



# Institute of Health and Wellbeing

## I predict a Riot! The public health economics of improving parenting

**Tuesday 31st March 2015**

**10-11.30am**

**Sulgrave, Room S014  
the University of Northampton, Park Campus**

Parenting is considered key to teaching children what is acceptable behaviour. Parents use techniques such as praise and the 'naughty step' to encourage positive behaviour and discourage negative behaviour. Researchers have explored the clinical and psychological effects of parenting interventions; but as public health economists, we are interested in the interplay between costs and outcomes. Our role is to provide evidence to help individuals assess whether an intervention would be considered a good use of resources. Health economists have developed standard methods of evaluation to meet the evidence requirements of publicly funded health care systems facing the need for constrained choice. However, these standard methods are limited when it comes to measuring benefits where the direct beneficiaries are children.

During this seminar **Dr Joanna Charles, Centre for Health Economics and Medicines Evaluation Bangor University** will discuss the different approaches taken to conduct an economic evaluation of a complex intervention in which the principal beneficiaries are young children, Key findings will also be discussed, including the issue of externalities in the form of assessing parental and long-term outcomes.

**For further information and to book a place**  
**<http://seminarmar15.eventbrite.co.uk>**