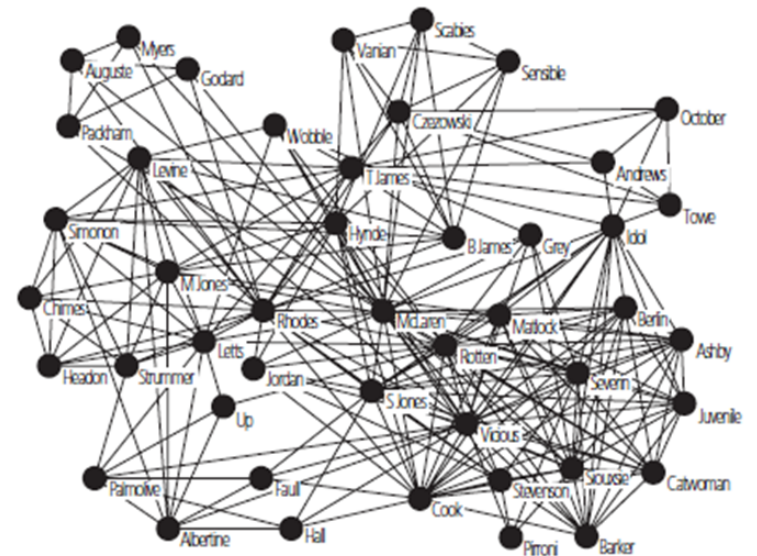
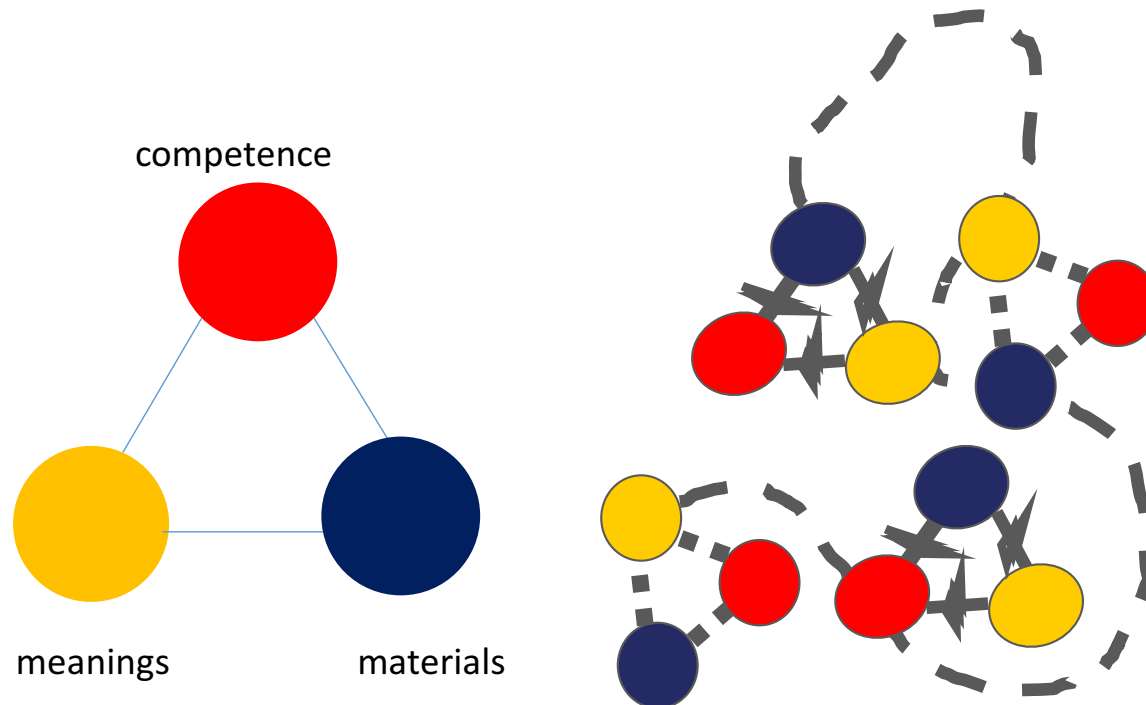


Practice Theory and Public Health:

From the Obesogenic Environment to
Healthy Everyday Life

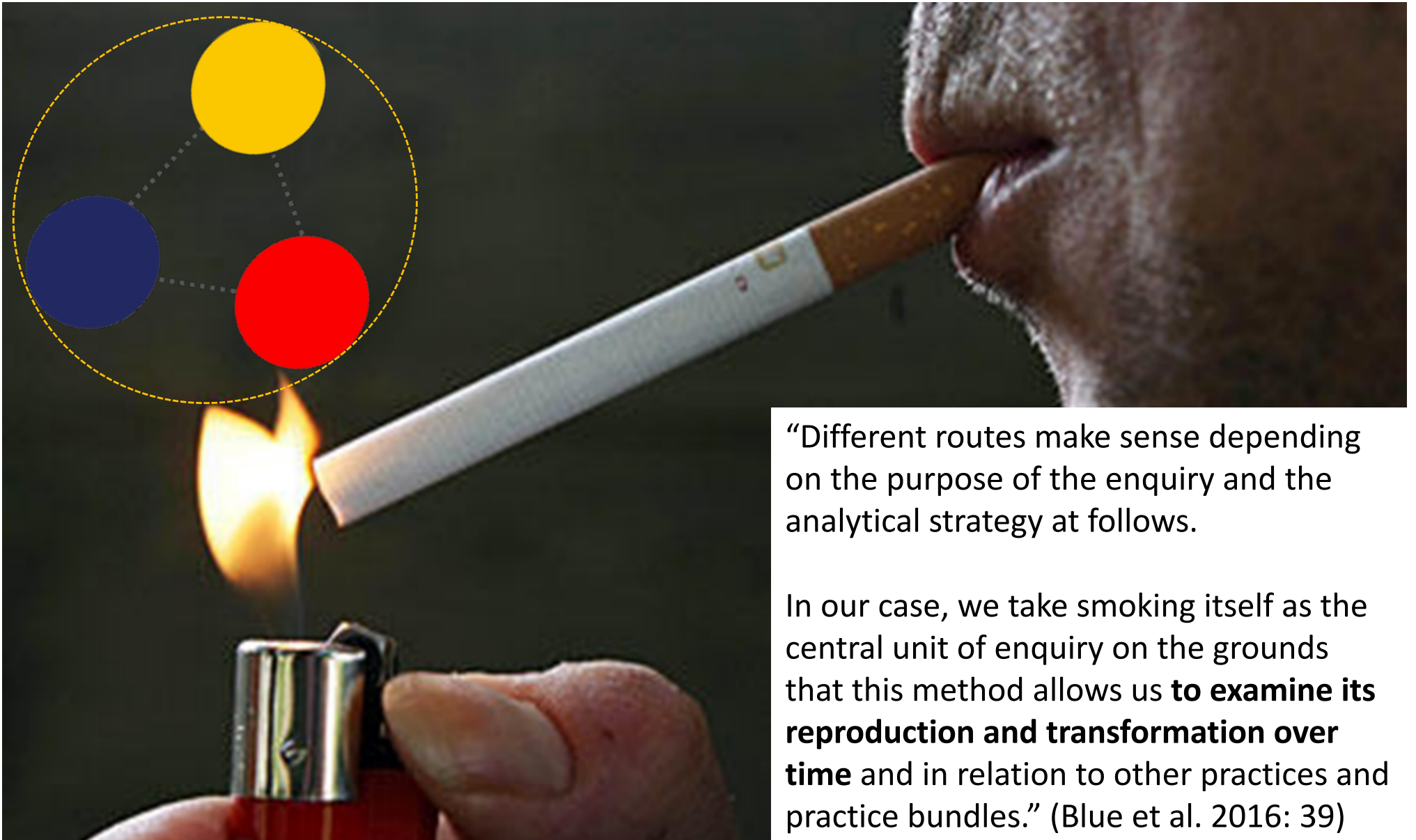
Stanley Blue

1. Elements
2. Connections
3. Recruitment



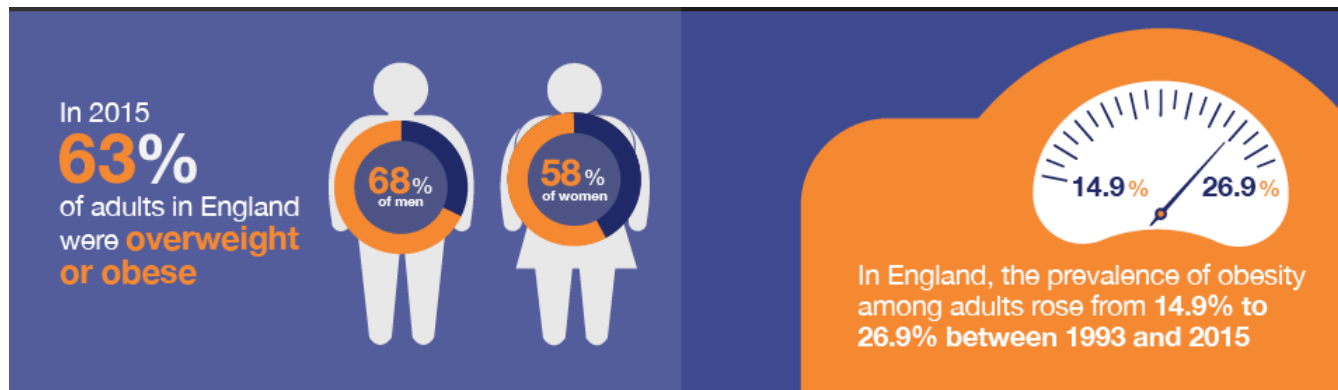
Shove E, et al. 2012. *The Dynamics of Social Practice: Everyday Life and How It Changes*. London: Sage.

Blue S, et al. 2016. 'Theories of Practice and Public Health: Understanding (Un)Healthy Practices.' *Critical Public Health* 26 (1): 36-50.



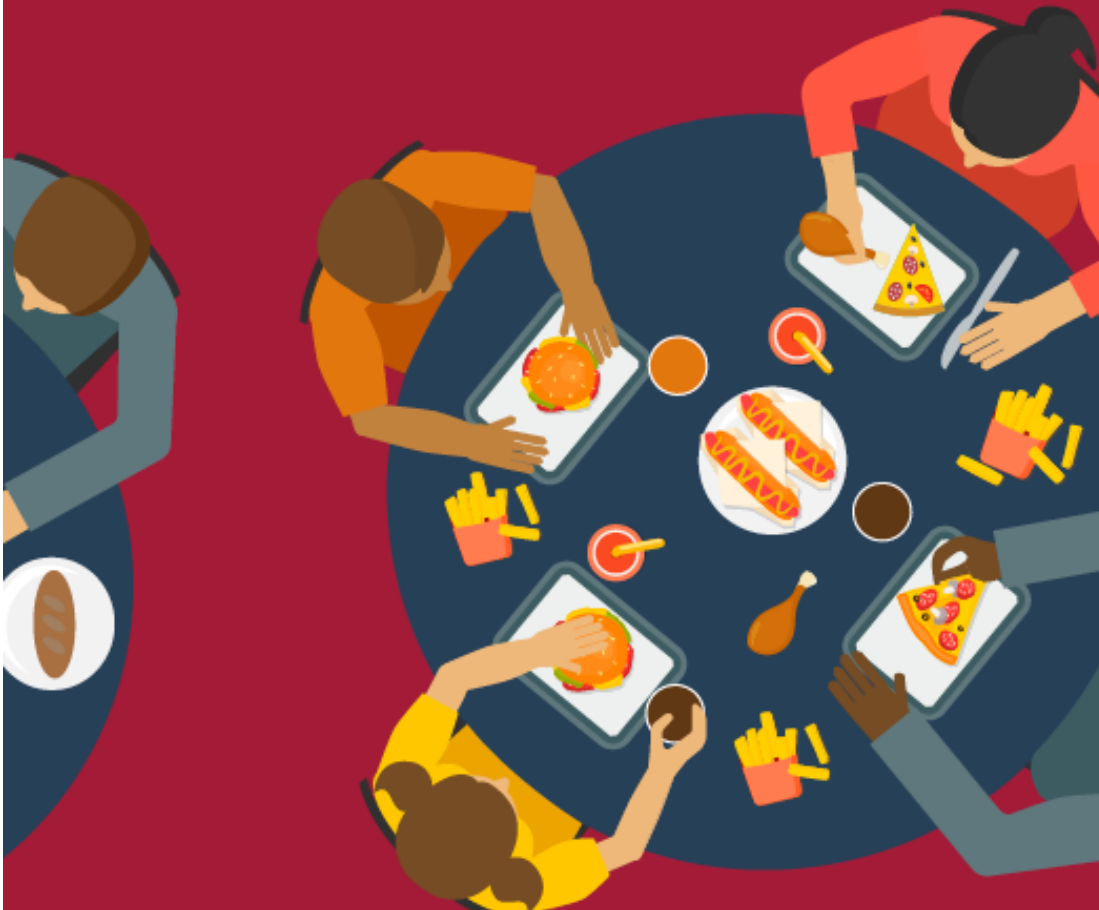
“Different routes make sense depending on the purpose of the enquiry and the analytical strategy at follows.

In our case, we take smoking itself as the central unit of enquiry on the grounds that this method allows us **to examine its reproduction and transformation over time** and in relation to other practices and practice bundles.” (Blue et al. 2016: 39)



- Obesity is 'responsible' for 30,000 deaths per year;
- Growing rapidly in children;
- Will shortly overtake tobacco smoking as biggest cause of 'preventable death'.

Obesity and the food environment



“The vast majority of people know that eating a healthy diet, as well as being physically active is good for them and will help to prevent weight gain, but for many people it can be a real struggle to put this into practice.”

“This is primarily because we are living in an obesogenic environment that encourages us to eat too many calories and not be physically active.”

By gradually making the following simple changes, local authorities can help businesses help their customers make healthier choices



Reduce
portion size



Reduce fats &
frying practices



Reduce salt



Reduce sugar



Increase the content
of fruit, vegetables
and fibre



Promote
healthier options



Procuring healthier
ingredients and food
products from suppliers



Provide
calorie
information

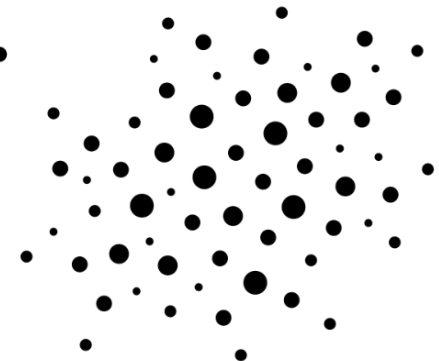
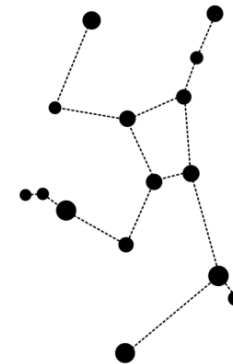
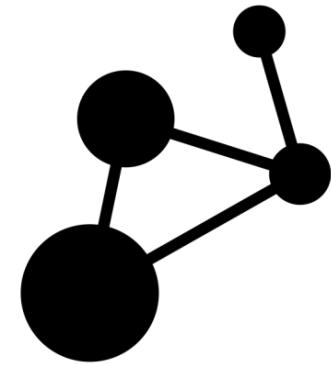
A practice approach to eating?





Practices are Connected

- Bundles
 - E.g. washing and drying clothes.
- Complexes
 - E.g. an institution, like a hospital.
- Constellations
 - E.g. an economy



Shove E, et al. 2012. *The Dynamics of Social Practice: Everyday Life and How It Changes*. London: Sage.

Schatzki T. 2016. 'Practice Theory as Flat Ontology.' In *Practice Theory and Research: Exploring the Dynamics of Social Life*, edited by Spaargaren G, Weenink D and Lamers M. London and New York: Routledge.

Temporal Features of Practices



Periodicity



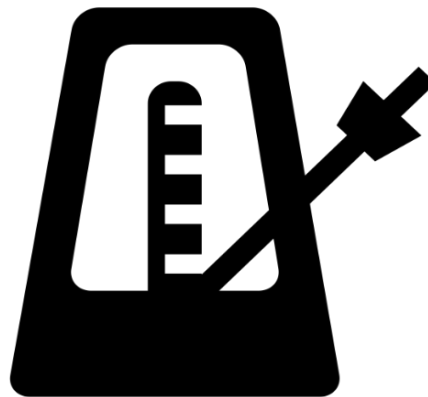
Sequence



Synchronisation



Duration



Tempo

“... practices come with sets of requirements necessary for competent and meaningful engagement... Engaging in one practice can rule out engagement in another or require the performance of a connected practice.”*

(See Fine 1996 in Southerton 2003, 2005, 2006, 440*)

The Temporal Organisation of the Day

“The temporal organization of the day can be characterised as being constituted by practices that have a fixed position within schedules.



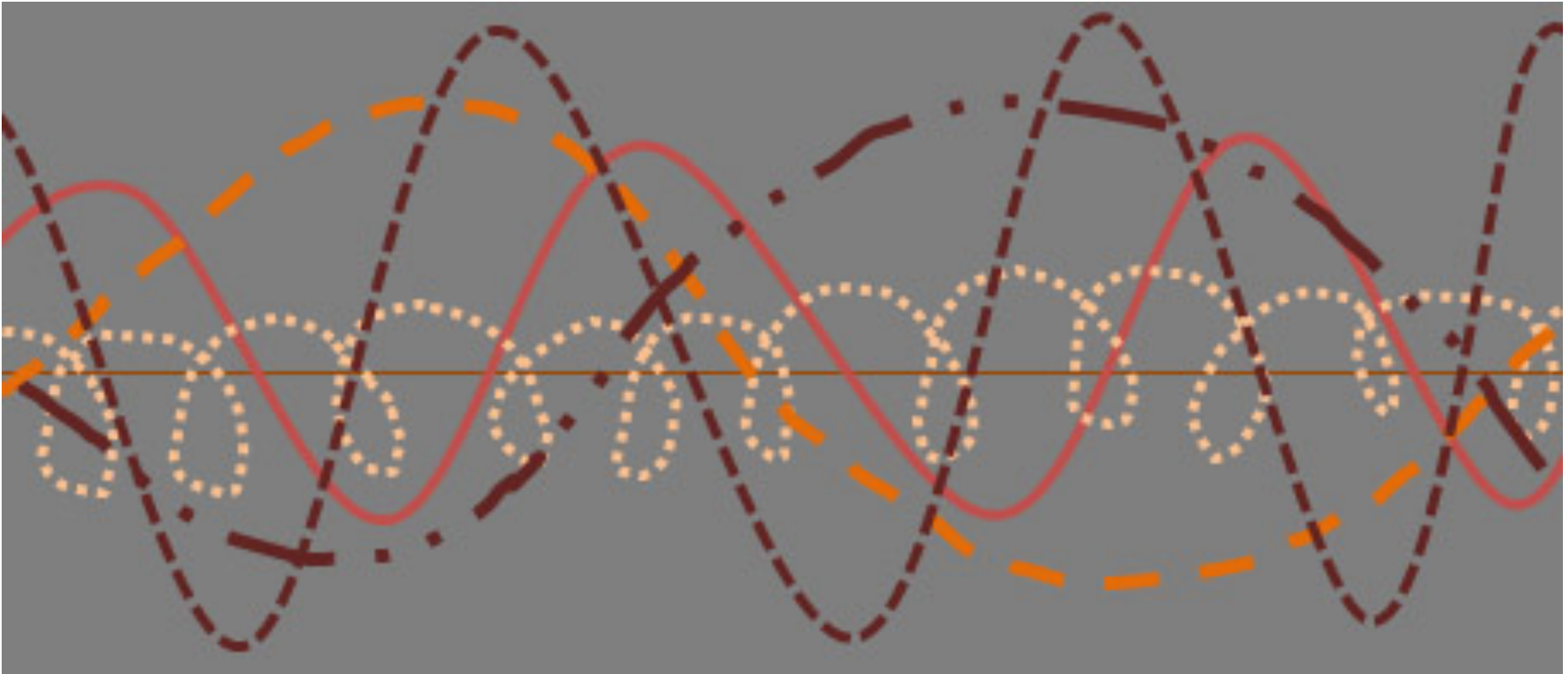
Dominance / fixity

These are surrounded by interrelated practices that have a more malleable position within sequences, leaving a stock of practices contingent on filling empty slots within the day.”



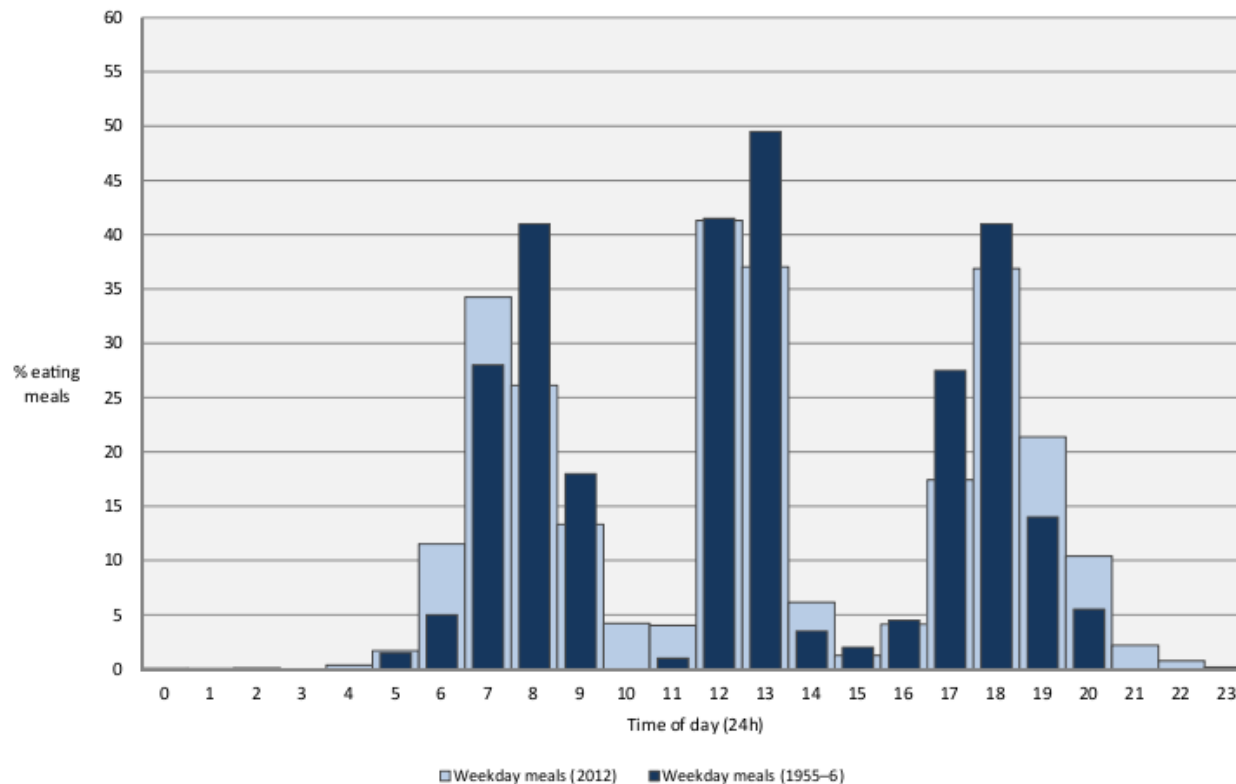
Contingency / flexibility

Temporal Rhythms Beyond the Day

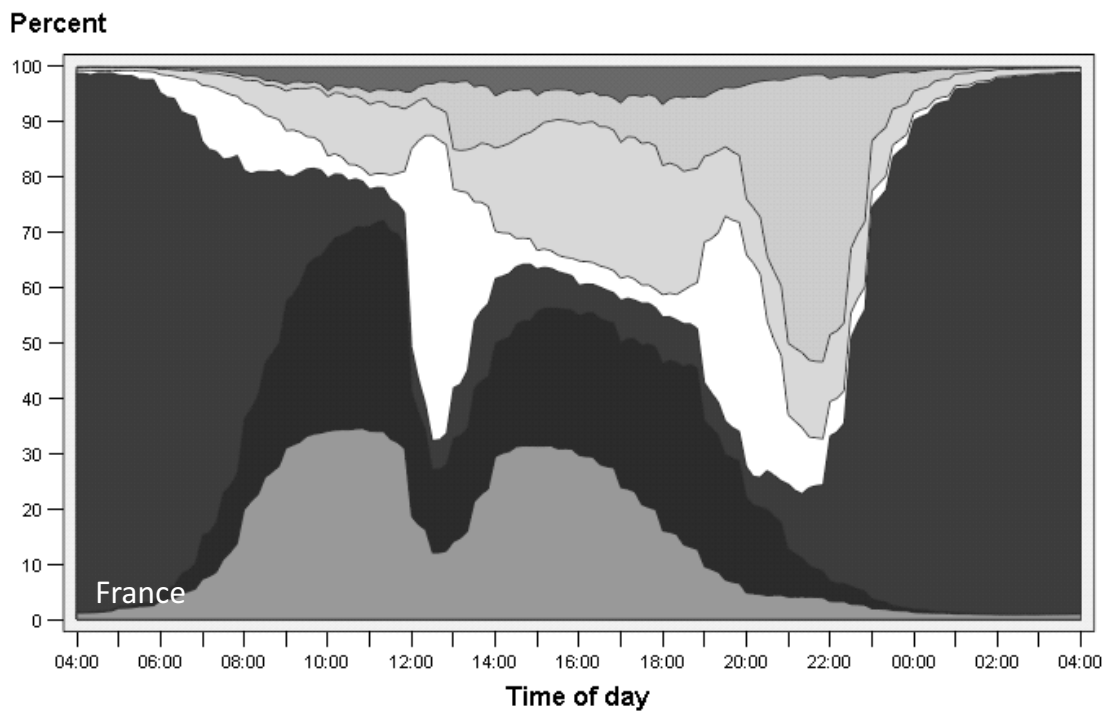
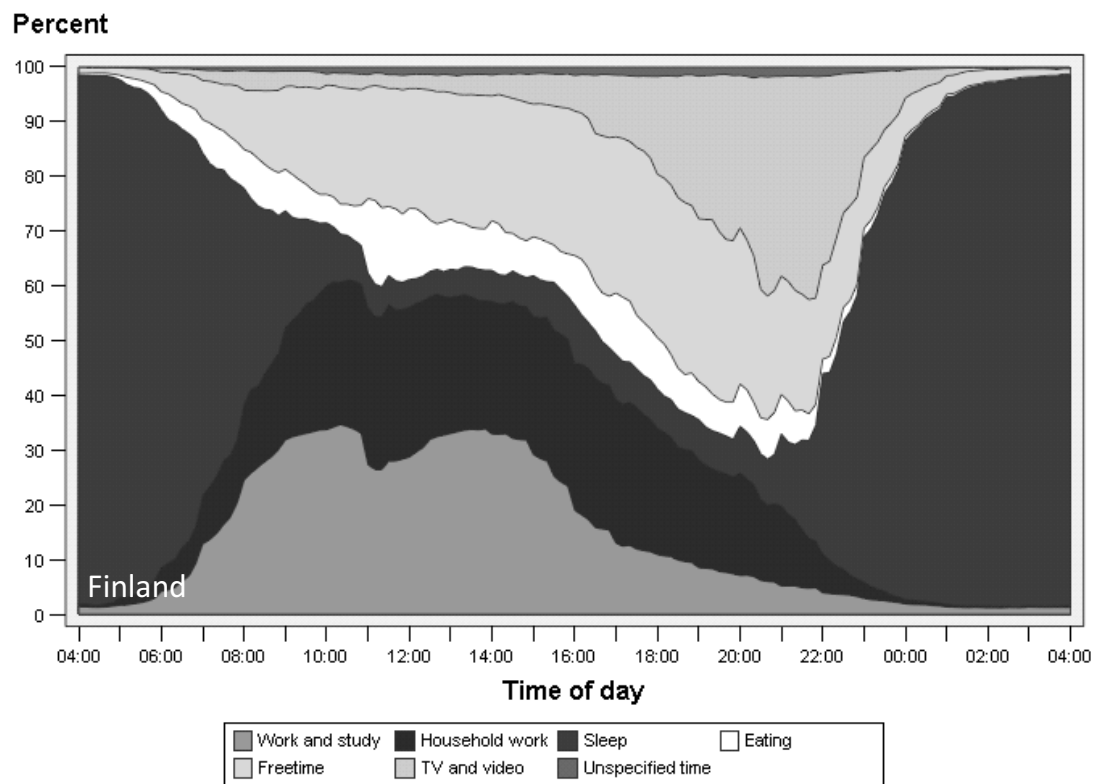


“The week imposes a rhythmic beat on a vast array of major activities...”

Figure III: *Timing of weekday meals, 1955–6 and 2012*



“... the survey results suggest considerable commonality of pattern, a significant degree of collective order, and much routinized behaviour.”



Shove E. 2009. 'Everyday Practice and the Production and Consumption of Time.' In *Time, Consumption and Everyday Life: Practice, Materiality and Culture*, edited by Shove E, Trentmann F and Wilk R, 17-34. Oxford: Berg.

SSI Societal
synchronisation index

CACP Chart atlas of
contemporary practice

FITI Fossilisation,
innovation, transformation
index

Shaping Everyday Life?

Implications for possible digital interventions aimed at reducing sedentarism in different communities:

1. Assess the fixity and flexibility of practices in particular places.
2. Recognise that technology and design are *part of* the way practices are organised in social life.
3. Think about a range of different kinds of connections between practices.
4. Consider the importance of history and scale when it comes to changes in the organisation of everyday life.

