



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



World
Social Marketing
Conference 2008

Keynote Session

Healthy Foundations Life Stage Segmentation
Research – progress update
Ewen MacGregor

Healthy Foundations Life Stage Segmentation Research

International Social Marketing Conference
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Contents:

- Setting the context & Social Marketing at DH and Ambitions for Health
- Background & Scoping to Healthy Foundations
- The Healthy Foundations Hypothesis
- Some Interim Results
- Where to from here

Setting the scene for Ambitions for Health

- *Choosing Health* (2004) sets out DH social marketing and public health policy
- NCC *It's Our Health* independent review published 2006
- National Social Marketing Centre established 2006
 - **Insight use**
- Health Challenge England report issued December 2007
- Stakeholders identified the principles of leadership and joined up policy, understanding people and partnership working

Introduction to Health Improvement & Protection



Social Marketing and Health-Related Behaviour Team

Our responsibilities:

- DH Social Marketing and public health policy lead, incl. sponsor for National Social Marketing Centre at NCC
- DH Health Literacy lead
- Portfolio of health-related behaviour work
 - NHS LifeCheck, NHS Health Trainers
- Cross Directorate Support for Public Health
 - NHS Choices, DH public health web-pages

Social Marketing in Public Health Practice



Ambitions for Health:

A Social Marketing framework for action to build capacity in the public health system by 2010.

- Four work streams:
 - (Public) Health Insight: to use public health consumer insight to inform and shape all local and national health improvement activities.
 - Healthy Foundations Life-stage Segmentation

http://www.dh.gov.uk/en/Publichealth/Choosinghealth/DH_086106

HEALTHY FOUNDATIONS LIFE-STAGE SEGMENTATION PROJECT OBJECTIVES

1. “To provide a more robust understanding of the attitudinal and environmental drivers of health-related behaviours ...”
2. “To provide a comprehensive life stage analysis of the population of England...”

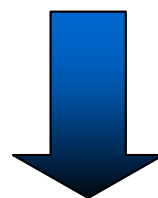
HEALTHY FOUNDATIONS LIFE-STAGE SEGMENTATION PROJECT OBJECTIVES

3. “Create an integrated and validated life-stage segmentation model reviewing Health PSA targets, to form a holistic understanding of the population and develop population profiles”
4. “To provide a tool to enable improved targeting (and measurement) of health improvement strategies...”

“The Healthy Foundations Life-stage Segmentation Project”

- ❑ **A segmentation of the population**
 - looking at the drivers of behaviour across Public Health Priority Areas

- ❑ **Explore the feasibility of multiple issue work streams for social marketing**
 - For example, where appropriate tackling common drivers across issues.



In short providing the basis for a cross-issue view of the population, enabling DH to more accurately target those who need help.

The project is concerned with the health priority issues covered by the primary PSA (*Public Service Agreement*) targets:-



Scoping Stage – Research Review

Ingram's 2006:

- ❑ Expert '**reference group**' blended team' academics, key market researchers, segmentation experts, + DH experts & policy reps;
- ❑ Map **target groups** as currently defined/segmented
- ❑ To identify **common 'drivers'** of behaviour shared by target groups across issues
- ❑ To identify knowledge **gaps** in the existing research base

Healthy Foundations

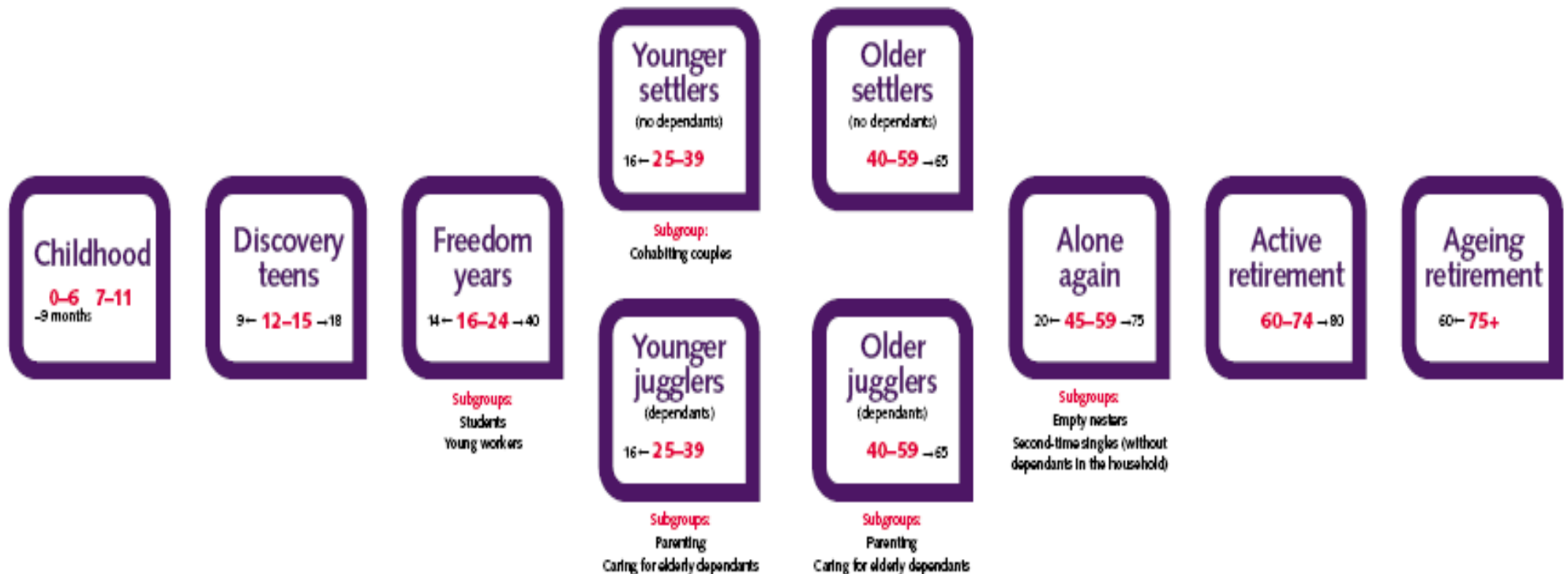
A segmentation model

Published July 2008

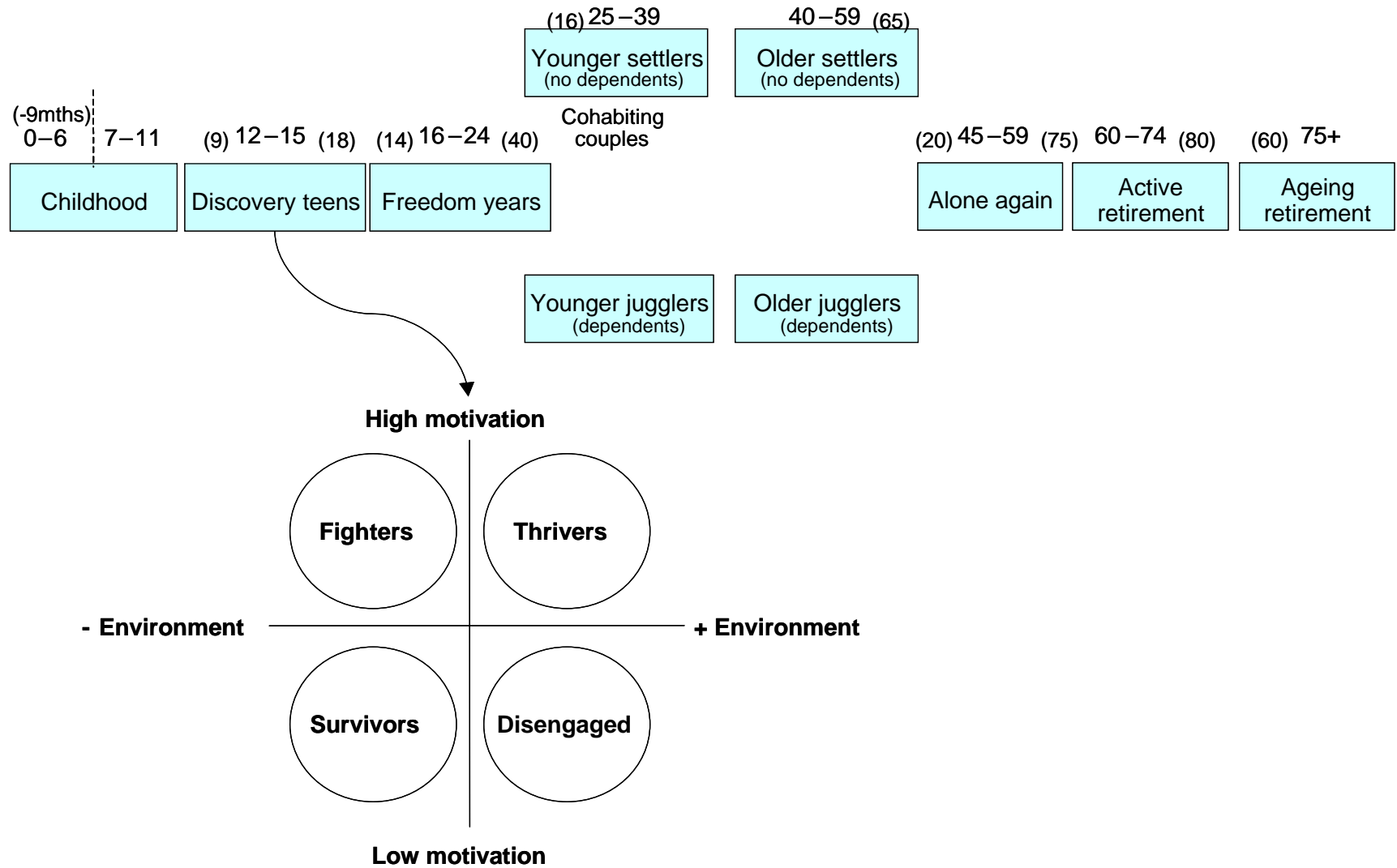


Note: The following represents initial thinking and is work in progress – and has not been formally validated

The Hypothesis

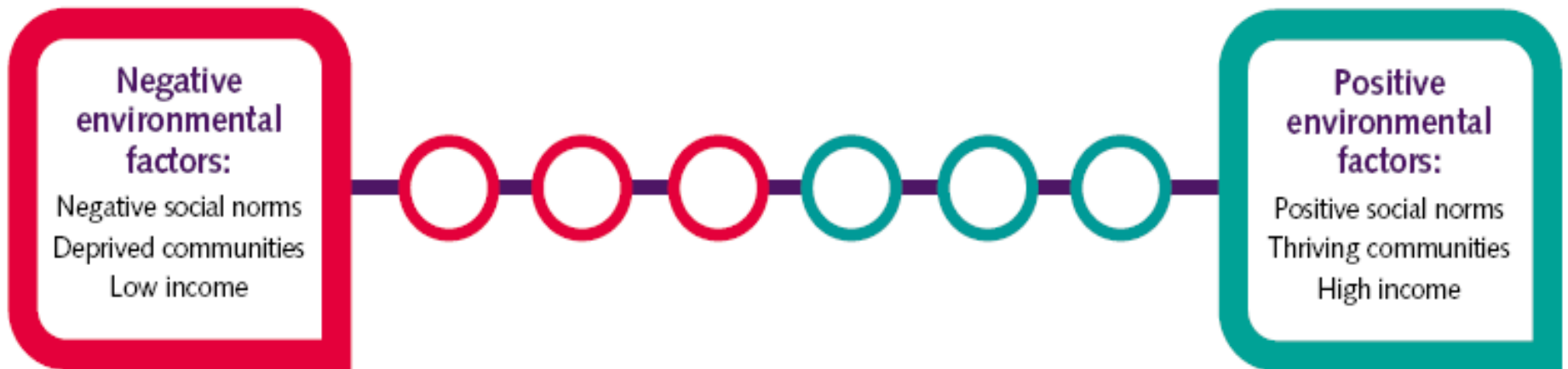


The Hypothesis



The Hypothesis

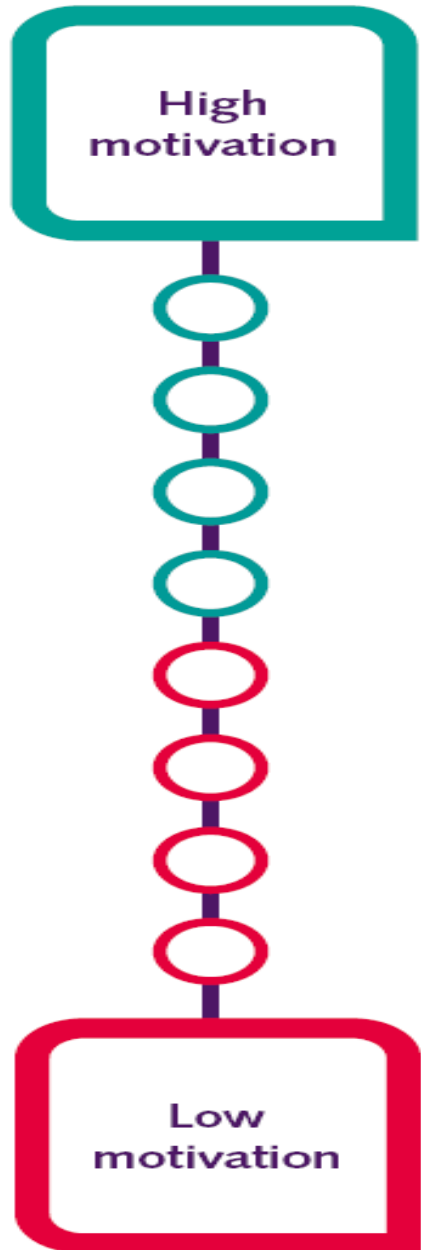
Figure 2: Circumstances/ environments axis



- **Social,**
- **Environmental and**
- **Economic**

The Hypothesis

Motivation / Engagement with health and well being



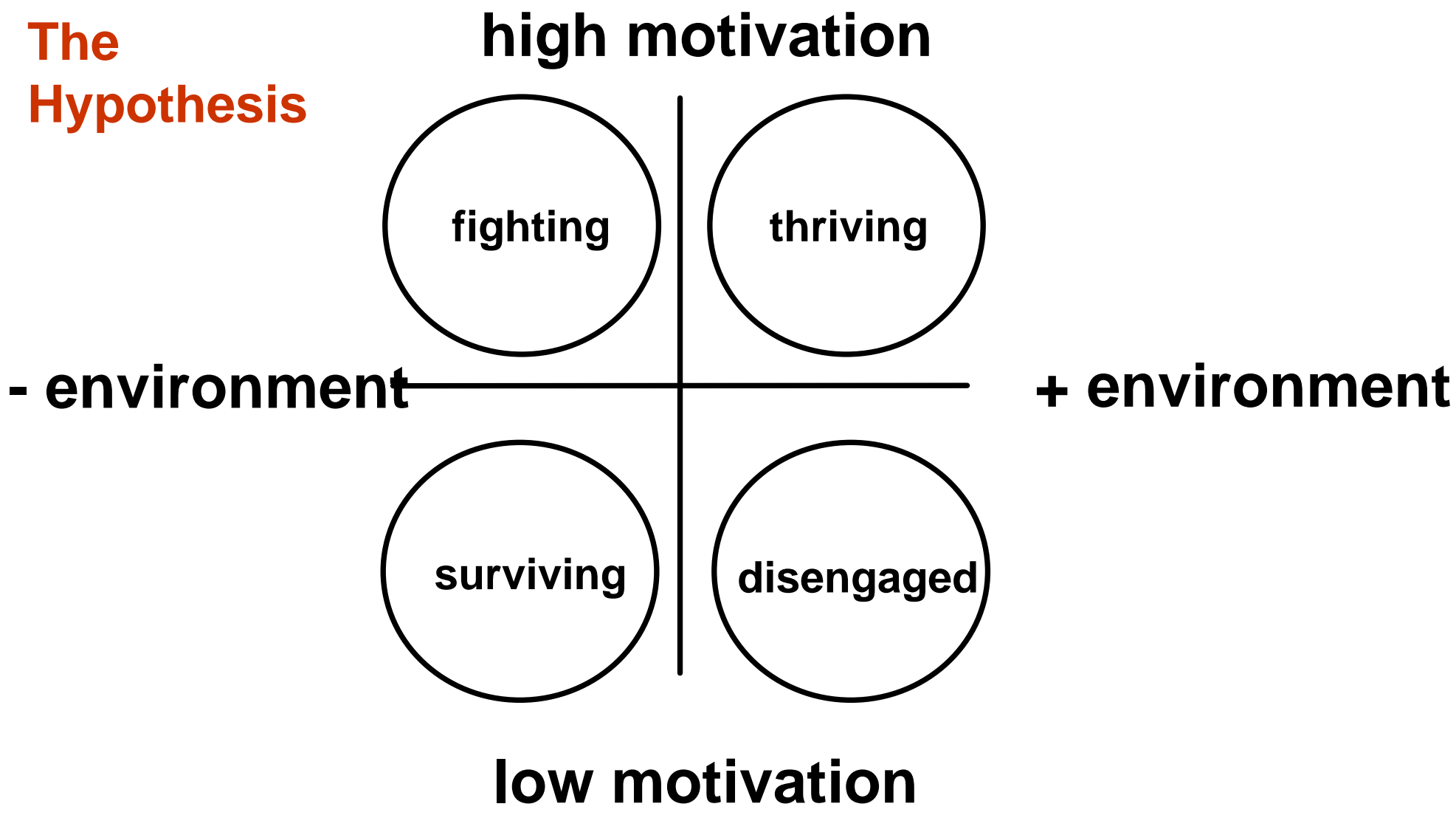
Attitudinal drivers:

- Long - short term view of life
- Extent - ability to make positive changes to health
- Extent which take part in risk behaviours

Note: The following represents initial thinking and is work in progress – and has not been formally validated

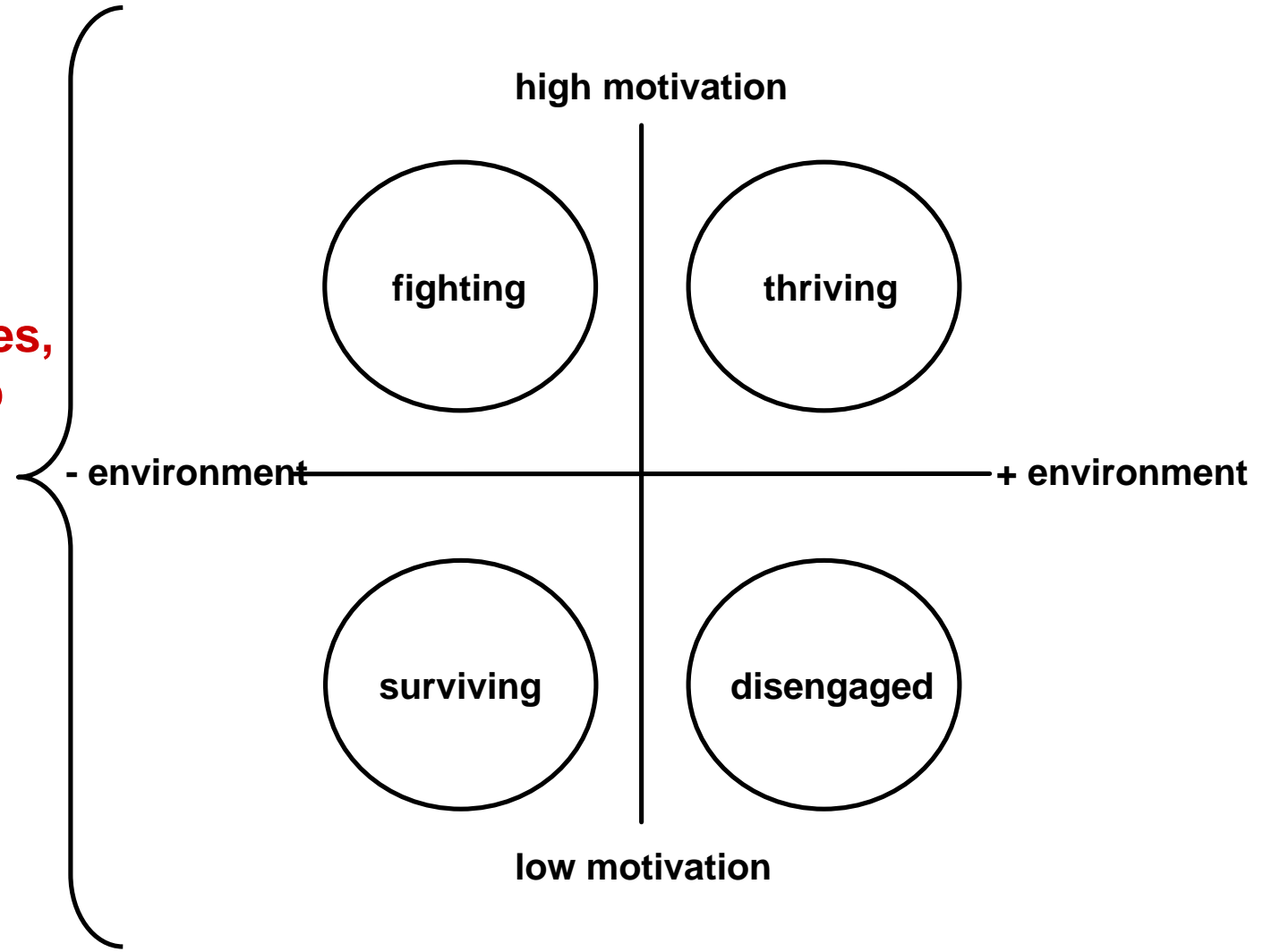


The Hypothesis



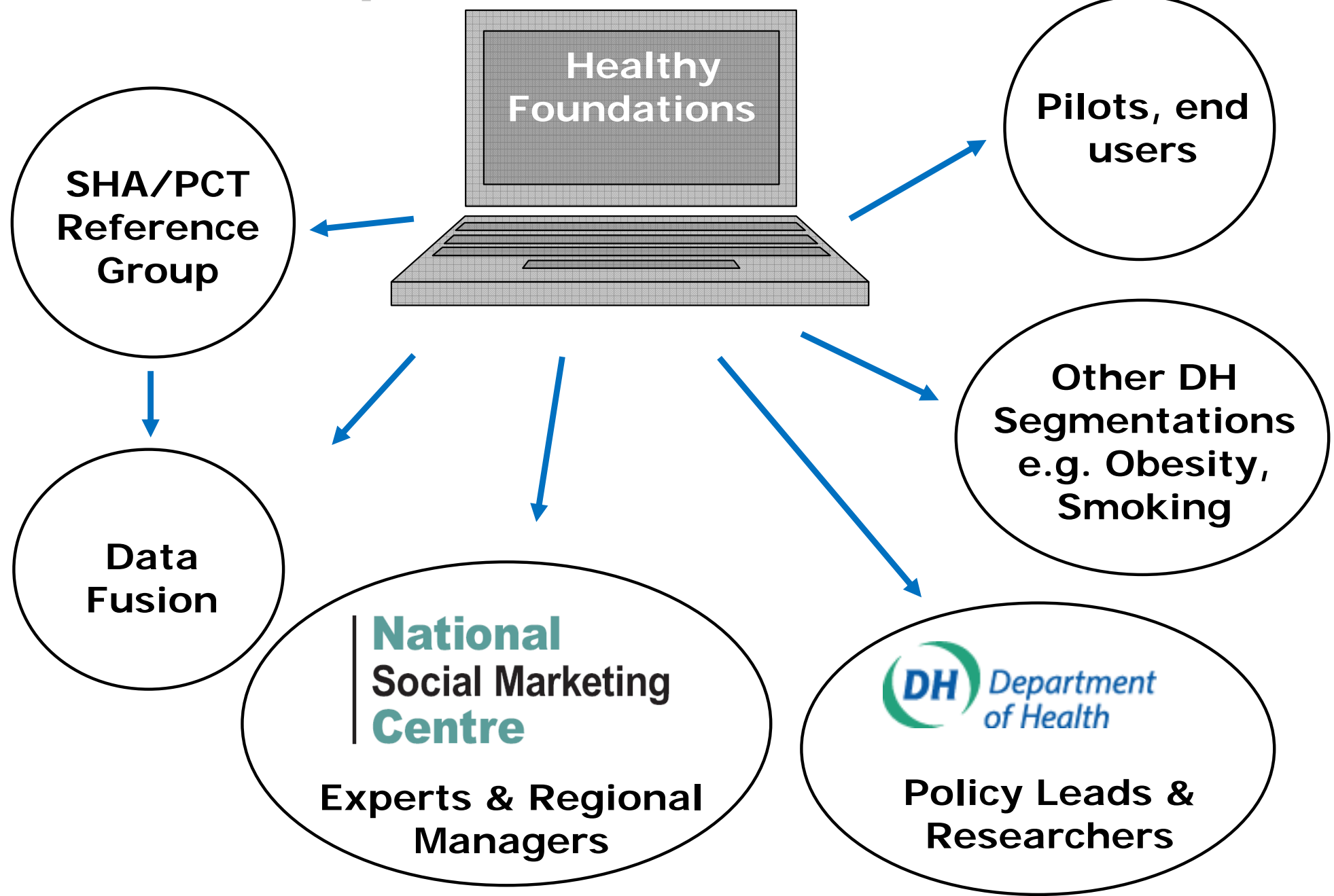
The Hypothesis

- More effective targeting
- Health inequalities, reducing the gap
- Exploring resilience
- A more sophisticated understanding of people



Testing the Hypothesis

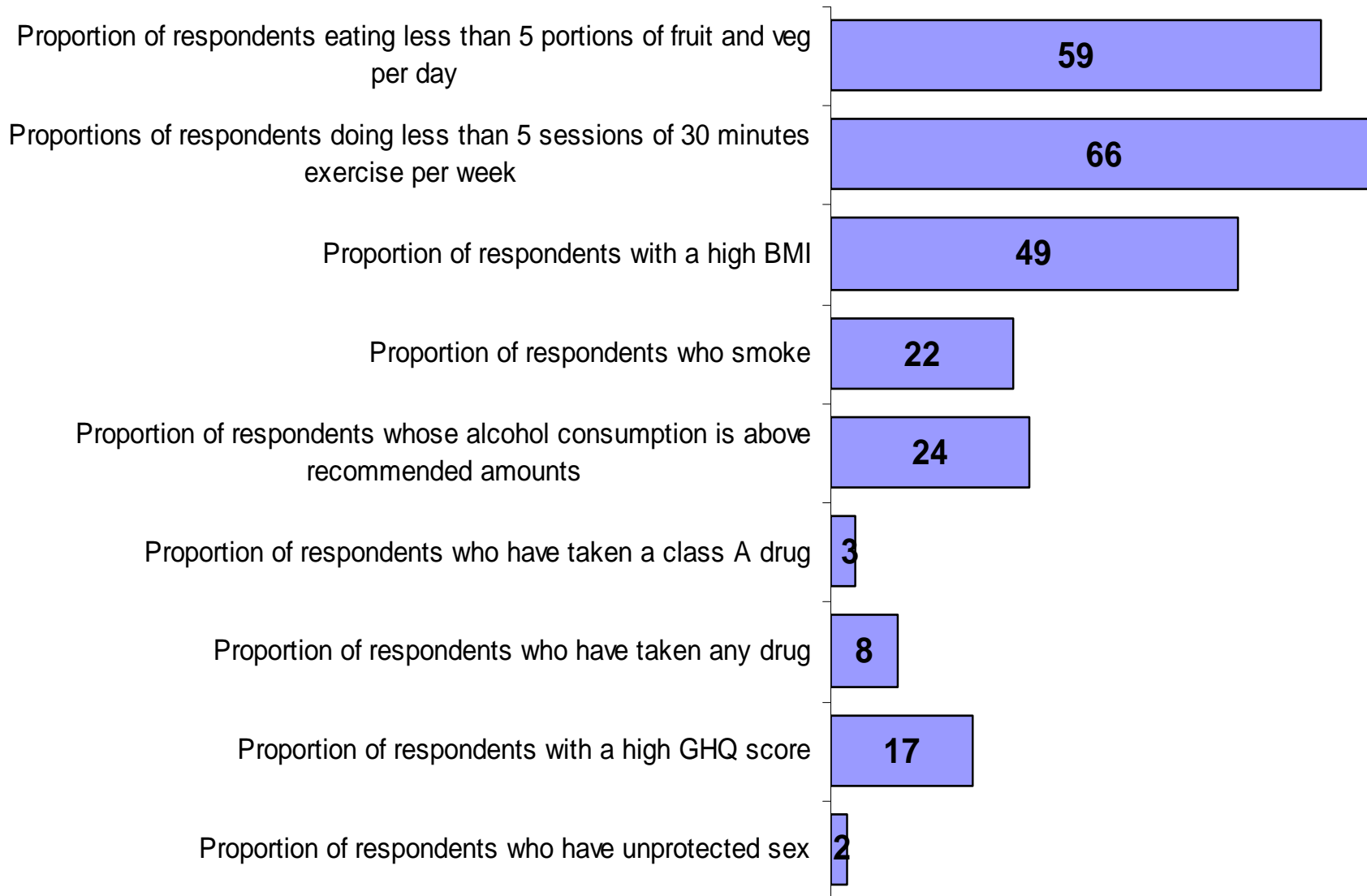
Research development and evaluation process:



Quantitative Research:

- Quantitative Survey of 5,500 people aged 12-74 in England
- Interviews conducted face to face in-home
 - Self-completion section for most sensitive questions
 - Audio self-completion available (key questions)
 - Translated audio available in 3 languages
- Random probability sample design
 - Boost in deprived areas (defined as 10% most deprived areas by IMD)
 - Boost of interviews with ethnic minorities, sampled using focussed enumeration
 - Boost of interviews with 12-15s

Summary of negative health behaviours



Key health behaviours results!

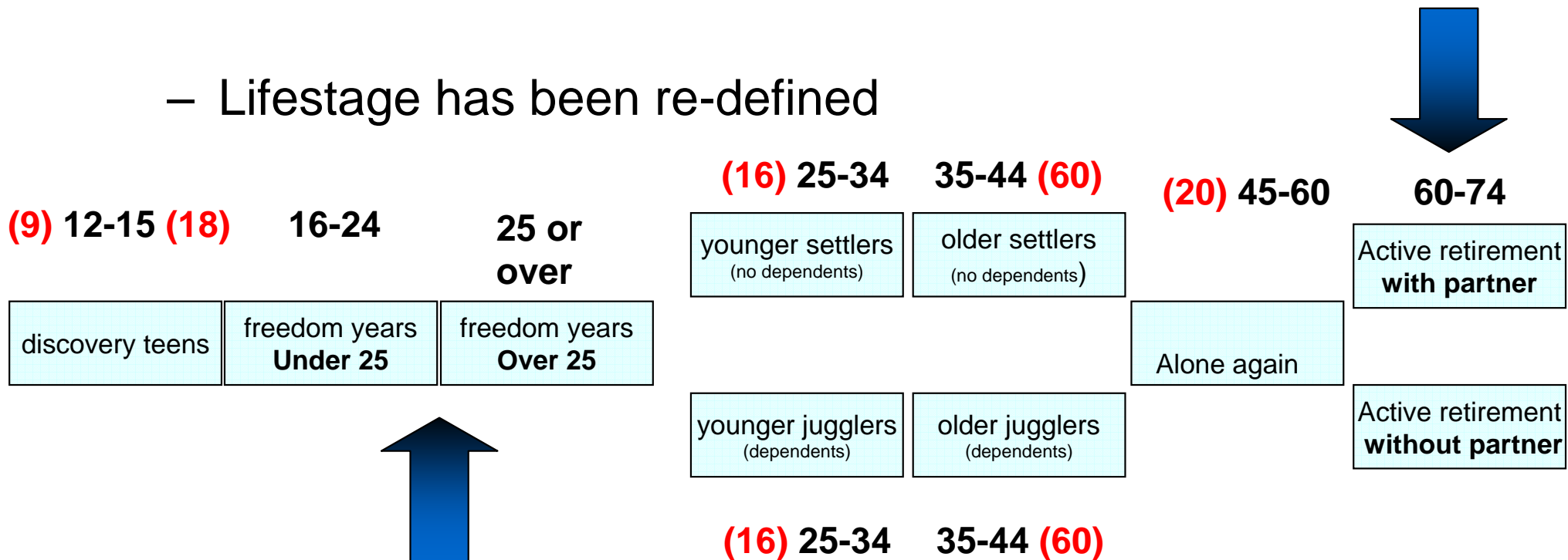
- **Health behaviour measures in Healthy Foundations survey are broadly similar to those in other surveys**
 - **Exceptions are ‘5 a day’ and BMI, where respondents in Healthy Foundations are saying they are healthier**
- **Patterns of response are similar to other surveys**
- **Respondents in deprived areas are more likely to;**
 - **Smoke, take illegal drugs, not eat 5 a day, not take sufficient exercise and have a BMI outside of the normal range**
- **Ethnic minorities are less likely to:**
 - **Be smokers, drug users, drink more than the recommended levels, have a BMI outside of the normal range**
 - **BUT also less likely to eat 5 a day, take sufficient exercise**

Life stage

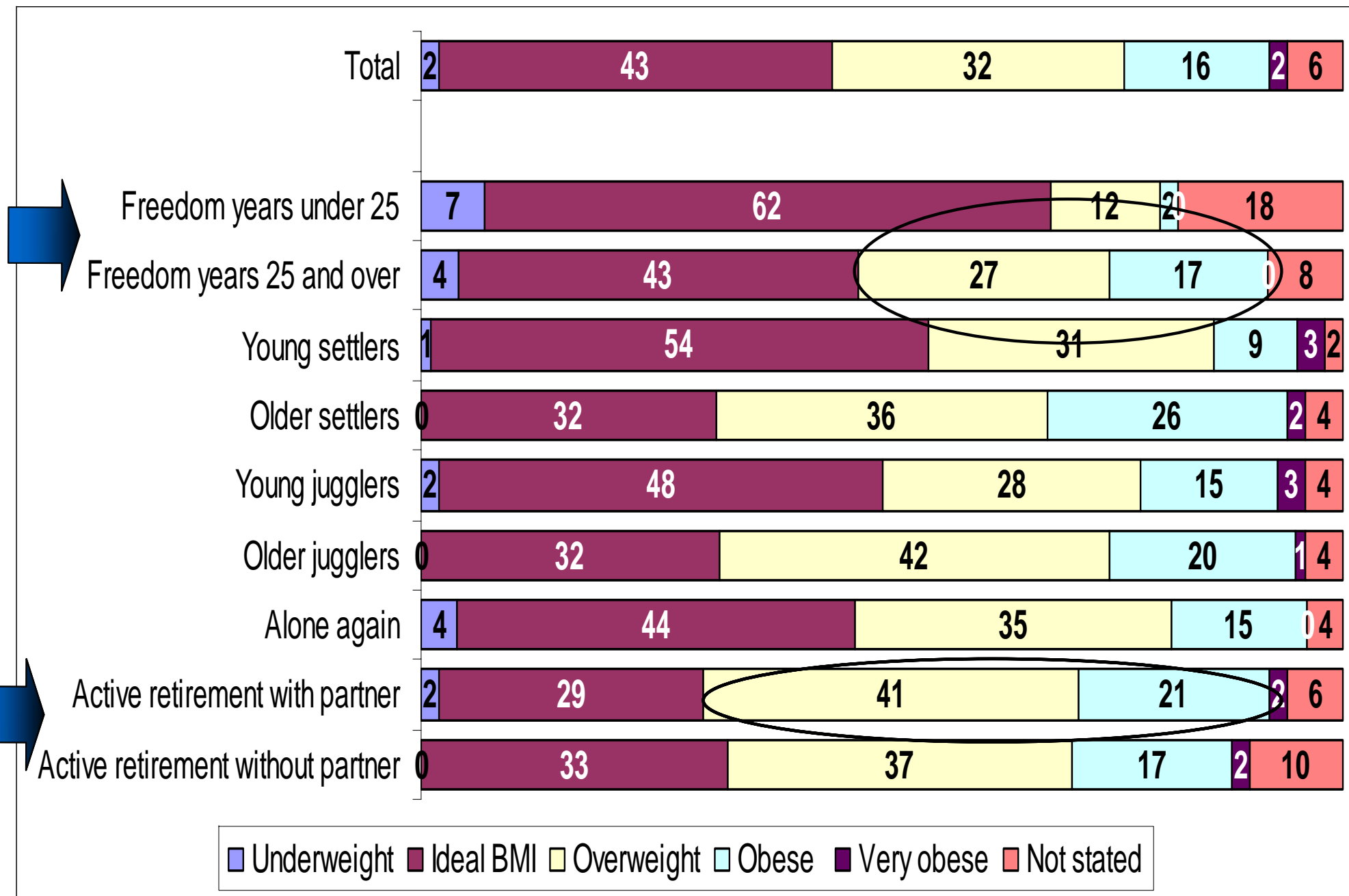
Creating Dimensions for the Segmentation

- The Ingram Report identified 3 dimensions that influence health behaviours
 - Lifestage
 - Motivation – attitudes to health
 - Environment - social, physical, economic

- Lifestage has been re-defined

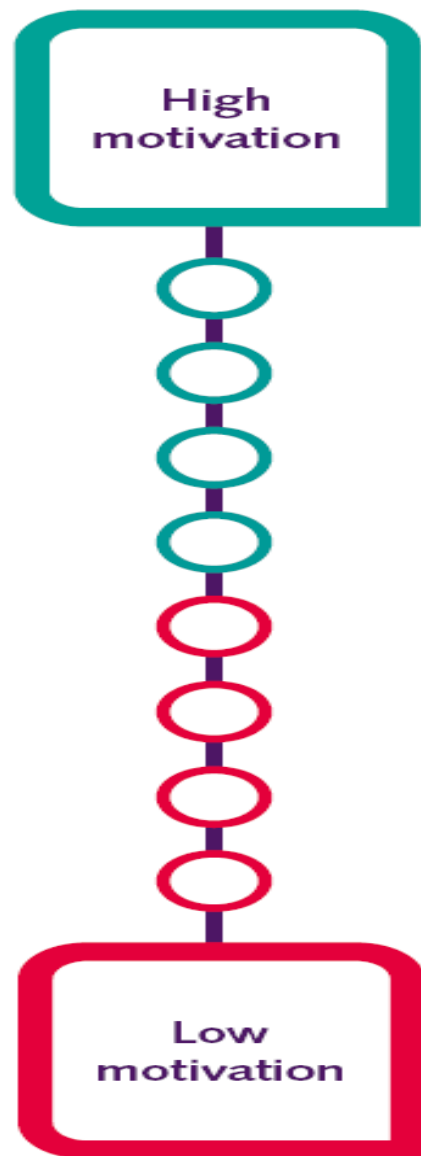


BMI by Life stage



Motivation / Engagement with health

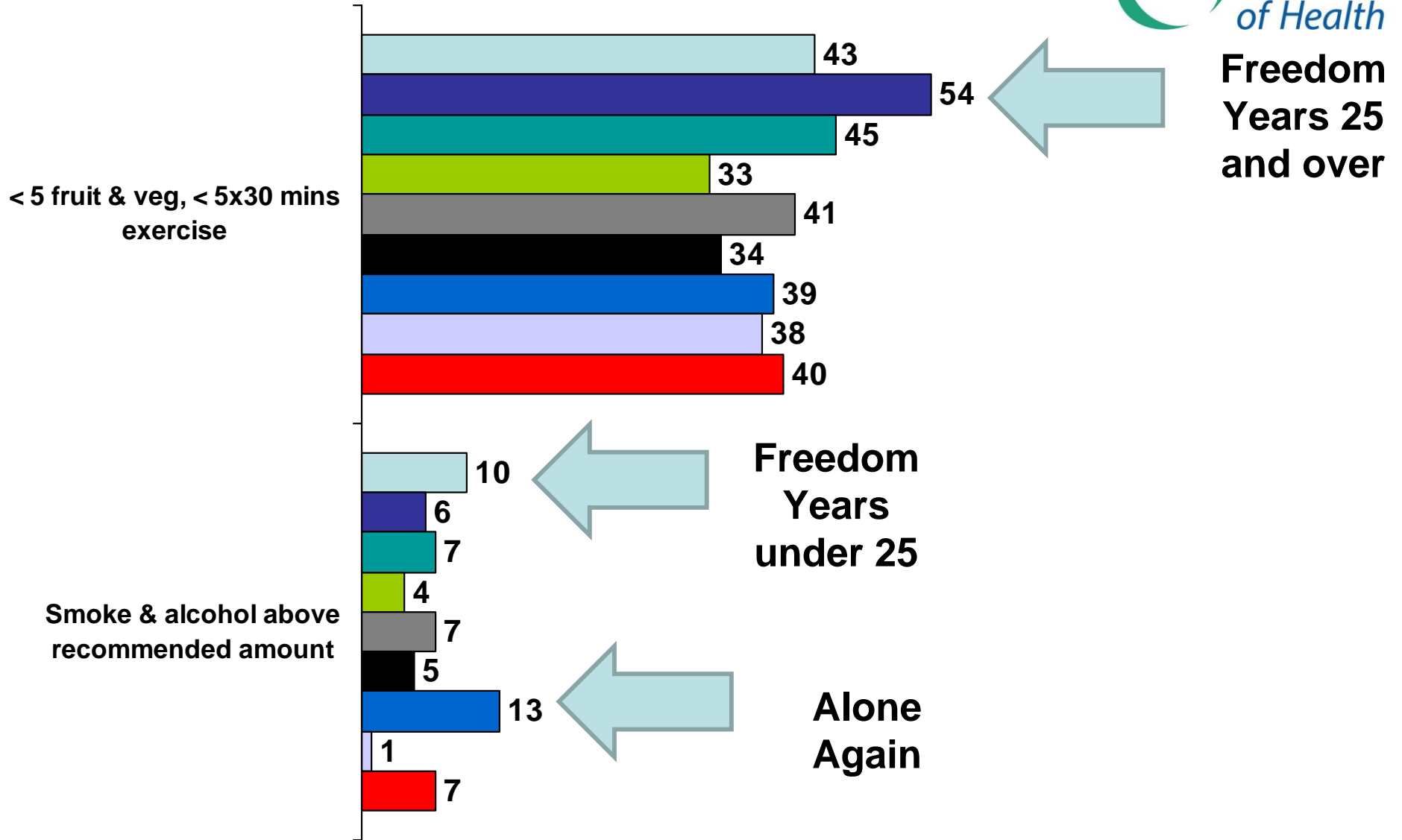
Review of relevant academic and market research literature informed development of the “Motivation dimension”



Motivational Constructs

- Self Esteem
- Self Efficacy
- Response Efficacy
- Self-Regulation
- Locus of Control
- Health as a Value
- Attitudes to Healthy Living
- Self Positivity Bias
- Attitude to Risk
- Basic Need Satisfaction
- Aspirations
- Behavioural Intentions
- Anticipated Regret
- Social Desirability Bias
- Fatalism

Life stage by combined behaviours



**Freedom
Years 25
and over**

**Freedom
Years
under 25**

**Alone
Again**



Next steps....

Next Steps

- 1. Complete segmentation process– internal presentation;**
- 2. Adding on other data sets and data fusion possibilities;**
- 3. Qualitative studies of segments within life-stage & pen portraits;**
- 4. PCT/ SHA reference group formed, HF product development and usability evaluatio**
- 5. Summer 2009 – regional Road show to promote insight and use of tools.**

Thankyou and Questions



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