

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

Domino Research (Vulnerable Population)



In Depth Interviews (Opinion Leaders)



Online Survey (Gen. Pop. of BC)

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

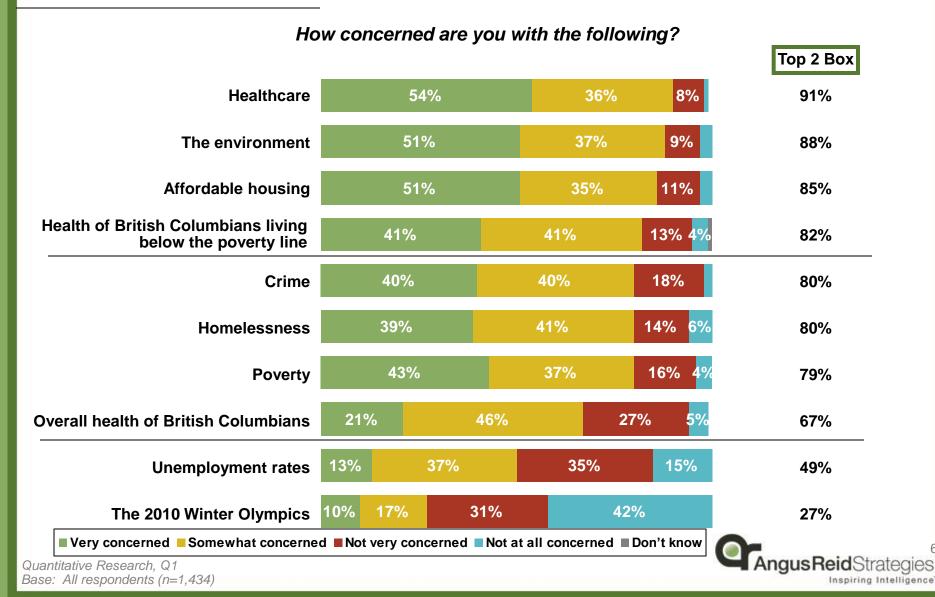
- A total of ten 45-minute in-depth interviews were conducted with BC opinion leaders
- April 14th 22nd, 2008

- 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

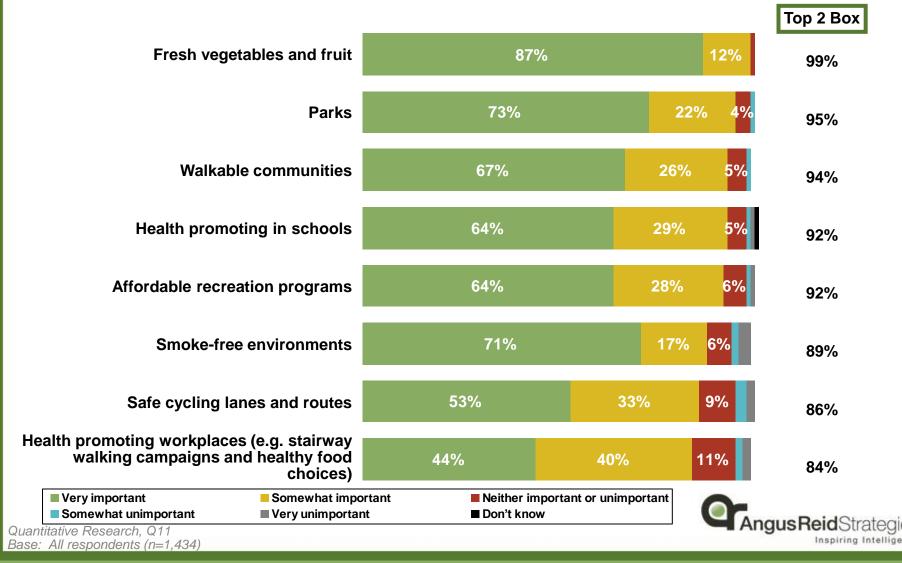
Concern Over Key Issues in British Columbia





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?



The Healthy Living Continuum: Information to Action

The Healthy Living Continuum: Information to Action

Information Stage:

The process of getting information about how to live a healthy lifestyle. A variety of sources are used to achieve this.

Facts Stage:

Once you have this information, there is the need to SIFT through it to cut through "information clutter" and decide on what health information is correct and right for you.

Action Stage:

After correct healthy living facts are determined, one has to put them into action to be healthy. However,

BARRIERS

hamper the transition from the "Fact" stage to the "Action" stage.

Sifting

Barriers

Living Achieved

Healthy

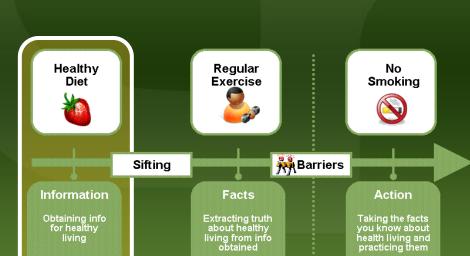
Information

Facts

Action

Healthy Diet

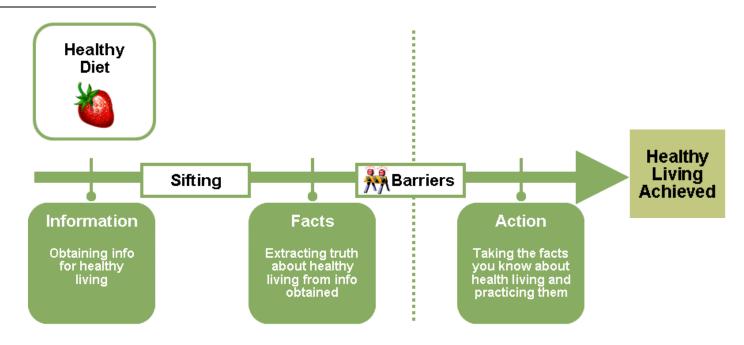
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Healthy Living Achieved

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

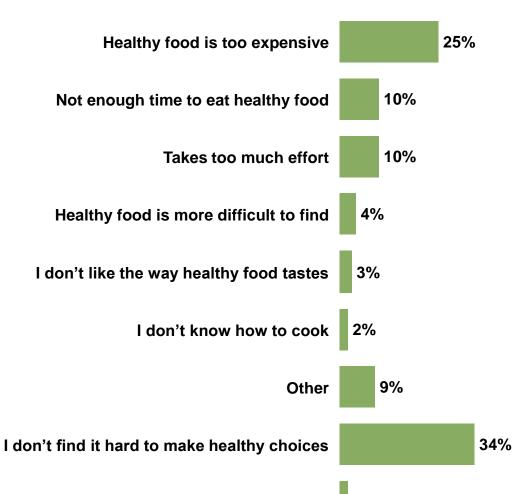
British Columbians, parents in particular, feel that they have to compete with media bombardment of unhealthy/junk food to ensure that they/their kids eat healthy.

"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

Service

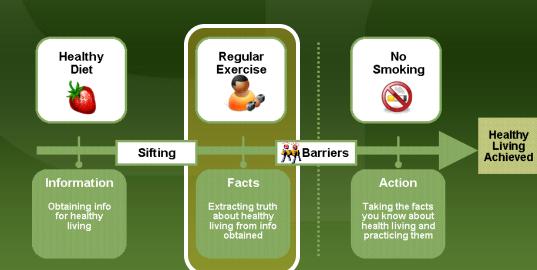
Healthy Diet – Barriers

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

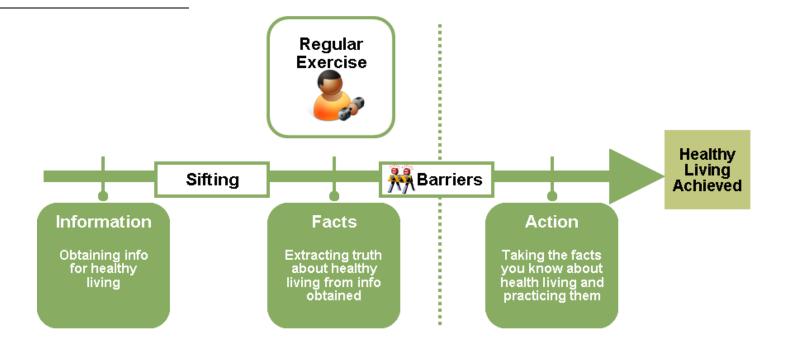




Regular Exercise



Regular Exercise – "Fixed in the Facts"

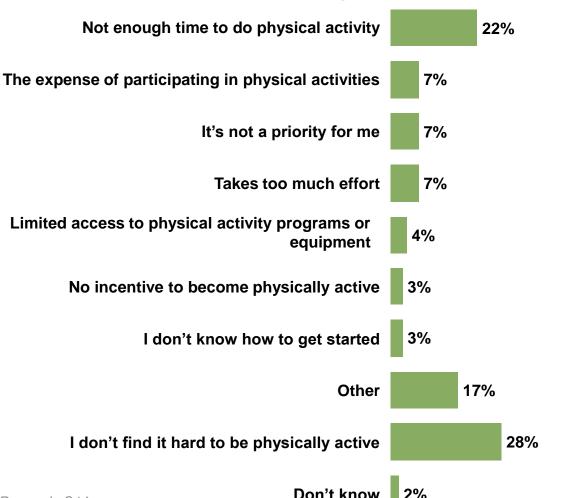


- British Columbians clearly understand the importance of regular exercise.
- The challenge lies in moving from merely "knowing" to "doing".



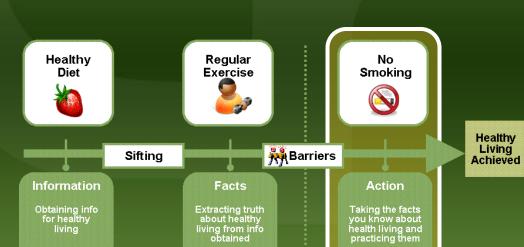
Barriers to Physical Activity

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

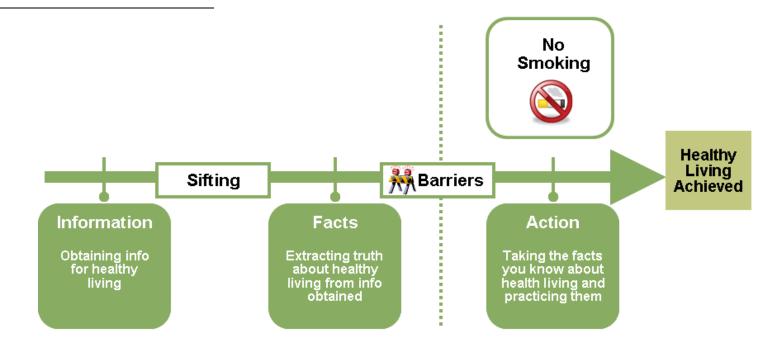


No Smoking

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No Smoking – Firmly Fixed in the Facts

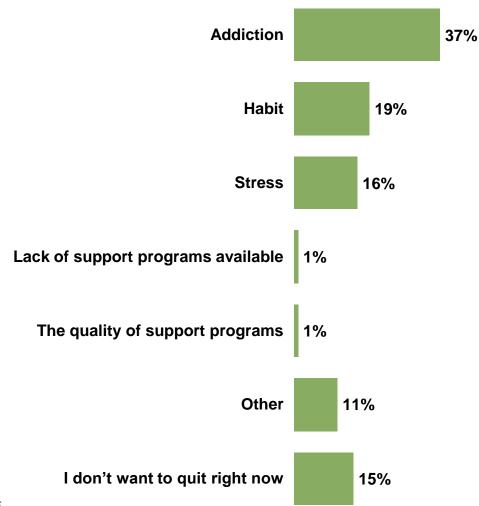


- Facts about smoking are clear and understood.
- Anti-smoking advertisements and education in schools have been successful.
- The declining proportion of smokers in British Columbia shows a successful shift from "facts" to "action".

Solo

Barriers to Smoking Reduction

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







Missing Pieces – Healthy Soul

"Healthy Soul"

Healthy Diet



Good Support Network

"If you don't have your mom or friends to tell you that you can hit the ball in baseball, you might not believe you can... and that would make it harder for you to want to get out and practice."

Mental Health

- · Avoiding negative people
- · Having a positive outlook on life.

Regular Exercise



Good Health

THE PHYSICAL.

IT MEANS TAKING CARE OF THE BODY MIND, AND SOUL

Relationships

"Having a positive relationship with your spouse."



Not Smoking



SPIRITUALITY/ RELIGION





CONFIDENCE



Love

"The Beatles said it best in the 60s – all you need is Love."



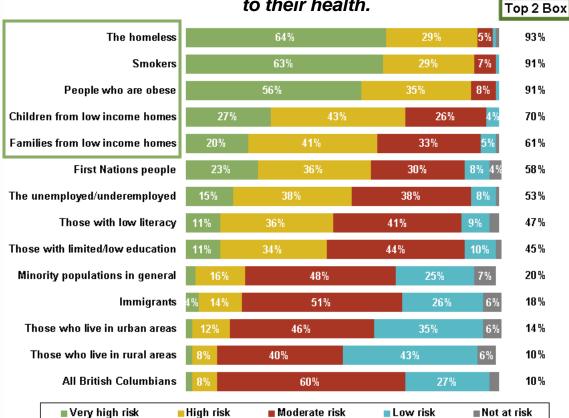
Messaging
Target
Delivery
Content



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.



Opinion Leaders

Vulnerable Populations



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





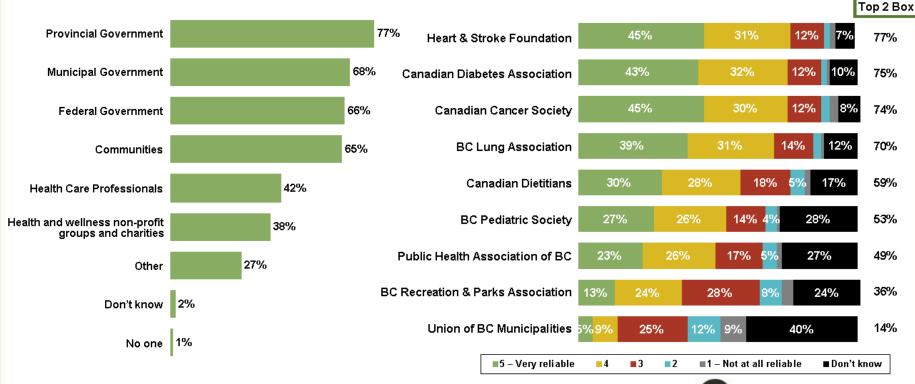


Delivery: Who

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.



Quantitative Research, Q26 Base: All respondents (n=1,434)

Delivery: Who (cont.)

Opinion Leaders

Promotion of Healthy Living





The Person



- Government/Organizations
- Health Charities
- Habitat for Humanity
- Churches
- Community/Grassroots Organizations
- Teachers/the School System

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



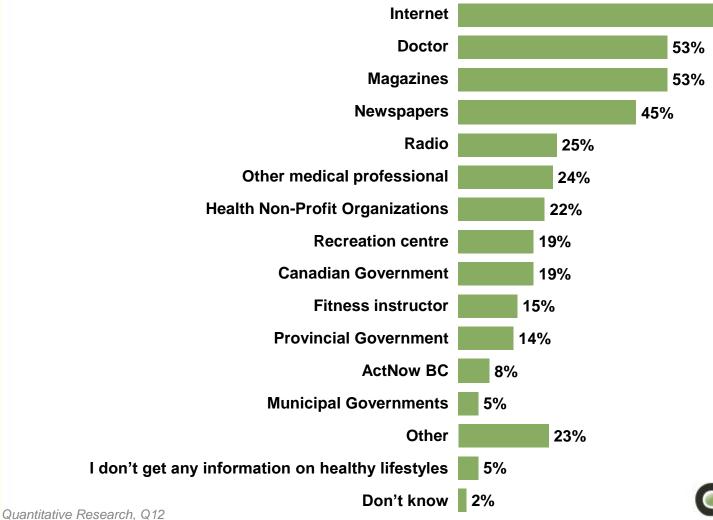
Magazines
Chatelaine
Men's Health
Women's Health
Real Simple
Shape
Oxygen
Alive

Books BC Health Guide Sourcebook

68%

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.







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

		Awareness of facts
46% of low income families and 57% of low income individuals in BC are working but still living in poverty		43% 55%
BC has the highest demand for affordable housing than any Canadian province		40% 56%
Poverty can lead to poor nutrition, poor parental health and parental depression	22%	91%
If disadvantaged British Columbians were as healthy as those with higher education and incomes, avoided health care costs would amount to \$3 billion	22%	19%
In BC, feeding a family of four on social assistance requires 41% of the household income	22%	39%
16% of British Columbians pay more than 30% of their income on housing	21%	64%
BC has the highest proportion of children in low-income families of any Canadian province (15%)	20%	29%
37% of British Columbians are considered overweight and 18% are obese	19%	52%
1.2 million British Columbians suffer from chronic conditions due to tobacco use, unhealthy eating and physical inactivity	18%	40%
The poorest fifth of the BC population uses twice as many health care services as the wealthiest fifth	14%	40%
30% of BC children in female single-parent families are low income	13%	61%
Children from disadvantaged backgrounds are often less ready to begin Kindergarten	12%	61%
Aboriginals, immigrants and other British Columbians with lower incomes are likely to have health issues	8%	70%
16-18% (600,000) of British Columbians smoke	8%	43%
The poorest fifth of our population have a 50% higher risk for heart disease and diabetes	5%	40%
ntitative Research Q21 None of the above	2%	N/A

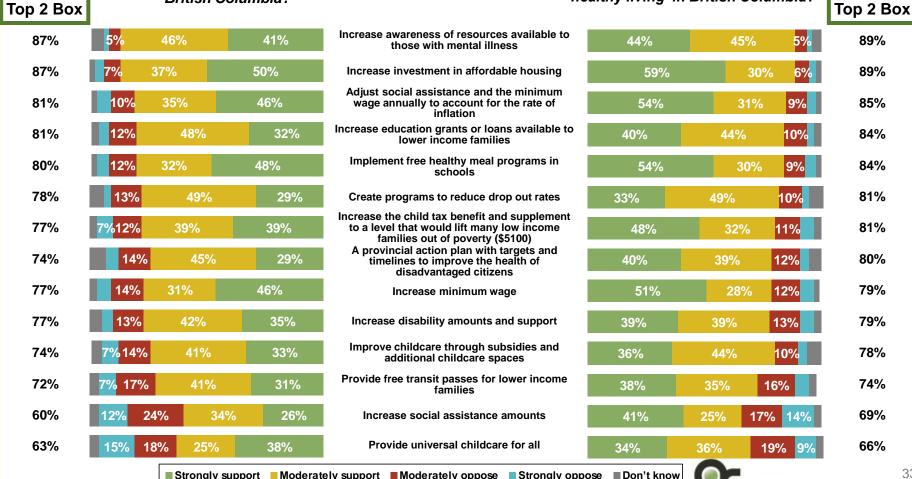






How much would vou support or oppose each of the following as ways to improve the conditions for 'healthy living' in **British Columbia?**

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?



■ Strongly support ■ Moderately support ■ Moderately oppose ■ Strongly oppose

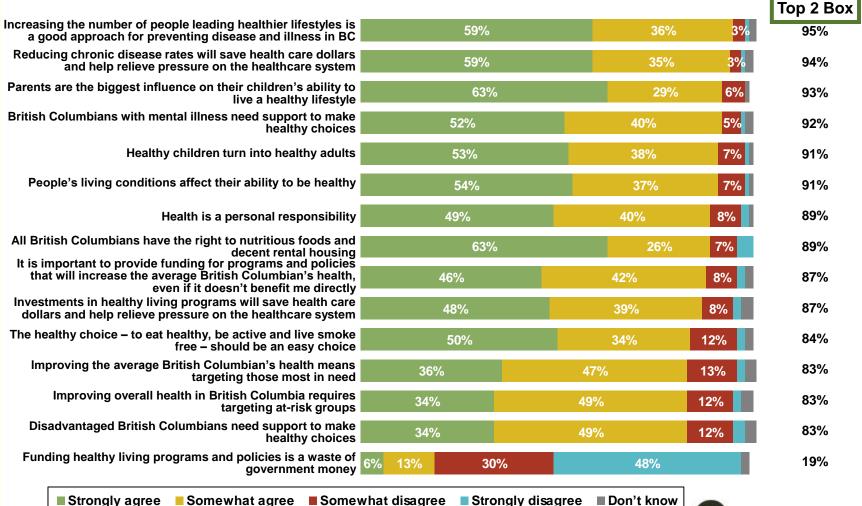
Quantitative Research, Q19 & Q22 Base: All respondents (n=1.434)

Angus ReidStrategies

Content: Attitudes towards Healthy Living Promotion in BC



Please rate your level of agreement on the following statements.





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
Healthy Diet	 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
Regular Exercise	 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
	 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.
No Smoking	 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).
	 Secure and promote awareness of smoking cessation resources available.
	 Speak to smoking as a disease or addiction (similar to alcoholism, drug addiction).



Content – Healthy Soul

Area	Messaging Context
Healthy Soul	 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)