



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

Professor Theresa Marteau

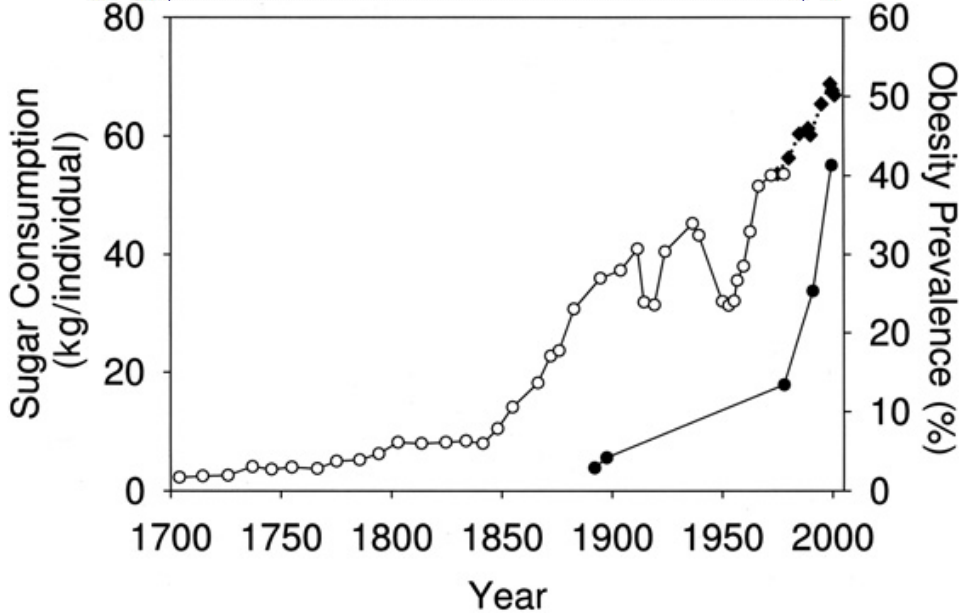
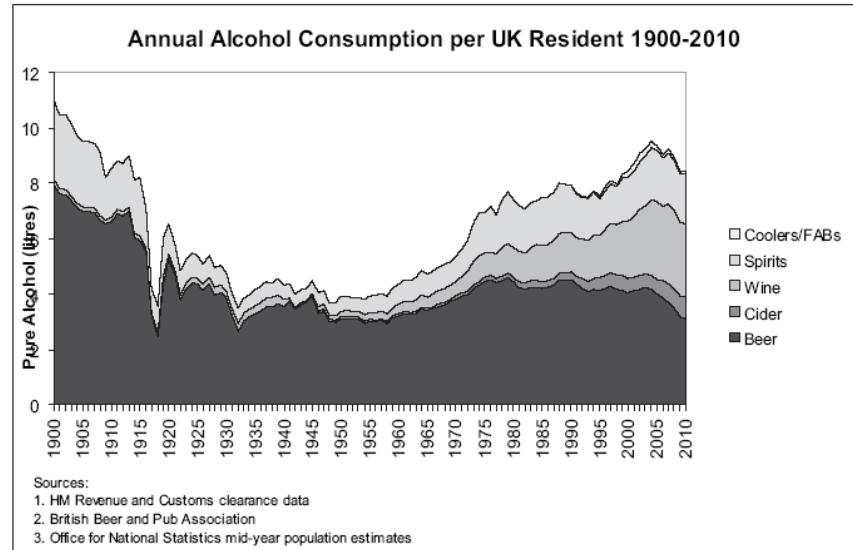
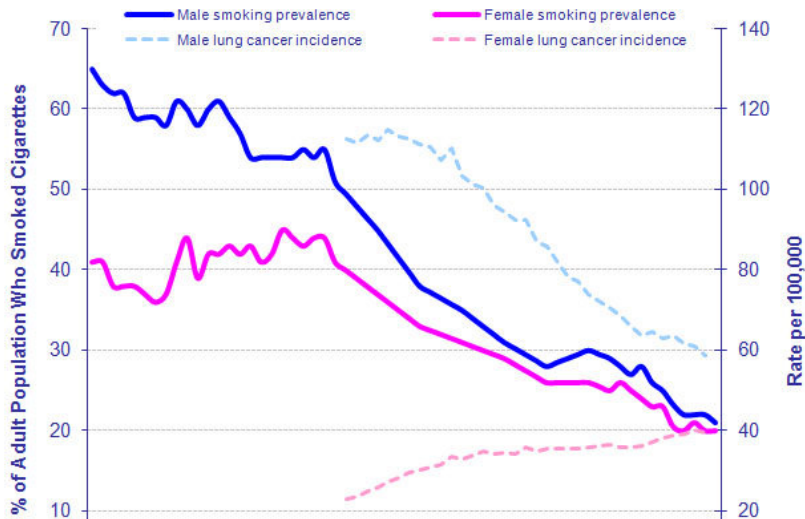
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# Reducing Demand for Meat: Lessons from Tobacco, Alcohol and Sugar?

- 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

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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

Effective Interventions	 Price	 Availability*	 Marketing
Tobacco	✓	✓	✓
Alcohol	✗	✗	✗
Sugar	✗	✗	✗

\* 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)



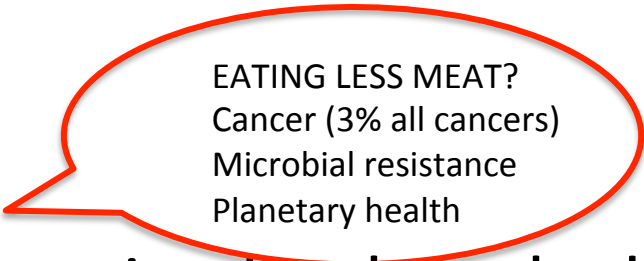
**FCTC**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

Policy Makers: Tobacco is rare exception where Health (usually) trumps Wealth creation

# Increasing Public Demand for Interventions to Reduce Demand

1. Outcome: = Valued
2. Human behaviour: = Perceived as largely driven by Environments
3. Interventions: = Perceived as Effective



EATING LESS MEAT?  
Cancer (3% all cancers)  
Microbial resistance  
Planetary health

## 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