Public Health Sciences and Chair of DECIPHer Scientific Advisory Board

Dr David Grant, Vice Chancellor, Cardiff University

Professor Rona Campbell, DECIPHer Co-Director, University of Bristol

Lunch and posters in City Hall, Cardiff

Afternoon Chair: Professor Ronan Lyons

Professor Eric Thomas, Vice-Chancellor, University of Bristol

Professor Richard B. Davies, Vice-Chancellor, Swansea University

Young people's presentation

Dr Tony Jewell, Chief Medical Officer, Wales

Dr Gabriel Scally, Regional Director of Public Health for the South West Region

Professor Ian Diamond, Chief Executive, Economic and Social Research Council

Chair's closing remarks

4.00pm Close

DECIPHer

The Centre for the Development and Evaluation of Complex Interventions for Public Health Improvement (DECIPHer) is one of five new UKCRC Public Health Research Centres of Excellence. DECIPHer will bring together leading experts from a range of disciplines to tackle public health issues such as diet and nutrition, physical activity; and alcohol, tobacco and drugs, with a particular focus on developing and evaluating multi-level interventions that will have an impact on the health and well-being of children and young people. The Centre will engage strongly with policy, practice and public user communities to translate the research results into practical outcomes.

The Centre is led by Professor Laurence Moore, Director of the Cardiff Institute of Society, Health and Ethics (CISHE) in a strategic partnership with colleagues at the University of Bristol, led by Professor Rona Campbell, and Swansea University, led by Professor Ronan Lyons.

Aim and key objectives of the DECIPHer Centre

The overall aim of DECIPHer is to conduct research that will lead to measurable improvements in the health of individuals and the public, with a particular emphasis on children and young people.

The key objectives of DECIPHer are:

1. To play a lead role in increasing the quantity, quality, value, relevance and impact of multi-disciplinary research to improve public health in the UK and internationally
2. To create sustainable multidisciplinary research capacity with substantial added value from the strategic partnership
3. To develop a training and career development programme and an excellent environment for multidisciplinary public health improvement research career development
4. To develop new collaborations with organisations concerned with the health of the public in Wales and SW England through nurturing and expanding existing partnerships and creating new opportunities for exchange, engagement and personal development
5. To develop an effective and innovative public involvement strategy that is sensitive to equality and diversity issues and the particular needs of children and young people
6. To develop rich interdisciplinary understandings of the determinants of health and health behaviour, particularly among young people, that will lead to the identification of potentially modifiable causal pathways and the development of interventions
7. To develop innovative interventions to tackle the key health problems of the public, and evaluate them pragmatically and rigorously in diverse populations and settings
8. To provide a focal point for collaboration between academia, policy and practice in public health that will maximise the relevance, innovation, translation and impact of public health improvement research nationally and internationally.

DECIPHer's aims and objectives will be achieved through five inter-linked scientific programmes which will draw on the expertise of academics across DECIPHer who are leaders in their fields in a wide range of methodological and substantive areas relevant to public health improvement. In particular, they will build on strengths in (i) the development of epidemiologically and social scientifically informed complex



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and multi-factorial interventions that are effective across settings and behaviours; (ii) the rigorous evaluation of complex interventions, often using pragmatic controlled trial designs with nested process evaluation and including natural experiments of new policy programmes; (iii) the use of routine data to develop and target interventions and to provide sources of data on contexts and long term outcomes for intervention studies.

DECIPHer addresses health behaviour in its widest sense, encompassing individual risk and protective behaviour and the contexts and structures that improve, sustain or undermine health and well-being. Adopting a socio ecological approach to public health improvement means that the focus is on multiple behaviours and complexity covering smoking, alcohol and drug use, diet, physical activity, sexual and mental health. The aim is to develop and evaluate multi-factorial interventions that work within and across contexts and that address the inherent complexity of ecological systems for health. Five programmes of work are proposed, which will be highly interdependent, and the scope and content of DECIPHer research projects will not be proscribed by a need to fit neatly within any one of them:

- Multiple risk behaviours in young people and their underlying causes
- Developing innovative and sustainable child and youth centred interventions
- Health promoting schools and other youth settings
- Sustainable health improvement in communities, households and families
- Environmental determinants of health and the evaluation of environmental and policy interventions

In this way, intra and interpersonal, organizational, community and environmental approaches to promoting health will be addressed. Significantly, collaborative partnerships with policy makers and practitioners will mean that innovative and effective interventions developed by the Centre will be able to be implemented locally and nationally and existing planned policies will be able to be evaluated effectively.

DECIPHer will build upon the success of PHIRN (Public Health Improvement Research Network) in Wales to develop a vibrant multidisciplinary collaborative culture, with a strong emphasis on engagement with non-academic users. This involves developing enduring partnerships with policy and practice organisations around a comprehensive programme of activities, and a developing portfolio of collaborative projects. DECIPHer will also develop a comprehensive and flexible capacity development programme that will focus on developing early stage researchers. A major component will be an expanded short course programme offering additional courses in public health research, which along with exchanges, placements and action learning sets will be open to and maximise engagement with policy-makers and practitioners. DECIPHer will have a strong emphasis on public involvement at all levels of the proposed research programme, working with partners to develop innovative ways to ensure equitable and diverse representation of public views, including those of young people and their carers.

Through its research, increased academic and practitioner capacity, and active public involvement, the DECIPHer Centre will lead to a step-change in the conduct of important, challenging and methodologically sound studies to improve public health.

For further information:

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Rhaglen

Lansiad DECIPHer

Dydd Mercher 13 Mai 2009

Theatr Ddarlithio Reardon Smith
Amgueddfa Cymru, Caerdydd

Rhaglen

10.00am Cofrestru a Lluniaeth
10.30am Rhaglen yn dechrau

Cadeirydd y Bore: Yr Athro Rona Campbell

Yr Athro Laurence Moore, Cyfarwyddwr DECIPHer, Prifysgol Caerdydd

Yr Athro Ken McLeroy, Athro Iechyd Cymdeithasol ac Ymddygiadol, Ysgol Iechyd Gwledig, Canolfan Gwyddor Iechyd A&M Texas

Yr Athro Ronan Lyons, Cyd Gyfarwyddwr DECIPHer, Prifysgol Abertawe

Yr Athro Sally MacIntyre, Cyfarwyddwr, Gwyddorau Cymdeithasol ac Iechyd y Cyhoedd MRC a Chadeirydd Bwrdd Cyngori Gwyddonol DECIPHer

Dr David Grant, Is-Ganghellor, Prifysgol Caerdydd

Yr Athro Rona Campbell, Cyd Gyfarwyddwr DECIPHer, Prifysgol Bryste

Cinio a phosteri yn Neuadd y Ddinas, Caerdydd

Cadeirydd y Prynawn: Yr Athro Ronan Lyons

Yr Athro Eric Thomas, Is-Ganghellor, Prifysgol Bryste

Yr Athro Richard B. Davies, Is-Ganghellor, Prifysgol Abertawe

Cyflwyniad gan bobl ifanc

Dr Tony Jewell, Prif Swyddog Meddygol, Cymru

Dr Gabriel Scally, Cyfarwyddwr Rhanbarthol Iechyd y Cyhoedd ar gyfer Rhanbarth De Orllewin Lloegr

Yr Athro Ian Diamond, Prif Weithredwr, Y Cyngor Ymchwil Economaidd a Chymdeithasol

Sylwadau'r Cadeirydd i gloi

4.00pm Diwedd glo

DECIPHer

Mae Canolfan Datblygu a Gwerthuso Ymyriadau Cymhleth er mwyn Gwella Iechyd y Cyhoedd (DECIPHer) yn un o bum Canolfan Ragoriaeth Ymchwil Iechyd y Cyhoedd newydd UKCRC. Bydd DECIPHer yn dod ag arbenigwyr ynghyd o ystod o ddisgyblaethau i fynd i'r afael â materion iechyd y cyhoedd fel deiet a maeth, gweithgaredd corfforol; ac alcohol, tybaco a chyffuriau, gan ganolbwyntio'n benodol ar ddatblygu a gwerthuso ymyriadau aml-lefel a fydd yn cael effaith ar iechyd a lles plant a phobl ifanc. Bydd y Ganolfan yn ymgysylltu'n helaeth â charfannau polisi, ymarfer a defnyddwyr i droi canlyniadau'r ymchwil yn waith ymarferol.

Caiff y Ganolfan ei harwain gan yr Athro Laurence Moore, Cyfarwyddwr Athrofa y Gymdeithas, Iechyd a Moeseg Caerdydd (CISHE) mewn partneriaeth strategol gyda chydweithwyr ym Mhrifysgol Bryste, a arweinir gan yr Athro Rona Campbell, a Phrifysgol Abertawe, a arweinir gan yr Athro Ronan Lyons.

Nod ac amcanion allweddol Canolfan DECIPHer

Nod cyffredinol DECIPHer yw cynnal ymchwil a fydd yn arwain at welliannau mesuradwy i iechyd unigolion a'r cyhoedd, gan roi pwyslais penodol ar blant a phobl ifanc.

Amcanion allweddol DECIPHer yw:

1. Chwarae rhan flaenllaw yn y gwaith o gynyddu swm, ansawdd, gwerth, perthnasedd ac effaith ymchwil amlddisgyblaeth i wella iechyd y cyhoedd yn y DU ac yn rhyngwladol.
2. Creu adnodd ymchwil amlddisgyblaethol, cynaliadwy gyda gwerth ychwanegol sylweddol yn sgil y bartneriaeth strategol
3. Datblygu rhaglen hyfforddi a datblygu gyrfa ac amgylchedd rhagorol ar gyfer datblygu gyrfa mewn ymchwil amlddisgyblaeth i wella iechyd y cyhoedd
4. Datblygu cysylltiadau newydd gyda sefydliadau sy'n ymwneud ag iechyd y cyhoedd yng Nghymru a De Orllewin Lloegr drwy feithrin ac ehangu ar bartneriaethau presennol a chreu cyfleoedd newydd i gyfnewid gwybodaeth, ymgysylltu ac ar gyfer datblygiad personol
5. Datblygu strategaeth cyfranogiad y cyhoedd effeithiol ac arloesol sy'n sensitif i gydraddoldeb ac amrywiaeth, ac yn arbennig o sensitif i anghenion plant a phobl ifanc
6. Datblygu dealltwriaeth ryngddisgyblaethol fanwl o'r ffactorau sy'n dylanwadu ar iechyd ac ymddygiad iechyd, yn arbennig ymysg pobl ifanc, a fydd yn arwain at nodi llwybrau achosion y gellir eu haddasu a datblygu ymyriadau
7. Datblygu ymyriadau arloesol i fynd i'r afael â phroblemau iechyd allweddol y cyhoedd, a'u gwerthuso'n bragmataidd ac yn drylwyr ymysg poblogaethau amrywiol ac mewn lleoliadau amrywiol
8. Darparu ffocws ar gyfer cydweithio rhwng y byd academaidd, polisi ac ymarfer ym maes iechyd y cyhoedd a fydd yn sicrhau bod ymchwil gwella iechyd mor berthnasol, arloesol, dealladwy ac effeithiol â phosibl yn genedlaethol ac yn rhyngwladol.

Caiff nodau ac amcanion DECIPHer eu cyflawni drwy bum rhaglen wyddonol rhyng-gysylltiedig a fydd yn tynnu ar arbenigedd academyddion o bob rhan o DECIPHer sy'n arweinwyr yn eu meysydd mewn ystod eang o bynciau methodolegol a sylweddol sy'n berthnasol i wella iechyd y cyhoedd. Yn benodol, bydd yn adeiladu ar y cryfderau canlynol: (i) datblygu ymyriadau cymhleth ac amlochrog ar sail epidemioleg a gwyddor gymdeithasol sy'n effeithiol ar draws lleoliadau ac ymddygiadau; (ii) gwerthuso ymyriadau



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cymhleth yn drylwyr, yn aml drwy ddefnyddio treialon pragmataidd wedi'u rheoli gyda gwerthusiad o'r broses yn rhan annatod ohonynt, yn cynnwys arbrofion naturiol o raglenni polisi newydd; (iii) defnyddio data arferol i ddatblygu a thargedu ymyriadau ac i ddarparu ffynonellau data ar gyd-destunau a chanlyniadau hirdymor ar gyfer astudiaethau ymyrryd.

Mae DECIPHer yn mynd i'r afael ag ymddygiad iechyd yn ei ystyr ehangaf, ac mae'n cwmpasu risgiau unigol ac ymddygiad amddiffynnol a'r cyd-destunau a'r strwythurau sy'n gwella, cynnal neu'n tansellio iechyd a lles. Mae mabwysiadau ymagwedd gymdeithasol-ecolegol tuag at wella iechyd y cyhoedd yn golygu bod y ffocws ar ymddygiadau lluosog a'r cymhlethdod sy'n ymwneud ag ysmegu, alcohol a chyffuriau, deiet, gweithgaredd corfforol, iechyd rhywiol a meddyliol. Y nod yw datblygu a gwerthuso ymyriadau amlochrog sy'n gweithio o fewn ac ar draws cyd-destunau ac sy'n mynd i'r afael â chymhlethdod cynhenid systemau ecolegol ar gyfer iechyd. Bwriedir ymdrin â phum rhaglen waith ryngddibynnol, ac ni fydd cwmpas na chynnwys prosiectau ymchwil DECIPHer yn cael eu pennu gan yr angen i ffitio'n daclus o fewn yr un o'r rhaglenni hyn:

- Ymddygiad yn gysylltiedig â risg ymysg pobl ifanc a'i achosion sylfaenol
- Datblygu ymyriadau arloesol a chynaliadwy sy'n canolbwyntio ar blant a phobl ifanc
- Ysgolion hybu iechyd a lleoliadau eraill i ieuencid
- Gwella iechyd yn gynaliadwy mewn cymunedau, cartrefi a theuluoedd
- Ffactorau amgylcheddol sy'n dylanwadu ar iechyd a gwerthuso ymyriadau amgylcheddol a pholisi

Yn y ffordd hon, eir i'r afael ag ymagweddau rhyngbersonol, sefydliadol, cymunedol ac amgylcheddol tuag at hybu iechyd. Yn arwyddocaol, bydd partneriaethau cydweithredol gyda llunwyr polisïau ac ymarferwyr yn golygu y gall ymyriadau arloesol ac effeithiol a ddatblygir gan y Ganolfan gael eu gweithredu'n lleol ac yn genedlaethol a bydd polisïau presennol yn gallu cael eu gwerthuso'n effeithiol.

Bydd DECIPHer yn adeiladu ar lwyddiant PHIRN (Rhwydwaith Ymchwil Gwella Iechyd y Cyhoedd) yng Nghymru i ddatblygu diwylliant cydweithredol amlddisgyblaeth bywiog, gan roi pwyslais cryf ar ymgysylltu â defnyddwyr nad ydynt yn academyddion. Mae hyn yn golygu datblygu partneriaethau parhaol gyda sefydliadau polisi ac ymarfer ar raglen gynhwysfawr o weithgareddau, a datblygu portffolio o brosiectau cydweithredol. Bydd DECIPHer hefyd yn datblygu rhaglen datblygu adnoddau gynhwysfawr a hyblyg a fydd yn canolbwyntio ar ddatblygu ymchwilwyr cam cynnar. Efen allweddol o'r rhaglen hon fydd rhaglen ehangach o gyrsiau byr a fydd yn cynnig cyrsiau ychwanegol mewn ymchwil iechyd y cyhoedd, ynghyd â chyfnewidiadau, lleoliadau a setiau dysgu gweithredol a fydd yn agored i lunwyr polisïau ac ymarferwyr ac yn ceisio ymgysylltu â hwy gymaint â phosibl. Bydd DECIPHer yn rhoi pwyslais cryf ar gyfranogiad y cyhoedd ar bob lefel o'r rhaglen ymchwil arfaethedig, gan weithio gyda phartneriaid i ddatblygu ffyrdd arloesol o sicrhau cynrychiolaeth deg ac amrywiol o farn y cyhoedd, yn cynnwys barn pobl ifanc a'u gofalwyr.

Drwy ei ymchwil, ei adnoddau cynyddol o ran academyddion ac ymarferwyr, a chyfranogiad gweithredol y cyhoedd, bydd Canolfan DECIPHer yn arwain at newid sylweddol yn y ffordd y caiff astudiaethau cadarn heriol a methodolegol i wella iechyd y cyhoedd eu cynnal.

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