# **Section 4 overview**

Summary:

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| --- | --- | --- | --- | --- |
| **Content covered**  | **ref** | **Delivery method**  | **Estimated time**  | **Linked learning objectives** |
| Present established facts about commercial practices  | 4a | Evidence quest <https://openpolicy.blog.gov.uk/2016/03/07/exploring-the-evidence/> in the room demonstrating commercial practices through case studies (ensure some demonstrate unequal exposure and impact on inequalities), and timelines showing the manufacture of doubt by different industries  | 20-45mins+ | L1, L2, L3 |
| 4b | As an exercise, attendees are given simplified frameworks (there is one for commercial practices and one for public health actions which can be used if the extension to this quest is used with case studies of action as well as commercial practices) and encouraged to find examples round the room and fill in brief details on a sheet as they find them  |  | L1, L3, L4, L5, L6 |
| Present examples of action and evidence of public support  | 4c | An addition to the evidence quest on commercial practices could be the case studies to be used in other exercises including examples of successful action An addition to the evidence quest could be infographics showing public support for different actions to address CDoH  |  | L1, L3, L4, L5, L6 |

## What do you need for this section?

* A slide explaining the task/s (see: CDoH Essentials Section 4 ii slide explaining evidence quest exercise)
* Prompt sheets for facilitators (see: CDoH Essentials Section 4 iii facilitator prompt sheet)
* Handouts for each participant or for pairs / small groups (see: CDoH Essentials Section 4 iv evidence quest handout)
* Groups of evidence set up in ‘stations’ around the room
	+ There are posters you can use to print off for this (see notes on materials for evidence stations below)
	+ Before the workshop, you will need to choose how many groups of evidence you want to use and select which groups of evidence to present
	+ You will need some printed materials set up around the room in clusters to form evidence ‘stations’
	+ If you have the time and technology to allow it, you could also include some short film clips
	+ If doing 4c as well as 4b ensure you include materials related to this (public health action and public support)

## Postit Notes with solid fillKey tips from the trials about this exercise:

* make sure you include evidence that covers a range of different industries and different commercial practices and public health actions.
* watching one film clip together and demonstrating the exercise with that as the first piece of ‘evidence’ worked well.
* a suite of posters covering one issue (for example 2 posters that covered a single journal article or 5 posters each showing a chart of public opinion data) worked well as a ‘station’ for evidence.
* with stations set up as above, 5mins was generally not enough per station, but no more than 10mins was needed per station.

## Example timings:

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| --- | --- | --- | --- | --- |
| **Item** | **Short version** |  | **Long version**  |  |
| Explain the task  | Explain the task and demonstrate it using one short film clip (2-3minutes) and giving 1-2 examples of commercial practices or public health actions linked to the handout  | 5 minutes | Explain the task and demonstrate it using one short film clip (2-3minutes) and inviting 3-4 examples of commercial practices and/or public health actions spotted in the film clip – encourage people to use the handout  | 5-10 minutes |
| Review evidence stations  | One piece of evidence per pair / group – give a different piece of evidence to each pair / small group  | 10 minutes | Each group is encouraged to get round 3+ evidence stations  | 30+ minutes (10 minutes per station)  |
| Feedback  | Invite 3-4 examples of commercial practices and/or public health actions spotted in the different evidence – from the whole room not per pair / small group.  | 5 minutes  | Invite examples of commercial practices and/or public health actions spotted in the different evidence – if you have time you could go through the handout and invite examples of each type of practice / action.  | 5-10 minutes |

## Materials for evidence stations

* We have created some posters in a combined pdf – you can print off whichever you choose to use (minimum size is A4 and in colour, we suggest ideally A3)
	+ CDoH Essentials Section 4 v posters to print research articles on commercial practices
	+ CDoH Essentials Section 4 v posters to print case studies of action
	+ CDoH Essentials Section 4 v posters to print public opinion
* You can also use the case studies from sections 3b and 5c (some are already included in the pdf and have been turned into poster form), or the examples from the presentations in section 2, 3a or 5a.
* You could add local examples
* We have also included some suggestions of film clips and other resources in the additional suggestions for materials slideset: CDoH Essentials Section 4 vi additional suggestions for materials for evidence quest
* Please ensure you appropriately acknowledge the creators of the work – we have checked the information in the posters we have included so please don’t alter them
* If creating new posters please ensure your evidence is simply worded and doesn’t give too much information so that people don’t have time to read and digest it – use the examples we have created and tested as a template

Key tips from the trials:

* ensure you have the space and ability to put posters up in ‘stations’ round the room or switch to the ‘short’ version shown above.
* ensure the posters are big enough to read – minimum A4, ideally A3.