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Other options for linkable lifestyle data – what about your supermarket loyalty card?

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- ❑ Importance of a healthy lifestyle
- ❑ Traditional methods for recording lifestyle
- ❑ New and emerging forms of data

Modifiable risk factors



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Diet and physical activity are two of the most important modifiable risk factors for non-communicable disease



Traditional research



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Limitations



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- Participant burden
- Researcher burden
- Subject to mis-reporting
- Scale
- Timeliness

New and emerging data



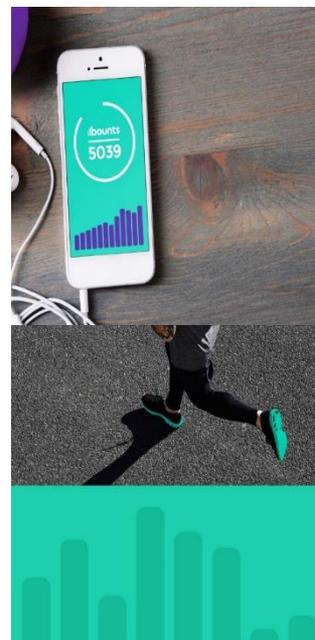
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- ❑ Supermarket loyalty cards
- ❑ Diet and activity apps
- ❑ Wearable devices

myfood 24



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Loyalty card data



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- ❑ 12 weeks data from one supermarket
- ❑ Data from 762,916 individuals
- ❑ 21,516,008 food and beverage item category transactions

- Not everyone uses loyalty cards or apps
- Not everyone uses loyalty cards or apps all the time
- Evaluation of new data sources essential
- New methods to account for limitations required



What is possible?



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Now

- Compare area (neighbourhood or region) patterns with health outcomes
- Collect information about what people think about using their data in this way

Future

- With consent linking new data with health records is possible

Conclusion



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- ❑ Great potential
- ❑ Governance
- ❑ Trust
- ❑ Data access / acquisition
- ❑ Novel, timely insight to improve health



An ESRC Data Investment

Questions



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