



THE UNIVERSITY
of EDINBURGH

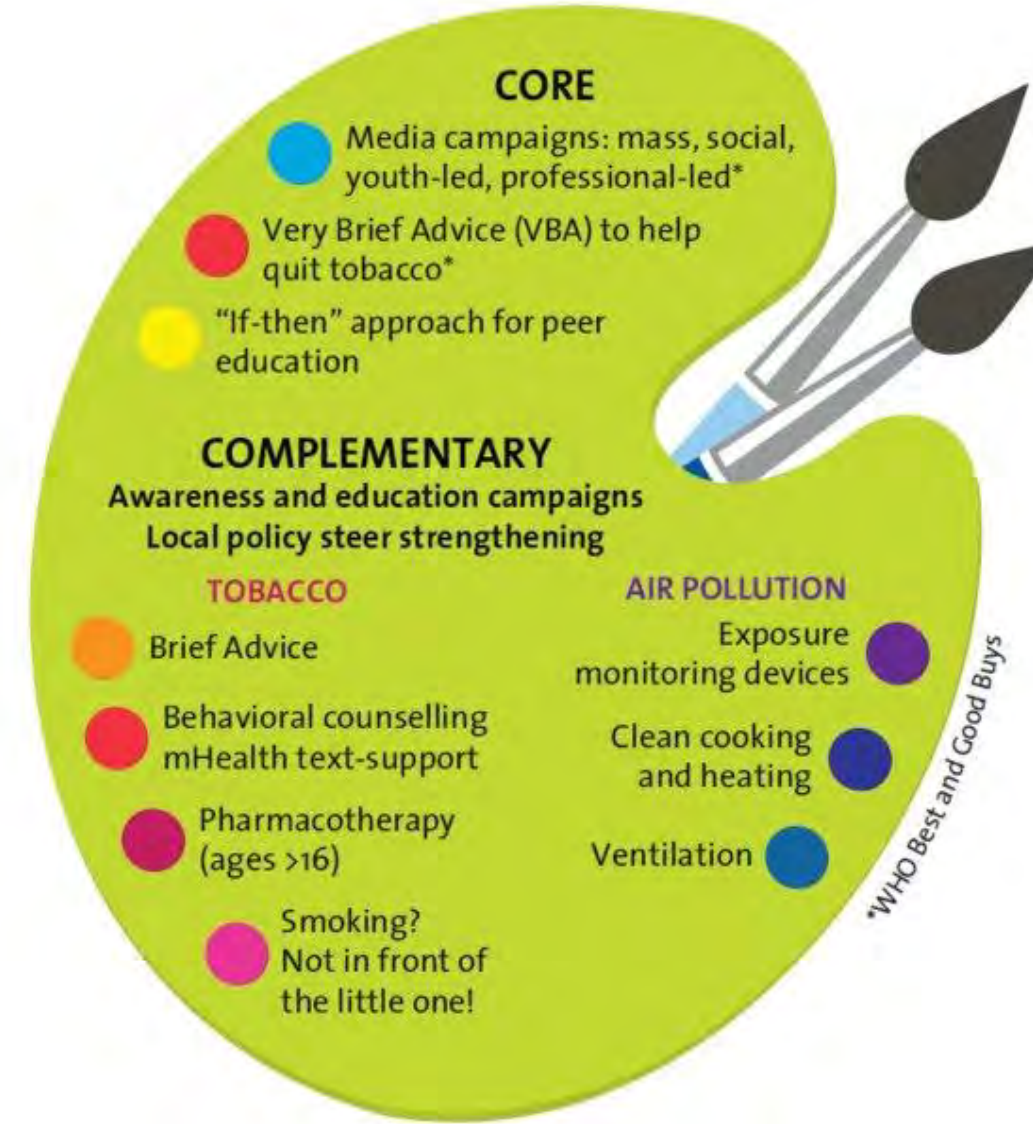
Selecting and Adapting Air Quality Interventions in Five Diverse Settings

¹Purva Abhyankar, ¹Hilary Pinnock, Ioanna Tsiligianni, Talant Sooronbaev, Amina Khan, Cristina Isar, Bruce Kirenga, ¹DK Arvind, ¹Linda Bauld, ²Charlotte Hoffman, ²Anke Versluis & ²Rianne MJJ van der Kleij, on behalf of the FRESHAIR4life team

¹University of Edinburgh, UK. ²Leiden University Medical Centre, The Netherlands

The problem

- **Tobacco and Air Pollution** account for **30%** of the world's **non-communicable disease burden**
- **Evidence-based interventions** for reducing risk factors recommended as 'WHO best buys'
- **But rarely implemented** where most needed!



FreshAir4Life

- Aims to implement the evidence-based interventions in **five diverse countries**
- Targeting **adolescents' (14-21)** exposure to tobacco and air pollution



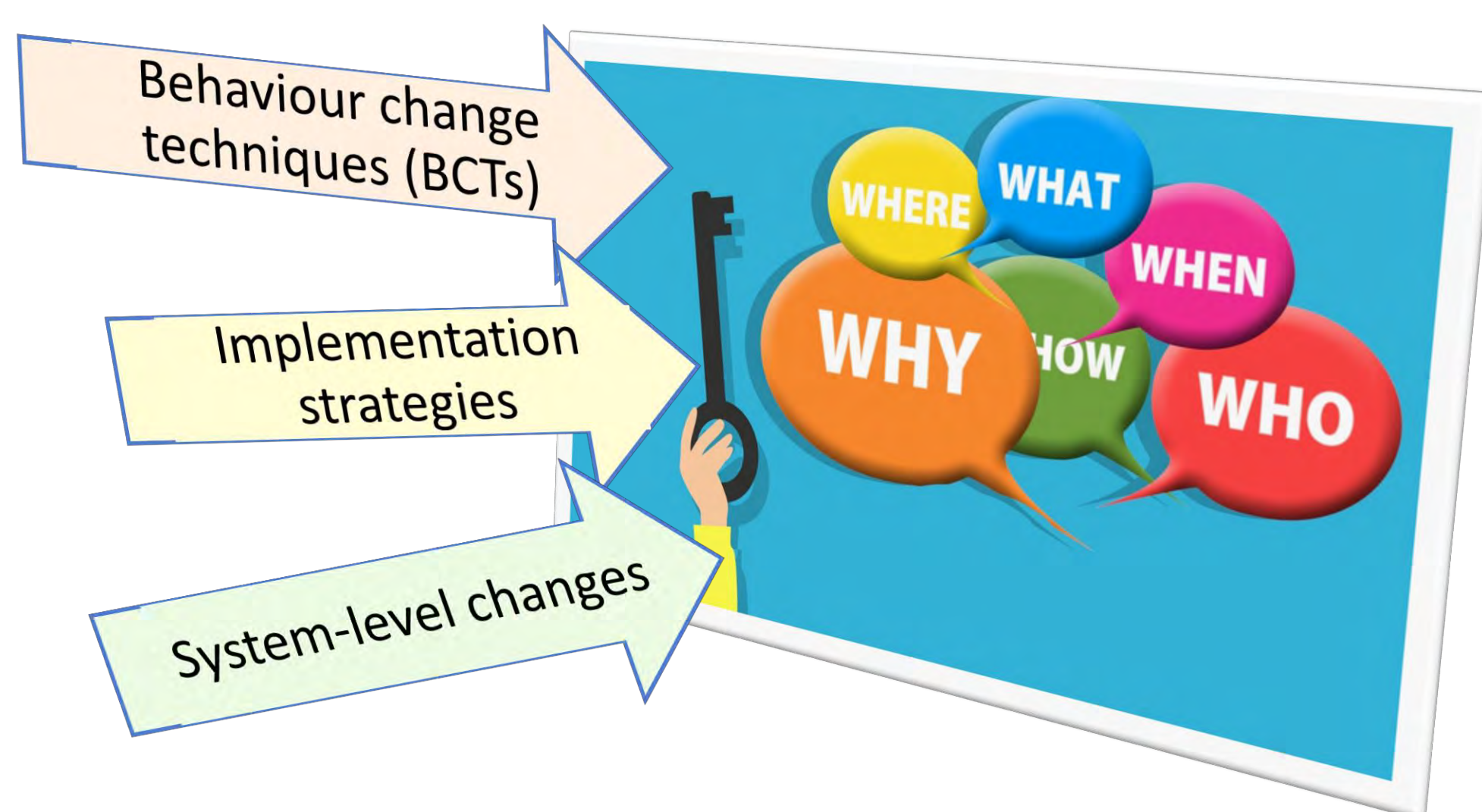
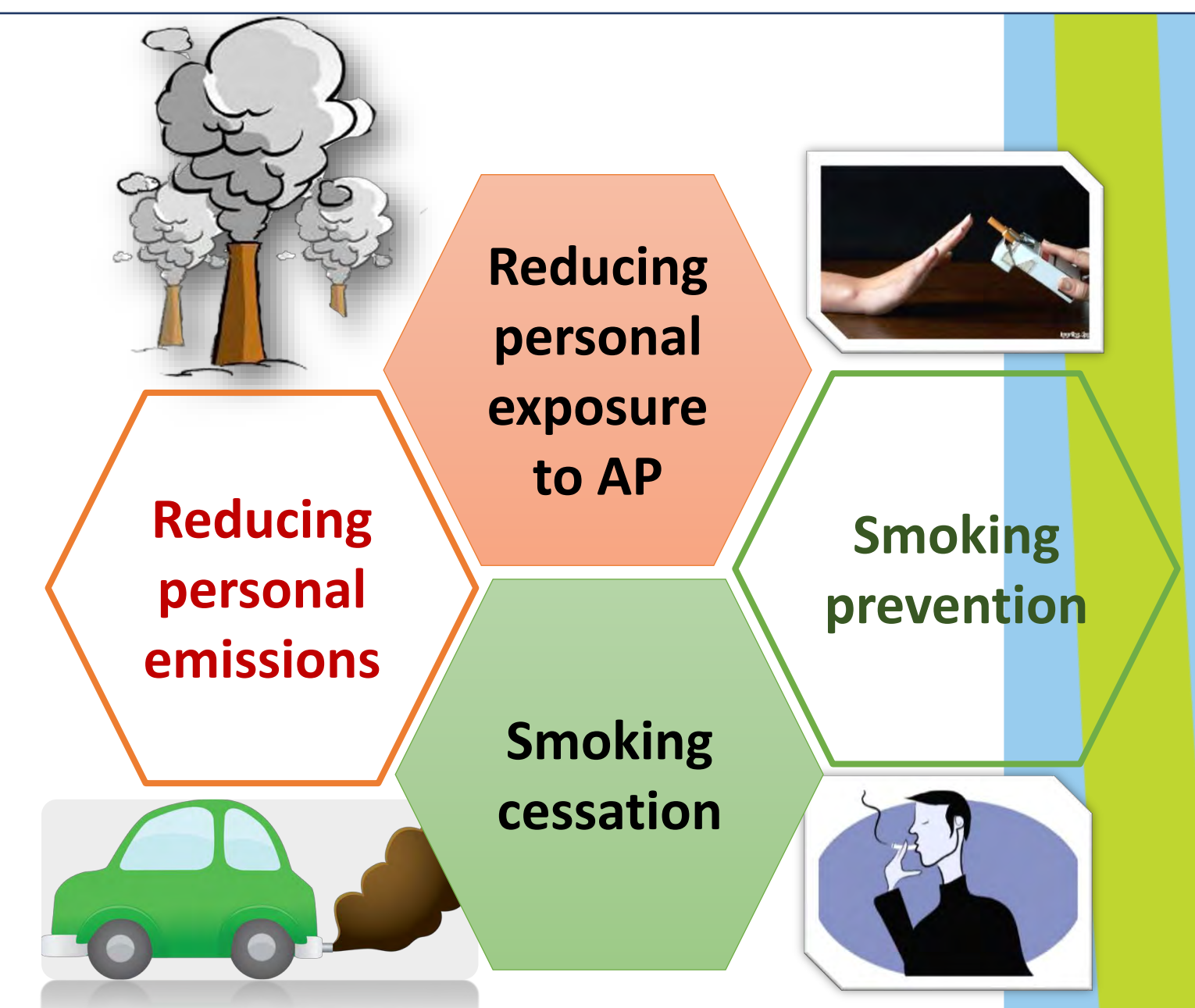
Kyrgyzstan Pakistan Uganda Greece Romania

Optimising implementation in diverse contexts

- 'Best buy interventions' typically developed, evaluated and tailored to high income country settings
- May not work the same when implemented in different socio-economic, cultural and geo-political contexts
- Implementation strategies must be carefully selected and adapted, to maximise effectiveness in specific context
- A systematic approach to selecting and adapting evidence-based interventions is presented

1 Situational analysis in each country

- Explore perceived burden, contextual drivers, determinants of behaviours
 - Identify barriers and facilitators to target behaviours
 - Map onto the Theoretical Domains Framework (behavioural theory)
 - Classify as individual, social & community and context level



- Identify strategies to facilitate desired change
 - Identify evidence-based interventions covering required strategies
 - Identify adaptation requirements (strategies not covered by interventions)
 - Identify implementation strategies & system-level changes

2 Identify suitable evidence-based interventions

3 Series of Stakeholder workshops

- Stage 1 - workshop with implementation team
 - Stage 2 - workshop with bespoke stakeholder group
 - Evaluation of intervention options
 - Generation of intervention preferences



- Implementation team considers stakeholder preferences
 - Weighing up of options, Feasibility and resource check
 - Selection of interventions to implement
 - Develop implementation strategies adapted to the context

4 Decision making

FRESHAIR
4Life

www.ipcrg.org/freshair4life

@FRESHAIRTeam



The Initiative



Universiteit
Leiden