



Motivated Acceptor



11% of 30-74 yr olds
in the sample

Motivated Acceptors are positive, motivated, and resilient. They have a good understanding of the relationship between health and their quality of life. They are very open to having an NHS Health Check. They tend to be over 50, male and more affluent. They are willing to invest time and effort to maintain good health.

"I think it is about longevity, quality of life, everything in moderation. I want to remain as healthy as I can so I can spend time with my children and enjoy doing the things I do." (qual participant)

Motivated Acceptor characteristics:

I've worked hard all my life and I want to make sure **I enjoy life** as much as possible.

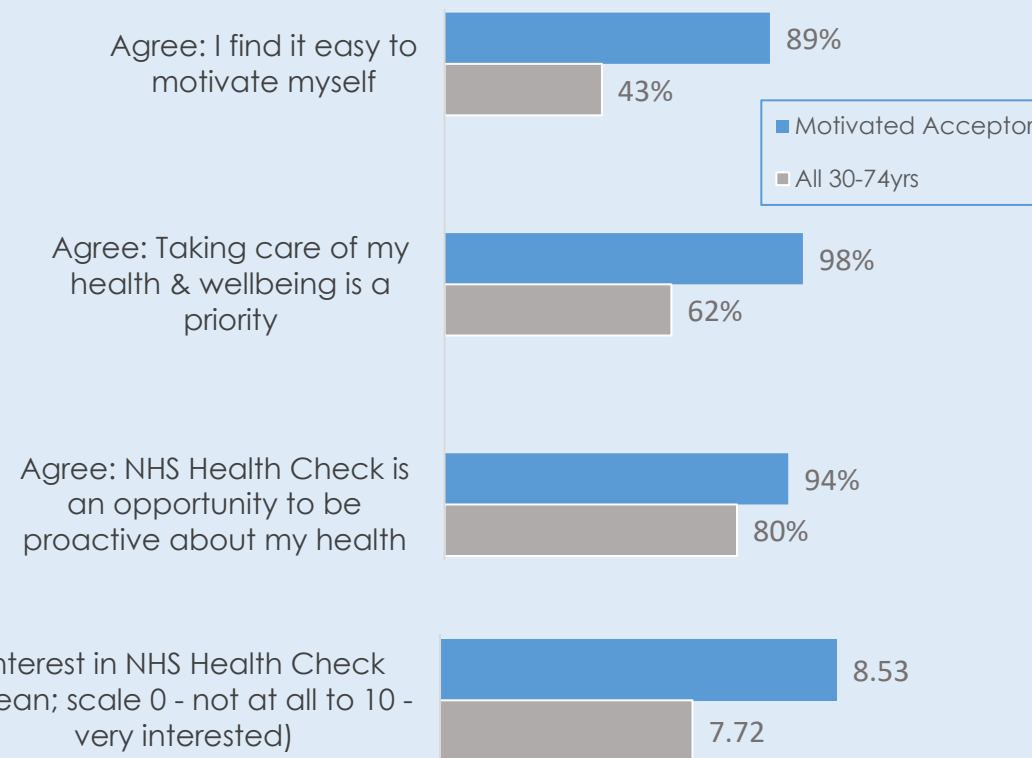
To me that means keeping fit, and I love challenging myself.

I'm motivated by being fit and healthy and **I am prepared to take advice seriously** if I think it will make a difference to me.

I am **happy with where I am in life**, but I know there is always new information out there to help me be at my best.

I'm **keen to enjoy my maturing years**, to be well enough to enjoy time with my family and do all that I want to do for as long as possible.

Top differentiators*



*largest observed difference in quantitative data between segment and all 30-74yrs in sample



This group are more likely than all 30-74 year olds in the sample to be over 50, male and more affluent – they are working full time or retired. They are more likely to be found in suburban areas in the East Midlands or London, and to travel using their own car, train or cycle.

The characteristics listed are **more likely** in this segment than all 30-74 yr olds in sample

Gender	Male		
Age group	50-59	60-69	
Social Grade	AB		
Household composition	Partner / Spouse		
Employment status	Working full time	Retired	
Transport – typical week	Own Car	Train	Cycle
Ethnicity	Black African	Black Caribbean	
Digital confidence	Very confident		
Location	Suburban		
	East Midlands	London	
Health Conditions	None		

Areas more likely to be

Hampshire Worcestershire
Essex Lancashire
Northamptonshire Lincolnshire
County Durham Wiltshire
Dorset
London boroughs of – Bexley; Hillingdon;
Brent; Lambeth; Barking & Dagenham

Areas less likely to be

Tyne & Wear Norfolk
East Sussex London - Croydon
Derbyshire
Cambridgeshire



DEFINING ATTITUDES - LIFE

I find it easy to motivate myself
I feel able to make change happen in my life
I am very happy with my life how it is
I feel in control of my life

DEFINING ATTITUDES – HEALTH

I regularly think about how to look after myself to avoid serious illness in the future
Taking care of my health and wellbeing is a priority
I am actively making changes to the way I live to improve my health

CVD RISK FACTORS

1 in 16 have at least 2 CVD risk factors*

ENABLERS TO HEALTHIER CHOICES

- Already made positive changes to lifestyle, enjoy keeping fit and active - seek out more energetic pursuits
- Want reassurance of identifying underlying illnesses as they want to reduce future risk
- Open to hearing advice and willing to take personal responsibility

BARRIERS TO HEALTHIER CHOICES

- No major barriers
- May struggle for time
- Can hold the belief that they already have knowledge and information to prevent serious illness

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

- Male
- Over 50
- Working full time or retired
- Affluent
- Have own car but also cycle
- Black African; black Caribbean
- Very digitally confident
- Less likely to have serious physical or mental health conditions

NHS HEALTH CHECK – attitudes and preferences

- 57% aware (compared to 38% of all 30-74 year olds in the sample) and likely to have attended if recall being invited
- Majority are very interested in attending, have no reticence to attend or barriers to making any advised changes
- Particularly keen to get advice, if not also reassurance that they are already doing all they can to prevent illness
- Delivery preference: open to multiple models/settings if they can be reassured of follow up and link up with their GP surgery, including pharmacy, telephone, digital with support, video conference and community setting
- Communications preference: email or letter preferred



Awareness

Delivery

Risk communication / brief intervention

Do

- Take steps to increase awareness using the [PR toolkit](#)
- Use GP surgery as messenger
- Reinforce that this is a way to know their risk levels and receive personalised advice
- Frame as acting early to help them live life to the full (gain frame)
- Use the NHS Health Check [patient information leaflet](#) to highlight health conditions
- Key themes to encourage engagement:
 - Free – cholesterol level, blood pressure
 - You might feel great...
 - Know your risk
 - Monitor your health
 - Stay healthier for longer

Don't

- Focus on social norming as they are self-motivated

Do

- Make sure the experience and delivery feels professional
- Deliver by a practitioner who is well trained and able to clearly explain any issues arising
- Reassure that information will go on to their GP record – if the check is not delivered in the GP surgery
- Highlight digital as a convenient option and reassure them information is managed securely and they will get personalised advice

Don't

- Just deliver basic health information that they are already familiar with
- Make them feel rushed or that the process is superficial - detail is important for this group

Do

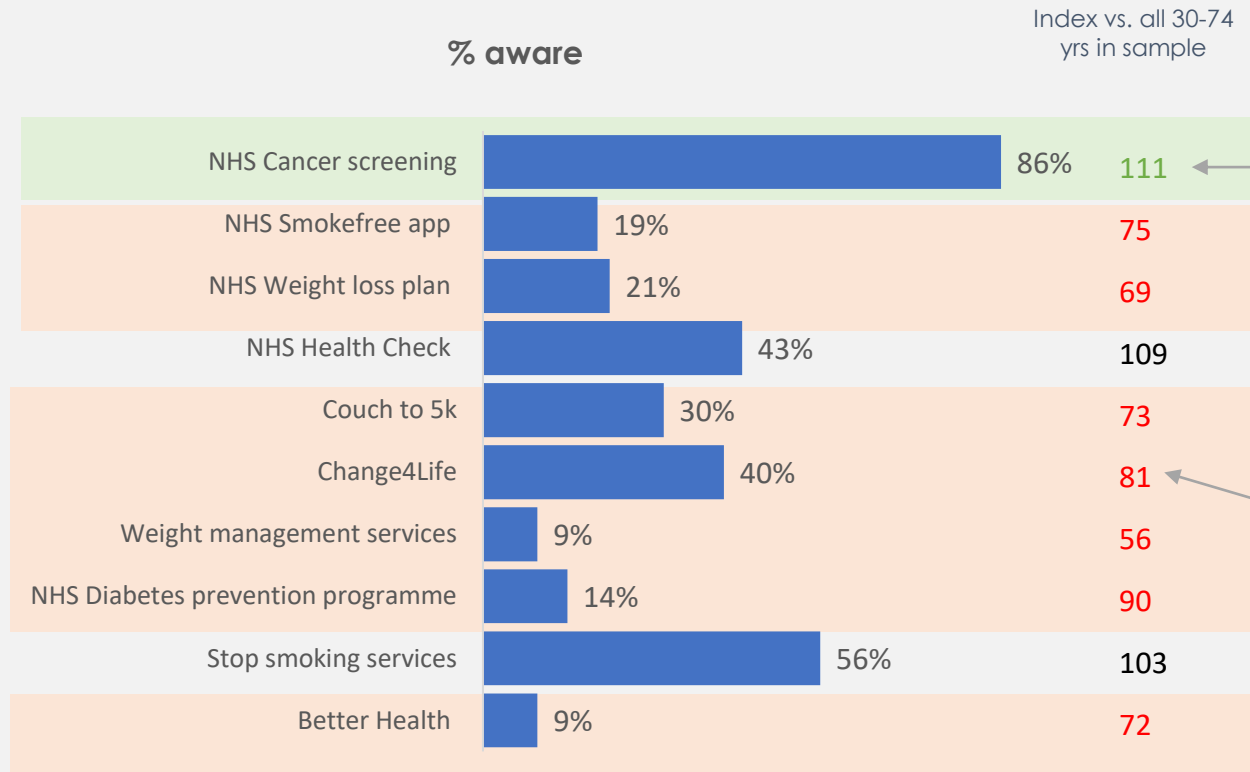
- Challenge their perceptions that they are already healthy and ask open questions, explore beyond surface responses
- Acknowledge their ability to take personal responsibility but highlight any areas around increased risk and clarify support available
- Focus on their CVD risk, cholesterol and abnormal results as these are the components they are most interested in
- Ensure good follow up and timely support is agreed before the check ends
- Reassure where they are doing the 'right things' and remind of the benefits of being proactive through attending preventative health services

Don't

- Leave them without clear idea of follow up and next steps – even if this is simply when their next NHS Health Check will be

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

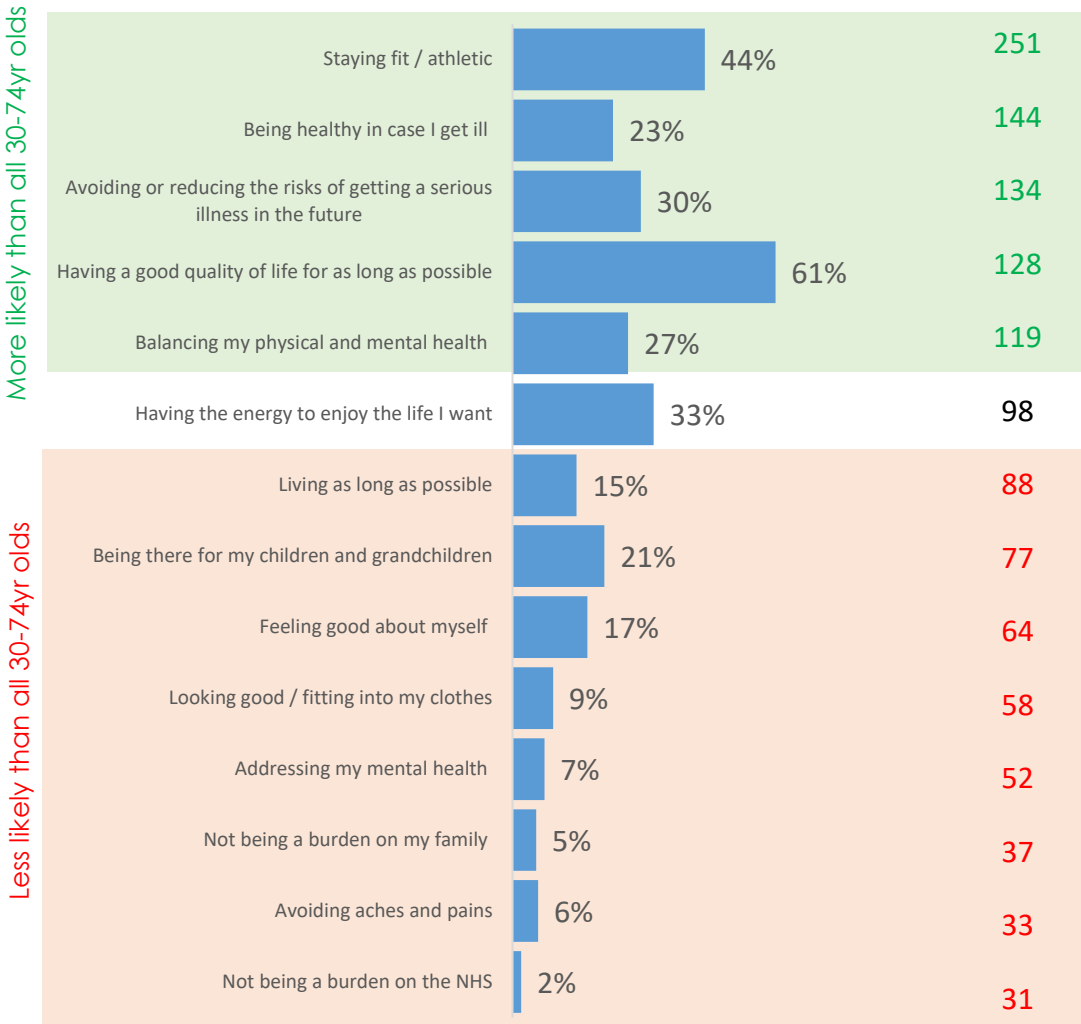
A mixed method approach was used to develop this segmentation. This included qualitative group and depth interviews and an online survey. The participants were people aged 30-74 years old in England, without an existing diagnosis of cardiovascular disease. A total of 1750 respondents completed the survey.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



They are motivated by staying fit, having a good quality of life and avoiding illness – if they have any barriers it is feeling they are fine as they are or have limited time.

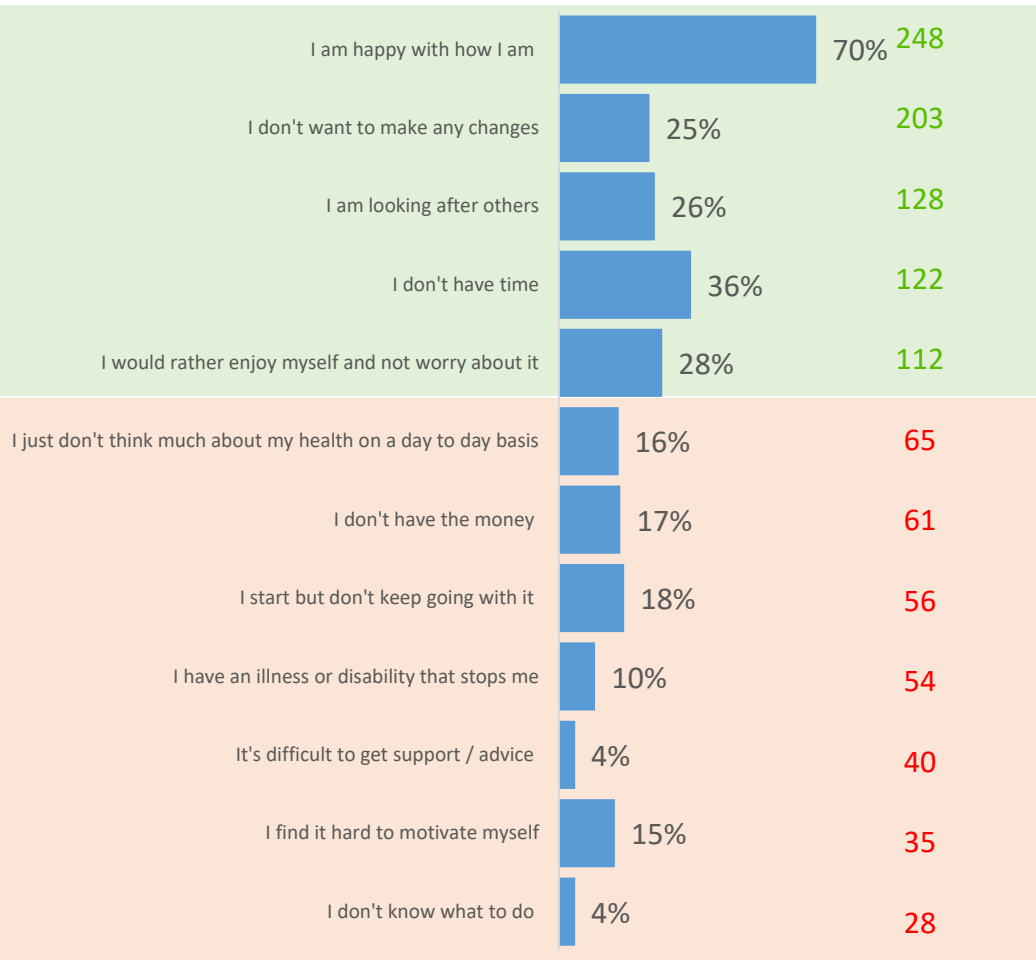
Motivators to be in best possible health

Index vs. all 30-74
yrs in sample



Barriers to be in best possible health

Index vs. all 30-74
yr olds in sample





Key attitudes show how motivated and engaged with their health this group are. They feel that they are in control and have a high level of resilience.

Key differentiators - *more likely to agree*

More likely than all 30-74yr

	% agree	Index vs. all 30-74 yr olds in sample
I am happy with my weight	78%	227
I find it easy to motivate myself	89%	207
I feel able to make change happen in my life	89%	191
I regularly think about how to look after myself to avoid serious illness in the future	83%	183
I am very happy with my life how it is	81%	182
I feel in control of my life	90%	175
Personal development is a key focus for me	60%	173
I cope well when things get difficult in my life	77%	164
I feel ready or have already started to make some changes to my lifestyle	78%	157
Taking care of my health and wellbeing is a priority	98%	157
I am actively making changes to way I live my life to improve my health	67%	155
My job/career is my priority	23%	153



They feel that they are knowledgeable about preventative health and actively want to stay healthy in the future.

More likely than all 30-74yr

Key differentiators - <i>more likely to agree</i>		
	% agree	Index vs. all 30-74 yr olds in sample
I know what I should do to prevent getting serious health conditions	89%	153
When I think about my health I tend to think about keeping well for the future	94%	146
I believe that maintaining your weight is the way to keep healthy	93%	137
I am open to hearing advice on my lifestyle that would improve my health	87%	128
I think it would be better to know if you are at risk of developing a serious illness	83%	127
Maintaining work-life balance is a priority	76%	127
When I think about my health I tend to think about how I look and feel day to day	68%	120
Someone I know getting seriously ill has had a big impact how I think about my health	47%	120
Spending time with friends and family is really important to me	94%	120
Life is short, you have to just enjoy yourself	75%	116
I believe there are things you can do to prevent getting some health conditions	95%	114

Bold indicates this segment are most likely of all segments to agree with this statement



They are highly motivated to make changes and prioritise their health. At the same time, they are happy to ask for help.

Key differentiators – *less likely to agree*

Less likely than all 30-74yr

	% agree	Index vs. all 30-74 yr olds in sample
I find it hard to motivate myself to make changes to my lifestyle that would improve my health	4%	10
I've got more immediate priorities to think about than potential future health problems	7%	24
I have tried to lose weight in the past but struggle to keep it off	12%	32
I worry a lot about the future	16%	38
I find it difficult to ask for help	18%	38
My main concern at the moment is money	18%	44
If there is something wrong with me but I feel fine, I'd rather not know	12%	46
I probably take my health for granted	23%	47
I worry a lot about my health	18%	50
I need support to help me make / keep up a healthy lifestyle	17%	50
I tend not to think very much about my health unless I've got a problem	25%	50
I struggle to make time for myself	16%	50
I can afford to put my health to one side to get ahead in life	5%	51
I want to lose some weight	31%	51



They are unlikely to avoid going to the doctors, reflecting their proactivity in maintaining good health.

Key differentiators – *less likely to agree*

	% agree	Index vs. all 30-74 yr olds in sample
I don't think much about my health day to day	21%	53
I don't have enough time in the day to get everything done	24%	61
I tend to blame myself when something goes wrong	32%	63
I tend to live in the moment and not think about the future	19%	66
I avoid going to the doctors if I can help it	35%	67
If I feel fine, then I don't need to think about future health problems	22%	73
If I feel fine there's no point looking for a problem	50%	87

Less likely than all 30-74yr

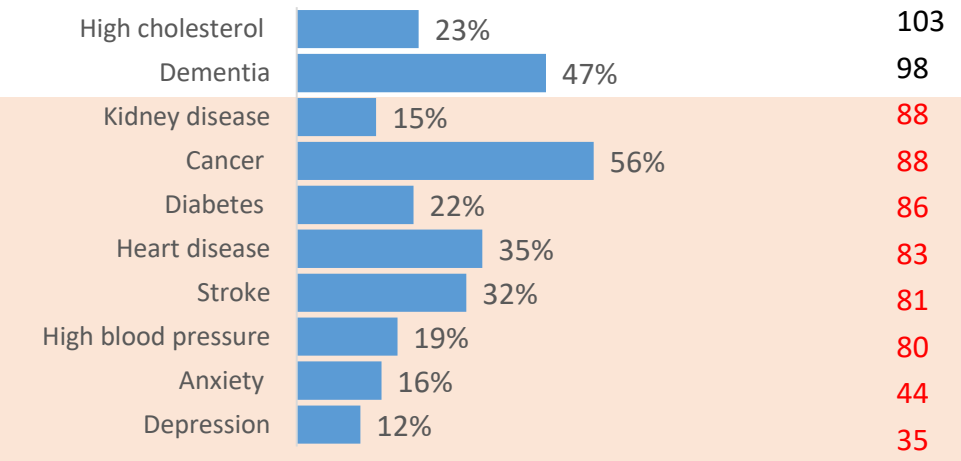


They report being knowledgeable about which conditions are linked to CVD and understanding that prevention is possible.

Less likely than all 30-74yr olds

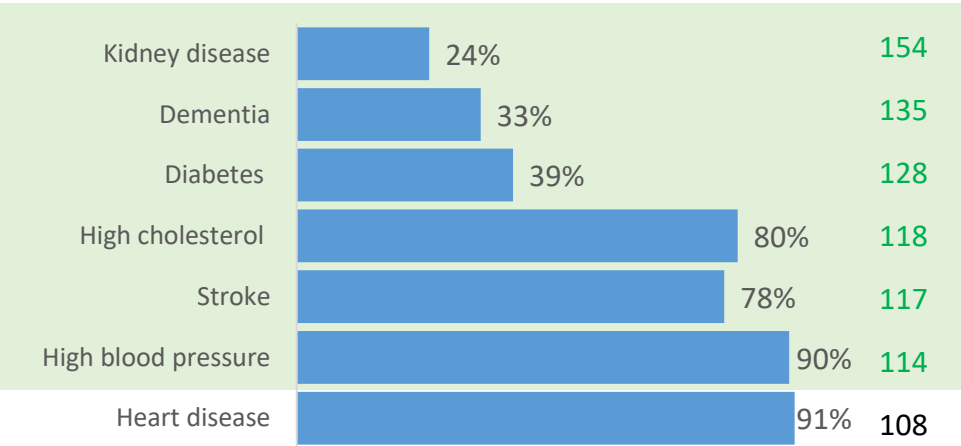
% very concerned (rate 7-10*)

Index vs. all 30-74 yr olds in sample



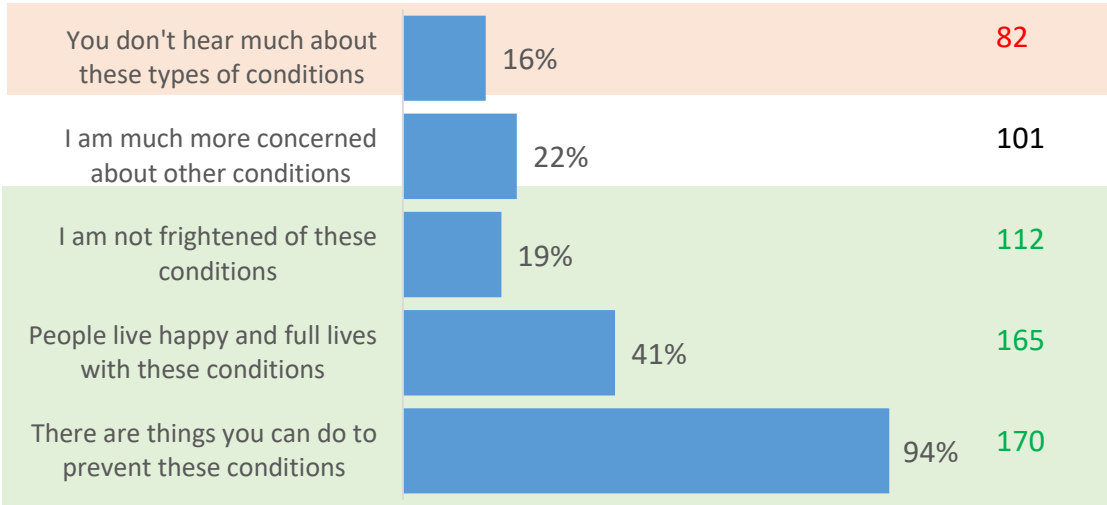
More likely than all 30-74yr olds

% aware link to CVD



Attitudes to CVD – % strongly agree/agree

Index vs. all 30-74 yr olds in sample



Less likely than all 30-74yr olds
More likely than all 30-74yr olds

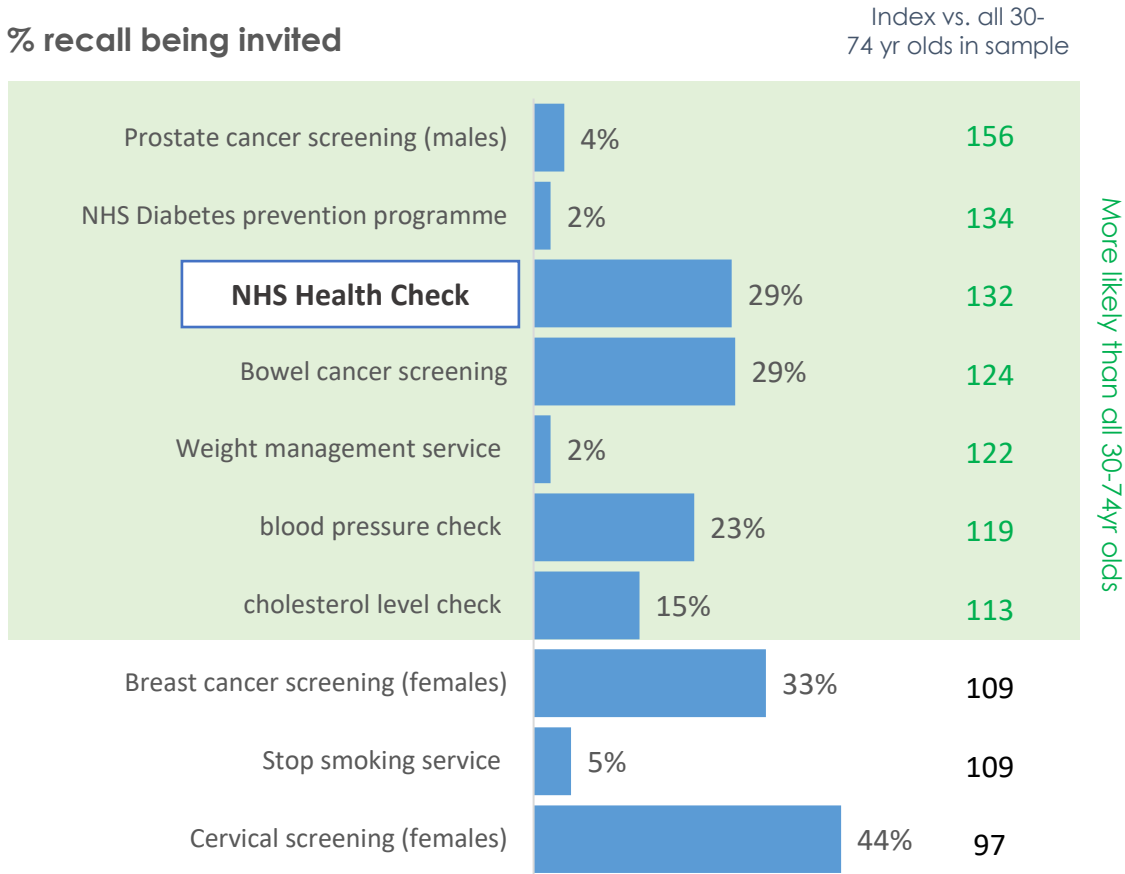
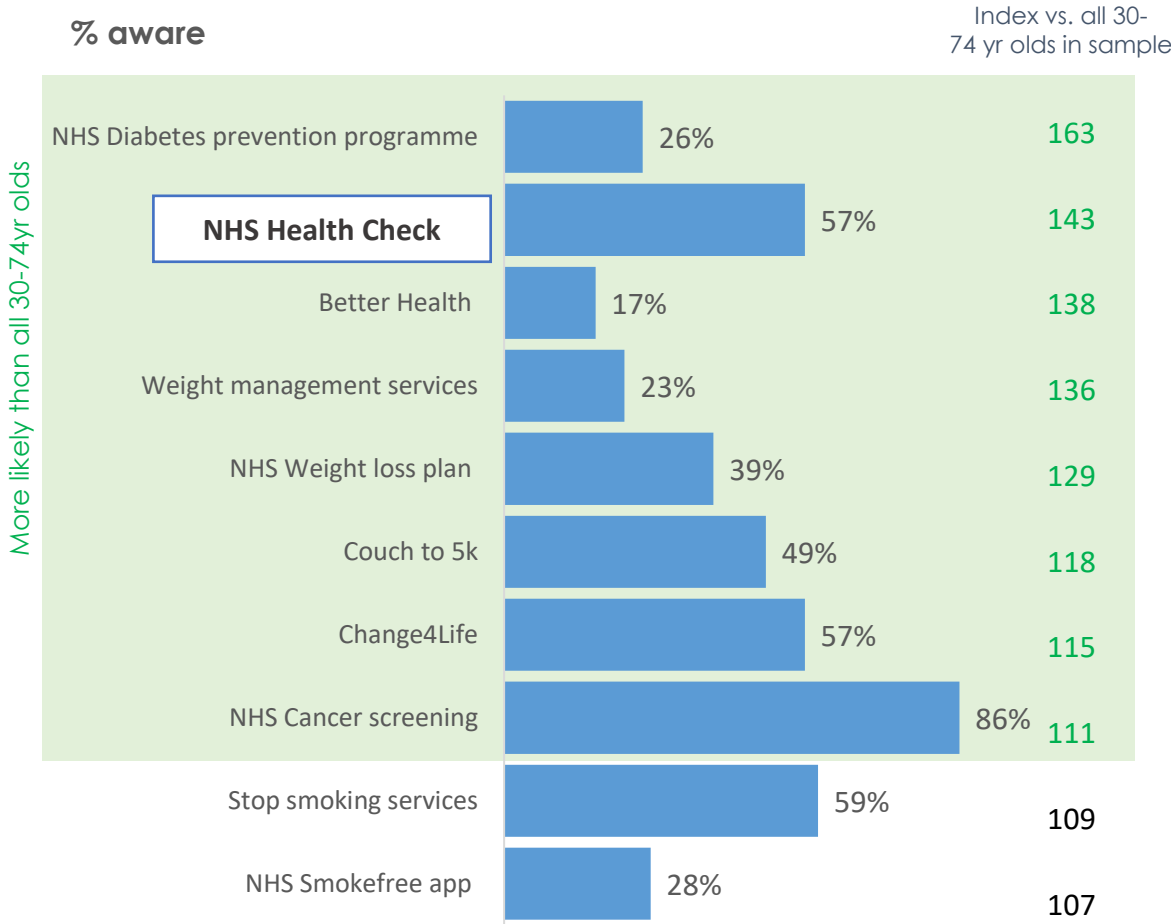
Friends diagnosed

High cholesterol	30%	126
None of the above	29%	112
Cancer	44%	105
Diabetes	37%	105

Family diagnosed


Cancer	46%	100
High blood pressure	37%	109
Diabetes	31%	102
None of the above	16%	93

They are more likely than all 30-74 year olds in the sample to be aware of various preventative health services, including the NHS Health Check. They are also more likely to recall being invited and to have attended the NHS Health Check.



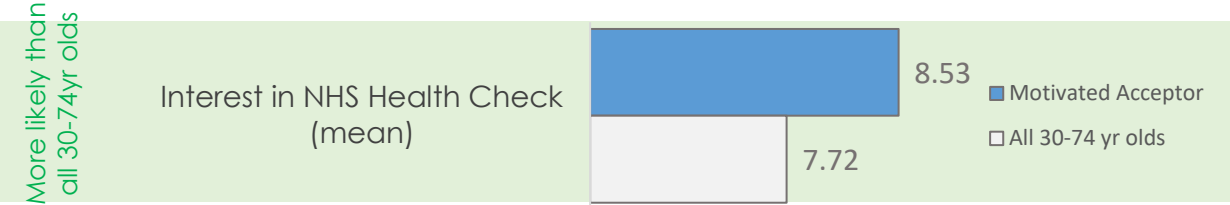
NHS Health Check: Of those invited 38% (145) attended

Motivated Acceptor

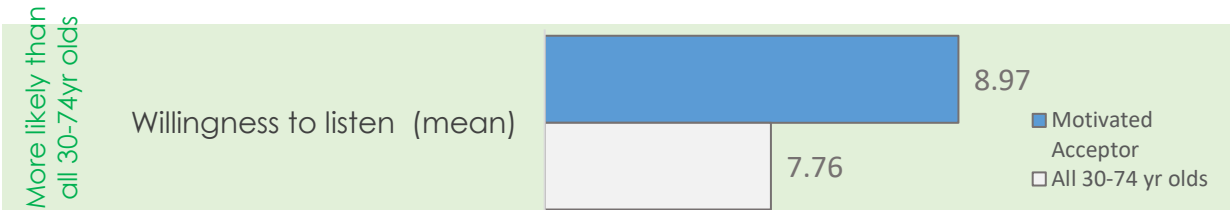


The majority show strong interest in NHS Health Check and claim they would attend if invited tomorrow. They show high willingness to act on advice given.

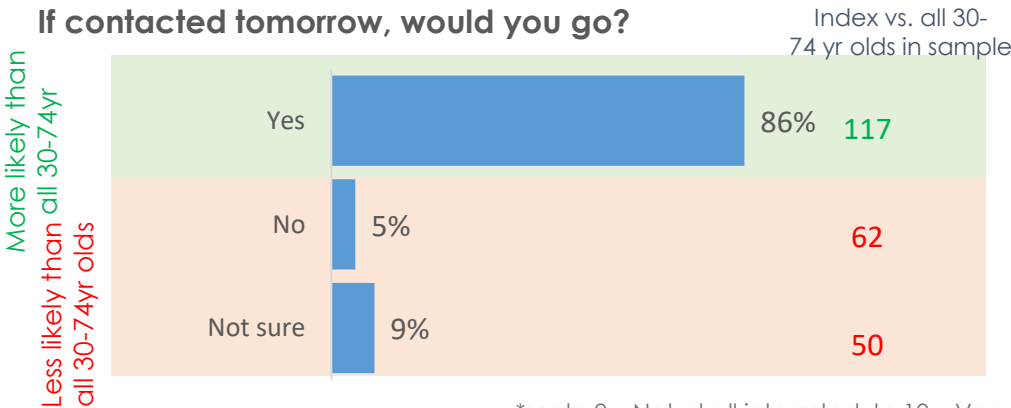
Based on description, interest in NHS Health Check*



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



If contacted tomorrow, would you go?



Base: Motivated Acceptor (n=198)

*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

Qualitative findings on NHS Health Check

- Keen to take action
- Strong claimed interest in NHS Health Check
- Disappointment amongst those not yet invited
- Receptive and interested to hear results and advice
- Open to hearing risk levels and taking personal responsibility

“I have a family history of heart disease/breast cancer, so I'd like to see that everything's okay and I'm fit, well, to nip anything in the bud, before anything gets serious... you might think you're well but then sometimes there's underlying issues that you might not know about”

“I don't go to the doctor very often either, mine just came through in the post from the surgery, I didn't push for it, it just came through, I just thought, ‘Well, why not? Just do it.’”

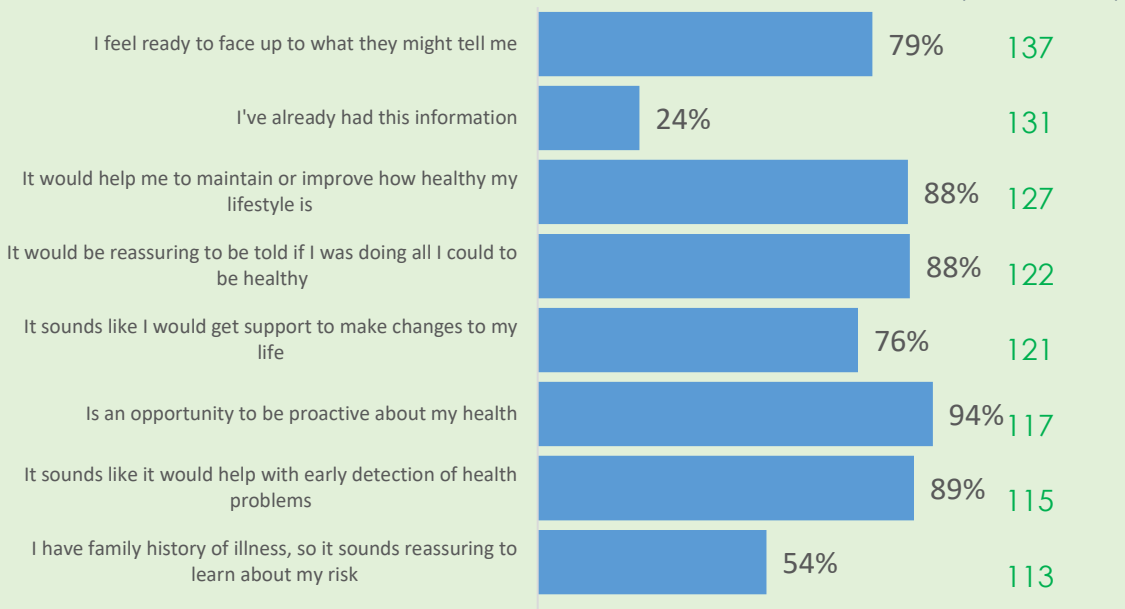


They are ready for the results, although this is potentially because they think they will be told they are doing all they can. They have no reticence to attend or barriers to making any advised changes.

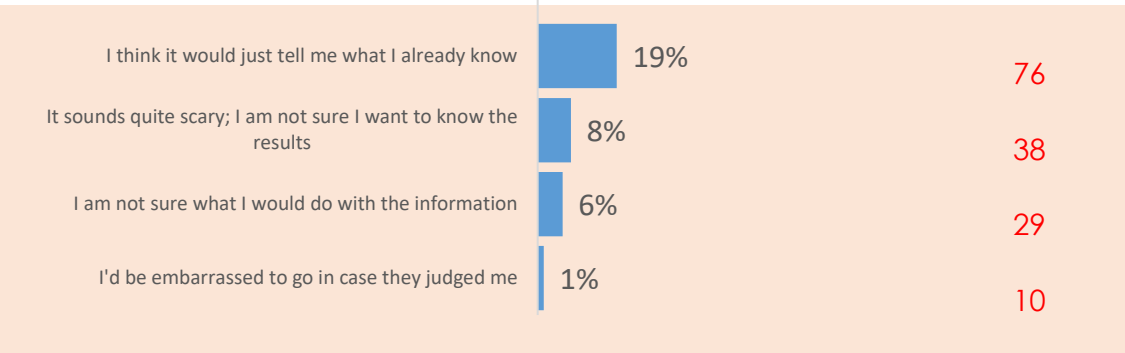
Attitudes to NHS Health Check

Index vs. all 30-74 yr olds in sample

More likely than all 30-74yr olds



Less likely than all 30-74yr olds



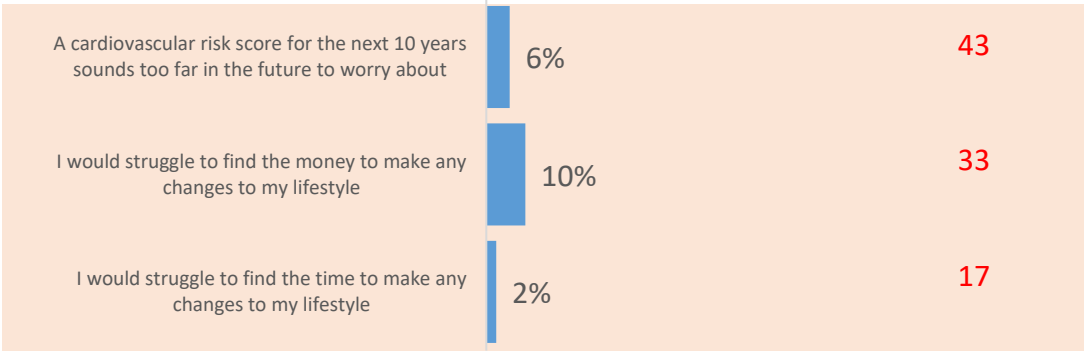
Attitudes to advice and support may receive

Index vs. all 30-74 yr olds in sample

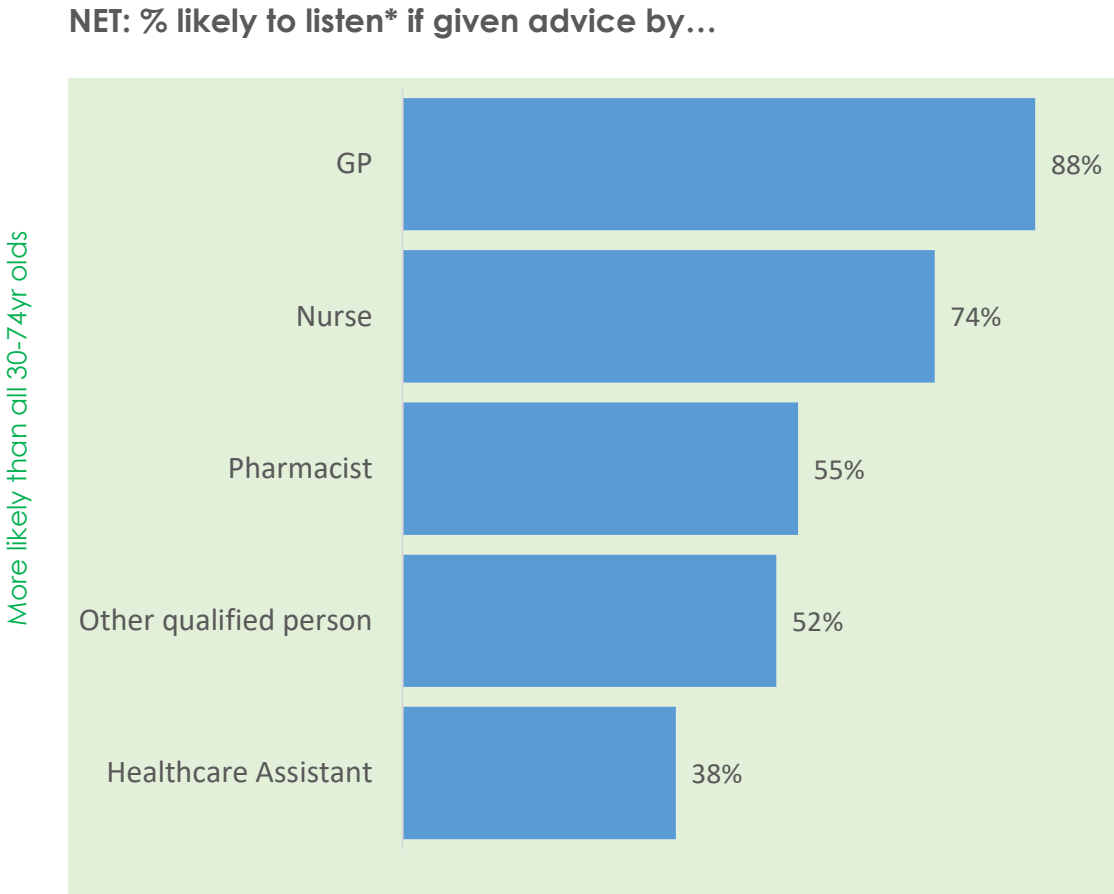
More likely than all 30-74yr olds



Less likely than all 30-74yr olds



They see all elements of the NHS Health Check as valuable, and they are particularly engaged with their CVD risk score, cholesterol levels and advice. While they show a preference for listening to advice from a GP, they are open to other practitioners giving advice if they know it is joined up with their health records.

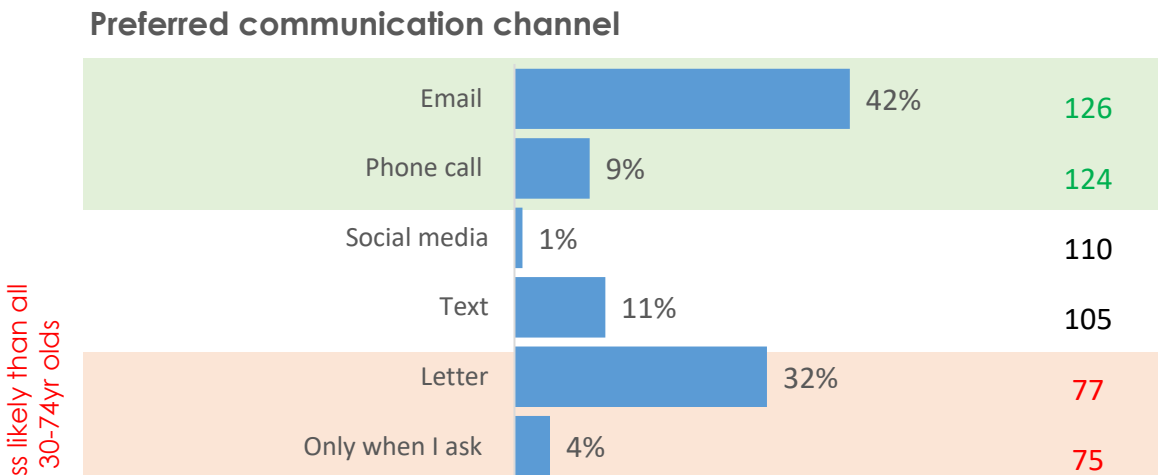
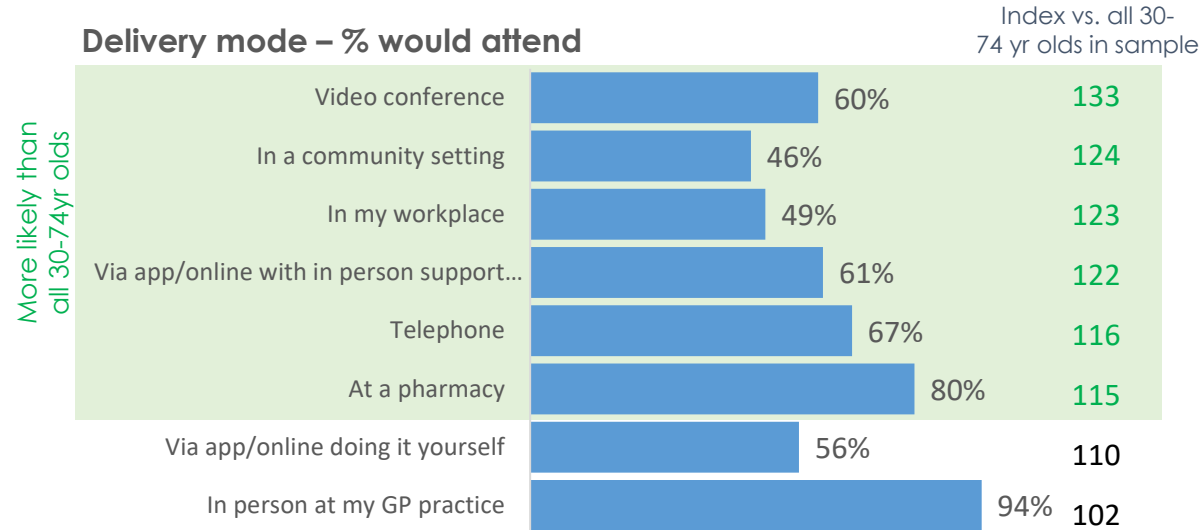


NHS Health Check elements	Highly valuable		Not valuable	
Your cardiovascular risk score	79%	138	1%	29
Personalised advice	76%	135	1%	26
Advice on how to prevent cardiovascular health problems	75%	144	3%	59
Your cholesterol levels	75%	142	3%	54
Your blood pressure	72%	142	4%	57
Signs & symptoms of dementia	70%	136	4%	68
Your diabetes risk assessment	70%	136	4%	68
Your physical activity assessment	67%	164	6%	55
Practical tips to help make changes	64%	140	4%	56
Information on lifestyle changes	59%	149	6%	65
Referral to get medication to lower blood pressure or cholesterol	55%	129	11%	95
BMI	47%	144	13%	65
Referral to support services	42%	118	18%	105
Your alcohol use score	40%	160	30%	83

Motivated Acceptor



They are open to a variety of delivery models and settings, including pharmacy, by telephone, via a digital approach with in-person support, or in the community, but their preference is at GP practice. Their preference is for email communication.



Base: Motivated Acceptor (n=198)

Qualitative findings on delivery needs

- Need to know the NHS is there to support them, that service is linked clearly to the GP and is all 'joined up'
- More likely to engage via GP; community venues would need clear links to GP surgery

Qualitative findings on messaging that engaged

- Interested in knowing the conditions, knowing their risks
- Wanting to be healthy inside and out resonates with them – that they may feel good but something could be happening inside
- Prevention is better than cure
- They are all about living life to the full and want to stay healthy for longer

"I like to think I'm healthy but sometimes there could be something underlying that you might not be aware of, so nip it in the bud, like anything"