



# BSA MedSoc South Coast Regional Group

Invites you to a Symposium on

## Health and help seeking in social interactions and networks

Friday 10<sup>th</sup> November 2017 13:00 – 16:00

Room 1003, Building 67 (Nightingale), at University of Southampton,  
Highfield Campus.

<http://www.southampton.ac.uk/about/visit/getting-to-our-campuses.page#highfield>

### **Catherine Will: Imagining a public for antimicrobial resistance**

This paper analyses public health interventions trying to raise awareness of AMR and promote antibiotic stewardship by the general public. It shows how these use different strategies to engage people with information, grounded in rather different versions of the ordinary antibiotic user. By exploring the AMR case I seek to understand some of the ways in which public health draws on and creates the idea of 'behaviour'. Sociologists often critique behaviour change approaches by arguing that they are too focussed on the individual, and neglect social relationships and situations. In this paper I seek to understand what kinds of social actors are imagined in AMR stewardship, and how we might frame a sociological response.

### **Jaimie Ellis: AMR a global threat with local accountability; considerations and social network influences in relation to patients' antibiotic use.**

UK health policy has promoted prudent use of antibiotics among patients, practitioners and the veterinary community. Strategies like the Antibiotic Guardian programme and the issuing of delayed prescriptions are an attempt to tackle Antimicrobial Resistance (AMR) through attitude and behaviour change. This talk will focus on patients, and specifically on the considerations and social network influences on their enactment of a prescription for antibiotics. Data will be drawn from a yearlong study where 23 patients in receipt of a prescription for antibiotics, and 11 parents of children with a prescription were interviewed. Of these 11 took part in a telephone interview to explore their enactment of a delayed prescription, and 23 took part in a personal network mapping exercise to explore the extent to which attitudes, beliefs and behaviours towards antibiotics are influenced by personal networks. In this talk a number of social network influences are identified, and the influence of a moral dilemma unique to antibiotic use is also discussed.



## **Fiona Stevenson: Information from the internet in GP consultations: managing and negotiating the boundary between inside and outside the clinic**

Existing research highlights patients' concerns about challenging medical authority and GPs' sensitivity about such challenges as potential issues to be negotiated during the medical consultation. This paper reports the Harnessing Resources from the Internet (HaRI) study which is examining the ways in which patients manage the boundaries between knowledge gleaned about health outside the consultation and the presentation of medical concerns in the consultation, and the ways in which this is jointly negotiated. The study uses conversation analysis and thematic analysis of video-recorded consultations, a questionnaire, and semi-structured interviews with 30 patients and 10 GP to explore discussion of internet-derived knowledge in medical encounters.

### **About our speakers**

Catherine Will is a sociologist at the University of Sussex with an interest in the policies and practices of public health and health practices in the home. Jaimie Ellis is a Research Fellow working in NIHR CLAHRC Wessex. A sociologist, she has also researched in the areas of research methodology as well as self-management of long-term conditions. Fiona Stevenson is a medical sociologist at UCL and is an experienced qualitative researcher committed to delivering high quality research, education and teaching. She has a particular interest in e-health.

We are grateful to the NIHR CLAHRC Wessex for co-sponsoring this event and the BSA for supporting the group and these events.

The BSA Med Soc South Coast Regional Group meets 2-3 times a year at venues across the South Coast. We do not have a formal membership but we try to maintain an email distribution list for advertising events. Please contact one of the convenors if you would like to know more about the group. We welcome suggestions of topics and speakers for future events.

This event is open to all - you do not have to be BSA member, but do ask us about joining.

Please RSVP to Catherine Pope [cjp@soton.ac.uk](mailto:cjp@soton.ac.uk) to help us plan refreshments.