Reducing Demand for Meat
Lessons from Tobacco, Alcohol and Sugar?
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Reducing Demand for Meat: Lessons from Tobacco, Alcohol and Sugar?

I Interventions that Reduce Public Demand for Tobacco, Alcohol and Sugar

II Increasing Public Demand for Interventions to Reduce Demand ....of Meat, Tobacco, Alcohol and Sugar
Changes in UK Demand for Tobacco, Alcohol and Sugar

Perspective

Changing Human Behavior to Prevent Disease: The Importance of Targeting Automatic Processes

Theresa M. Marteau,1* Gareth J. Hollands,1 Paul C. Fletcher2

Much of the global burden of disease is associated with behaviors—overeating, smoking, excessive alcohol consumption, and physical inactivity—that people recognize as health-harming and yet continue to engage in, even when undesired consequences emerge. To date, interventions aimed at changing such behaviors have largely encouraged people to reflect on their behaviors. These

Science 2012
### Implementation of Interventions that Reduce Demand - England

<table>
<thead>
<tr>
<th>Effective Interventions</th>
<th>Price</th>
<th>Availability*</th>
<th>Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Alcohol</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Sugar</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

* Includes what is available and how it is available
Lessons from Tobacco in Reducing Demand in UK

Public Attitudes: High acceptance of interventions to reduce tobacco use

Industry: International agreement on industry role in the epidemic (huge) and its control (none)

Policy Makers: Tobacco is rare exception where Health (usually) trumps Wealth creation
Increasing Public Demand for Interventions to Reduce Demand

1. **Outcome**: = Valued
   
   - EATING LESS MEAT?
   - Cancer (3% all cancers)
   - Microbial resistance
   - Planetary health

2. **Human behaviour**: = Perceived as largely driven by Environments

3. **Interventions**: = Perceived as Effective

Methods *requiring evaluation*

- **Modeling** e.g. Ruminant-free food in all Public Sector Environments *from local hospitals to state banquets*
- **Media campaigns** built on effective tobacco campaigns

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Huang et al Lancet 2015; Marteau et al BMJ 2015; Petrescu et al Plos One under review