**THE SHIFT TO SOCIAL SCIENCES PERSPECTIVES ACROSS GLOBAL PUBLIC HEALTH: NEW THEMES AND CHALLENGES**

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***ABSTRACT***

Traditionally, global public health has often been conceptualized through a biomedical approach, often with a narrow focus upon, for instance, the physical body, disease, and external observation of health and illness. However, over recent years, there has been to shift to an emphasis upon the role of the social and behavioural sciences within global public health (La Placa and Morgan, 2023). This has emphasized the role of, for example, social determinants, societies, subjective states, and relations between individuals and social structures and their impacts upon individual and population health and wellbeing research, policy, and practice. This has also precipitated a shift from, not only traditional concerns e.g., obesity, smoking, and physical health, but has come to embrace new and ‘late modern’ concerns e.g., violence; inequalities; loneliness; and migrant and refugee health, for example. As a result, this conference presentation will further clarify and explain more broadly, how the shift to social sciences perspectives has impacted upon global public health, by highlighting five key themes. These are as follows: a) new themes and challenges; b) the increasing use of social theories and perspectives in global public health; c) the focus upon health and wellbeing inequalities due to an increased use of social sciences perspectives; d) the role of ‘globalization’ and ‘de-globalization’ on population and individual health; and e) the development of skills and competencies required by national and international public health practitioners, due to the embrace of the social sciences. The presentation will conclude by emphasizing the importance of the shift to the social sciences in global public health, and the implications of this for policy, practice, and research.

Keywords: health, theory, research, social determinants, policy, social sciences

Themes: 1. Social Determinants of Health 2. Public Health and Nursing 3. Health Communication and Health Information Technology

**Biography**

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Vincent has a background in global public health, with a range of national and international experience of research, policy, and publications. Previously, Vincent was a Senior Research Consultant at the Department of Health (now DHSC), where he managed the qualitative strand of the *Healthy Foundations Life-stage Segmentation*.

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