POST, in conjunction with the British Psychological Society, is pleased to announce this timely seminar on changing health behaviour. Attendees will have the chance to listen to short presentations from leading figures in the areas of health psychology and public health. There will then be an opportunity to participate in a discussion about the challenges facing UK policy in this area.

Health behaviours such as smoking cessation, moderation of alcohol intake, healthy eating and physical exercise have a vital role to play in preventing diseases such as cancer, heart disease and type 2 diabetes. Their importance has been a central theme in recent policy initiatives such as the Wanless reports and the 2004 white paper Choosing health. However, persuading people at the individual or population level to first initiate, and then to maintain such health behaviours is far from straightforward. The seminar speakers will examine the characteristics of successful health behaviour interventions, and their presentations will form the basis of subsequent discussion chaired by Lord Rea. The seminar will be followed by an informal reception.

To attend please email POST@parliament.uk or contact Jasmine Sore at the BPS, telephone 0116 252 9581, email jasmine.sore@bps.org.uk