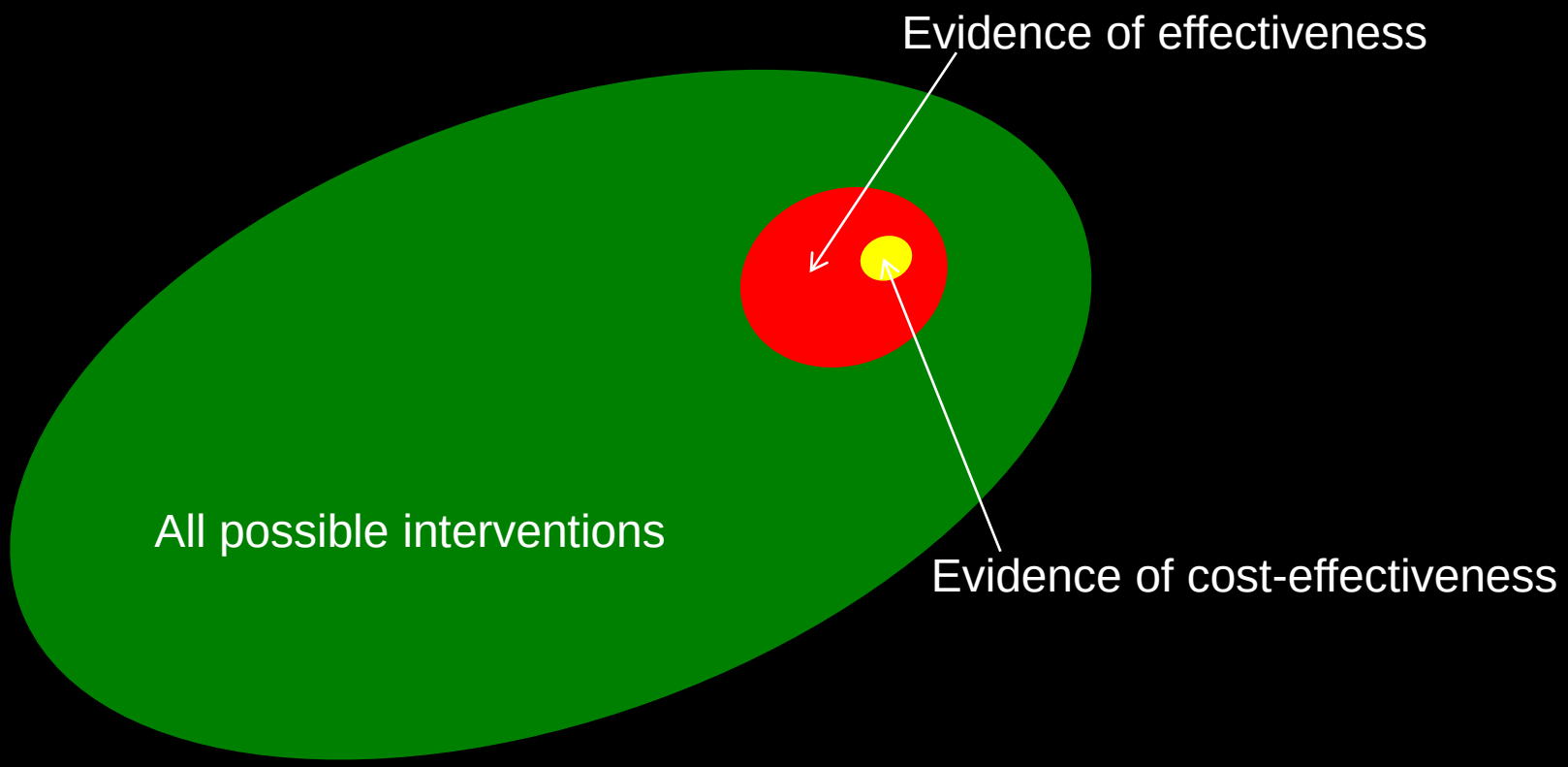
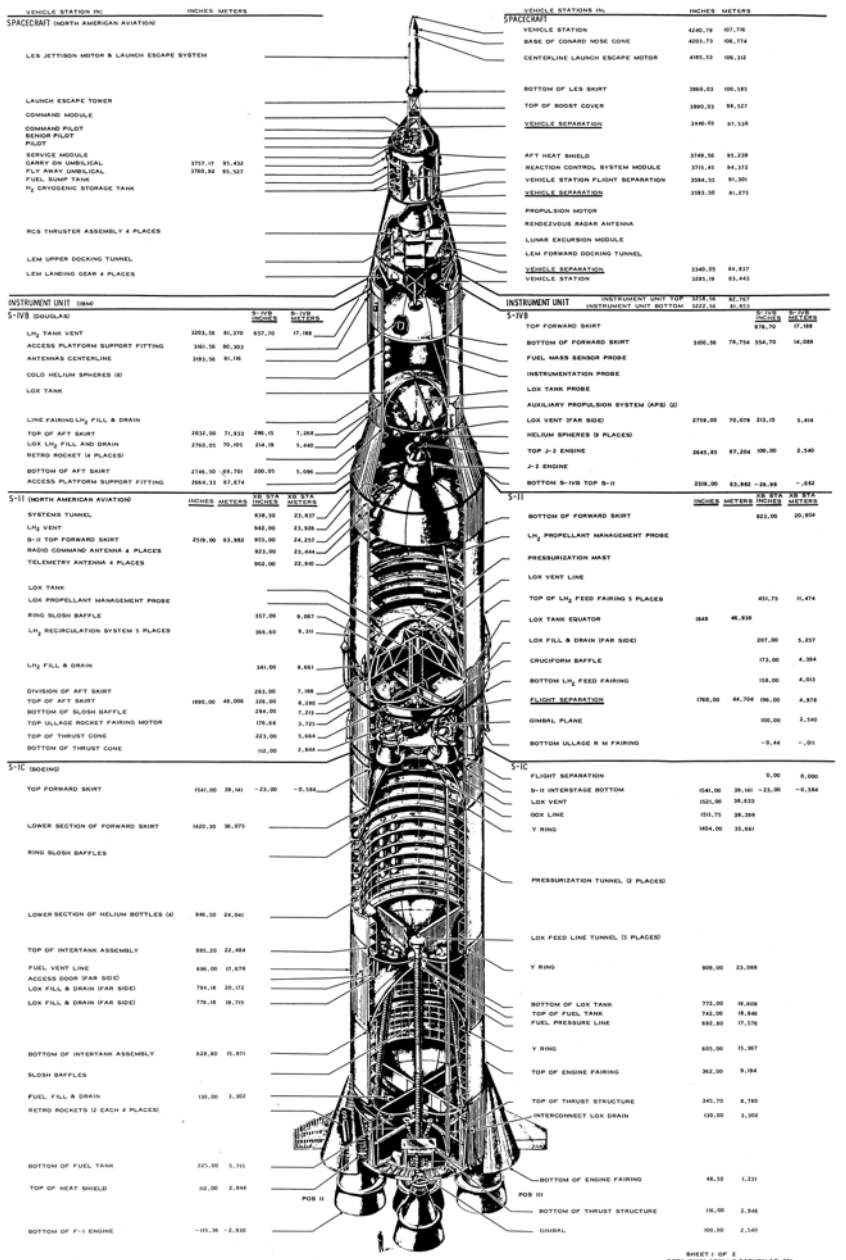
The dangerous olive of evidence…



Complex or complicated?

SATURN V APOLLO FLIGHT CONFIGURATION



SHEET 1 OF 2
REF: 68673 APOLLO SATURN AS-501

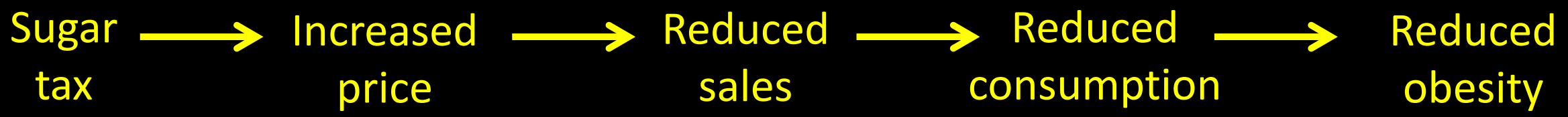
THE BOEING COMPANY
SPACE DIVISION, LAUNCH SYSTEMS BRANCH
HUNTSVILLE, ALA. 35807

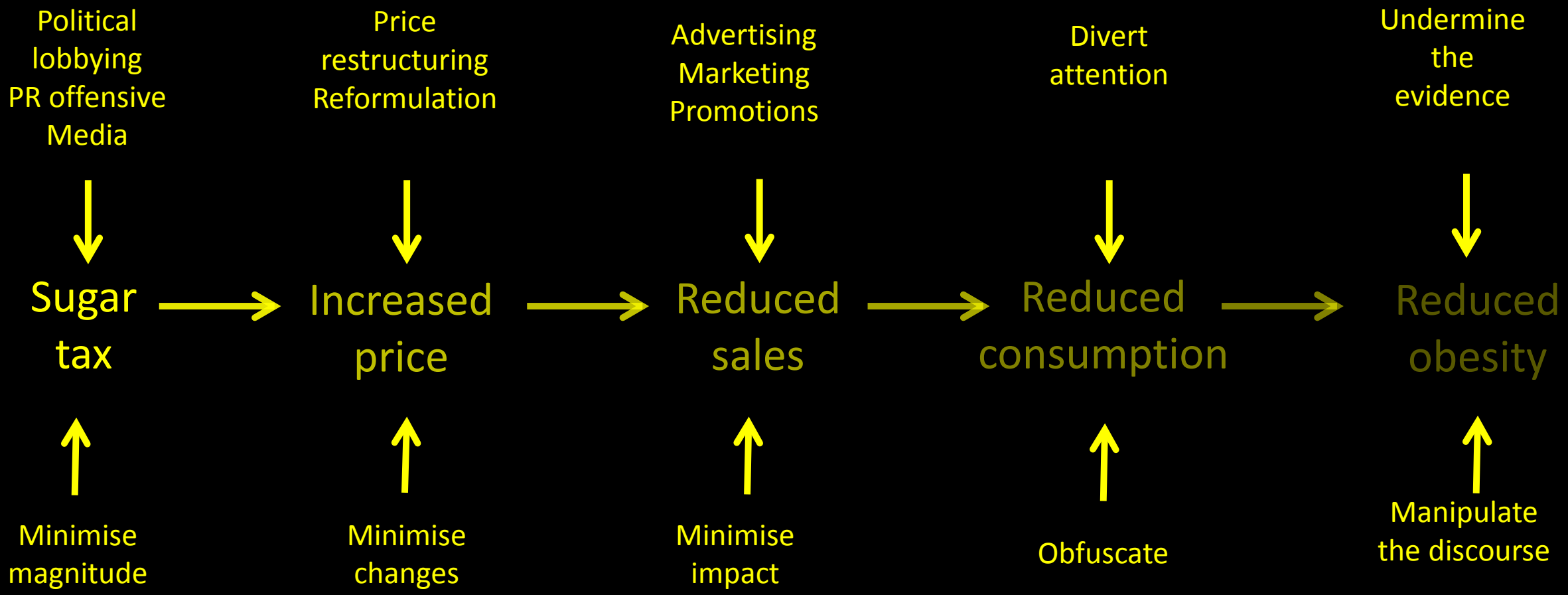
SATURN V APOLLO
FLIGHT CONFIGURATION

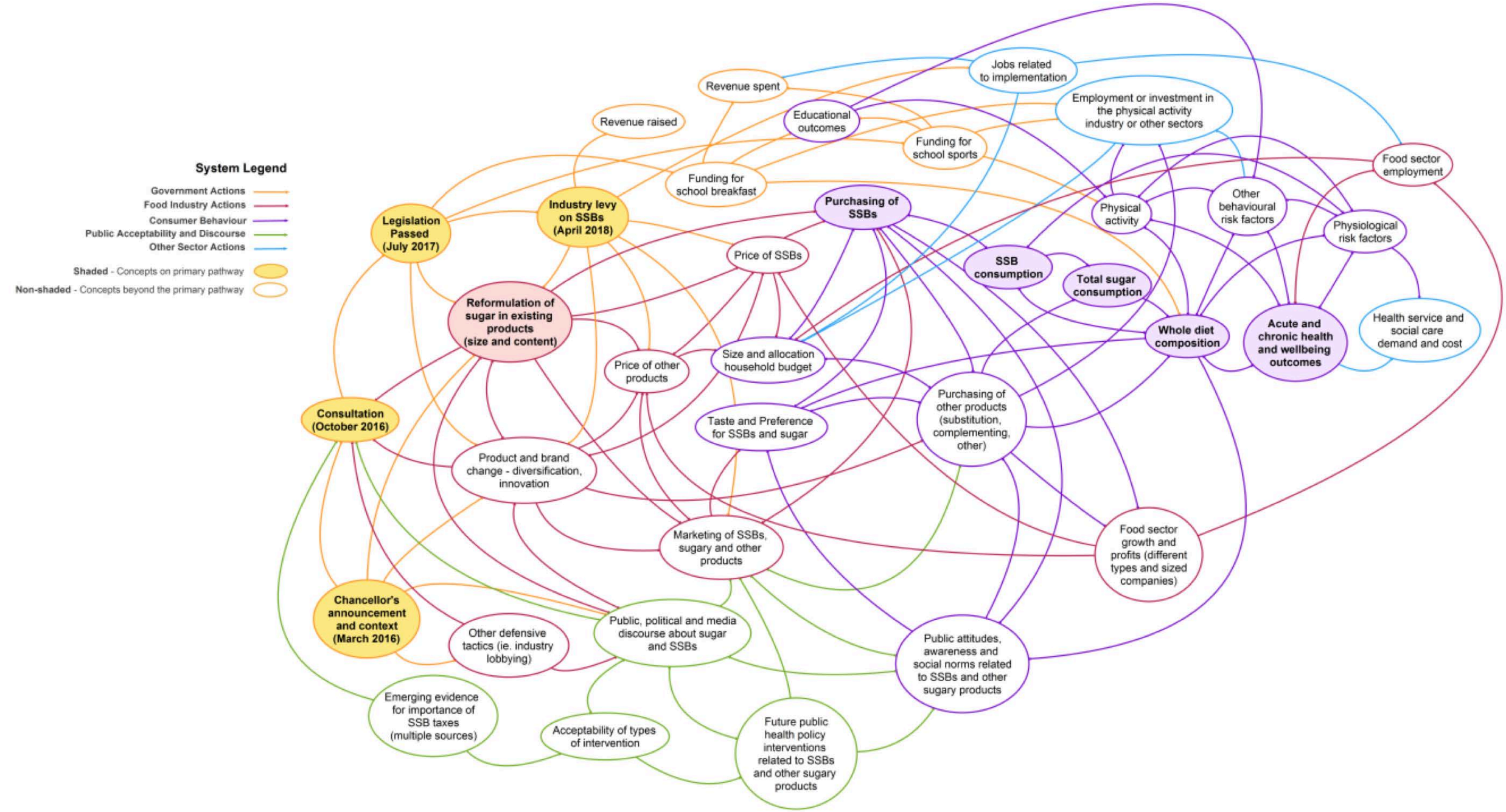
DRAWING ORIGINATED BY: HUNTSVILLE ENGINEERING
DATE: 1 MARCH 1967
DRAWN BY: DON SPRAGUE

FOR ADDITIONAL COPIES PHONE:

Adaptation


Sugar tax
Increased price
Reduced sales
Reduced consumption
Reduced obesity


Political lobbying PR offensive Media
Price restructuring Reformulation
Advertising Marketing Promotions
Divert attention
Undermine the evidence
Sugar tax
Increased price
Reduced sales
Reduced consumption
Reduced obesity
Minimise magnitude
Minimise changes
Minimise impact
Obfuscate
Manipulate the discourse



Penney et al Rapid Review Report 2017: https://www.journalslibrary.nihr.ac.uk/programmes/phr/164901/#/

Key points

- The public health evidence base is structurally biased towards short term impacts of tightly defined, highly agentic, individual level interventions
- This promotes policy and practice aimed at proximal risk factors, may widen inequalities, and ignores the lessons of Geoffrey Rose
- (Complex) systems approaches can help us to understand the ways in which interventions influence systems, and how those systems adapt in response