

Healthy Society

The University of Birmingham is addressing global challenges to improve the health and wellbeing of society through cutting-edge biological, environmental, psychological and physical research.

Birmingham is recognised across life and environmental sciences and healthcare innovation as a global leader, translating science into societal advancements. Through strong partnerships that link pioneering academic excellence with clinical and industry innovation, we address the challenges facing society today and those of the future global population. We do this by working collaboratively with a broad range of businesses, government departments, research councils and governing bodies in sport both in the UK and overseas.

Our expertise

Environmental health and wellbeing:

Air pollution, Blue-Green infrastructure, water security and circularity and clean energy

Biological health and wellbeing:

Full-circle translational medicine, cancer including leukaemias, cardiovascular diseases, brain diseases, antibiotic resistance, metabolomics, food and sustainable agriculture

Psychological health and wellbeing:

Mental health and wellbeing (youth and adult), human brain health, online safety and abuse and perception, cognition and action

Physical health and wellbeing:

Healthy ageing, precision rehabilitation for spinal pain, physical educational and digital technologies, performance enhancement

Enabling technologies:

Underpinning our expertise are state-of-the-art facilities, which include high-specification equipment and machinery for use as enabling technologies. Combined with our research expertise, these create opportunities for industry to access cutting-edge methods and applications to transform business.

Key projects

Environmental health and wellbeing

■ West Midlands Air Quality improvement programme (WM-Air):

Research into air pollution in the United Kingdom is supported by three new air quality supersites across the country, one of which is based at the University of Birmingham. The supersites use state-of-the-art monitoring systems to identify harmful pollutants more accurately than ever before. We are working with West Midlands Combined Authority, Transport for West Midlands, local authorities across the region, HS2 and the Birmingham and Solihull NHS Sustainability and Transformation Partnership, plus a number of private sector organisations and local businesses to deliver the WM-Air project. The project will provide improved understanding of pollution sources and levels in the region, and new capability to predict air quality, health and economic impacts of potential policy measures.

THE UNIVERSITY OF
BIRMINGHAM IS LEADING
THE WEST MIDLANDS
AIR QUALITY IMPROVEMENT
PROGRAMME
AS PART OF THE
£4 MILLION
REGIONAL IMPACT FROM SCIENCE
OF THE ENVIRONMENT
(RISE) INITIATIVE,
FUNDED BY NERC

TO FIND OUT MORE
ABOUT ENABLING
TECHNOLOGIES AT
BIRMINGHAM,
PLEASE VISIT:

WWW.BIRMINGHAM.AC.UK/ENABLING-TECHNOLOGIES



Healthy Society

Biological health and wellbeing

■ Sanofi Genzyme collaboration:

The University of Birmingham is working with pharmaceutical company Sanofi Genzyme, to solve technical challenges, using new technology to improve drug discovery processes and techniques for making drug targets. This has been demonstrated to be of significant utility to their business. Alongside continued funding from Sanofi Genzyme, to support a researcher, the developing partnership is exploring how to roll out these new, improved techniques across other business areas, in both the US and Europe.

Physical health and wellbeing

■ Young people, social media and health:

We are researching young people's experiences of engaging with health-related digital technologies and social media content; as well as the impacts they report on their health, wellbeing and physical activity. Using empirical case studies, digital representations and evidence from multi-sector and interdisciplinary stakeholders and academics, we are identifying the opportunities and risk-related impacts of social media and healthy lifestyle technologies to optimise the potential of these channels as platforms for positive health promotion.

Psychological health and wellbeing

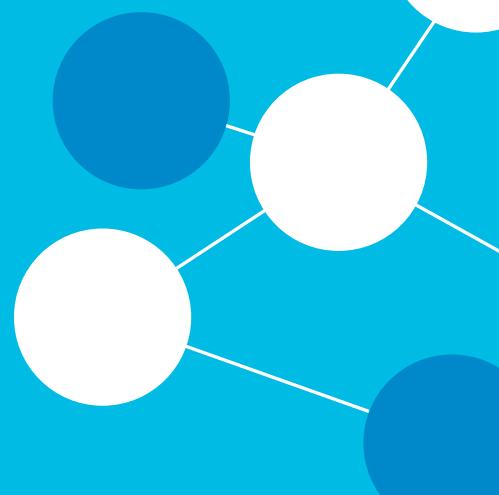
■ Construction industry:

The University of Birmingham's Centre for Applied Psychology is exploring how we can assist the construction industry in designing, implementing and evaluating their health and wellbeing strategies. We are in discussion with multiple large corporations with a view to developing strategies to engage and empower their workforce in adopting positive behavioural change in the areas of healthy eating, mental health, physical wellness and safety.

Work with us to drive innovative collaborations

We are developing industry-academia partnerships and projects within a broad range of industries and sectors:

- Construction
- Banking and finance
- Pharmaceutical and biopharmaceutical
- Biotechnology
- Governing bodies in sport
- Technology
- Manufacturing
- Consumer goods
- Fashion
- Confectionery, food and beverages
- Management consultancy and professional services
- Gaming and digital media
- Pet food and animal care
- Medical devices



Getting in touch

To learn more about engaging with the University, please contact the Business Engagement team:

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