

Date: 22nd May, 2008

**BC Healthy Living Alliance
Research Presentation**

Presentation Outline

- **Background & Objectives**
- **Methodology**
- **Importance of Health and Healthy Living Promotion in BC**
- **The Healthy Living Continuum: Information to Action**
 - **Healthy Diet**
 - **Regular Exercise**
 - **No Smoking**
 - **Missing Pieces**
- **Messaging**
 - **Target**
 - **Delivery**
 - **Content**

Background and Objectives

- **This research was conducted in three phases with three different target audiences:**
 - Phase 1: Scrapbooks/In-Home Immersions (Vulnerable/At Risk Population)
 - Phase 2: In-depth Interviews (Opinion Leaders)
 - Phase 3: Quantitative Survey (Adult British Columbians)

- **Specific objectives for this research initiative include:**
 - Informing the BCHLA communications plan
 - Informing the development of a communications strategy to build public support for specific policies

Methodology



- **Scrapbooks:** 14 adults and 14 children from low-income homes across BC completed scrapbooks about healthy lifestyles
- **In-home immersions:** 5 were conducted with “vulnerable” respondents
- **March 24th to May 1st, 2008**

- **A total of ten 45-minute in-depth interviews were conducted with BC opinion leaders**
- **April 14th – 22nd, 2008**

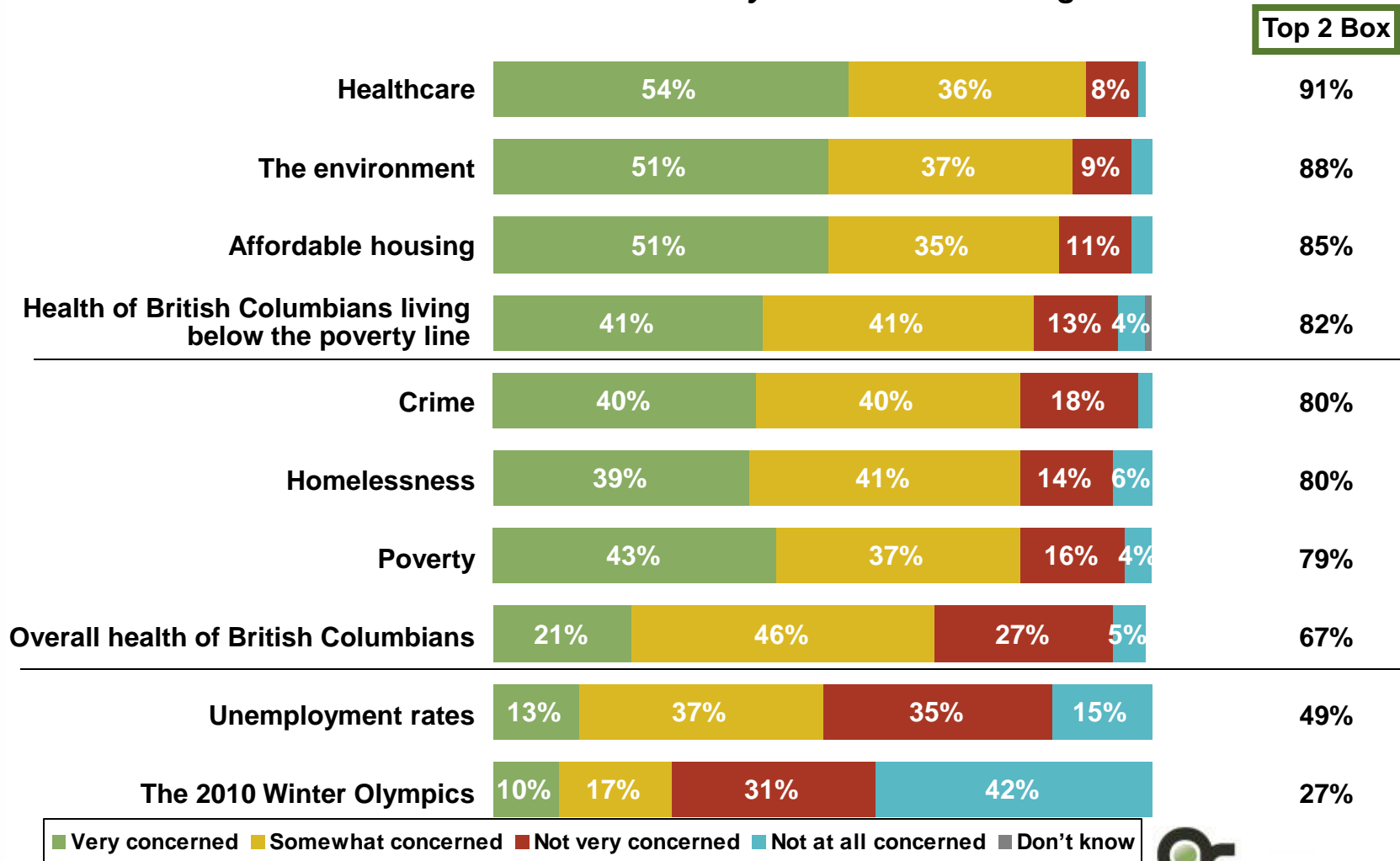
- **1,434 surveys completed with the general population of British Columbia**
- **Perceptions, opinions and attitudes towards healthy living (definition, messaging and initiatives)**
- **May 15th – 19th, 2008**



• **Importance of Health and Promotion of**
• **Healthy Living in BC** •

Concern Over Key Issues in British Columbia

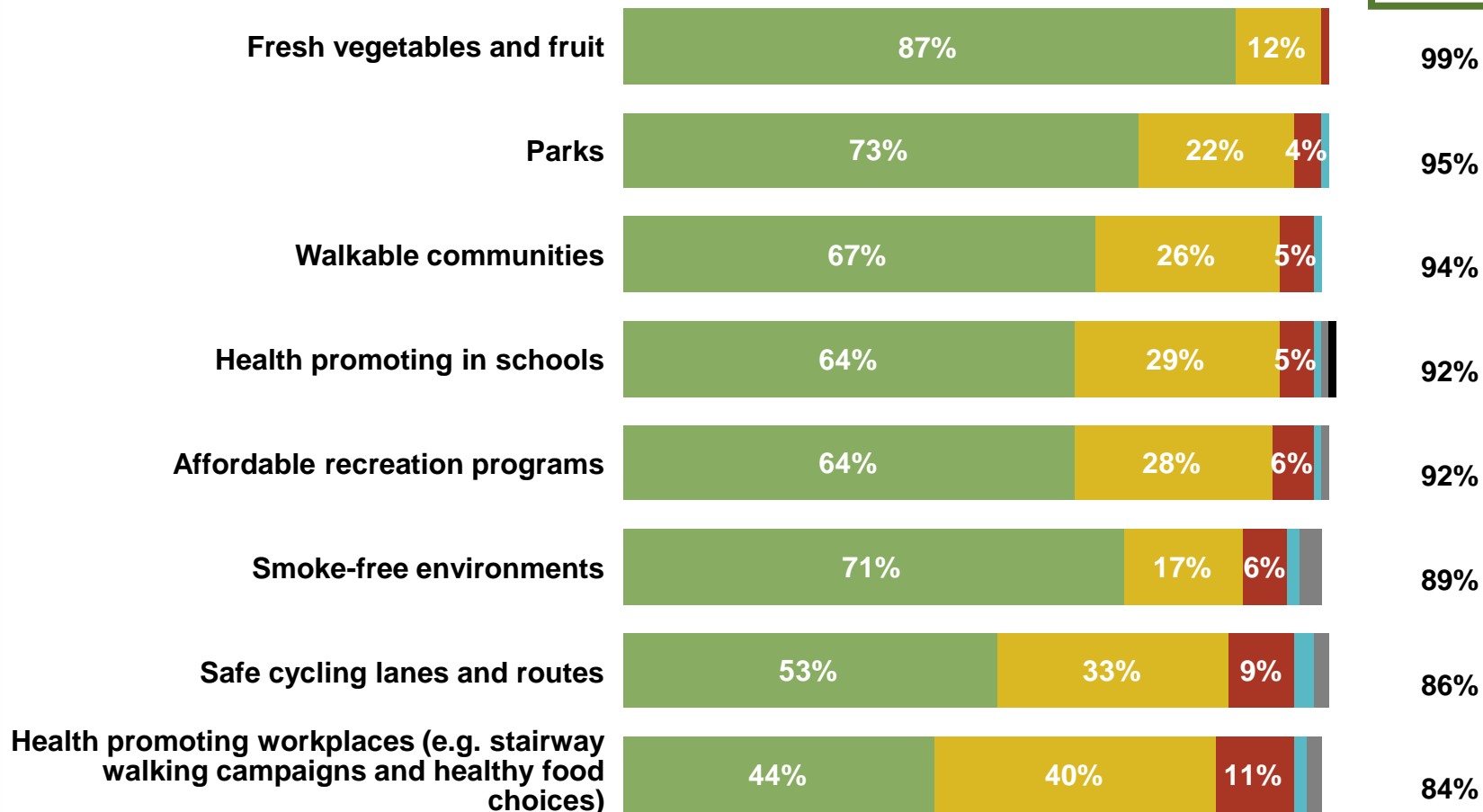
How concerned are you with the following?



Importance of Access to Healthy Living Products and Services

How important do you think it is for British Columbians to have access to the following?

Top 2 Box

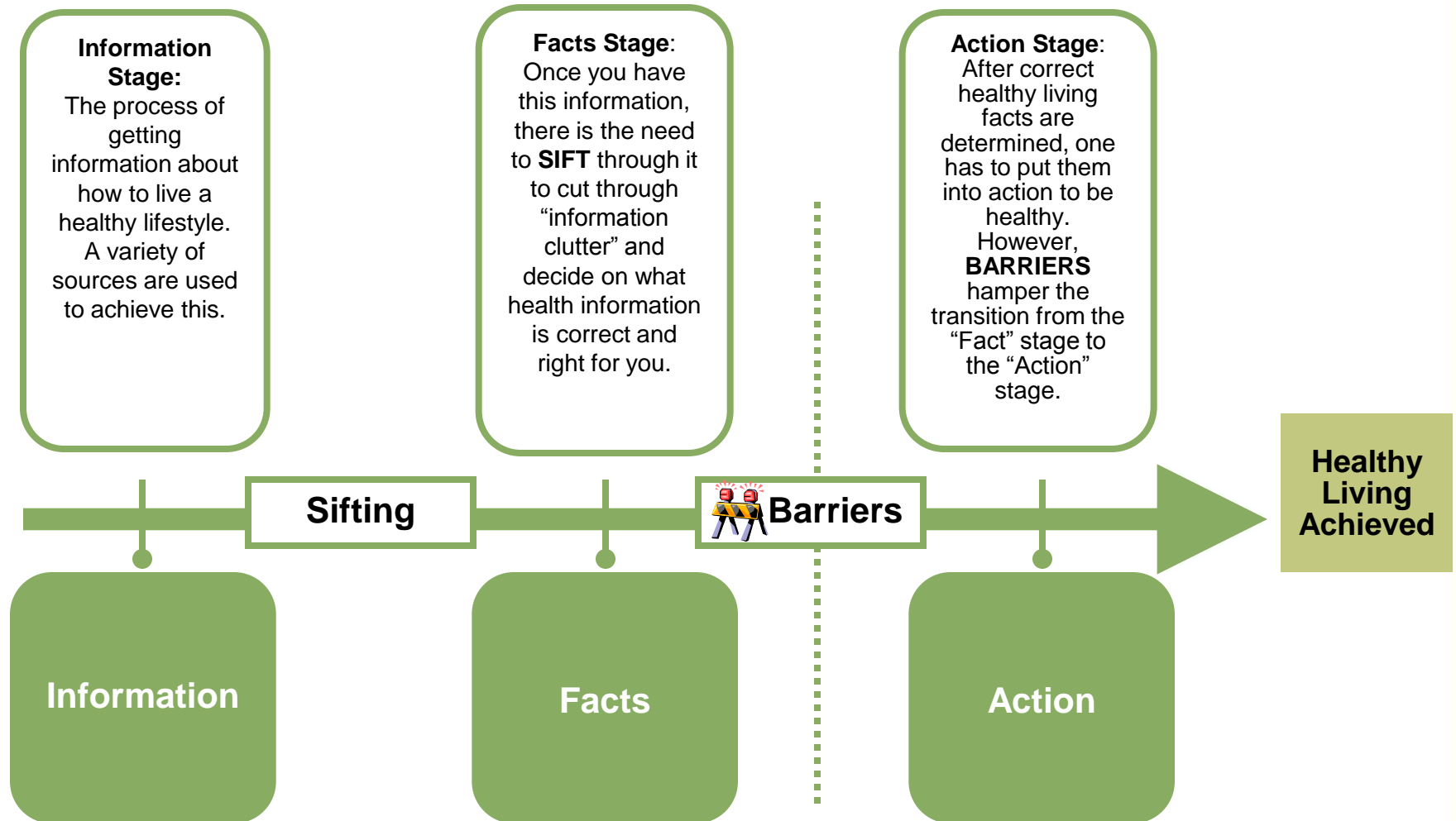


■ Very important
 ■ Somewhat important
 ■ Neither important or unimportant
■ Somewhat unimportant
 ■ Very unimportant
 ■ Don't know

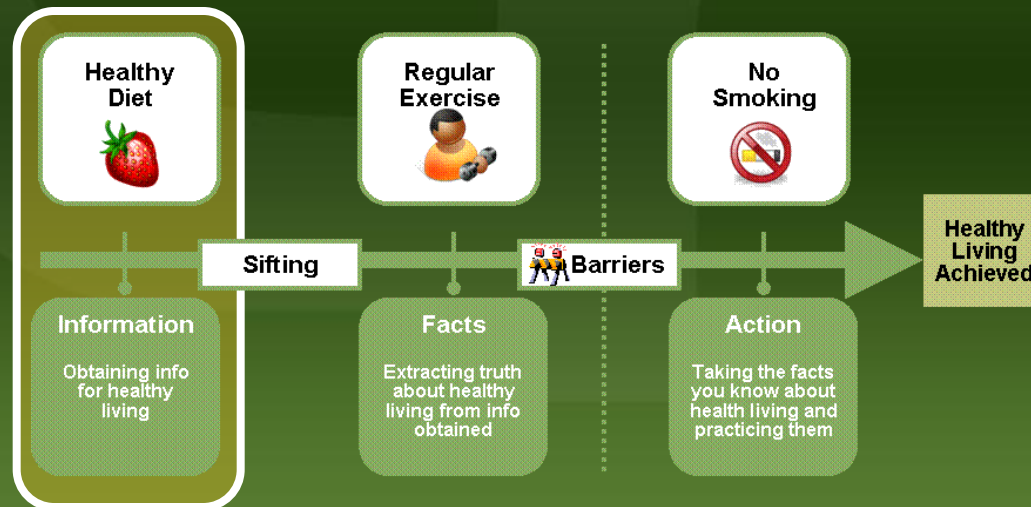


**The Healthy Living Continuum:
Information to Action**

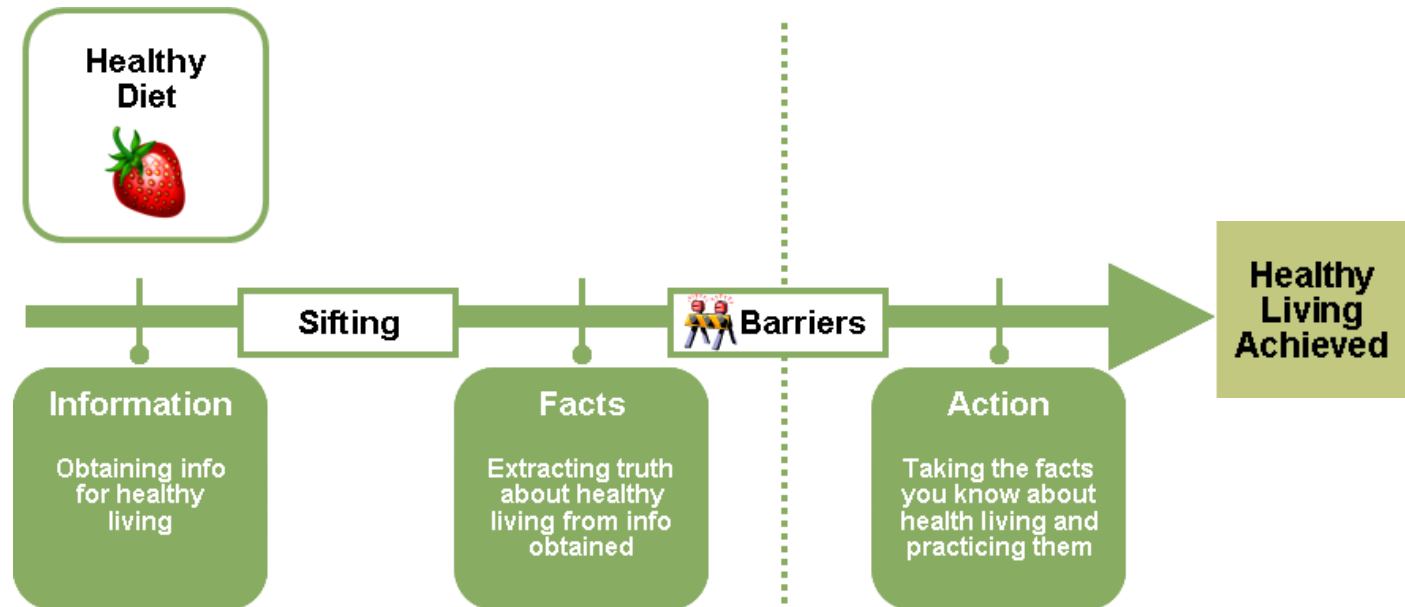
The Healthy Living Continuum: Information to Action



Healthy Diet



Healthy Diet – Stuck at Information “Sifting”



- People have access to and use a wide variety of sources for information on healthy eating.
- The overwhelming amount and complexity of information impedes the SIFTING process and results in confusion and clutter.
- Lack of clear knowledge prevents British Columbians from ACTING on their knowledge.

Healthy Diet – Barriers

Information Clutter

CONFUSION

The vastness of information causes confusion for some, especially when conflicting information exists.

*“I use the internet a lot to find health information, **but sometimes, different health sites give you conflicting information.** It’s difficult to know what to trust.”*
- Troy, 37

MISINFORMATION

Information clutter gives rise to misconceptions about the healthy food. Some common misconceptions include:

You can’t buy healthy food on a budget

“Organic” food is the standard of a healthy diet

“Foods like eggs and coffee are bad for you”

“Health food tastes bad”

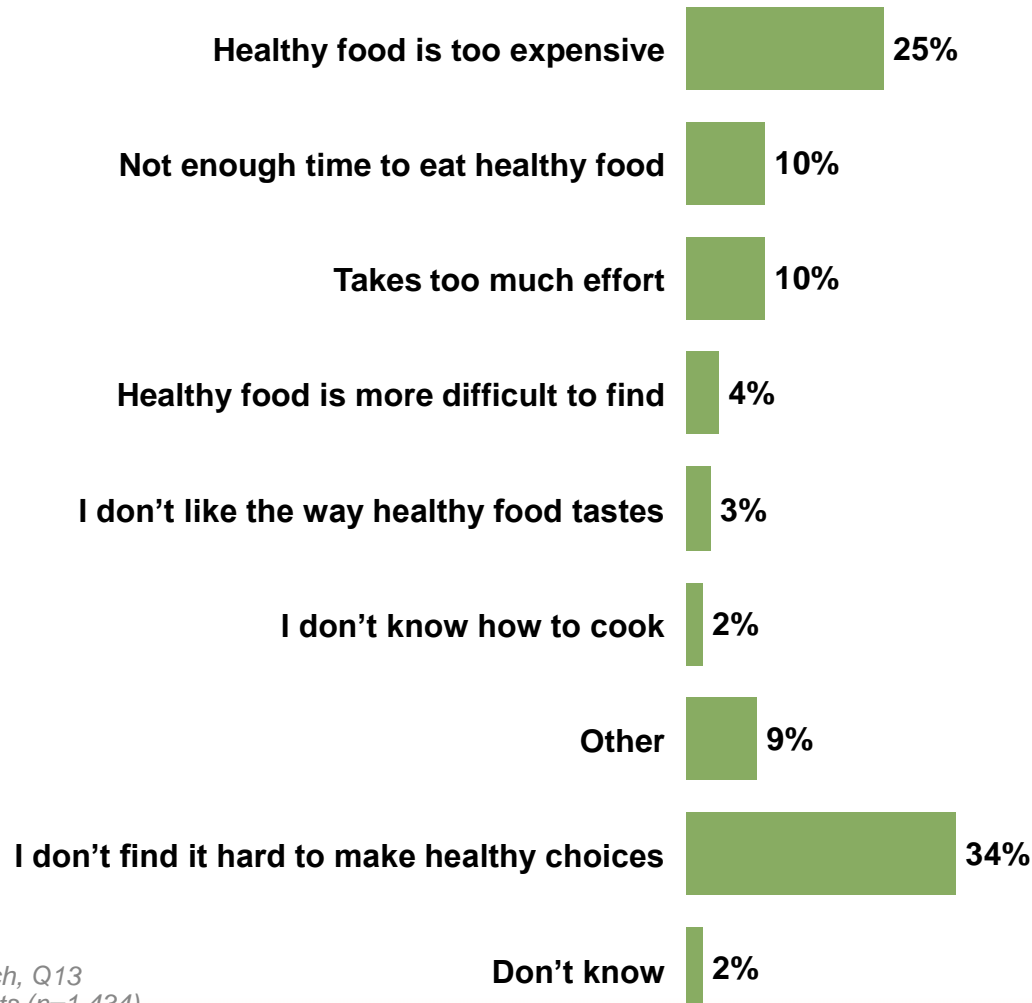
COMPETITION

British Columbians, parents in particular, feel that they have to compete with media bombardment of unhealthy/junk food to ensure that they/their kids eat healthy.

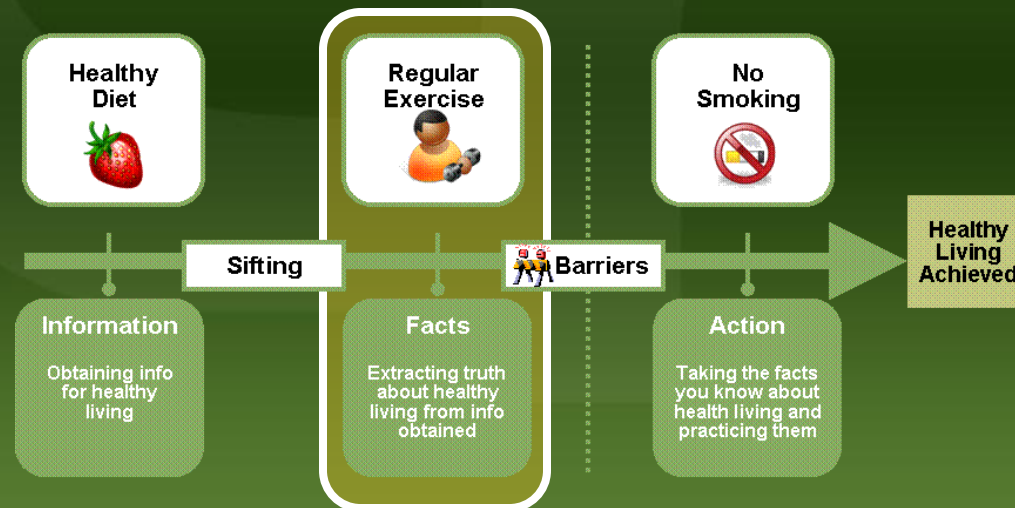
*“I try to make sure that my kids eat good food, but I feel like I’m **fighting a war with the media.** I need help with this.”*
- Jenny, 39

Healthy Diet – Barriers

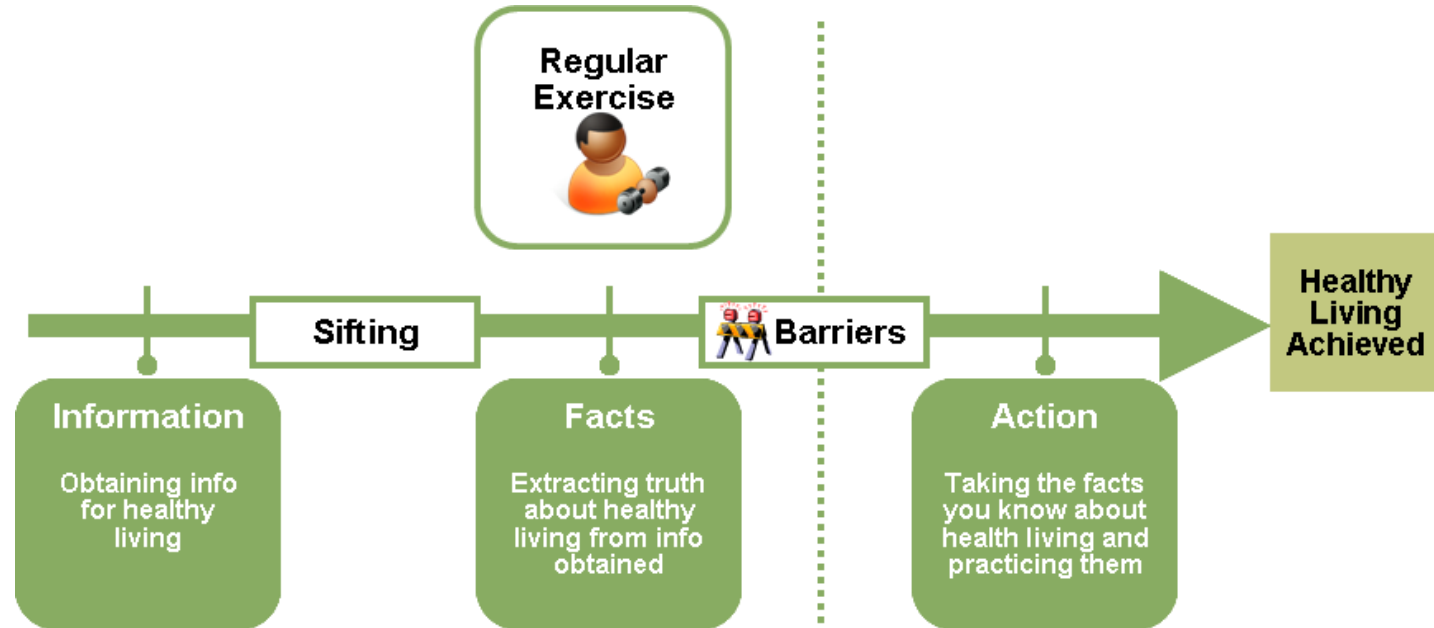
What do you think is your single biggest barrier to making healthy choices about food?



Regular Exercise



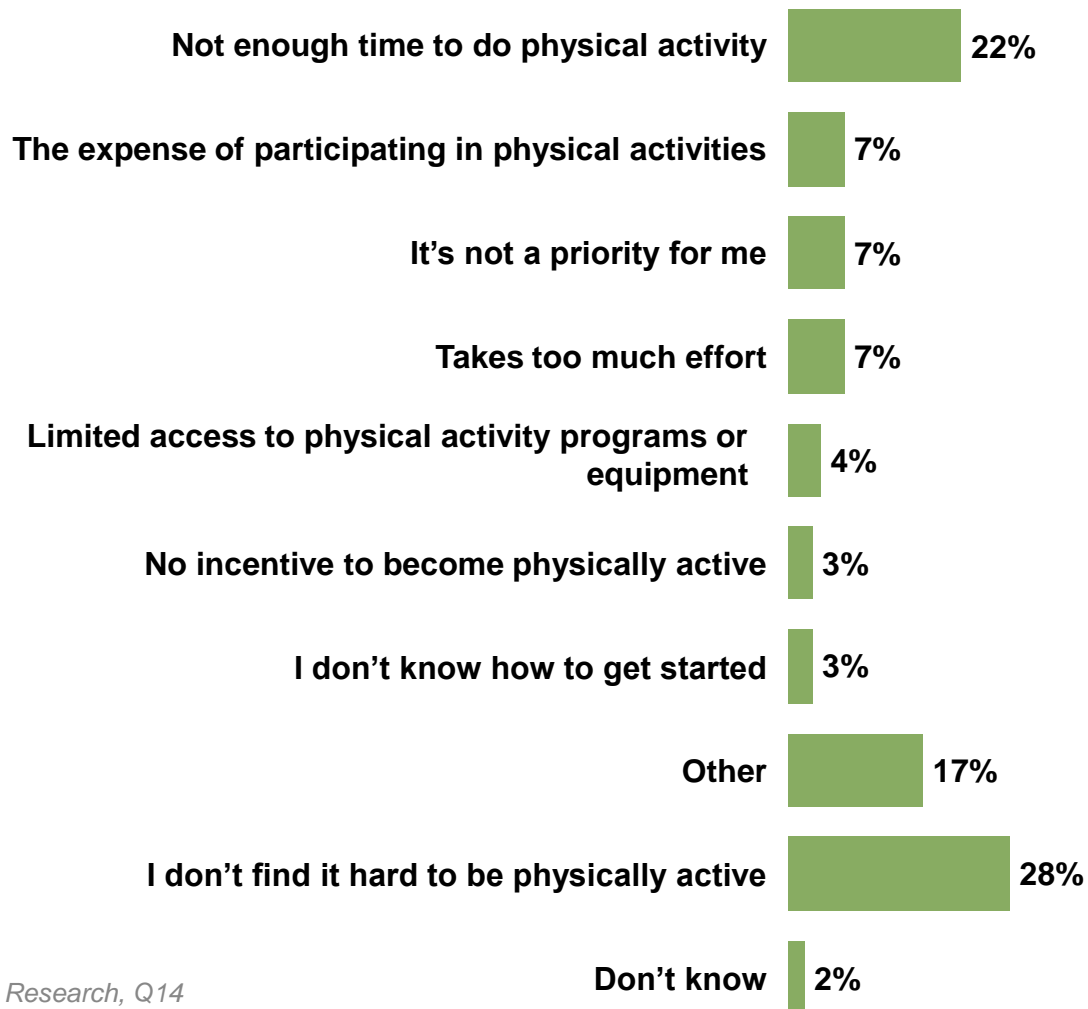
Regular Exercise – “Fixed in the Facts”



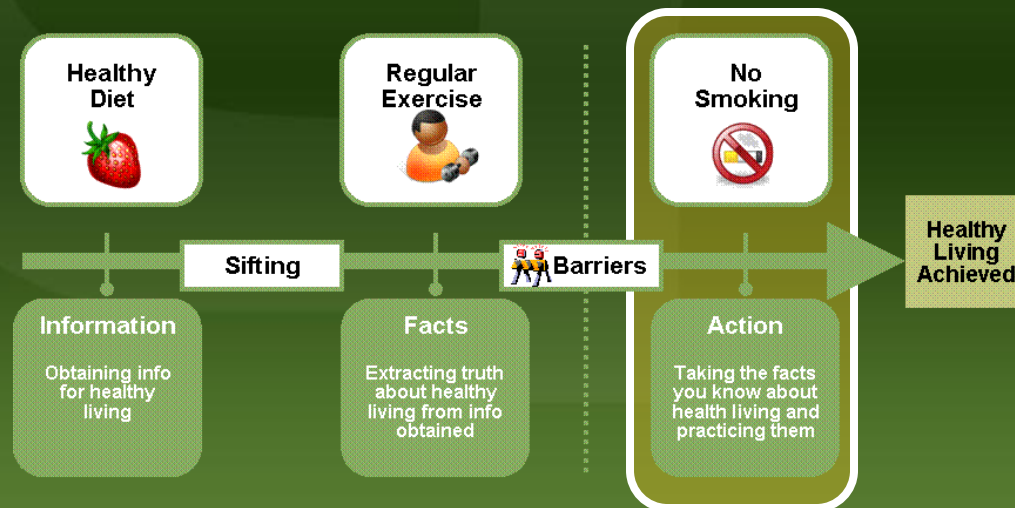
- **British Columbians clearly understand the importance of regular exercise.**
- **The challenge lies in moving from merely “knowing” to “doing”.**

Barriers to Physical Activity

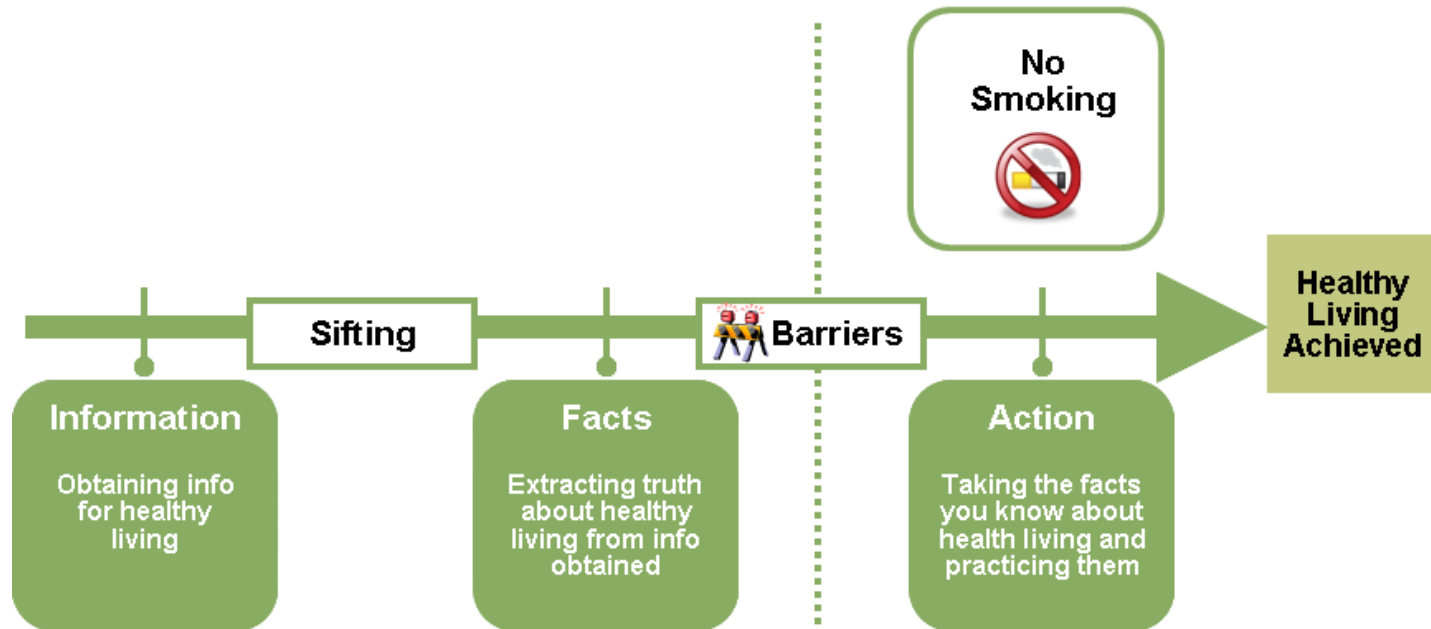
What do you think is your single biggest barrier that prevents you from becoming more physically active?



No Smoking



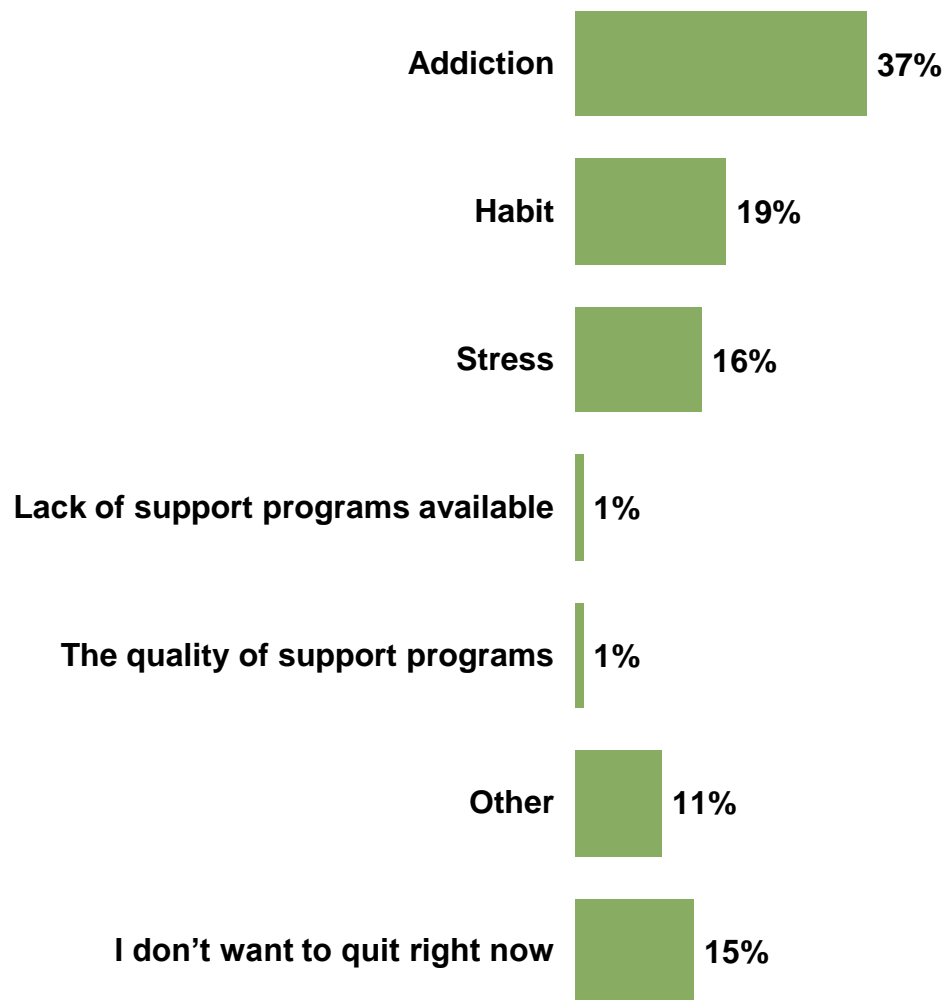
No Smoking – Firmly Fixed in the Facts



- **Facts about smoking are clear and understood.**
- **Anti-smoking advertisements and education in schools have been successful.**
- **The declining proportion of smokers in British Columbia shows a successful shift from “facts” to “action”.**

Barriers to Smoking Reduction

What do you think is the single biggest barrier preventing you from stopping smoking?





Missing Pieces

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Missing Pieces – Healthy Soul

“Healthy Soul”



Messaging
Target
Delivery
Content

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Target

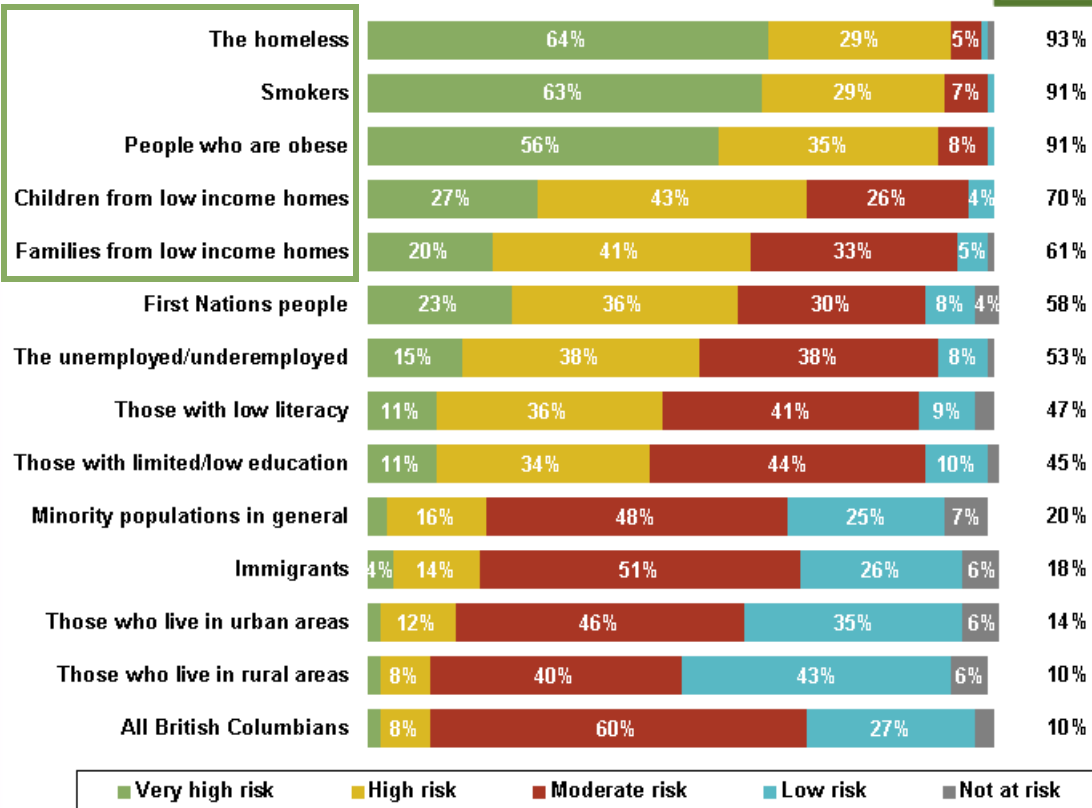
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Target of Message: Those at Risk

Gen Pop, BC

Please rate the extent to which the following British Columbians are at risk with respect to their health.

Top 2 Box



Opinion Leaders

Vulnerable Populations

- ✓ Lower Income families/households
- ✓ Single parents
- ✓ Aboriginals
- ✓ Rural/remote areas
- ✓ Children
- ✓ Mentally ill
- ✓ Older population

Delivery

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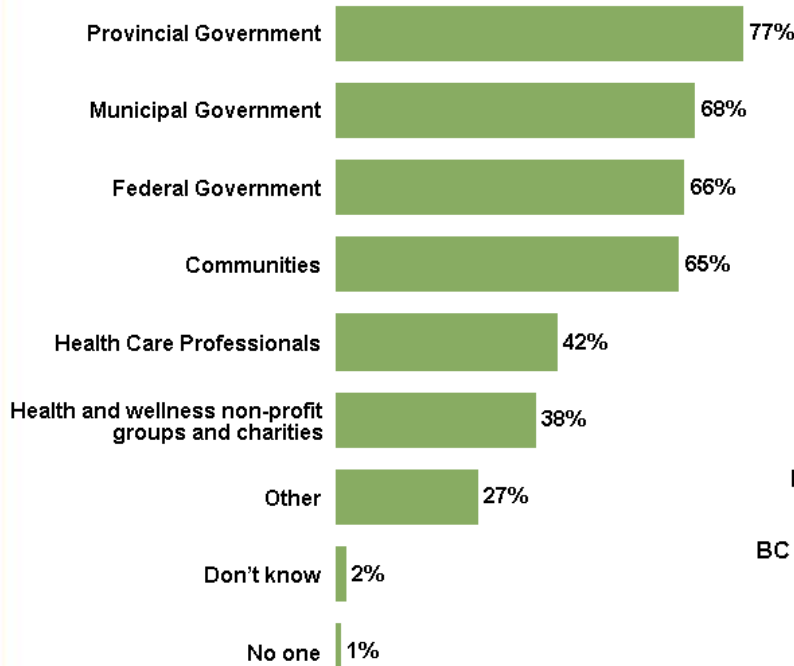
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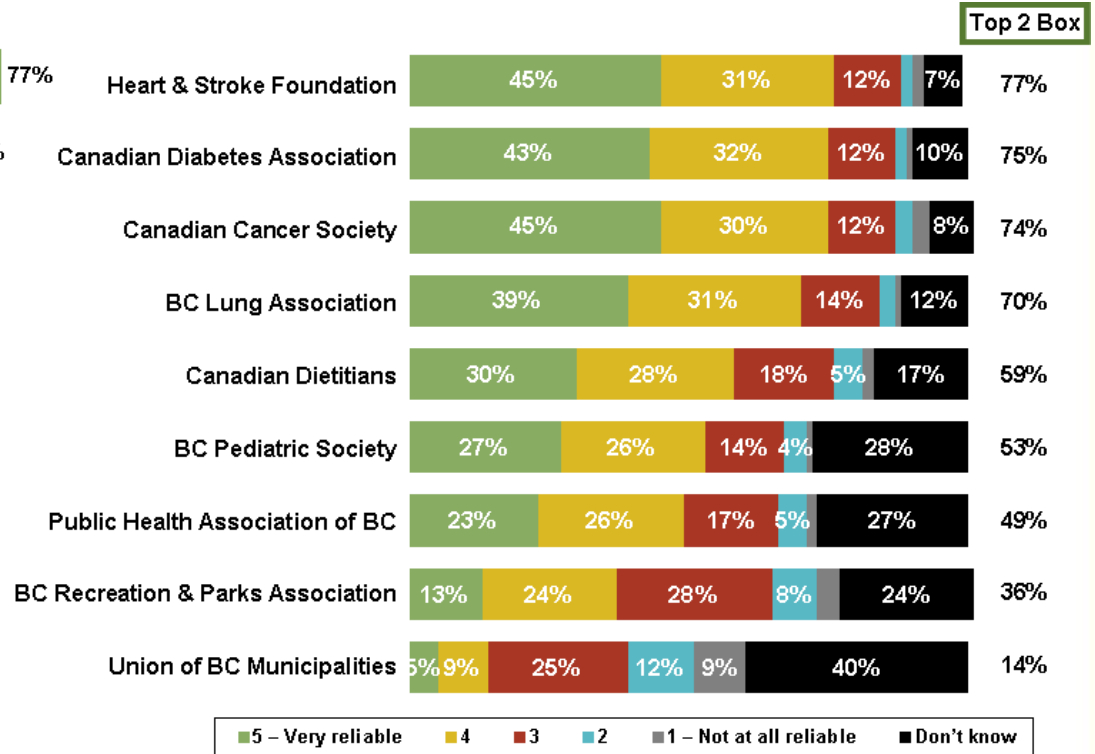
Delivery: Who

Gen Pop, BC

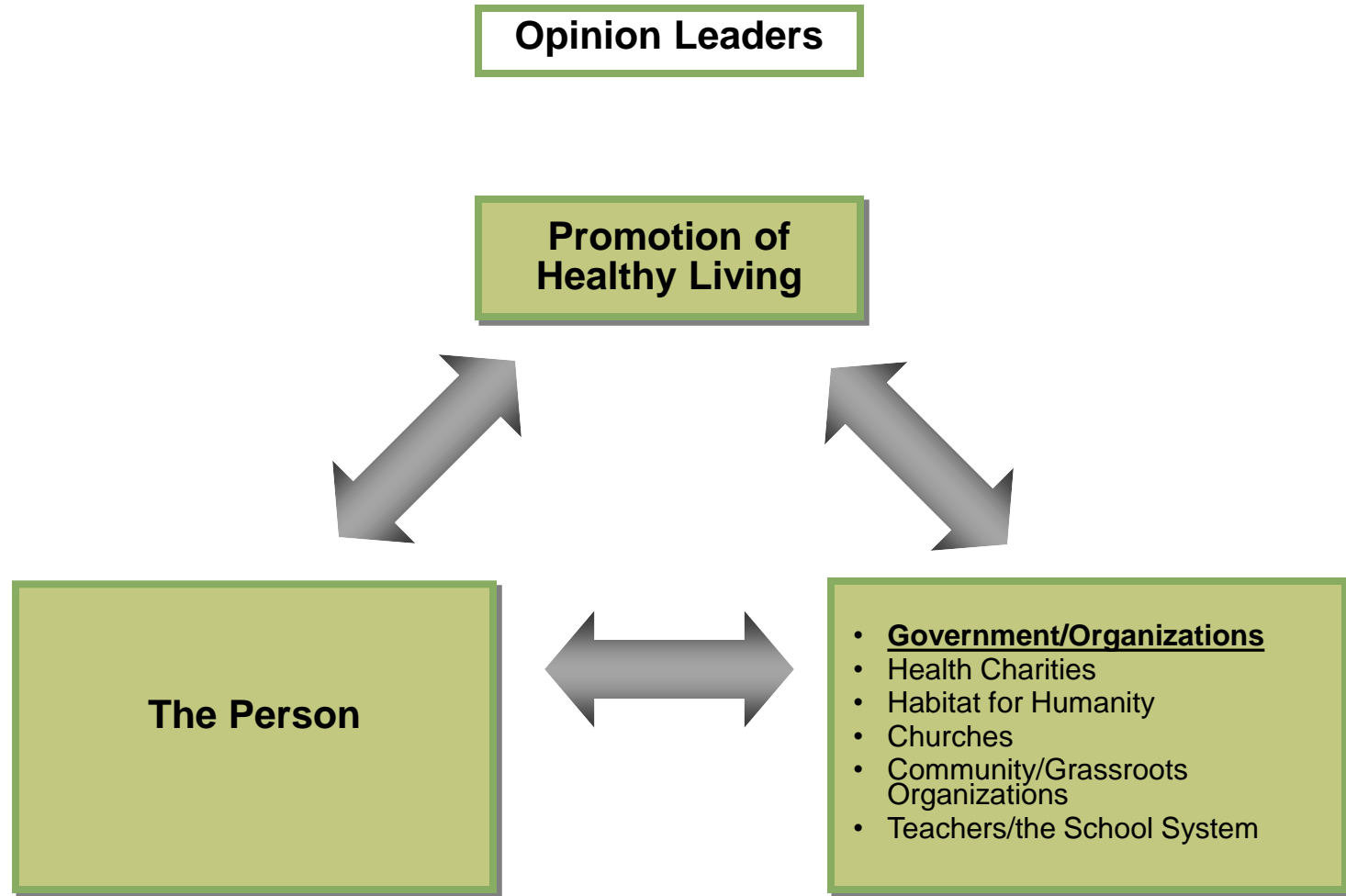
Who do you feel should be responsible for creating environments where healthy choices are the easiest choices?



Please rate the extent to which you feel the following organizations are reliable sources of health information.



Delivery: Who (cont.)



Delivery: Who (cont.)

Vulnerable Populations

Media



Television

Oprah**
Dr. Phil
Dr. Oz
Dr. Myron Wentz
Cooking network
The Global News Hour

Newspapers

The Province
Georgia Straight

Oprah's influence transcends age – those from 12 to 50 cite Oprah as their healthy diet info source.

Family



Mom**
Dad
Sister
Uncle
Cousin
Grandmother

Especially for kids, parents are the most important resource for health knowledge & inspiration. Parent/family influence continues into adulthood.

Healthcare Professional & Organizations



Healthcare Professionals

Doctors**
Nurses
Pharmacists

Health Organizations

Heart & Stroke Foundation
Cdn Diabetes Association

Websites



Fitness.com
Realage.com
Cbc.ca/health
Webmd.com
Usana.com
“Google” for specific topics”

Magazines/Books



Magazines

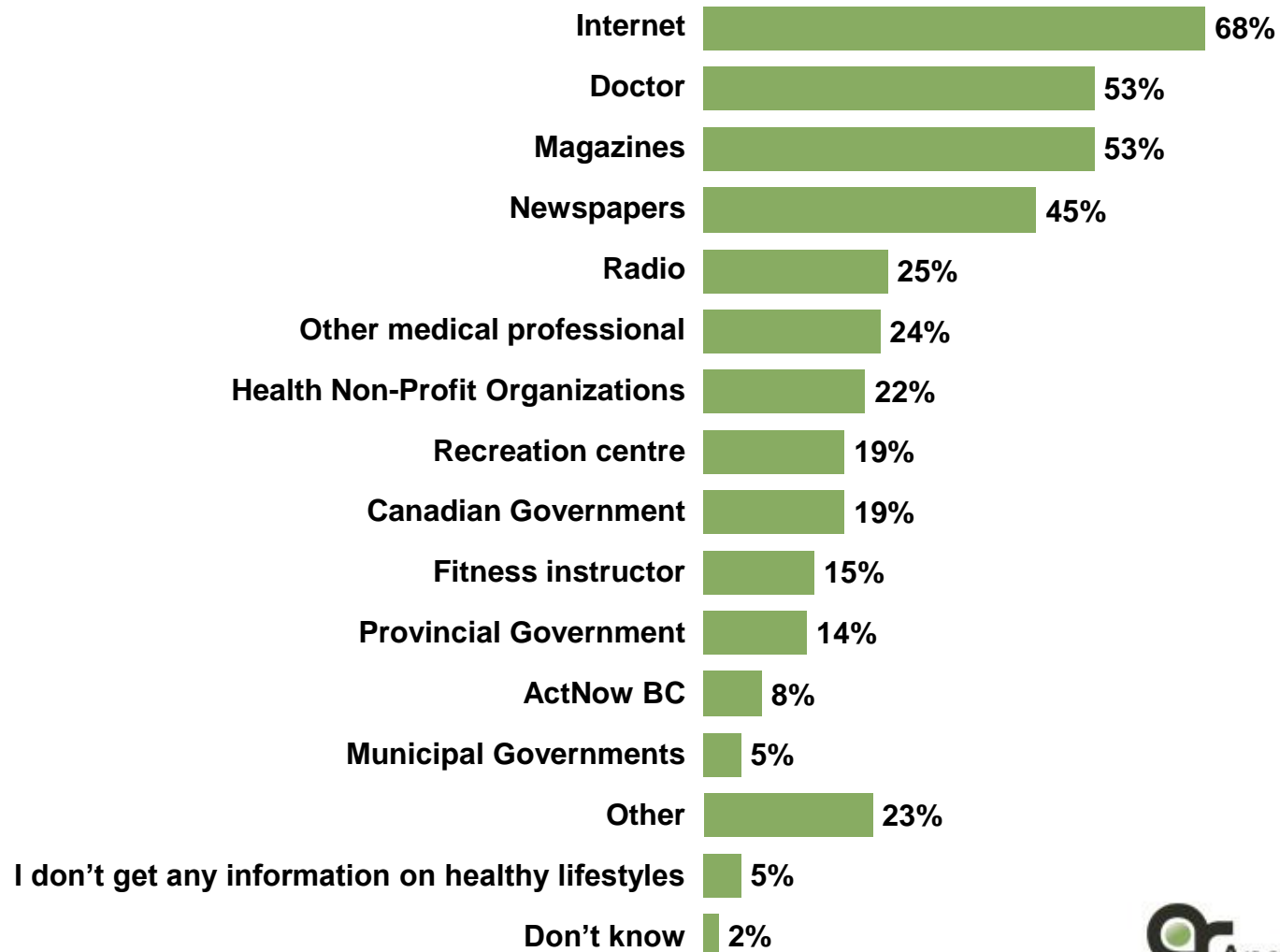
Chatelaine
Men's Health
Women's Health
Real Simple
Shape
Oxygen
Alive

Books

BC Health Guide
Sourcebook

Delivery: How

Where do you get your information on how to live a healthy lifestyle?



Delivery: How (cont.)

Opinion Leaders

Messaging also needs to focus at the **community level**.

“Preach and teach good values
in your community.”

“Communities need to be more involved
– it takes people!”

“Each community has its own individual
needs!”

**Coordination of messaging at the
community level** among the various
organizations that are promoting
healthy living.

“Communities need to be involved, but in a
coordinated manner to get the biggest
bang for the buck.”

Vulnerable Populations

Messaging at the
community/grassroots level is
essential.

Specifically, communication of the
types of **support services** available
is needed.

Content

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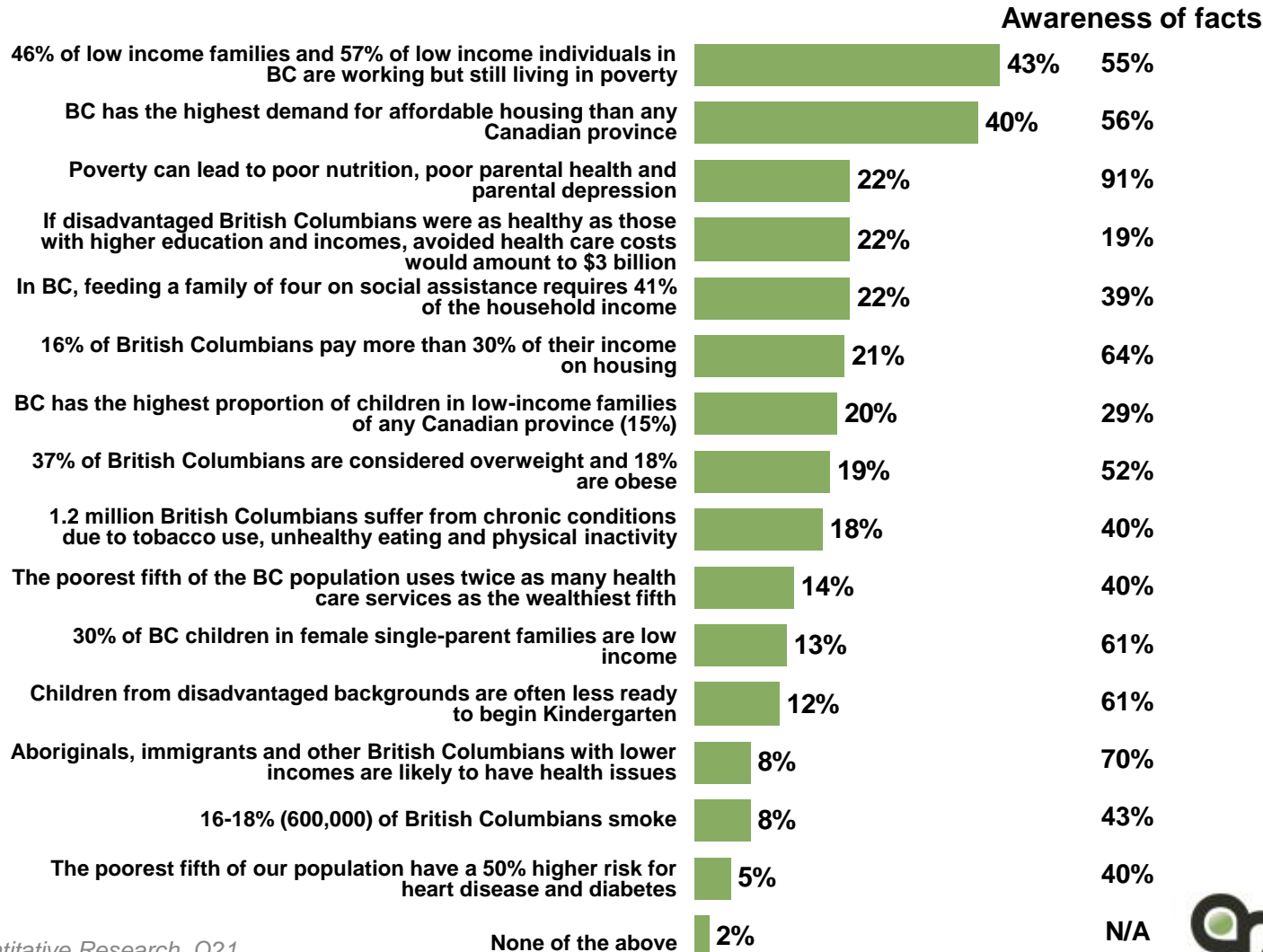
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Content: Importance of Health Issues/Facts in BC to Address



Which of the following do you think are the three most important issue(s) to address?



Content: Impact of Health Facts on Support of Healthy Living Initiatives

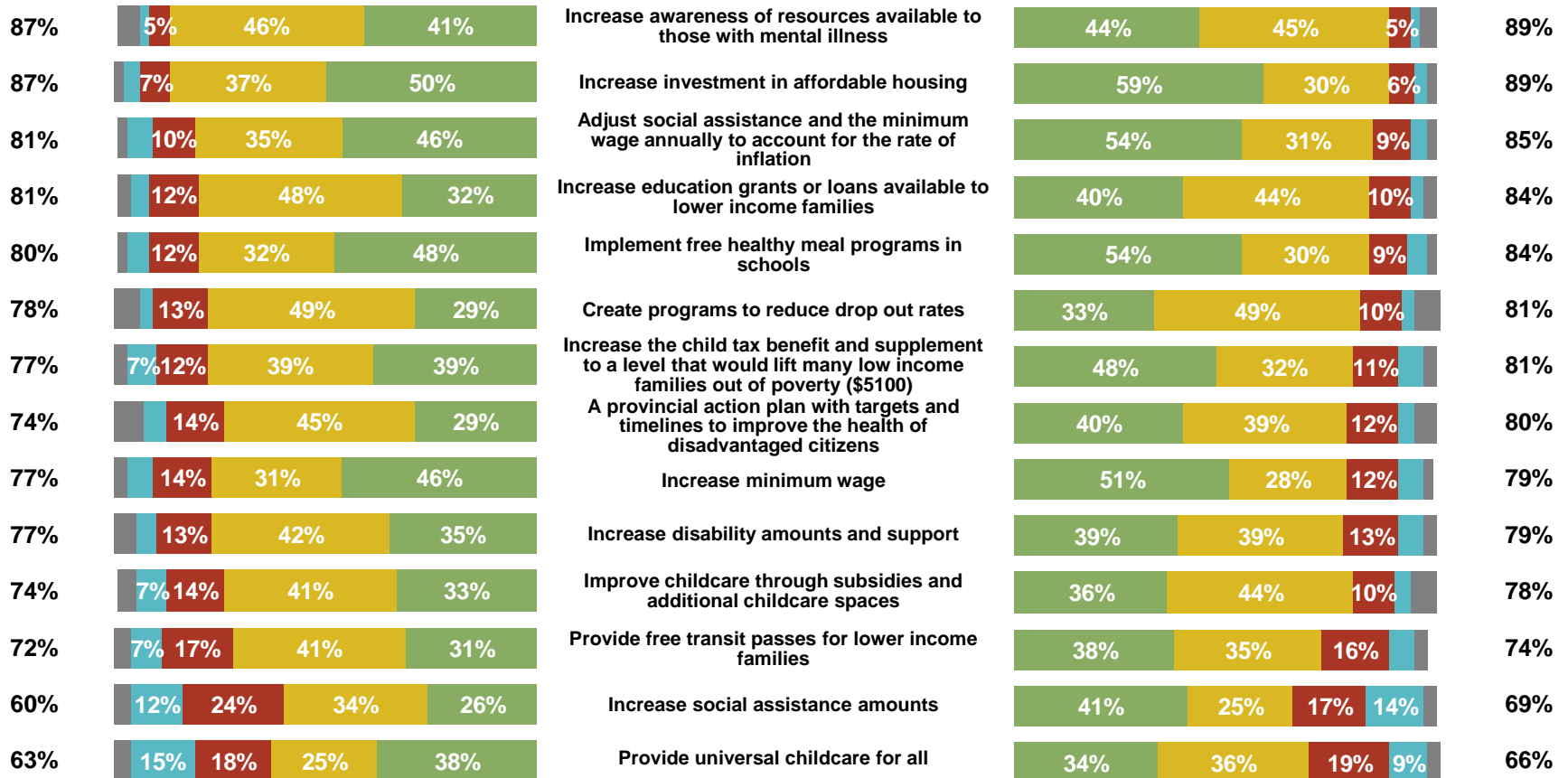


How much would you support or oppose each of the following as ways to improve the conditions for 'healthy living' in British Columbia?

Now that you know these facts about the health situation in British Columbia, how much do you support or oppose the following ideas as ways to improve the conditions for 'healthy living' in British Columbia?

Top 2 Box

Top 2 Box

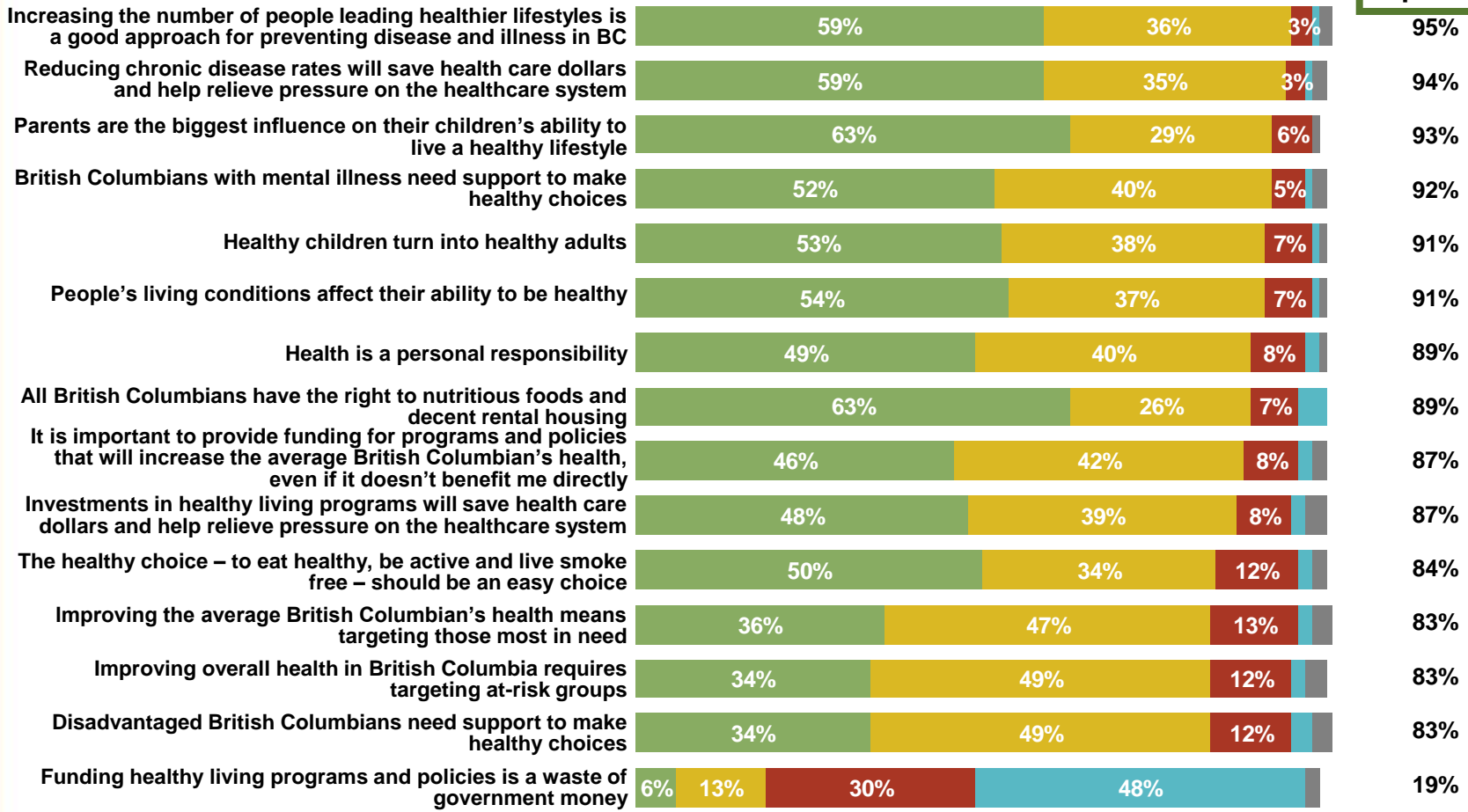


■ Strongly support
 ■ Moderately support
 ■ Moderately oppose
 ■ Strongly oppose
 ■ Don't know

Content: Attitudes towards Healthy Living Promotion in BC

Please rate your level of agreement on the following statements.

Top 2 Box



■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Content: Overall Considerations

- **Be careful of terminology used in messaging – keep it simple and avoid jargon!**
 - Vulnerable Population: This terminology is not easily understood. Words such as “at risk” or “high risk” are more easily digested.
 - Core Housing Costs: This is not a term that opinion leaders are familiar with.
 - Nanny State: Most were not familiar with this terminology. Slogans need to be simple, direct and to the point.
- **Children are an emotional trigger or call to action.**


“Children are the future.”

“Children will take it home to their parents and families.”

“Young people are falling through the cracks.”


Content - Healthy Diet



Area	Messaging Context
<p data-bbox="214 551 369 639">Healthy Diet</p> 	<ul data-bbox="508 429 1760 939" style="list-style-type: none">● Cutting through the information clutter with practical, clear and prioritized messaging on achieving a “healthy diet on a budget”.● Use health terms such as “Organic food” with caution.● Address common misconceptions about healthy living.● Healthy diet messaging should target the family, especially parents – they are key “healthy living advocates”.


Content – Regular Exercise



Area	Messaging Context
<p data-bbox="92 539 444 582">Regular Exercise</p> 	<ul data-bbox="490 419 1773 853" style="list-style-type: none">● Messaging should communicate availability of community services/safe outdoor spaces in specific neighbourhoods.● Greater promotion of exercise as an effective stress-reliever.● Target the family as the key “healthy living advocate” – they are instrumental in exemplifying and encouraging regular exercise as part of a healthy lifestyle.

Content – No Smoking



Area	Messaging Context
<p data-bbox="141 665 392 708">No Smoking</p> 	<ul data-bbox="490 425 1827 1186" style="list-style-type: none"><li data-bbox="490 425 1827 615">● Anti-smoking messaging: keep up the good work. Continued efforts should be made to ensure that this message is top-of-mind, especially since the teenage years are the “age of initiation” for smoking.<li data-bbox="490 696 1827 839">● In addition, the anti-smoking message must emphasize that the harmful effects of smoking cannot be counteracted by other healthy behaviours (e.g. regular exercise).<li data-bbox="490 921 1827 1011">● Secure and promote awareness of smoking cessation resources available.<li data-bbox="490 1092 1827 1186">● Speak to smoking as a disease or addiction (similar to alcoholism, drug addiction).

Content – Healthy Soul



Area	Messaging Context
Healthy Soul	<ul style="list-style-type: none">● The “soul” aspect of healthy living must be a key component of communications.● As such, these communications must speak to the FUNCTIONAL and EMOTIONAL aspects of healthy living (i.e., address “body, mind and soul”).

Questions?

It's your life, take control! (personal responsibility)

We are in this together (community involvement)

Healthy living in BC is good for you and good for me
(benefits of healthy living)

Live well, die old (benefits of healthy living)

Healthy people are happy people
(benefits of healthy living)