



12% of 30-74 yr olds in the sample

Struggling Hesitant are feeling overwhelmed and struggling to manage. While they worry about their health, it has dropped down their priority list. They are open to the NHS Health Check and are the 3rd most interested across the segments. They tend to be female, 50-59, unemployed and living alone. They can be living with anxiety/depression alongside other physical (non-CVD) conditions, but do not find asking for help easy.



"I am buying cheap food that is less healthy but at the moment I am focusing on survival and getting by rather than on my health" (qual participant)

Struggling Hesitant characteristics:

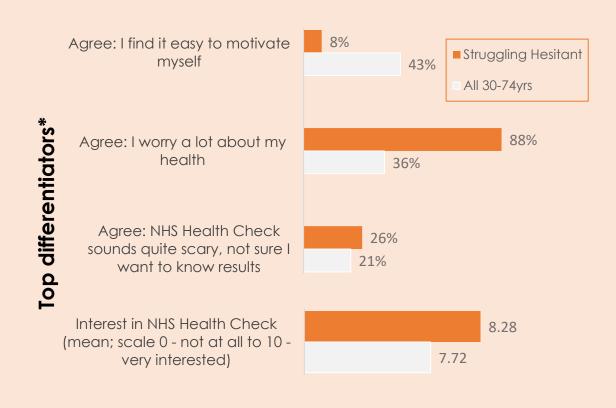
Life has all got a bit much at the moment, I am really struggling to manage with all the pressures on making ends meet.

I am worried about my health, I have a lot of aches and pains and know I am probably not making the best choices in what I eat which just makes me more anxious.

It is **probably better to know if you might have something wrong** with you, but sometimes people giving advice can be a bit critical – they don't really understand all the things I have to deal with.

Life has just been quite hard lately, and there doesn't seem to be that much support around.

I want to be there for my family, not a burden on anyone so it would be good to sort out my health.





This group are more likely than all 30-74 year olds in the sample to be female, 50-59, living alone, unemployed and have existing physical or mental health conditions. They are less confident online and tend not to travel by car or public transport in typical week. They are more likely to be











DEFINING ATTITUDES - LIFE

I worry a lot about the future
I tend to blame myself when something goes wrong
I find it difficult to ask for help
My main concern at the moment is money

DEFINING ATTITUDES – HEALTH

I worry a lot about my health
I have tried to lose weight in the past but struggle to keep it off
The idea of developing a serious illness really frightens me
I want to lose some weight

CVD RISK FACTORS

1 in 3 have at least 2 CVD risk factors*

ENABLERS TO HEALTHIER CHOICES

- Want to be there for their family and to avoid aches/pains
- Concerned about all health conditions, and want to address their mental health
- Have people close to them with CVD and family history, are aware this may heighten their risk

BARRIERS TO HEALTHIER CHOICES

- Health dropped down priority list
- Struggle with mental health and physical illness
- Find motivating themselves tricky and want support but don't easily ask for help
- Limited financial resources and lack time to take action

DEMOGRAPHICS more likely than all 30-74 year olds in sample to be...

- Female
- 50s
- Lower socio-economic groups (DE)
- Unable to work; carer
- Urban, coastal
- Less digitally confident
- Living with anxiety/depression; physical health conditions

NHS HEALTH CHECK – attitudes and preferences

- 37% aware (compared to 38% of all 30-74 year olds in the sample) and less likely than other eligible to have attended if invited
- Have strong interest but show uncertainty about attending which reflects their anxiety around health
- Are concerned about having to deal with the outcomes when already struggling to manage
- NHS Health Check can sound 'scary', concerned that they would be judged although do acknowledge it may offer support
- Delivery preference: in person at GP practice or pharmacy and are open to digital. Less likely to attend community setting or in workplace
- Communications preference: letter, email, text





Awareness

Delivery

Do

- Take steps to increase awareness using the <u>PR toolkit</u>
- Use the NHS Health Check <u>patient information</u> <u>leaflet</u> and <u>marketing materials</u> to help communicate the health conditions that the check can help with. Cancer and dementia are of particular interest
- Highlight that support is available in a caring and encouraging tone as they can be fearful of attending
- Enlist significant others and community groups to encourage this segment to come forwards
- Use national NHS Health Check branding
- Use national <u>invitation template letter</u> and GP surgery as primary messenger
- Provide positive role models, use NHS.UK <u>videos</u> and NHS Health Check <u>image library</u> for images. Make use of testimonies from local service users
- Key themes to encourage engagement:
 - Free
 - Able to act early
 - Easy, quick
 - Living life to the full

Don't

Rely on one single invitation, this segment will need encouragement to attend

Do

- Ensure in person at GP or pharmacy is on offer as they welcome face to face interaction
- Offer them the opportunity to take someone with them to their NHS Health Check
- Have a range of models available consider their ability to attend as have practical barriers to overcome e.g., lack of transport
- Make digital an option, although not all are confident digitally, having this available makes it feel easy and accessible

Don't

 Rely on community or workplace settings as this group need reassurance of the NHS to have confidence to attend

Risk communication / brief intervention

Do

- Provide positive reinforcement for things they are doing well already.
- Frame messages in relation to the prevention of CVD, cancer and dementia as these are health issues of most interest to this segment.
- Use behaviour change techniques such as motivational interviewing to:
 - Recognise their social and financial context, explore their barriers to making change happen and help them to identify possible support;
 - Provide sensitive and empathetic handling, especially if discussing weight loss;
 - Work with them to understand impact of existing illness on ability to make changes; and
 - Encourage them to generate support network for themselves and create social 'commitments' to help stick to changes.

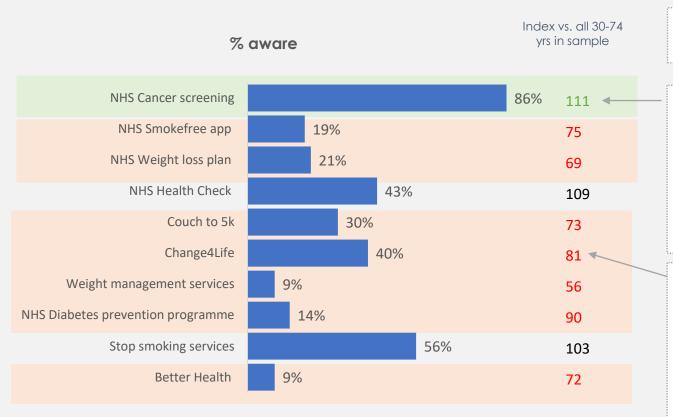
Don't

Make changes feel like a burden or that they alone have responsibility to act on the information

Reading the data in the following slides



Data for the segment has been shown as percentage of the segment responding to the question, and as an **index** – which shows how the segment response differs from the average of all 30-74 year olds in the sample.



If the segment had the same likelihood to say they were aware as the average, their index would be 100.

The indexed awareness for this segment is 111, which means they are 11% more likely than the average to say they were aware of NHS Cancer screening

An index of **110 or more** is a statistically significant increase on the average and is denoted by green text in this document

The indexed awareness of Change4Life for this segment is 81, which means they are 19% less likely than average to be aware of the programme

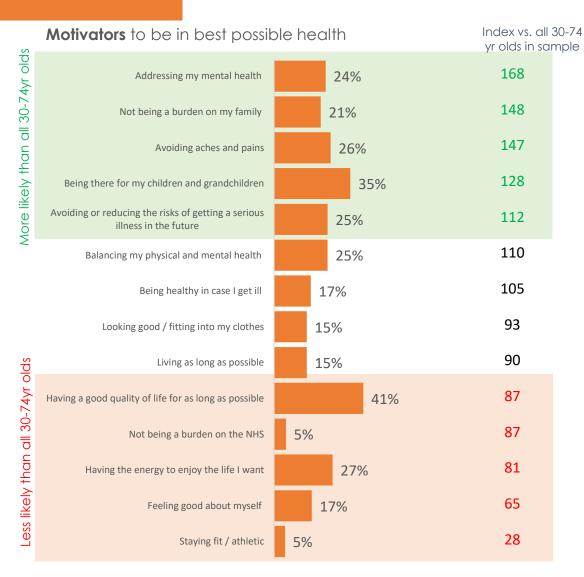
An index of 90 or less is a statistically significant decrease on the average and is denoted by red text in this document

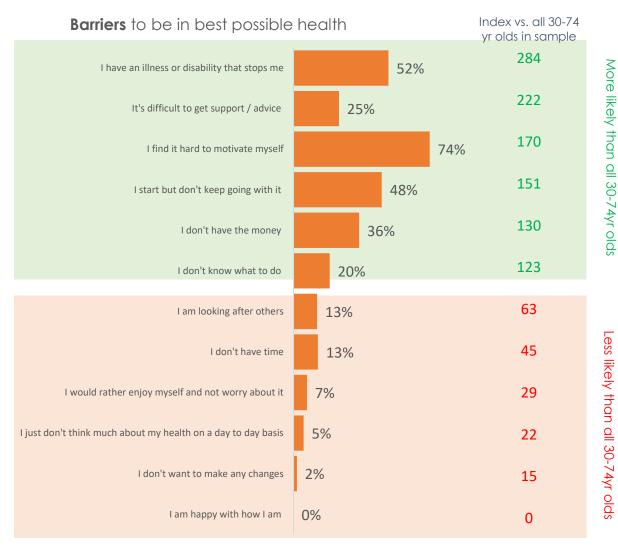
A mixed method approach was used to develop this segmentation. This included qualitative group and depth interviews and an online survey. The participants were people aged 30-74 years old in England, without an existing diagnosis of cardiovascular disease. A total of 1750 respondents completed the survey. This total sample is referred to as "all 30-74 year olds in sample" in this document.



Their main motivations are to address their mental health, to be there for their family (and not a burden) and to avoid aches and pains. However, they are more likely than all 30-74 year olds in sample to have existing illnesses that can be a barrier and find it hard to motivate themselves.







Base: Struggling Hesitant (n=214)



Key attitudes are that they worry – about health, about the future, about their finances – and are quite overwhelmed. They have low self-esteem and feel they need a lot of support but find it difficult to ask for help.



Key differentiators - More likely to agree

	% agree	Index vs. all 30-74 yr olds in sample
I worry a lot about my health	88%	245
I worry a lot about the future	83%	192
I need support to help me make / keep up a healthy lifestyle	63%	186
I have tried to lose weight in the past but struggle to keep it off	65%	168
I find it hard to motivate myself to make changes to my lifestyle that would improve my health	74%	167
I tend to blame myself when something goes wrong	81%	159
I find it difficult to ask for help	72%	149
The idea of developing a serious illness really frightens me	86%	149
My main concern at the moment is money	57%	142
I want to lose some weight	81%	133
Someone I know getting seriously ill has had a big impact how I think about my health	47%	119
I regularly think about how to look after myself to avoid serious illness in the future	54%	119
I think it would be better to know if you are at risk of developing a serious illness	77%	118
I am open to hearing advice on my lifestyle that would improve my health	80%	117

More likely than all 30-74vr olds



They are not happy with how their life is and do not feel in control, nor able to cope that well when things get difficult.



Less likely than all 30-74yr olds

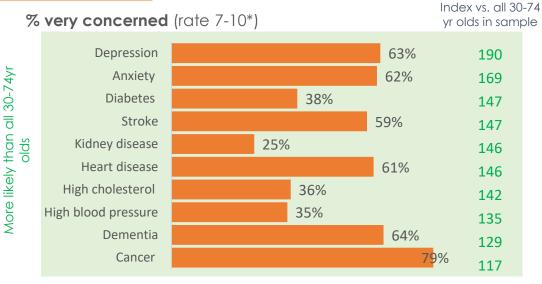
Key differentiators – Less likely to agree

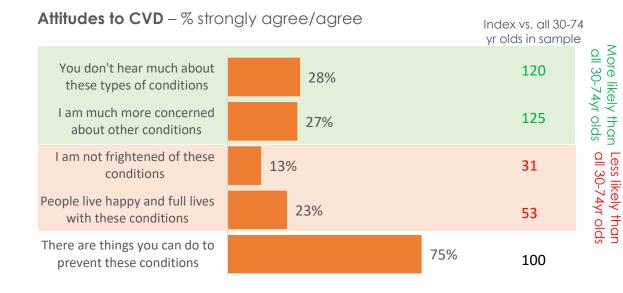
Troy amore that or a least interference agree		
	% agree	Index vs. all 30-74 yr olds in sample
I don't think much about my health day to day	6 %	15
I find it easy to motivate myself	8%	19
I feel in control of my life	11%	20
I am very happy with my life how it is	9%	21
I feel able to make change happen in my life	11%	23
I can afford to put my health to one side to get ahead in life	3%	26
I am happy with my weight	10%	28
If I feel fine, then I don't need to think about future health problems	11%	37
I cope well when things get difficult in my life	20%	42
I tend not to think very much about my health unless I've got a problem	25%	49
If I feel fine there's no point looking for a problem	32%	55
I tend to live in the moment and not think about the future	18%	63
My job/career is my priority	10%	64
Maintaining work-life balance is a priority	42%	70
I probably take my health for granted	36%	75
Life is short, you have to just enjoy yourself	53%	81
Personal development is a key focus for me	29%	83

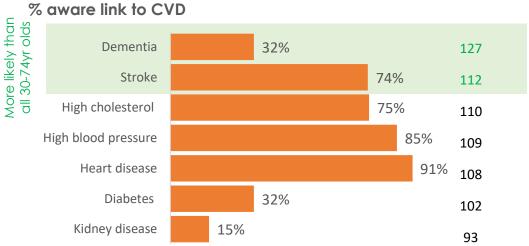


They are concerned about all health conditions, particularly cancer and dementia. They are more likely than all 30-74 year olds in sample to be concerned about depression and anxiety and to agree that 'you don't hear much about CVD' despite having people close to them with a diagnosis.









Friends diagnosed			
Depression	51%	142	
Anxiety	44%	152	
Stroke	24%	130	
Dementia	19%	119	
Diabetes	41%	115	

Family diagnosed			
Dementia	33%	145	
Stroke	32%	135	
High cholesterol	30%	125	
Diabetes	37%	122	
High blood pressure	38%	112	
Heart disease	29%	114	

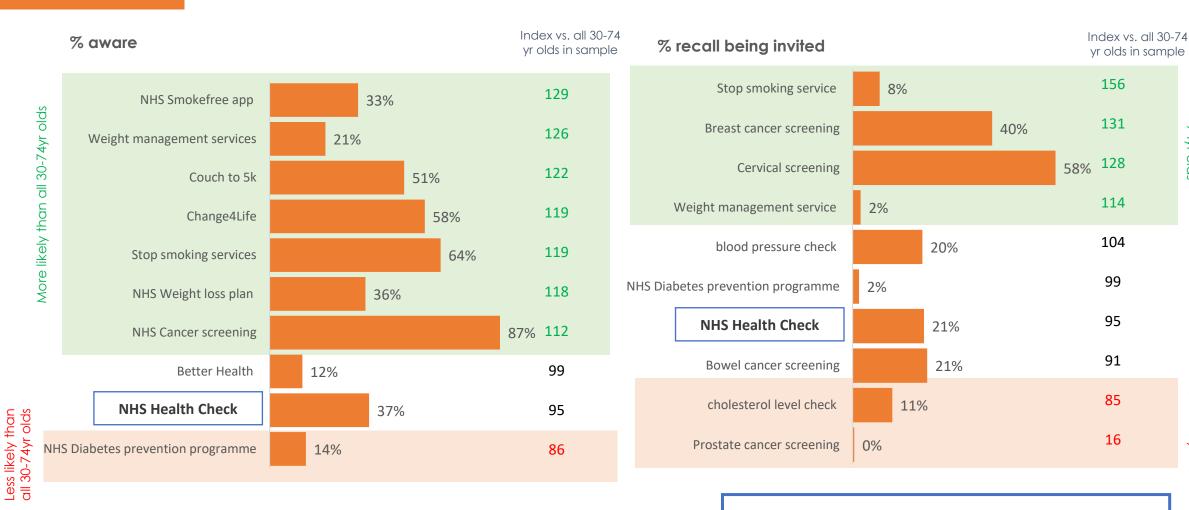


They are likely to be aware of a range of preventative health services such as the NHS Smokefree app, weight management services and Couch to 5k. Awareness of the NHS Health Check is in line with all 30-74 year olds in the sample, but if invited they are less likely to have attended in the past.



More likely than all 30: 74yr olds

Less likely than all 30-74yr olds



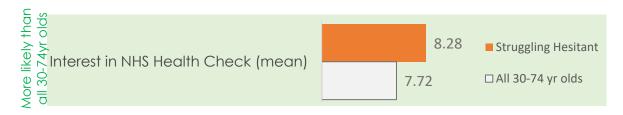
NHS Health Check: Of those invited 23% (88) attended



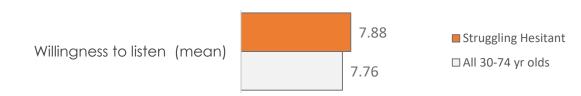
They have a strong interest in the NHS Health Check and show willingness to listen to advice – however, they show some uncertainty about attending which reflects their anxiety around health and concern about having to deal with the outcomes when already struggling to manage.

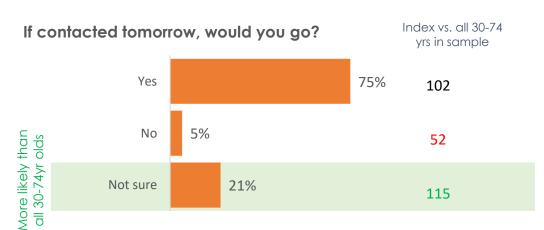


Based on description, interest in NHS Health Check*



Willingness to listen to and act on any advice given**





Can be less interested in responding if feel well, as they are everyhelmed by trying to manage financially.

Qualitative findings on NHS Health Check

- are overwhelmed by trying to manage financially
- Some anxiety about attending scared about what might be uncovered
- Might be an additional burden for them to have to respond to or take responsibility to act on information
- Might need trusted other to encourage as feel unable to make change easily by themselves

"I used to go for regular walks, but now I am working double shifts so there is no time to look after myself"

"Everything about my health worries me, but I have no time to be ill and I am worried about getting diabetes, my dad had it and I worry about getting it and I know the food I eat is unhealthy but it's a struggle to eat healthy food"

"If you knew about it, then you have to do something about it, although I know I need to improve my weight and diet"

*scale 0 - Not at all interested to 10 - Very interested

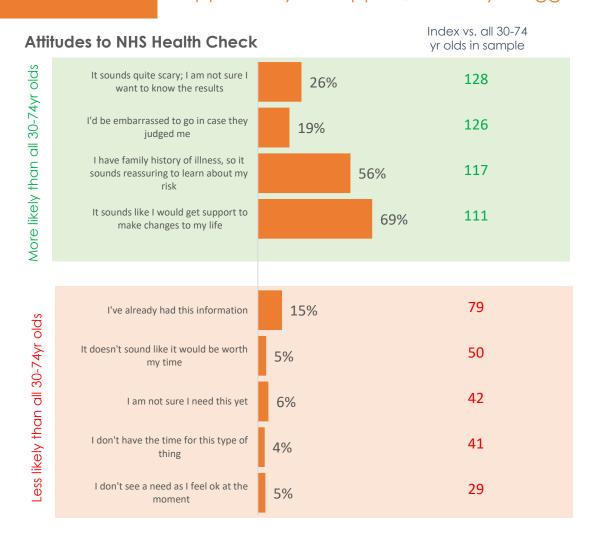
**scale 0 - Would not listen to advice to 10 - Would listen to and act on advice

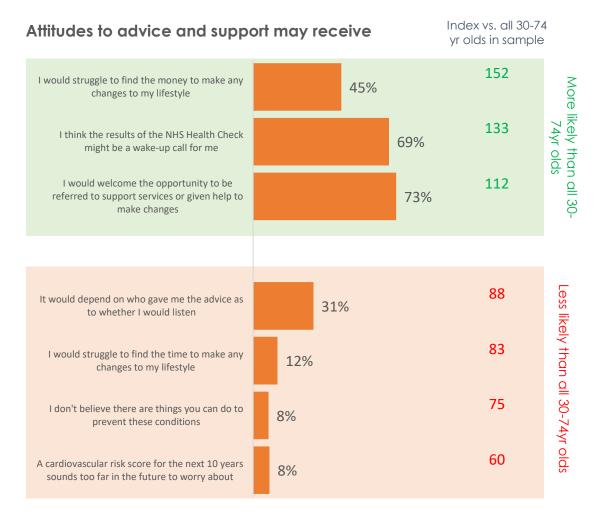
Base: Struggling Hesitant (n=214)



The NHS Health Check can sound 'scary' and they can be concerned that they would be judged although they do acknowledge a check may offer support. They see the NHS Health Check has the potential to be a 'wake-up call' for them and would welcome the opportunity for support, but may struggle to make changes due to money.







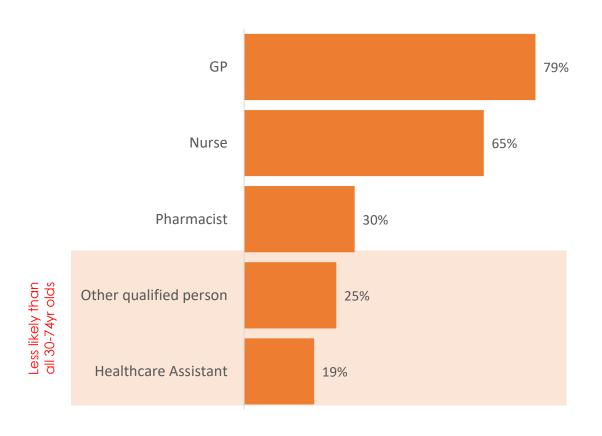


They are open to advice from a GP or nurse but are less likely than all 30-74 year olds in the sample to listen to advice from a healthcare assistant or other qualified person. They would find personalised advice highly valuable, and engage with cardiovascular risk score but are less likely to see value in physical activity assessment or alcohol use score – their focus is on referrals and advice.



Highly valuable Not valuable

NET: % likely to listen* if given advice by...



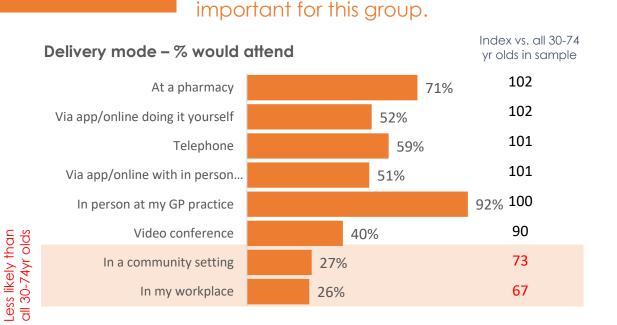
NHS I	Health	Check	elements
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	mignily valuable		NOT valuable	
Personalised advice	69%	122	2%	59
Your cardiovascular risk score	66%	115	4%	73
Advice on how to prevent cardiovascular health problems	63%	120	4%	73
Signs & symptoms of dementia	62%	120	5%	85
Your cholesterol levels	62%	118	4%	57
Your diabetes risk assessment	60%	117	5%	70
Your blood pressure	56%	110	6%	86
Practical tips to help make changes	54%	119	3%	45
Referral to get medication to lower blood pressure or cholesterol	53%	123	11%	88
Information on lifestyle changes	49%	123	7%	75
Referral to support services	47%	132	12%	73
Your physical activity assessment	45%	109	13%	115
BMI	40%	121	19%	91
Your alcohol use score	23%	92	48%	135

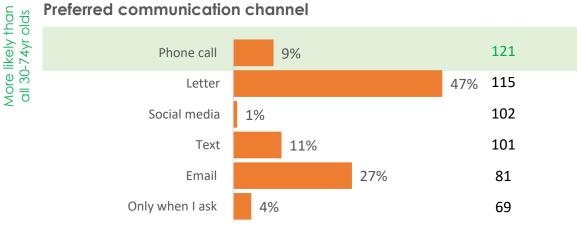


They have a preference for an NHS Health Check delivered in person at GP practice or pharmacy and over half are open to digital. They are less likely than other segments to attend a community setting or in their workplace. Messaging needs to be accessible and supportive, communicating that it is free and does not take much time is particularly









Base: Struggling Hesitant (n=214)

Qualitative findings on delivery needs

- Select delivery route according to lifestyle so happy with a range of models but need reassurance of trained professional.
- Welcome a range of communications channels open to radio, educational settings

Qualitative findings on messaging that engaged

- NHS Health Check needs to feel easy to engage in, accessible, worthwhile: only takes 20 mins and 'free' are both important messages
- List of conditions engages as they are concerned about cancer and dementia
- Important they feel supported including knowing there are good links to health record, follow up and clear access to advice and options
- Need sensitive and empathetic handling

"I was worried and scared to go in case they found I had diabetes as it runs in the family, but my wife forced me to go, literally dragged me there and the nurse had a chat with me and a dietician said I can prevent it by exercise and eating the right foods and controlling my weight"