

Public Health Improvement Research Network

CISHE has been funded by the Wales Office of Research and Development in Health and Social Care (WORD) to lead the development in Wales of a Public Health Improvement Research Network (PHIRN). PHIRN is one of a number of networks funded by WORD, with the intention that they will effectively function as the 'creative hubs' of the new research and development infrastructure in Wales.

The main aim of PHIRN is to increase the quantity and quality of public health improvement research that is relevant to policy and practice. The intended outcome of PHIRN activities will be successful project grant applications to major research funders, and rigorous evaluations of new initiatives in policy and practice ('natural experiments').



Simon Murphy, Sarah MacDonald and Laurence Moore - the Network Co-ordinating Team for PHIRN

To do this the network will need to bring together public health researchers in Wales, drawing together their expertise and developing "cutting edge" research

methodology and theory that can be tailored to meet a variety of needs.

PHIRN will also need to increase communication and collaboration between researchers and policy makers and practitioners. The prime focus here will be to ensure that policy makers, practitioners and researchers work together at an early stage to generate research questions and seize opportunities for naturalistic experiments.

PHIRN will only succeed in its objectives if it is successful in developing new channels of communication and new collaborations in Wales. It must therefore be relevant to, and secure the engagement of, all parties concerned with effective public health improvement in Wales. A Strategic Board will be established to include senior representatives of key organisations in Wales, to review and sign up to the aims, objectives and activities of PHIRN.

There are four main proposed areas of activity within PHIRN:

1) Research Development Groups

PHIRN will instigate and support RDGs, each of which will work towards the development of a research protocol. PHIRN will provide academic and secretarial support to Research Development Groups, assist in their project management, and ensure that timelines are met.

2) Central network support

The PHIRN co-ordinating team will develop a website which will include details on PHIRN activities, a searchable database of PHIRN participants including information on research skills, interests, experience. An email forum facility for PHIRN members will be set up, which will provide an additional means of information exchange and cross-fertilisation of ideas between researchers throughout Wales.

2) Annual All Wales Public Health Scientific Conference

PHIRN will organise annual conferences which will have an emphasis on innovation rather than scientific rigour, with the intention that front-line innovation can be brought to the attention of colleagues and researchers, with strong potential for subsequent R&D collaboration.

4) Health Challenge Wales Evidence for Policy Seminar Series

This series aims to maximise the relevance of research for policy and facilitate evidence based policy for health improvement by bringing together key academics, practitioners and policy makers. Typically each seminar will include presentations by a number of key speakers and a chaired discussion.

The first seminar took place on October 13th at Cardiff University, a report of which is on page 2.

Any individual or organisation who would like to be involved in or informed of PHIRN activities as they develop is strongly encouraged to contact Laurence Moore (MooreL1@cf.ac.uk).

Forthcoming events:

Health Challenge Wales Evidence for Policy, Seminar Two, 51 PARK PLACE, CARDIFF. February 16th (2pm)

'Policy relevant public health improvement research in Wales', to include presentations from Ronan Lyons, Simon Westley, Laurence Moore and Dawn Armstrong-Esther. FOR FURTHER DETAILS AND BOOKINGS PLEASE CONTACT LORELEI SIMON: 029 2087 9609 or simonL@cardiff.ac.uk

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Events Reports



Health Challenge Wales Evidence for Policy Seminar Series

The first seminar in this series took place on 13th October 2005, it was opened by John Griffiths, Deputy Minister for Health and Social Services who highlighted the commitment of the Welsh Assembly Government to the series and its importance in informing policy and practice.

He was followed by David Hunter (Professor of Health Policy and Management, Durham University and Chair of the UK Public Health Association) who considered the implications for future policy and research agendas within the context of the "Choosing Health" white paper and alternative frameworks for health improvement. The strengths and weaknesses of the English white paper for public health were identified. Of particular interest was the failure of Choosing Health to reflect the context of Wales and the historical, political, economic and cultural influences that may explain this. It was questioned whether the white paper was in fact about public health given its failure to address health inequalities and the engagement of central and local government. This presented a number of very real threats to public health in England, particularly in light of the reorganisation of the health service and the fragmentation of policy development and delivery.

By contrast Steve Cropper, Reader in Health Planning and Management at Keele University explored the challenges of and opportunities for a more "grass roots" approach to policy and practice through community engagement. The potential for community development approaches was thought to be great since it reflected the current political language and rhetoric of engagement and democracy. However changes in social structures and loss of a sense of community represent significant barriers. Potential solutions were offered by highlighting the SHARP project in

Wales, which employed a community based action research approach. Particular challenges however related to time, resources and engagement if such an approach was to be more than a token one. Key recommendations concerned building relationships and partnerships, significant investment in communities and the importance of local action co-ordinators.

Finally, Ken Peattie, Professor of Marketing and Strategy and Director of the ESRC Centre for Business Relationships, Accountability, Sustainability and Society, Cardiff University considered how research can inform policy and practice developments by highlighting how social marketing principles have been utilised within public health and their future potential. It was argued that the current popularity of the social marketing approach is often accompanied by a lack of understanding of both its methods and what it can and cannot achieve. This is particularly so in the area of public health. The strengths and weaknesses of the social marketing approach were highlighted and innovative research studies from Australia and the USA were presented as areas where policy was successfully influenced by research and evaluation results. The challenge however was to develop a stronger, culturally specific, research base if such approaches were to be used successfully in Wales.

The three presentations were followed by a discussion session chaired by Professor Laurence Moore, Director of CISHE. All presentations shared a concern for the development of effective evidence based public health policy and each in their own way highlighted some of the political, economic, ethical and research drivers that influence this process. Discussion focussed in particular on the rationale for contrasting approaches that addressed either individual or structural determinants of health. Interesting contrasts were drawn between the strategic influences on public health policy in Scotland and England and how Wales could benefit from an understanding of these. Discussion

also focussed on the quality of research evidence to support policy and some of the difficulties of drawing conclusions from culturally specific research such as that relating to social marketing from the USA. Participants were keen to take forward these issues in future sessions.

There was great interest in the series with 58 participants registering for the first seminar. Of these, there was a near equal split between academics and those from policy and practice areas. Feedback from those attending was extremely positive with nearly all responding stating they would attend future events. Respondents seemed to particularly value the coverage of policy development from the strategic to the operational and the sometimes difficult relationship between research and practice. Useful suggestions were also made on developing opportunities for further discussion and potential contributors and topics for future seminars.

All of the presentations from the first seminar and a confirmed programme for the second seminar on February 16th can be found at the CISHE website.

If you have any suggestions for the development of the Health Challenge Wales seminar series please contact Dr Simon Murphy (Murphys7@cf.ac.uk) 029 2087 9144.



John Griffiths - Deputy Minister for Health and Social Services

Public Health Ethics conference

As advertised in the last newsletter, on the 2nd November 2005 CISHE hosted a conference on "Developing an Ethical Framework for Public Health". This conference was jointly organised with The Welsh Affairs Committee of the Faculty of Public Health; Wales Centre for Health and the National Public Health Service for Wales. After an introduction by Professor Mansel Aylward (Wales Centre for Health and Cardiff University) around eighty delegates heard Professor Lawrence Gostin (Georgetown University and John Hopkins University) open the conference with a thought provoking and highly stimulating discussion around the challenges and politics of contemporary public health ethics. Professor Gostin is an internationally recognized scholar on law and public health,

who has advised on policy and law reform at the highest levels including being a member of the Bill Clinton's President's Task Force on National Health Care Reform. Professor Alan Cribb (King's College London) and Professor Robyn Martin (Centre for Research in Primary and Community Care) responded to this paper and took forward the discussion begun by Professor Gostin. This excellent session set the perfect context for the remainder of the conference.

The afternoon of the conference consisted of two parallel sessions of three seminars covering a variety of public health issues. These included: the role of patient and public involvement (PPI) in health care and public health; obesity and the role of legislation and regulation in public health; tobacco control; the ethical challenges of public health research; the public health professional as advocate; and challenges for public health ethics. These seminars were

planned to promote interaction between the speakers and those attending the session. Speakers were from a range of backgrounds and brought different perspectives on the themes of the day.

Our feedback shows that the event was very well received, with delegates feeling that speakers had interested and challenged them on a range of relevant topics. CISHE would like to thank all those who attended and contributed towards a successful conference, particularly those speakers and delegates who negotiated a train breakdown and subsequent closure of the Severn tunnel to be with us!



Please contact Mr Stephen Burgess (Burgesss@cardiff.ac.uk) if you have any questions about this event. 029 2087 0296

Forthcoming Events

7th International Health Impact Assessment Conference

The Wales Centre for Health and the Welsh Health Impact Assessment Support Unit are organising the above conference entitled Health Impact Assessment: Making the Difference, to be held at the Coal Exchange, Cardiff from 5th to 6th April 2006.

Professor Sally McIntyre, Director of the UK's MRC Social and Public Health Sciences Unit in Glasgow and a leading contributor to current debates on inequalities in health, is delivering the keynote speech. The First Minister and the Minister for Health and Social Services, Welsh Assembly Government, as well as leading figures in health impact assessment from the UK, Europe and worldwide are also speaking at the event.

The conference aims to present the state of the art in HIA concepts and methods and to provide practical experience in this rapidly developing field. It will also provide opportunities to share experiences, to learn "what works" and for debate and networking.

A half day of basic, or more advanced, training in health impact assessment is offered on 4th April in the Glamorgan Building, Cardiff University. Training places are free for delegates registered to attend the conference but are offered on a 'first come, first served' basis.

Conference registration forms, submission of abstract details and other conference information is available on the Wales Centre for Health website, (www.wch.wales.nhs.uk) or you can contact conference organisers directly by email: hia2006@cardiff.ac.uk, to register or submit an abstract for a paper or workshop.

Julian Tudor Hart Annual Lecture

In collaboration with the Public Health Association Cymru (PHA Cymru), the Welsh national branch of the United Kingdom PHA, CISHE will host a series of annual Julian Tudor Hart Lectures. Dr. Tudor Hart was a GP in the Welsh mining village of Glyncoed for 30 years, where his epidemiological research and innovative organisation of community care won him an international reputation. He is the author

of hundreds of articles in medical journals and past President of the Socialist Health Association. The inaugural lecture in the series will be delivered by Dr. Tudor Hart himself, with the title 'The Political Economy of Health Care: A Clinical Perspective', which is the title of his forthcoming book.

The lecture will take place at 5.30pm on 10th May, 2006 in the Glamorgan Building committee rooms. It will be preceded by a drinks reception and an opportunity to view and purchase Dr. Tudor Hart's book, of which the following is a synopsis: "This is a passionate analysis of the historical development, current state and potential future shape of the National Health Service by distinguished doctor and author, Julian Tudor Hart. Drawing on many years of clinical experience, Tudor Hart sets out to explore how the NHS might be reconstituted as a humane service for all (rather than a profitable one for the few) and a civilising influence on society as a whole." The event will be free but registration is required. Please see the CISHE website for further details.

CISHE News and Activities at home and abroad

In November **Professor Gareth Williams** travelled to Quebec City to give a keynote address at the Quebec Annual Public Health Conference in a session dauntingly entitled: 'Putting intersectoral action back in context on a new playing field'. Gareth himself addressed the theme of: 'The determinants of health: partnership working and public health'. While he was there Gareth was also invited by the Quebec National Institute for Public Health to participate in a round table session on Health Impact Assessment.

Professor Laurence Moore attended the Applications of Social Network Analysis to the Prevention of Substance Use & Delinquency Conference, at Pennsylvania State University, USA, on 11th November 2005, at which two posters based on ASSIST were presented

Professor Laurence Moore also gave a keynote presentation on the evaluation of complex public health interventions, at the Oral Health Promotion Research Group Conference in London on 10th November 2005.

Professor Søren Holm gave an invited key-note speech on "Family decision-making - a victim to the hegemony of autonomy" at the bi-annual conference of the Asian Bioethics Association in Sanliurfa, Turkey, November 14th-18th.

He also gave an invited presentation on "Solidarity and choice - marriage or divorce" in a symposium in Copenhagen on solidarity and choice in the Danish health care system, November 9; and an invited presentation on "The concept of human nature in transhumanism" at a symposium celebrating the 25th anniversary of the Forum for the Natural Sciences and Theology at the University of Århus, Denmark, December 3rd-4th.

New Research Grants awarded to CISHE

Development and piloting of an acceptance-based intervention for overweight and obese women. Funded by the Welsh Office of Research and Development. Principal investigators: Dr Katy Tapper, Dr Chris Shaw, Professor Laurence Moore.

Does pre-occupation with body shape/food lead to overeating? Funded by the Welsh Office of Research

and Development. Principal CISHE investigator: Dr Katy Tapper.

Effects of two ideation strategies on children's ability to delay gratification. Funded by The Nuffield Foundation. Principal CISHE investigator: Dr Katy Tapper.

CISHE on CBBC!

Researchers working on the Free Breakfast Scheme Evaluation have been helping the BBC make a children's science programme on breakfast and concentration. Katy Tapper and Rebecca Lynch were filmed collecting and analysing data from a year 5 class in a primary school in Cardiff. The programme will form part of a series called "Science Clips Investigates" being produced by CBBC Education. Following a previous series on scientific principles, "Science Clips Investigates" focuses on methods of scientific investigation. The programmes are aimed at primary school pupils aged between 5 and 11 and cover topics such as experimental design and data recording, as well as ethical issues such as consent.



The programme uses work being conducted by CISHE on the effects of breakfast on memory and concentration. This forms part of a larger study commissioned by the Welsh Assembly Government to evaluate the Free School Breakfast Initiative being introduced in schools across Wales - a scheme that provides free, healthy breakfasts for pupils at the start of the school day. The CBBC programme focused on tests examining memory and concentration, including a 'word recall task' in which children were asked to remember a

list of 20 words. In addition to these cognitive tests the Free Breakfast Scheme evaluation also employs measures of diet, behaviour, school attendance and attitudes. The "Science Clips Investigates" use of the Evaluation of the Free School Breakfast Initiative project also fits into Cardiff University's Third Mission: activities that bring together non-academics with academics or academic outcomes. Such a programme reaches a far larger audience than CISHE could possibly access, promoting the research and presenting it in a manner suitable for this type of dissemination. This is especially true as the programmes will be shown to year 5 pupils by their teachers, thus reaching a similar sample group as those who participated in the study itself. The programme focuses on the methods used in the study allowing children to better engage better, not only with outcomes, but also with the ways in which research is conducted. As a Welsh Assembly Government-funded study the results will be placed in the public sphere but participation in a school science programme allows this important research to be introduced to the very group the study is most relevant to. In particular it emphasises the importance of eating a healthy breakfast to primary school children.

The "Science Clips Investigates" programme relating to the breakfast scheme will be broadcast in March 2006 on BBC2. The Free School Breakfast Evaluation is ongoing with an initial report available on the Welsh Assembly Government website: <http://www.learning.wales.gov.uk/breakfast/evaluation-e.htm>. Further information about the project is available through this website or through the CISHE project pages.

Student-led research projects in CISHE on the evaluation of 'The Primary School Free Breakfast Initiative' and 'doctors, gender, training and careers'.

A group of 29 students from the School of Social Sciences are working on research projects within CISHE. The students are enrolled as part of the Social Research Methods course convened by Dr Rob Evans. The course gives students the experience of engaging in a research project, so that they can gain insights about research from experienced researchers in the School.

Fifteen are working with the Breakfast Evaluation team (Dr Simon Murphy, Dr Katy Tapper, Ms Rebecca Lynch, Mr Graham Moore, Dr Larry Raisanen, Ms Claire Pimm and Ms Lorelei Simon) and

14 are working with Dr Sara MacBride-Stewart to develop research projects which offer an opportunity to explore sociological or critical psychological issues relevant to medicine, training, careers and gender.

If you would like to discuss this work please contact Dr Sara MacBride-Stewart at MacBride-StewartS@cardiff.ac.uk 029 20875184, or Dr Simon Murphy at MurphyS7@cardiff.ac.uk 029 2087 9144

Completed CISHE projects

The Triangle Project

The Triangle Project is an action research project, based at Cardiff University, and funded by the Health Promotion Division of the Welsh Assembly Government since 2001 as part of its SHARP programme. It is currently in its final 'sustainability phase'. The project's purpose has been:

'To explore ways in which people and organisations acting at a local level can achieve a greater understanding of the determinants of health and well-being and how to influence them through active engagement with health and other professionals and relevant strategic agencies and partnership structures.'

Work in our three study communities (South Riverside in Cardiff, Old and New Gurnos and Galon Uchaf (the 3Gs) in Merthyr Tydfil, and Ystradgynlais in Powys) commenced with a consultation event in each that was designed to encourage residents to socialise whilst they were engaged in action research activities. This formula of combining pleasurable social gatherings with purposeful research became known as 'social event methodology' and it proved an effective means of engaging residents wary of outside researchers. Much time was spent meeting and listening to people in order to gain an understanding not just of the most pressing well-being issues, but also of the cultural and social norms that influenced these views. This slow, cautious start was critical to ensuring that when the first tentative actions were encouraged they resonated with local people who then voluntarily participated.

Over the last year we ran three training courses in participative research and evaluation, facilitated by our researchers. Each course doubled as an evaluation exercise. In the 3Gs, we explored barriers to healthier eating; in Ystradgynlais the awareness of existing facilities; and in Riverside social networking in a multi-ethnic

community. The analyses they permitted led to presentations to our local partners and the production of useful guides and papers. They also familiarised partners with interactive approaches to consultation, making them more acceptable and widely used. As a result we have identified a number of success factors when employing such techniques.



Cooking in the 3Gs, Merthyr Tydfil

In Ystradgynlais women aged 50 and over expressed an interest in losing weight and getting fit, but were put off existing classes because they seemed designed for fitter and younger people. We concluded that a 'gentle introduction to exercise' would be acceptable to these women. The way in which Fitness 50+ was established, in consultation with the prospective participants, was crucial to the level of support it achieved.

A similar process developed in South Riverside where research highlighted the need for accessible health activities for women from black and minority ethnic (BME) communities. BME women are often isolated and excluded but have valuable insights into their communities' needs and are under-represented in the workforce of service providers. A network was formed with the title of 'Women in Action' (WiA), and its first project was a women-only swimming session. Over 130 women from the Yemeni, Somali, Pakistani, Indian, Bangladeshi and Chinese communities have participated in the swimming sessions which are still continuing today, and in a more recent development 10 have

gone on to train as lifeguards as a precursor to new women-only swimming sessions in Cardiff.

In the 3Gs the research highlighted concern over the lack of facilities for young people. We proposed the formation of a Young People's Film Club and with the support of partners it was launched in 2002. It was well supported by young mothers and children, and was soon operating on a regular basis in three venues. The project was developed in a participative way with support from our researcher, but its sustainability was crucially dependent on a team of volunteers from among the mothers themselves. Given that many of the mothers faced considerable social, economic and personal challenges in their lives, the process of recruitment, personal development and training support was demanding, but very rewarding.

In all three cases significant capacity has been built and action research has become a routine activity. Numerous 'spin-off' initiatives have arisen. The project has allowed us to clarify the ingredients of a successful and sustainable community project. We have also explored ways of promoting positive action to improve community health and well-being on a very broad canvas. We have put individuals and community structures at the centre of the process and our interventions have achieved some excellent health and well-being outcomes for individuals and communities.

The Triangle Project team: Neil Caldwell (community development consultant), Jeanne Davies (community researcher), Pat Gregory (community researcher) Carolyn Lester (National Public Health Service), Martin O'Neill (research co-ordinator), Deanne Rebane (community researcher). For further information please contact Gareth Williams (social scientist) (WilliamsGH1@cardiff.ac.uk) 029 2087 5500

CISHE Spotlight

Introducing PhD Students at CISHE

The postgraduate community of CISHE has been steadily growing and we now have seven members registered for PhD's. This group are all at different stages of their research, and include both staff registered candidates and others who are full-time students. Over the next two pages, we will introduce you to these people and their PhD research projects.



Stephen Burgess

Stephen Burgess is in the final stages of analysing and writing up his PhD thesis examining the influence of the wider school environment on the effectiveness of school smoking policies. Before starting this, Stephen completed a degree in Geography, followed by a PGCE at Swansea University, and an MA in Cultural Geography at Royal Holloway, University of London. He is now employed as a research associate in Health Ethics at CISHE.

Stephen's doctoral work is funded by the Wales Office of Research and Development for Health and Social Care (WORD). Data collection for the project was undertaken in parallel to the 2001/2 Health Behaviour in School-aged Children (HBSC) study. In February 2002, the Health Promotion Division of the Welsh Assembly Government implemented the Welsh section of the trans-national HBSC study. This World Health Organisation collaborative study of adolescent health behaviours and lifestyles was conducted in 59 Welsh secondary schools and included collection of self-reported data on adolescent smoking levels. Teacher questionnaires on smoking policies were distributed at the same time. Later, appropriate respondents in these schools were invited to participate in a telephone interview on smoking policies with 46 taking part.

Building on the work of Moore et al (2001), the work examines the association between elements of the wider school environment and policy effectiveness. From the interview data, elements of the wider school environment that appear to moderate policy effectiveness, and the extent to which these varied between schools, were identified. Broadly, these factors included policy rationale, format and

content; policy implementation and policy enforcement. Currently, these themes are being used to develop school-level indicators which will be analysed using multi-level modelling, in order to assess their relationship to smoking prevalence, as captured by the HBSC pupil-level data. These results will be discussed in relation to the contexts illuminated by the qualitative analysis. It is planned to communicate any interesting findings back to participating schools. For further information regarding this work, please feel free to contact Stephen. Email: burgesss@cardiff.ac.uk



Ingrid Geesink

Ingrid is a social scientist with a background in medical technology and health policy. After graduating at the University of Amsterdam (MSc 1998 Science- and Technology Studies; MA 2000 Sociology), Ingrid worked for a few years in academic research, consultancy and journalism. Before making the big jump over the North Sea, she was based at the European headquarters of RAND Corporation, a think tank for policy analysis.

In September 2002 Ingrid joined Cardiff University as a research associate on a project looking at the development of EU regulatory policy of tissue engineering. Funded for two years under the ESRC/MRC programme on Innovative Health Technologies, this project finished last year and was a collaborative effort between Alex Faulkner (Cardiff University), Julie Kent (UWE, Bristol) and David FitzPatrick (UCD, Dublin). Data collection included a small survey and in-depth interviews with stakeholders in the field, including scientists, manufacturers, clinicians, regulators, patient representatives and EU advisory groups. Details and some outputs can be found at: <http://www.york.ac.uk/res/iht/projects/1218252058.htm>

Ingrid's PhD research draws on data collected as part of this project, and also takes into account more recent developments in tissue engineering regulation. As a staff registration, she is hoping to submit her thesis in a few months time.

Tissue engineering is a novel technology that aims to create new biomedical implants based on the culturing and manipulation of human

or animal cells. Some products have already entered the European market, most notably in wound healing and for bone and cartilage repair. Public concern exists about the risks of these therapies and worldwide different regulatory regimes are being explored and implemented to control these novel constructs. In Europe however, regulatory policy is currently fragmented, with different approval routes per country, leading to confusion amongst manufacturers about marketing of products and uncertainty about patient access to potentially beneficial innovations.

Ingrid's PhD research focuses on different risk assessment and risk management approaches of tissue engineered products and on the shaping of regulatory policy at EU level. Also the organisation of expert knowledge is being explored, as part of a conceptual concern with regulatory science, highlighting the role of scientific evidence and uncertainty in decision making and the boundaries between science and politics. Email: geesinkI@cardiff.ac.uk



Jo Holliday

After graduating with a BSc in Animal Physiology from the University of York in 1998, Jo then studied for an MA in Health Service Studies (Research) at the University of Leeds in 1999/2000. She joined the Department of Social Sciences as a Research Associate working on A Stop Smoking in Schools Trial (ASSIST) in 2001. She was employed to work as a Research Associate in CISHE in 2003.

Jo is a staff registration, completing her PhD alongside her current work in CISHE. She has just entered her fifth year of registration and hopes to submit her thesis in a few months time.

Jo's PhD work utilises data collected during ASSIST. ASSIST was an evaluation of a schools-based, peer-led smoking intervention aimed at reducing the prevalence of smoking amongst young people. The intervention combined diffusion of innovations theory with peer education and relied on young people disseminating a message of being smoke-free through their informal social networks in everyday conversations (see <http://www.cardiff.ac.uk/socsi/cishe/pages/projects/assist.html> for more information).

A variety of issues can affect the rate at which innovations are adopted within a population, and it is important to examine these in order to tailor interventions to achieve maximal success. Jo's PhD work aims to gain some insight into issues which may have affected the diffusion of a smokefree message in ASSIST. The selection of appropriate peer educators is clearly important. It therefore explores the suitability of the peer supporters in terms of their positions within their social networks and whether their peers considered them suitable to carry out the role. It also explores issues relating to the acceptability of the approach to both those delivering and receiving the message.

Data is drawn from the evaluation of ASSIST, and comprises qualitative interview and focus group data collected from young people involved in the trial, social network data, and other quantitative data collected through the evaluation of ASSIST. Email: hollidayJ1@cardiff.ac.uk



Sue Moore

Sue joined CISHE at the beginning of October 2005 and is undertaking a 1+3 ESRC funded PhD. Her original background was IT having graduated in 1977 and then pursuing a 28 year career, traversing the traditional hierarchy of roles from programming through to IT management. The final year of the Computer Science degree consisted of an 'Artificial Intelligence' module which covered subjects which we would now consider to be standard Cognitive Psychology topics eg visual perception. This planted a seed which germinated in 1998 when Sue enrolled on a part-time evening BSc Psychology course at UWIC - purely for interest's sake. However, a passion for Psychology took root and Sue decided well before graduating that somehow, a major career change would have to be considered. Sue's undergraduate dissertation was inspired by the statistic 'women's morbidity levels are higher than men's' and she undertook a piece of research in the area of gender and morbidity, winning a Welsh BPS prize for the highest mark in a dissertation. This initial research experience heightened Sue's resolve to leave IT for a career in research. The general area of health became the focus for Sue's ESRC proposal which plans to look at the impact of parental feeding practices on children's

diets. The 1+3 structure of the PhD means that Sue is currently undertaking a taught MSc in Social Science Research Methods - the objective being to ensure that ERSC sponsored students undertake their PhD on a sound theoretical footing. Students are encouraged to consider their research topic throughout the year and are required to submit assessed coursework discussing how contemporary social theory, qualitative methods and social science philosophical perspectives apply to and influence their research question and design. Email: mooreS4@cardiff.ac.uk



Mara Souza

Mara is a Brazilian Electrical Engineer, who moved into the health area when she finished her masters in Biomedical Engineering. Since then she has been researching various subjects related to Clinical Engineering and Medical Devices Regulatory Systems, working as a researcher and a teacher at CEFET-BA, a Higher Education Institution, in Brazil. Since she started to work with electro medical equipment she has been concerned about the risks and how to improve the quality of these technologies. As a result of these concerns she decided to do her PhD thesis on the electro medical regulatory system. Now she is doing her PhD at Bahia Federal University (UFBA) working with Dr. Edina Alves Costa and Dr. Alex Faulkner, here at CISHE, Cardiff University. Mara's thesis is a qualitative comparative study between the Brazilian and British medical device regulatory system, focussing on electro medical equipment. In Brazil, she has already conducted interviews, document analysis and participant observation in many different institutions. Now at CISHE, she is about to start the British data collection. The budget of the project is £33,300, and it is funded by Anvisa, the Brazilian Regulatory Agency, and CAPES, the Brazilian agency for post-graduates. Email: souzam@cardiff.ac.uk



Nick Townsend

Nick Townsend joined CISHE, in October 2004 from Nottingham where he was working as a contract researcher on educational research projects. These included studies focusing on the effects of moving schools

on the education of children; Leicester Boys Action Research, a project studying the opinions of underachieving boys on their own education, and VITAE a four year study, commissioned by the DfES, which works collaboratively with teachers to find out from them the factors which affect their work lives over time. In the five years before undertaking his post at Nottingham he had worked as a teacher in Croydon and Sussex and had travelled the world on more than one occasion.

Nick moved to Cardiff to take up a Medical Research Council studentship to focus on an area of personal interest; the health behaviour and education of children. His PhD centres on the food choices adolescents make and the factors that affect these. He has used the Welsh branch of the Health Behaviour in School-aged Children study (HBSC) to focus on influences within schools, looking in particular at the education and promotion of healthy eating, school policy, environment and peer influences and norms. He has just started his second year of study and is about to commence data collection.

Pupil and teacher data will initially be obtained from schools through questionnaires investigating health education, school food, school environment, policy and social norms and later work will study, in more depth, the reasons behind these influences through group interviews with pupils and semi-structured interviews with teachers. Email: townsendn@cardiff.ac.uk



Simon Williams

Simon Williams is currently a Masters student in Social Science Research Methods. Previous to this year he has taken a part-time MA in the History of Medicine and Public Health in Cardiff, and before that studied for a BA in History (also at Cardiff). That means by the time he is due to complete his PhD with CISHE in 2009 he will have spent nearly a decade studying in the University (wow!). Although it's been a new challenge adjusting to more contemporary research, it's certainly one he is finding enjoyable and profitable. Simon's proposed PhD research is in the field of health and risk, and he will focus his research on the possible health risks of mobile (cellular) phones. He will be working under the supervision of Dr Alex Faulkner and

CISHE SPOTLIGHT (cont'd) CISHE WORKING PAPER AVAILABLE SOON and PUBLICATION

Professor Gareth Williams, and although he's currently finding his Masters course interesting and challenging, he is really looking forward to getting his teeth stuck into research.

His research is due to look at the inter-relationships between the mobile phone industry, the government and policy makers, the media and the public and will look at the circulation of knowledge between these parties with regards to mobile phones and

their possible long-term health risks. He is very interested in expert-lay relationships concerning scientific knowledge construction.

Simon is very excited about the project and believes that in the context of the mobile phone 'boom' of the past decade, the study is a very appropriate and contemporary one. Given that mobile phones have become very much a twenty-first century phenomenon, research, particularly social science research

is at present limited, and as such he hopes to contribute to filling this void by furthering our knowledge about mobile phone use and risk. Email: williamssn1@cardiff.ac.uk

If you are interested in any of these projects please feel free to contact individuals, or for a wider discussion about postgraduate opportunities in CISHE, please contact us on 029 2087 9609 or (CISHE@cardiff.ac.uk)

CISHE Working Paper available soon

Unravelling the construction of gendered training and careers: A discussion paper

This paper focuses on the construction of medical training and careers as gendered. Drawing on the sociology of education, gender, organisations and professions, we discuss the substantive issues and implicit knowledge that both informs and

constitutes medical training and the medical profession. We discuss how the institutional patriarchal structure of medicine has implications concerning women's career paths, positions and learning in medicine. Highlighting current debate concerning medical labour and the construction of doctoring, we intend to outline the tacit gendered nature of the medical education curriculum and discuss the constitution of professional subjectivity in a medical education and training context. Our

discussion draws upon specific theoretical challenges posed by various disciplinary approaches and empirical findings accessed through journals and medical databases. The paper concludes with a consideration of future implications regarding gender and medicine and recommendations for future research and better practice.

Maria.Tsouroufli.Tsourouflim@cardiff.ac.uk
Merryn.Smith.Smithm3@cardiff.ac.uk and
Heather.Payne.payneeh@cf.ac.uk

Publication

A new textbook and ethics course for hospital staff

The end product of many research projects are academic papers, but the European Hospital Based Ethics project that finished earlier this year also had more practical outcomes, the most visible of these being a new textbook in clinical ethics.

The project was sponsored by the EU Commission and the aim was to develop and evaluate a short course in ethics aimed at hospital staff, designed in such a way that it was responsive to their needs and structured to fit in with a busy hospital schedule. Many health care students get some ethics teaching, but there are very few courses aimed specifically at hospital staff (except long post-graduate courses).

In the first phase of the project a survey was undertaken in a number of EU countries to identify the most common ethical problems and the perceived need for further ethics

training. Based on this a 20 hour course was designed covering issues from consent and confidentiality to in vitro fertilisation.

In the second phase of the project this course was run and evaluated in the UK, The Netherlands, France, Italy, Slovakia, Germany, Poland and Lithuania and the necessary changes subsequently made to the syllabus and the course materials. The evaluation showed that the course was a success, but that many participants wanted more than 20 hours!

At the same time as the course was developed and evaluated a new textbook was written and this final product of the project will be published by later this year by Vuibert publishers in Paris. In "Hospital Based Bioethics: a European Perspective" Professor Søren Holm has had main responsibilities for the chapters on ethical issues in psychiatry, and on ethical issues in reproduction. For further discussion or information please contact Holms@cardiff.ac.uk.

For more information about CISHE's projects and research please contact:

Cardiff Institute of Society,
Health and Ethics
Cardiff University
53 Park Place
Cardiff CF10 3AT

Tel: 029 2087 9609
Fax: 029 2087 9054
Email: CISHE@cardiff.ac.uk

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