Child & Adolescent Obesity Conference

CHILDHOOD & ADOLESCENT OBESITY: A WHOLE-SYSTEM, STRATEGIC APPROACH

28 February - 1 March 2011
Hotel InterContinental Abu Dhabi, UAE
“Children are one third of our population and all of our future.”

Select Panel for the Promotion of Child Health, 1981
Dear Colleagues,

I am delighted to welcome you to this exciting event in Abu Dhabi. We have chosen to hold the conference in the UAE as statistics show that there is both an escalation of the problem, but also a real determination to deal with the issue and turn it round. With the help of best practice examples, delegates will have the opportunity to discuss with international leaders from the field, the emerging evidence to support whole system strategic approaches and will explore what good systems should look like. The conference will prove invaluable to strategic planners and commissioners, but will also resonate with practitioners who deal directly with children and their families. It will develop skills to deal with these sensitive issues with confidence, a sense of purpose and the knowledge that without their vital contribution and that of other stakeholders, the strategy is simply rhetoric.

Dr. Azhar Ali
Chairman
Welcome by His Excellencies

H.E. Saif Al-Qubaisi
Chairman of SEHA,
Abu Dhabi, UAE

H.E. Zaid Daoud Al Siksek
CEO Health Authority Abu Dhabi (HAAD)
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# 1. Programme

## Day 1

**What is behind the strategy – Why whole system, strategic approaches?**

**What does a good strategy look like?**

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<td><strong>Dr. Asma Deeb</strong> - Consultant Paediatric Endocrinologist and the paediatric residency program director at Al Mafraq Hospital, Abu Dhabi</td>
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Programme

Day 2 - Putting strategy into action. A strategy is only as good as its delivery – the case for scaling up the action – next steps

09.00  Welcome
Conference Chair - Dr. Azhar Ali - Director of Clinical Affairs and Quality, Ambulatory Healthcare Services, Abu Dhabi

09.10  Plenary: UNICEF baby friendly scheme. Maternal weight
Dr. Mahendra Sheth - UNICEF Regional Health and Nutrition Advisor for the Middle East and North Africa

09.40  Plenary: Tackling childhood obesity – Establishing a systems approach using high quality services
Prof. Paul Gately - Chairman of National Obesity Forum (UK), Professor at Leeds Metropolitan University and CEO of Carnegie Weight Management Centre

10.10  Plenary: Early years – the evidence for efficacy of early intervention in the establishment of good lifestyle habits in the early years – family based approaches
Dr. Jamal Al Jubeh - MD, FAAP, Senior Consultant Paediatric Endocrinologist SKMC, Abu Dhabi, UAE

10.40  Coffee and networking

11.15  Conference Chair - Dr. Wejdan Mansoor - Family Physician & Clinical Lead, KCA Clinic Ambulatory Healthcare Services - SEHA

11.25  Plenary: The UNICEF national awareness campaign on Childhood Obesity in the UAE
Mayada Wahsh - Programme Officer UNICEF

11.55  Let’s Change4Life Programme - Sheffield: How a whole system anti-obesity strategy has been applied in one city
Dr. Robert Copeland - Principal Research Fellow, Sheffield Hallam University

12.25  Lunch and networking

13.40  Group A: Seminar
Main Auditorium: Tracking whole population trends in obesity
or
Group B: Workshop 1 - 4

14.20  Change over

14.30  Group B: Seminar
Main Auditorium: Tracking whole population trends in obesity
or
Group A: Workshop 1 - 4

15.10  Reconvene in main auditorium: Instructions for action planning

15.20  Action planning in groups (extended coffee break)
Delegates break to network in pairs or small groups and discuss over extended coffee break three actions they can personally take away with them to put into their own practice.

16.10  Panel discussion: Where now?

16.30  Conference summary & close
2. Speakers & topics

Professor Tawfik A. M. Khoja
General Director of the GCC Health Council

Professor Tawfik Khoja was awarded a bachelor degree in medicine and surgery (General Physician) by King Saud University in 1982, a High diploma as a GP in family medicine from the same university in 1986. He has been a fellow of the Royal Collage of General Practitioners (FRCGP) since 1989 and a fellow of the Faculty of Public Health (FFPH) since 2003.

Scientific career.
Professor Tawfik Khoja is Director General, Executive Board, Health Ministers’ Council for the Co-operation Council States, Family and Community Medicine Consultant and, in addition to other responsibilities is responsible for overall development and implementation of primary health care programmes and conduction and co-ordination of field studies and research in primary health care. He has authored or co-authored over 40 books and manuals and published more than 70 research and scientific articles on health policy and protocols around the issues of family medicine primary health care and service quality.

Childhood obesity in the Gulf States - Prevalence and trends

This plenary will look at demographic trends in childhood obesity across Gulf states and compare them. Also what lies behind these trends will be discussed.
Ms. Lara Hussein is Jordanian, holds a Masters degree in Education, Human Resource Development from Huddersfield University, U.K., and a Bachelor degree in Business Administration from the Yarmouk University, Jordan. Ms. Hussein recently joined CHF International as a Country Representative for Jordan Office. She worked for six years as the Deputy Secretary General at the National Council for Family Affairs (NCFA) - a family policy think tank that is headed by Her Majesty Queen Rania Al-Abdullah. Prior to holding her latest post at NCFA, Ms. Hussein was the Director of the Childhood Unit. She has gained her professional experience working for ten years with the United Nations (ESCWA & UNICEF) in research and project management related positions.

The UNICEF approach

Lara will underline UNICEF’s commitment to the serious and growing issue of childhood obesity and will discuss UNICEF’s general approach and contribution to this agenda. On the second day of the programme we shall hear from Mayada Wahsh – programme officer UNICEF of an award winning example of the UNICEF approach to tackling childhood obesity specifically targeted on the UAE.
Dr. Jennifer Moore
Section head of the Family and School Health at Health Authority Abu Dhabi (HAAD)

Dr Jennifer Moore was educated at Stellenborsch University SA, the University of Cape Town Business School, London Business School and more recently studied for a Masters Degree in Public Health at John Hopkins School of Public Health Baltimore, USA.

Before working for the Health Authority of Abu Dhabi, Dr Moore worked for the World Medical Association in Geneva, Switzerland and worked in Abu Dhabi as a Manager for PricewaterhouseCoopers Advisory (healthcare) where she managed many projects including public strategy, organisational redesign, assessment of national clinical services, market analysis, master facility planning and financial feasibility studies.

From February 2009 to present Dr Jennifer Moore has been the section head of Family and School Health for the Health Authority Abu Dhabi (HAAD). She has led the department in developing a five year health strategy, including regulation of school healthcare services, evidence based prioritisation of public health challenges in schools and the initial development of high impact initiatives to address priority areas with a focus on delivery as well as rigorous monitoring and evaluation.

HAAD strategic approach

Here we will examine:

» the evidence and demographic trends which have led to the HAAD identifying childhood obesity as a public health priority in Abu Dhabi
» the reason for a whole-system strategic approach

What the strategy is comprised of including

» population trend measurement,
» baseline setting and target setting.
» Workforce development to implement the strategy
» the identification of individual children who are overweight or obese and the care pathway for intervention including nutritional advice and support
» measures put in place to prevent obesity such as the promotion of breast feeding, work with the food industry, spatial planning, school interventions and social marketing
Kim has been Head of the Childhood Obesity National Support Team since its formation in September 2007. Over the past 3 years she has led the Team in providing intensive support to local areas in England facing the biggest challenges in tackling childhood obesity. Intelligence on effective practice and barriers to change gathered during this support process is shared with national and regional policy teams to help shape future strategy and delivery systems.

She has been a member of the Cross Government Obesity Team and a member of Care Quality Commission Advisory Panel on Obesity. Kim has contributed to NICE guidance on Maternal Obesity and early scoping of NICE guidance on Preventing Obesity - a whole systems approach. She is a regular contributor to the Regional Obesity Forum.

She has a law degree, an MBA, a diploma in psychotherapy and is a master practitioner of Neuro-Linguistic Programming (NLP).

**UK strategy: A population approach to Childhood Obesity**

Kim will lead us through a recent report which discusses the evidence for what works in terms of tackling childhood obesity in the United Kingdom. With her first hand knowledge of strategic work right across the UK, Kim will share with us findings on the whole-system strategic approach to tackling childhood obesity and what a good strategy should contain. We will examine the evidence to support wide ranging strategies which offer accessible, relevant and effective initiatives which are inclusive, delivered at a large enough scale to reach whole communities. The transferability of the evidence base to UAE and Gulf communities will be discussed.
Dr. Asma Deeb  
**Consultant Paediatric Endocrinologist and the paediatric residency program director at Al Mafraq Hospital, Abu Dhabi**

Current position:  
Consultant Paediatric Endocrinologist and the paediatric residency program director at Al Mafraq Hospital, Abu Dhabi.

Previous posts:  

Obtained an MD degree from the University of Newcastle Upon Tyne in 2002. The MD was on growth hormone gene expression in tumor cell line.

Specialised in Paediatric Endocrinology in Cambridge UK where she worked as a University lecturer in Paediatric Endocrinology from 2001.

Research interest:
- Wide experience in clinical and basic research.
- Published many papers on androgen sensitivity and neonatal diabetes.

Clinical interest:
- Use of technology in treatment of Diabetes.
- Childhood obesity.

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**Medical consequence of childhood obesity**

The medical consequences of childhood obesity such as type II diabetes, heart disease and other diseases will be discussed to heighten awareness to the dangers of childhood obesity and its detrimental effects.
Psychological consequences of Childhood Obesity

The risk that childhood obesity carries for low self esteem, impaired quality of life and depression will be discussed along with the victimization and social isolation experienced by some obese children and adolescents. Successful weight management and engagement with lifestyle change initiatives requires overcoming these barriers to program uptake and engagement. Professor Hill will describe how understanding social networks may help in this and will argue that improvements in psychological and social functioning are themselves important secondary outcomes in efforts to manage obesity.

Prior to joining UNICEF, he worked in Malawi from 1988 to 1989 as Health Coordinator for UNHCR and in Ethiopia from 1980 – 1988 with Save the Children Fund UK as Senior Health Advisor, Ethiopia.

UNICEF baby friendly scheme.
Maternal weight

Delegates will hear how maternal health and wellbeing including maternal weight and nutrition in women and girls of childbearing age is crucial to the establishment of healthy growth in infants and the reduction of both failure to thrive and obesity. The concept of ‘rebound obesity’ will be discussed and linked to the susceptibility to type II diabetes. The rationale behind the UNICEF ‘Baby Friendly Scheme’ will be discussed along with the evidence of the correlation between breast feeding and healthy growth in children and how it is linked to the establishment of good feeding practice which will last throughout childhood.
The vision and character of CWM was developed by director, Professor Paul Gately, who has over 20 years research experience in the field of childhood obesity; studying weight loss programmes throughout the world. The structure, content and implementation of the CWM programmes today have been born out of this.

Paul holds a degree in Sports Science and a Masters in Human Nutrition. He went on to complete a PhD, evaluated and redeveloped an American residential weight loss camp as an intervention for the treatment of overweight and obese children. His primary research interest being childhood obesity treatment.

Professor Gately has also presented a number of television programmes on the subject of childhood obesity and is a regular contributor on radio, television and in the press. He has been a contributor to the International Obesity Task Force/World Health Organisation’s report on childhood obesity, as well as being a consultant to many government agencies, health organisations and corporations throughout the UK and internationally.

Tackling childhood obesity – Establishing a systems approach using high quality services.

Professor Gately will explore with the delegates how a systems approach to addressing weight issues with young people can lead to sustainable weight management. The approach is family focused and caters for the importance of raising self esteem and tackling social exclusion to help children and their families to access mainstream opportunities for physical activity. The programme re-educates children and their parents to establish sustainable dietary habits and employs peer support and motivational work to assist them to address weight problems. The weight management programme has a menu of interventions including summer camp and weekend activity attendance with nutrition and cookery groups, groups to improve self esteem and develop a range of skills to assist young people to interact and improve relationship building with other young people, physical activity sessions, lifestyle enhancing techniques, coping strategies and also family based work, both in groups and with individual families. Professor Gately will discuss the evidence for the need for long term follow up and peer support and discuss the techniques that he has developed to address this need.
Dr. Jamal Al Jubeh graduated as medical doctor from the University of Jordan. He completed pediatrics residency and pediatric endocrinology fellowship at the University of Texas-Medical Branch in Galveston, Texas. He is American Board certified both in Pediatrics and Pediatric Endocrinology. He worked as Pediatric Endocrinology consultant in Dhahran, Saudi Arabia from 2001 until 2006, then joined Sheik Khalifah Medical City in Abu Dhabi as a senior consultant pediatric endocrinologist.

Dr. Jamal Al Jubeh  
MD, FAAP, Senior Consultant Paediatric Endocrinologist SKMC, Abu Dhabi, UAE

Early years – the evidence for efficacy of early intervention in the establishment of good lifestyle habits in the early years – family based approaches

Delegates will be presented with the evidence for what works in terms of establishing good lifestyle habits in the early years including feeding habits and a healthy active lifestyle. Evidence will include parent/child relationships regarding food and feeding, the ‘mechanics’ of feeding, managing the feeding environment, weaning practice, portion size and the introduction of new foods. Also will be discussed is the evidence for what works in establishing active lifestyles with a family focus.
The UNICEF national awareness campaign on Childhood Obesity in the UAE

This award winning and successful campaign was implemented in 2009 to bring the issue of child obesity at the forefront of social concern by influencing political dialogue, collective action and individual behaviour of stakeholders with regards to their social responsibility to fulfil children’s requirements and rights for a healthy life emphasizing healthy diet and physical activity in the UAE. Mayada will discuss the challenges, the recommendations that came out of the programme and the proposals for future work.
Dr. Robert Copeland is a principal research fellow at the Centre for Sport & Exercise Science, Sheffield Hallam University. Rob's specific area of expertise is sport and exercise psychology, with his current research and consultancy portfolio focusing on designing physical activity and behaviour change interventions in public health, specifically obesity. Rob's PhD focused on exercise as a psychological therapy for obesity in childhood, during which he delivered over a thousand sessions of exercise counselling with overweight and obese adolescents and continues to hold this as his main focus of research. Rob has also worked within a wide range of sports including professional golf, football, tennis and snooker and is sport psychologist to Steve Peat current UCI men's downhill mountain bike world champion. Rob has also worked with Chief Executives and senior manager's applying proven sports psychology techniques to a business environment. Rob has expertise in work-placed/corporate wellness, exercise referral systems and phase IV cardiac rehabilitation. Rob is an accredited member of the British Association of Sport and Exercise Science in Sport & Exercise psychology.

Let’s Change4Life Programme - Sheffield: How a whole system anti-obesity strategy has been applied in one city

This ambitious programme aims to prevent obesity in children, young people and families through shifting attitudes and culture in the city at all levels and by delivering a range of universal and targeted prevention activities which focus on individuals, families, children's centres, schools and communities across Sheffield. Specifically, the programme will deliver on 8 key areas of activity to ensure that by 2012 the obesity rates in Sheffield will be falling.

The 8 areas are:
- Breast feeding
- Community health champions
- Cross Sector innovations
- Living neighbourhoods
- The great outdoors
- Food
- Schools
- Social marketing
Qualifying as a nurse in 2002, Manal has been involved in teaching nursing skills since 2005. Since 2009 Manal has been responsible for auditing nurse competencies, designing and delivering accredited programmes of nurse education and also in the drawing up of nursing policies and procedures. Manal is responsible for instructing nurses in Abu Dhabi in accurately weighing and measuring children and adolescents, recording and interpreting the results, identifying problems with weight gain and how to act.

Manal Ali
SEHA Nursing
Education Department

Workshop 1:
Measuring and plotting individual children’s BMI. Plotting and interpreting results and communicating them sensitively to parents

The accurate measurement and recording of individual children’s BMIs will be discussed on 2 levels.
Firstly, as a precursor to interpreting the findings and what the significance is to the child and their family, including sensitive delivery of the information and signposting to appropriate advice, help and intervention.
Secondly, the importance of the practitioners role in contributing to the whole population growth monitoring. (this workshop is likely to appeal to front line practitioners)
Dr Abdelrahman Nimeri has been the Head of the Division of General, thoracic and vascular surgery and the Director of the Bariatric and Metabolic Institute at the Sheik Khalifa Medical City – Cleveland Clinic of Abu Dhabi since 2009. He is also the Quality Review Officer, Department of Surgery Consultant, Minimally Invasive and Bariatric Surgery. He has led the development of a highly successful holistic and well respected team approach to bariatric surgery. From 2004 – 2009 Dr Abdelrahman Nimeri was at the Central California Faculty Medical Group as Assistant Clinical Professor of Surgery UCSF in minimally invasive surgery and bariatric surgery. Dr Nimeri has won many honours and awards in his field and has numerous published works. He is a member of the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) a Fellow of the American College of Surgeons (FACS) a member of the American Society of Metabolic and Bariatric Surgery (ASMBS) and the International Federation for the Surgery of Obesity (IFSO).

**Workshop 2: Bariatric Surgery**

Whilst acknowledging that bariatric surgery is a last resort for young people and that prevention and change of lifestyle is the preferred option we cannot get away from the fact that for some young people bariatric surgery is the only option.

The need for a holistic multi-agency team approach to screening and selection for bariatric surgery, preparation, surgery and aftercare is paramount for young people.

With the help of his highly acclaimed multi-agency team, Dr Abderlrahman Nimeri will describe the role of the team members and how they work together to achieve high quality care and aftercare for such young people. This will of course under normal circumstances be family focused.

(this workshop is likely to have wide appeal, particularly with medical delegates, but strategists and front line workers would also benefit from understanding what would be involved for clients that they may refer).
Salma Al Nuaimi graduated from Abu Dhabi Institute of Nursing as a Registered Nurse; Diploma of Nursing Science in 1994, in 2002 she obtained a Bachelor of Nursing Science degree from Jordan University of Science and Technology in Kingdom of Jordan as well as Master Degree in Community Health Nursing in 2010.

She has clinical and management experience in the United Arab Emirates as she has obtained leadership for change certificate from International Council of Nursing.

In 1995, she joined Primary Health Care as staff nurse, and gradually she worked as Charge Nurse, patient and family health Educator, Assistant Director of Nursing and Director of Nursing in the Eastern Region. Since October 2010 she works as Nursing Service Manager for Ambulatory Healthcare Services SEHA, Emirate of Abu Dhabi.

Workshop 3: Parental perceptions of childhood

Salma Al Nuami will discuss the findings of her research on 1097 parents in the Emirate of Abu Dhabi particularly Al Ain City and the research around parents perception and stress related obesity in children. The research centered on children who were obese (aged from 6-11 years old). Salma Al Nuami will discuss with delegates what the implications of her research are for both front line practitioners and what they can add to the evidence base of what actions are required at strategic level.

This workshop will be of interest to both front line practitioners and those whose role involves setting out strategies or delivering strategic aims.
Dr Laurel Edmunds is a child/adolescent weight management specialist with 17 years of experience. Her areas of expertise include the psycho-social aspects of childhood obesity, weight management evaluations, reviewing the intervention literature and interview-based research. She reviewed treatment and prevention studies for 12 years and was a Specialist Advisor to the Health Select Committee's obesity inquiry. She was also a psychologist in the children's obesity clinic at the Bristol Royal Children's Hospital. She is an independent consultant and researcher.

Dr. Laurel Edmunds
PHD, Oxford University
UK

Workshop 4:
The overweight child’s perspective

Dr Laurel Edmunds is a psychologist with a background in education. Dr Edmunds review of the intervention literature, interview-based research and her review of treatment and prevention studies for 12 years have culminated in her commitment to evidence based child/family centred interventions.

She will explore the psycho-social aspects of childhood obesity and what the findings have to add to the evidence base for effective interventions.
3. Action planning sheet

This section is for you to record 3 actions which you can integrate into your daily practice. To formulate your action plans it is helpful to work with one or more other delegates and exchange views. For delegates working at an operational level, which may be in face to face contact with children or their families the actions may for example be about raising the issues of positive lifestyle change in a sensitive way or playing their part in accurate measurement and recording of weight, height and BMI or sharing their learning with colleagues. For strategists the actions may be to redraft their strategic plans to include a particular element, devise a workforce awareness raising programme or renew efforts to work in partnership with spatial planners or the food industry.

Three actions that I pledge to do in my work to tackle childhood obesity:

Action 1:

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Action 2:

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Action 3:

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4. Reflective Practice Record

Please write your own reflections on the conference as a whole or on one particular presentation, workshop or discussions with colleagues. This can then be kept in your reflective practice portfolio.

1. What have I learned from this learning activity that maintains or developed my professional knowledge and competence?
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2. What was the key learning point for me from this learning activity and how will I apply it to my work?
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3. What do I know or can I do now that I could not do before attending this learning activity?
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4. What can I apply immediately to my own practice and client care?
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5. Is there anything that has come out from my attendance at this learning activity which needs to be discussed with others in order to change systems for the better?
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6. Was there something that I would like to learn more about or clarify and how might I go about this?
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7. Has attendance at this learning activity flagged up further learning needs for me? If so what ideas have I got for meeting those needs?
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5. Planned poster presentations*

* Not all presenters confirmed their attendance at the printing date of this book. We can’t guarantee that all presentations will be shown at the conference.

Blood Pressure and Obesity in Emirati Children and Adolescents
Presenting Author:
Syed M Shah, Department of Community Medicine, FMHS, UAE University
Additional authors:
Fatima Al Maskari, Aaesha Al Mehairi, Shamma Al Muhairi, Muna Al Naqbi, Aysha Khouri
Department of Family Medicine, FMHS, UAE University
Taoufik Zoubeidi
Department of Statistics, College of Business and Economics, UAE University

Prevalence of Obesity Among Adolescents in Urban and Rural Areas of Saudi Arabia
Presenting author:
Nasser Alqahtani, PHD student, Nutrition and Dietetics, School of Medicine, Flinders University, Adelaide, Australia
Additional authors:
Jane Scott, Nutrition and Dietetics, School of Medicine, Flinders University, Adelaide, Australia
Mohammed Alsai, King Saud University, Saudi Arabia

Associations between Student Involvement in the Implementation of Local Wellness Policies and Perceptions of Changes in the School Wellness Environment
Presenting author:
Jomaa Lamis PHD, Assistant Professor, Faculty of Health Sciences, University of Balamand
Additional authors:
Elaine McDonnell MS, RD, Projects Coordinator, Project PA, Department of Nutritional Sciences, Pennsylvania State University
Claudia Probart PDH, RD, Associate Professor, Pennsylvania State University

Associations of Overweight and of Weight Dissatisfaction among Palestinian Adolescents
Presenting author:
Haleama Al Sabbah, Head of Public Health Department and Assistant Professor in Public Health Nutrition, An-Najah University

Weight and health among Canadians aged 6 to 17 attending Moncton schools
Presenting author:
Slimane Belbraouet, Professor and director, School of nutrition, University of Moncton, Canada
Additional authors:
Mrs. Michelle Arsenault, Dietitician, Hopital G Dumont (Moncton, Canada)

Nutrition, physical activity and wellbeing in adolescents.
Presenting author:
Mrs. Lena Nilsson, Behaviour therapist / PhD student, University of Bedfordshire
Additional authors:
Dr. Angel Chater, Senior Lecturer in Health Psychology, University of Bedfordshire
Professor Andrew Guppy, Professor of Applied Psychology, University of Bedfordshire

An efficacy trial of intragastric balloons for the treatment of severe obesity in adolescents
Presenting author:
Lindsey J Reece, Researcher, Sheffield Hallam University, United Kingdom
Additional authors:
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