



Disempowered Dismissive

Disempowered Dismissive



11% of 30-74 yr olds in the sample

Disempowered Dismissive are the most fatalistic about their health and have more immediate concerns than health. They are the segment least interested in the NHS Health Check. They tend to be female, in 40s or 50s and have children living at home – they are often struggling financially and have quite hectic lives. They live in the moment and feel they just don't need to know about what might happen in future when they are dealing with what's in front of them today.

"I see my health like a car... you only take it to the garage when something is wrong" (qual participant)

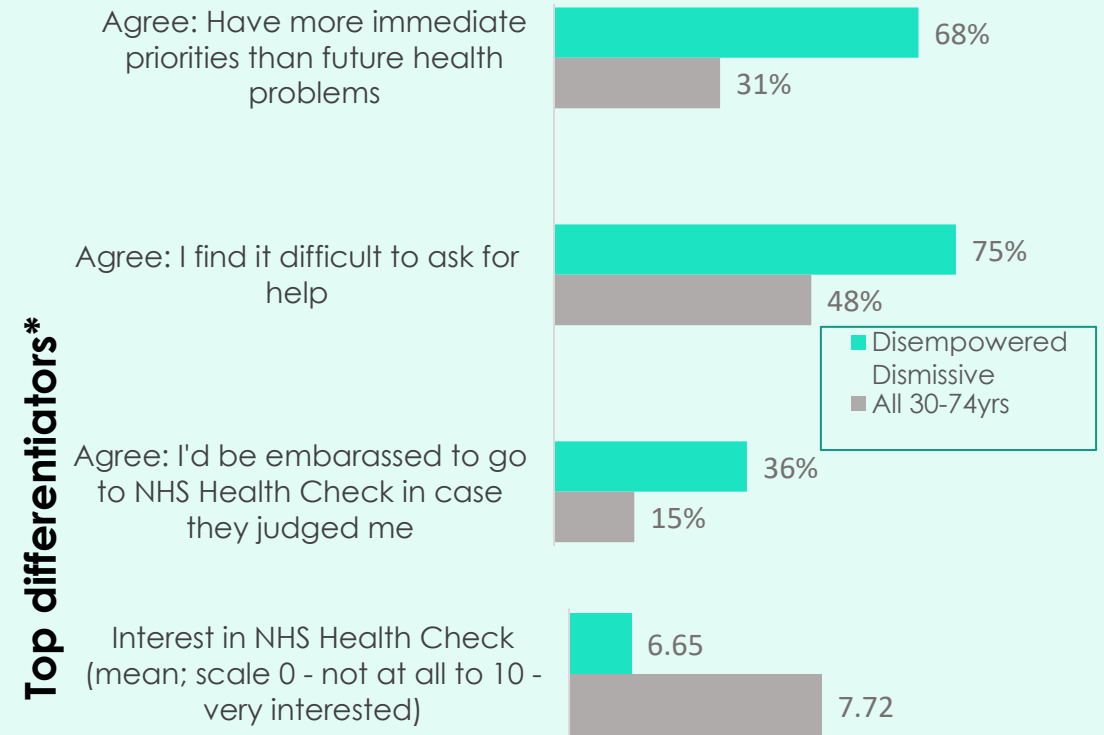
Disempowered Dismissive characteristics:

I live moment to moment really. Right now I am really concerned about money.

It does make me a bit anxious when I think about the people I know with serious illnesses but it seems to happen regardless of whether they were healthy before or not.

I take my health for granted despite having some little problems. If I am honest, as generally I feel ok **then I avoid going to the doctors.**

I think I am in good enough health, even though it would be good to lose a bit of weight and feel a bit happier, **I am just not able to motivate myself** to do something about it given all the other issues I have to deal with.



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

Disempowered Dismissive



This group are more likely than all 30-74 year olds in the sample to be female, in 40s or 50s and have children living at home. A mix of social grade, but more likely than average to be unemployed. They are more likely to be found in suburban areas and are more likely than average to be Indian.

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

Gender	Female		
Age group	40-49	50-59	
Social Grade	C1C2DE		
Household composition	Children <18yr	Children >18yr	
Employment status	Unemployed – seeking work		Unemployed – unable to work
Transport – typical week	Drive some else’s car		None
Ethnicity	Indian	Mixed	
Digital confidence	Not very confident		
Location	Suburban		
	South West	South East	North East
Health Conditions	Other physical		Other mental health
	Anxiety / depression		Skin condition

Areas **more** likely to be

Worcestershire	Oxfordshire
Derbyshire	North Yorkshire
Devon	Cumbria
Leicestershire	Merseyside
Tyne & Wear	County Durham
London boroughs of - Richmond upon Thames; Sutton; Bexley; Hillingdon	

Areas **less** likely to be

Bristol	Nottinghamshire
Lincolnshire	Somerset
Berkshire	
South Yorkshire	



DEFINING ATTITUDES - LIFE

I tend to live in the moment and not think about the future
I struggle to make time for myself
I find it difficult to ask for help
My main concern at the moment is money

DEFINING ATTITUDES – HEALTH

I've got more immediate priorities to think about than potential future health problems
I find it hard to motivate myself to make changes that would improve my health
If there is something wrong with me but I feel fine, I'd rather not know
I probably take my health for granted
I avoid going to the doctors if I can help it

CVD RISK FACTORS

2 in 5 have at least 2 CVD risk factors*

ENABLERS TO HEALTHIER CHOICES

- They do not want to be a burden to their family or the NHS – want to be there for their family
- Want to address their mental health
- Want to lose weight, to look good/fit into clothes better

BARRIERS TO HEALTHIER CHOICES

- Limited resources – hectic lives and finances very challenging
- Struggle to motivate themselves, have low self-esteem but not ready to listen to advice
- Avoid doctors and do not see a need to change if feel ok
- Have existing mental health or physical conditions

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

- Female
- 40/50s
- Children living at home
- Suburban
- Indian
- Without a car
- Not very digitally confident
- Have serious physical condition or anxiety or depression

NHS HEALTH CHECK – attitudes and preferences

- 26% are aware of the NHS Health Check (compared to 38% of all 30-74 year olds in the sample)
- Not that interested in NHS Health Check, also feel disempowered which may drive their lack of willingness to listen to advice
- See an NHS Health Check as quite scary, they are concerned they would be judged.
- Believe they would struggle to find the money, time and confidence to make changes
- Delivery preference: in person at GP practice but some openness to digital or pharmacy for convenience
- Communications preference: letter

Disempowered Dismissive – RECOMMENDATIONS TO INCREASE ENGAGEMENT

26% aware of NHS Health Check, least interested segment



Awareness

Delivery

Risk communication / brief intervention

Do

- Take steps to increase awareness using the [PR toolkit](#)
- Use the national NHS Health Check [image library](#) and [marketing templates](#) with NHS branding and make use of peers as messengers
- Focus on how easy an NHS Health Check is and the positive support available
- Avoid the NHS Health Check feeling intimidating by making it feel less long-term health focused
- Focus on short term wellbeing gains
- Key themes to encourage engagement:
 - Easy, quick – 20 minutes
 - Small changes make big difference

Don't

- List out the conditions as this can add to their fears and make it seem both overly serious and time consuming

Do

- Highlight the ease of access by offering in pharmacy, community and workplace settings as well as GP surgery
- Consider that the ease and convenience of digital could be useful to allow engagement on their own terms
- Consider future use of community champions to reduce how daunting the NHS Health Check might feel but continue to brand as NHS

Don't

- Rely on digital alone, they may need prompting to follow through on the actions to complete

Do

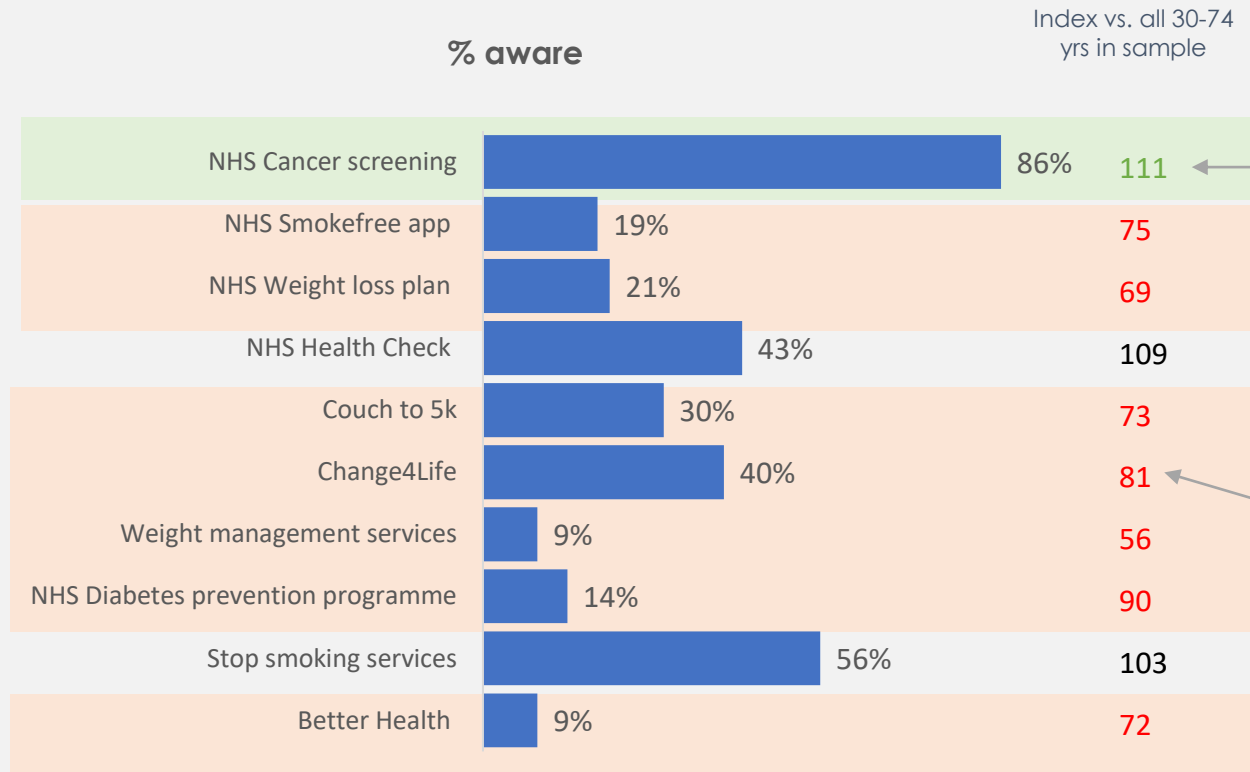
- Use behaviour change techniques such as motivational interviewing to:
 - Constructively navigate their concerns and meet their need for advice;
 - Recognise their context – cost and convenience is important to this group,
 - Identify and explore the actions they feel that they can fit in to their life; and
 - Make changes feel worthy of the time being spent – for example, discuss the positive impact on mental health of physical activity

Don't

- Overload with information or make them feel judged, this can make them feel anxious and less confident to make changes
- Leave this segment to their own devices, they may struggle with confidence to make changes so need ongoing support

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

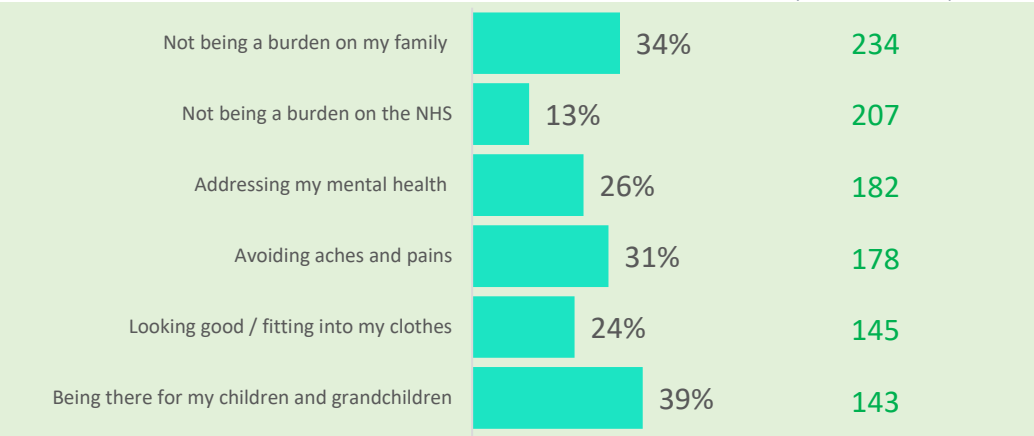
A mixed method approach was used to develop this segmentation. This included qualitative group and depth interviews and an online survey. The participants were people aged 30-74 years old in England, without an existing diagnosis of cardiovascular disease. A total of 1750 respondents completed the survey.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

They do not want to be a burden to their family, and **are motivated by addressing their mental health, avoiding aches and pains, looking good and being there for their children or grandchildren.** However, they have limited resources and struggle with motivation.

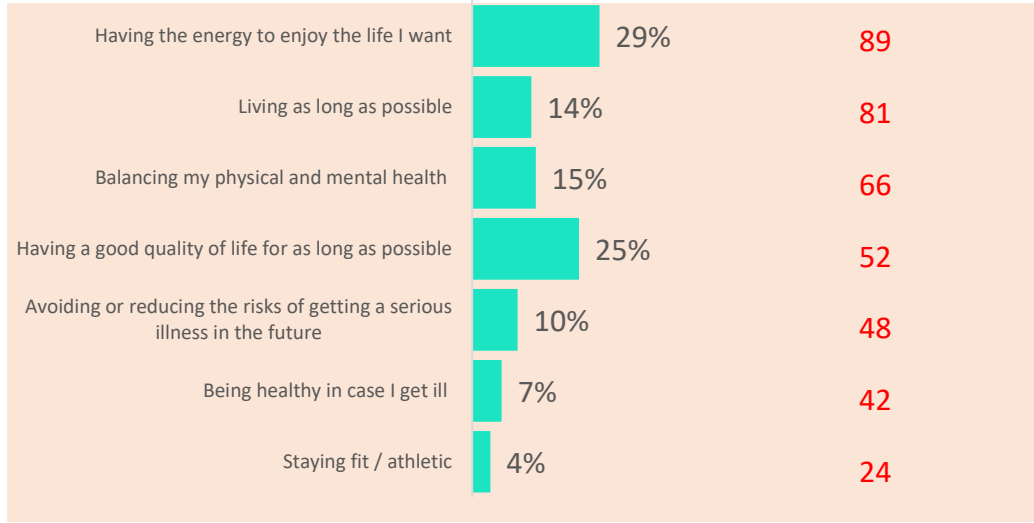
Motivators to be in best possible health

Index vs. all 30-74
yr olds in sample

More likely than all 30-74yr olds



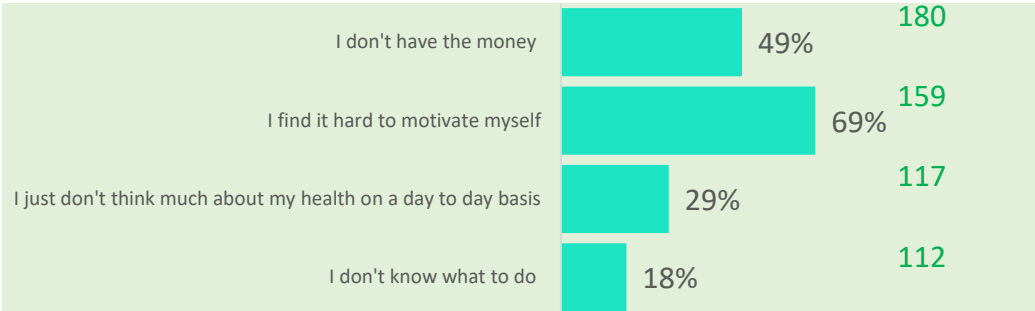
Less likely than all 30-74yr olds



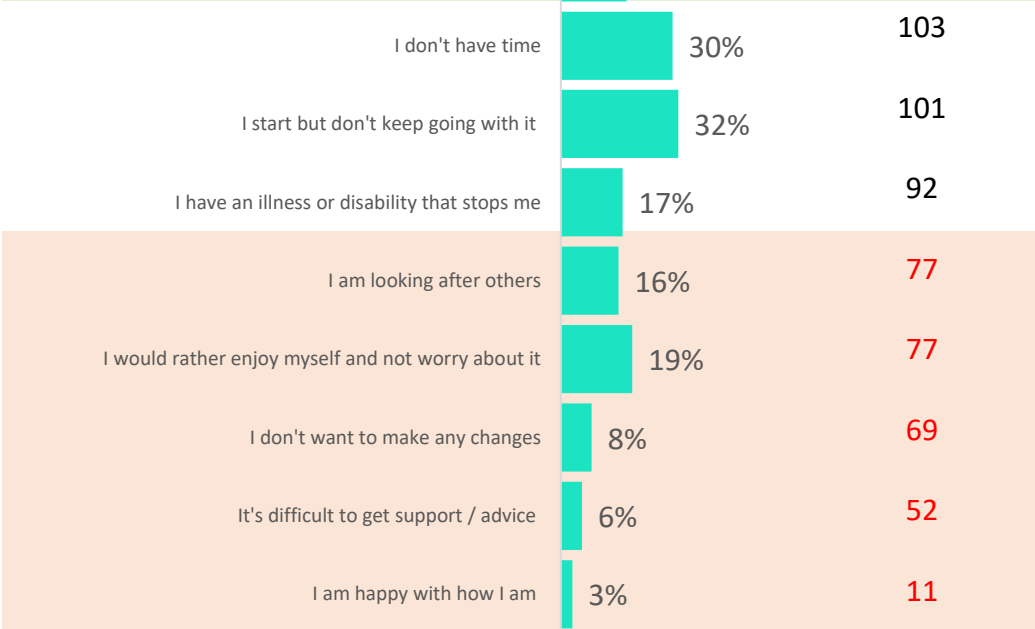
Barriers to be in best possible health

Index vs. all 30-74
yr olds in sample

More likely than all 30-74yr olds



Less likely than all 30-74yr olds



Disempowered Dismissive



They **have other priorities than their health** and are highly **concerned about money**. They tend to live in the moment, they struggle to make time for themselves and **do not find asking for help easy** – for example, they avoid going to the doctors.

Key differentiators - *more likely to agree*

	% agree	Index vs. all 30-74 yr olds in sample
I've got more immediate priorities to think about than potential future health problems	68%	222
I find it hard to motivate myself to make changes to my lifestyle that would improve my health	85%	193
If there is something wrong with me but I feel fine, I'd rather not know	47%	183
I don't think much about my health day to day	67%	173
I tend to live in the moment and not think about the future	49%	173
I struggle to make time for myself	51%	163
I tend not to think very much about my health unless I've got a problem	82%	162
If I feel fine, then I don't need to think about future health problems	48%	160
I find it difficult to ask for help	75%	156
I probably take my health for granted	74%	154
My main concern at the moment is money	60%	151
I avoid going to the doctors if I can help it	76%	146

More likely than all 30-74yr olds

Disempowered Dismissive



They may **struggle with self-esteem – blaming themselves** when things go wrong. They are concerned about the future but **would rather not know about health problems if they feel fine**. They do recognise that they need support to make healthy changes.

Key differentiators - *more likely to agree*

More likely than all 30-74yr olds

	% agree	Index vs. all 30-74 yr olds in sample
I have tried to lose weight in the past but struggle to keep it off	54%	141
I don't have enough time in the day to get everything done	53%	136
I tend to blame myself when something goes wrong	66%	131
I need support to help me make / keep up a healthy lifestyle	44%	131
I want to lose some weight	79%	130
If I feel fine there's no point looking for a problem	73%	128
I worry a lot about the future	54%	125
I can afford to put my health to one side to get ahead in life	13%	122



Motivation doesn't come easily for this group and they do not prioritise their health or wellbeing. They are not currently happy with their life nor feel able to make change happen.

Key differentiators - *less likely to agree*

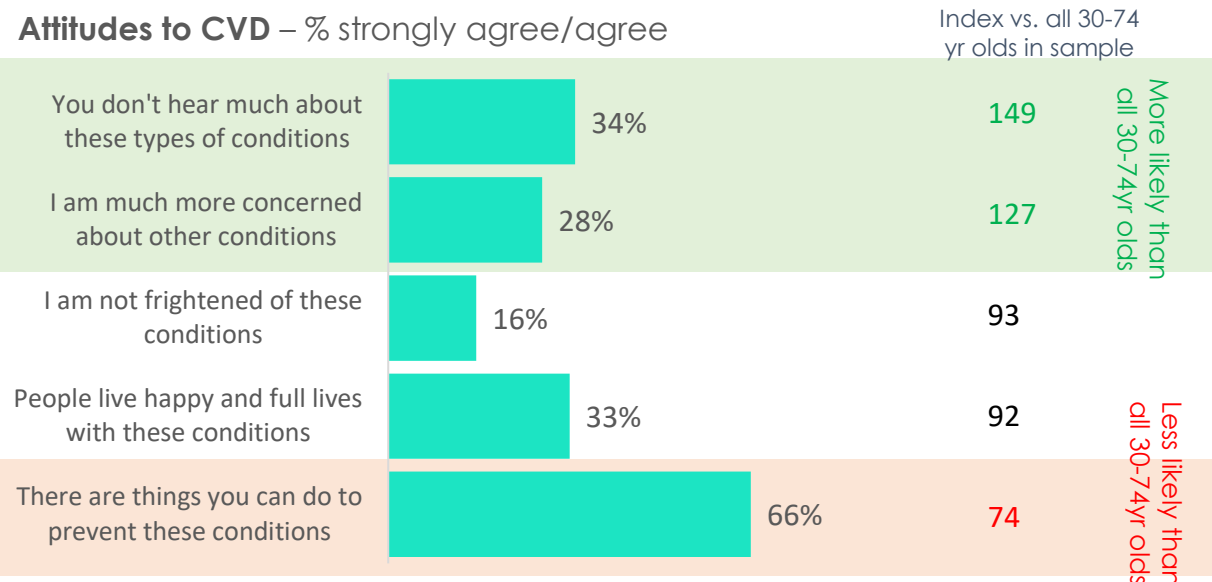
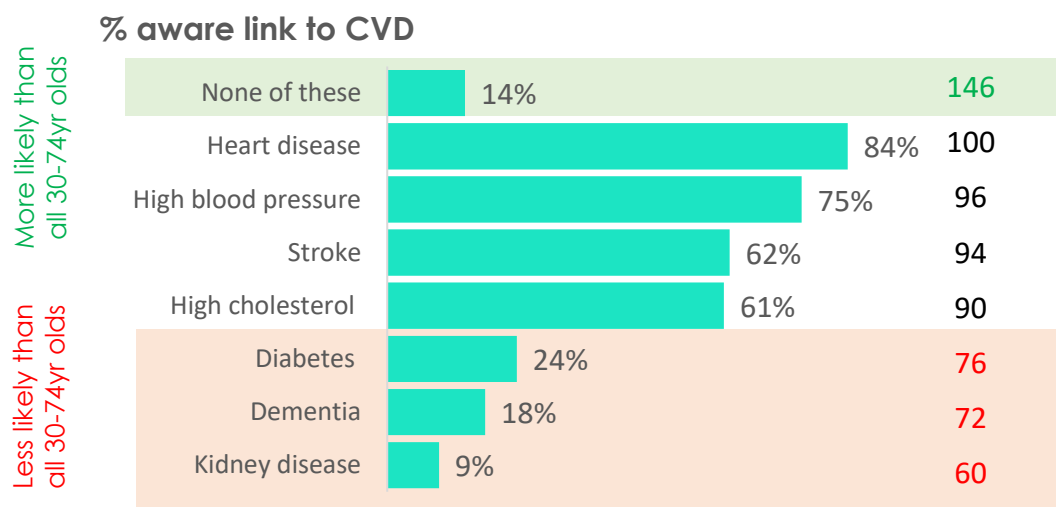
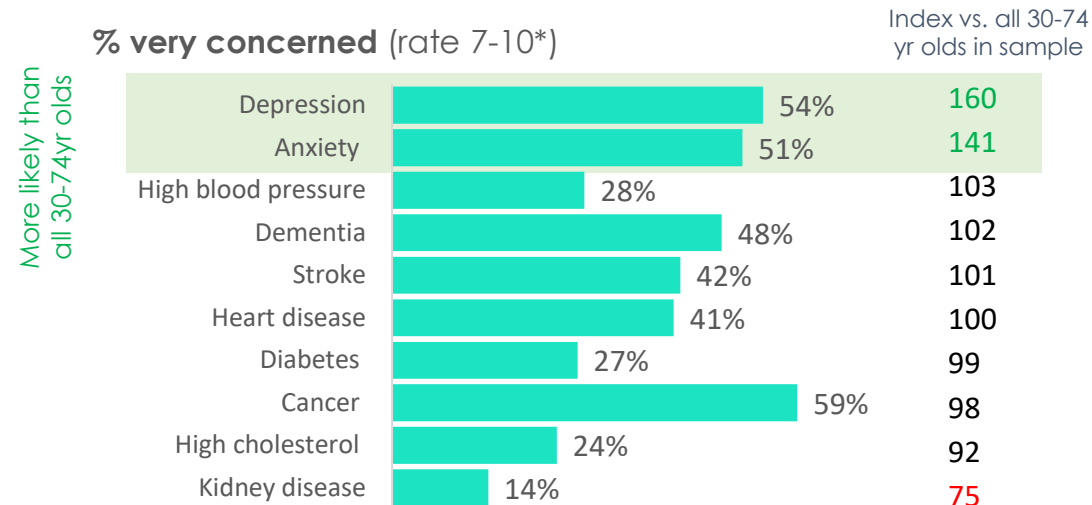
Less likely than all 30-74yr olds

	% agree	Index vs. all 30-74 yr olds in sample
I find it easy to motivate myself	5%	11
I regularly think about how to look after myself to avoid serious illness in the future	6%	13
I feel able to make change happen in my life	10%	21
Taking care of my health and wellbeing is a priority	15%	24
I am actively making changes to way I live my life to improve my health	12%	28
I am very happy with my life how it is	13%	29
I am happy with my weight	12%	33
I feel in control of my life	18%	35
When I think about my health I tend to think about keeping well for the future	24%	38
I feel ready or have already started to make some changes to my lifestyle	20%	41
Personal development is a key focus for me	16%	45
I cope well when things get difficult in my life	24%	50
Someone I know getting seriously ill has had a big impact how I think about my health	22%	56
My job/career is my priority	9%	62
I think it would be better to know if you are at risk of developing a serious illness	46%	70

Disempowered Dismissive



While they are a little concerned about CVD and some have experience of it among those close to them, they are more likely than all 30-74 year olds to be **concerned about other conditions**. They are much more concerned than all 30-74 year olds about **mental health such as depression and anxiety**.



Friends diagnosed

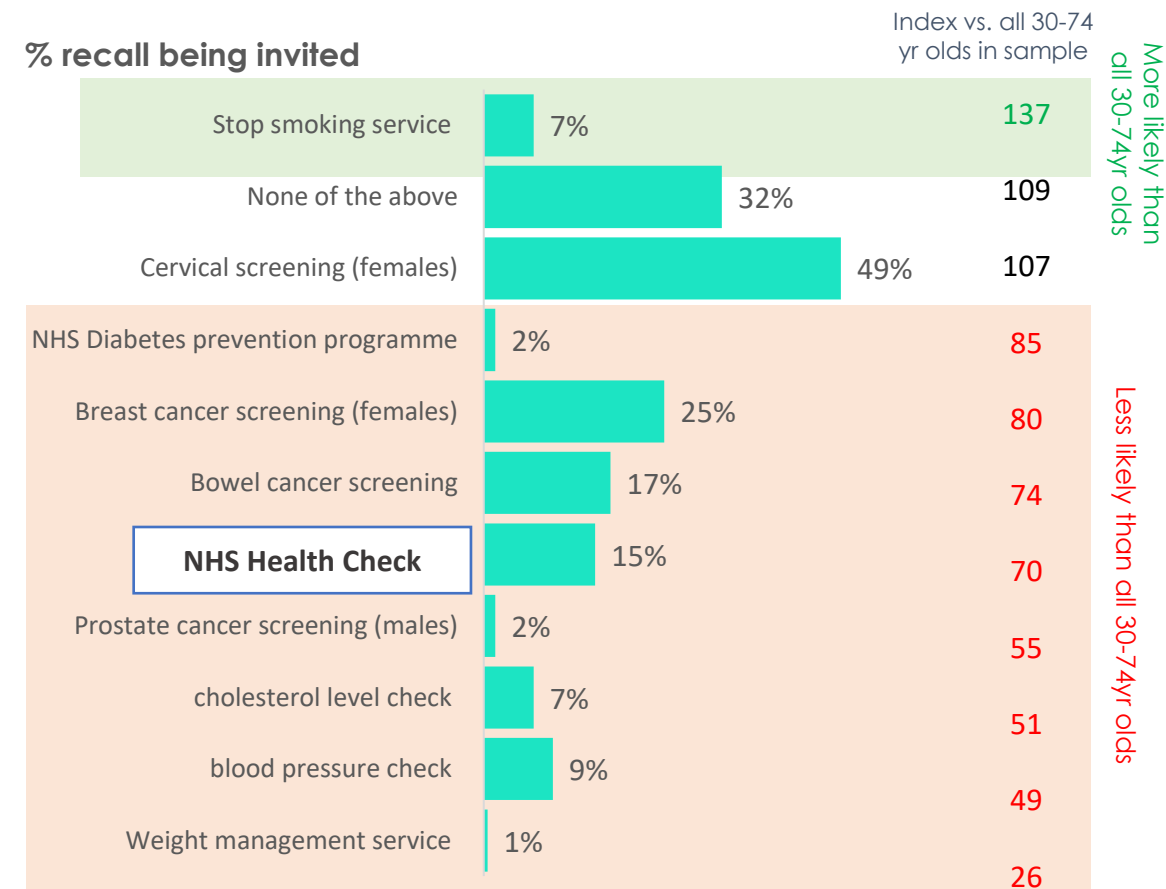
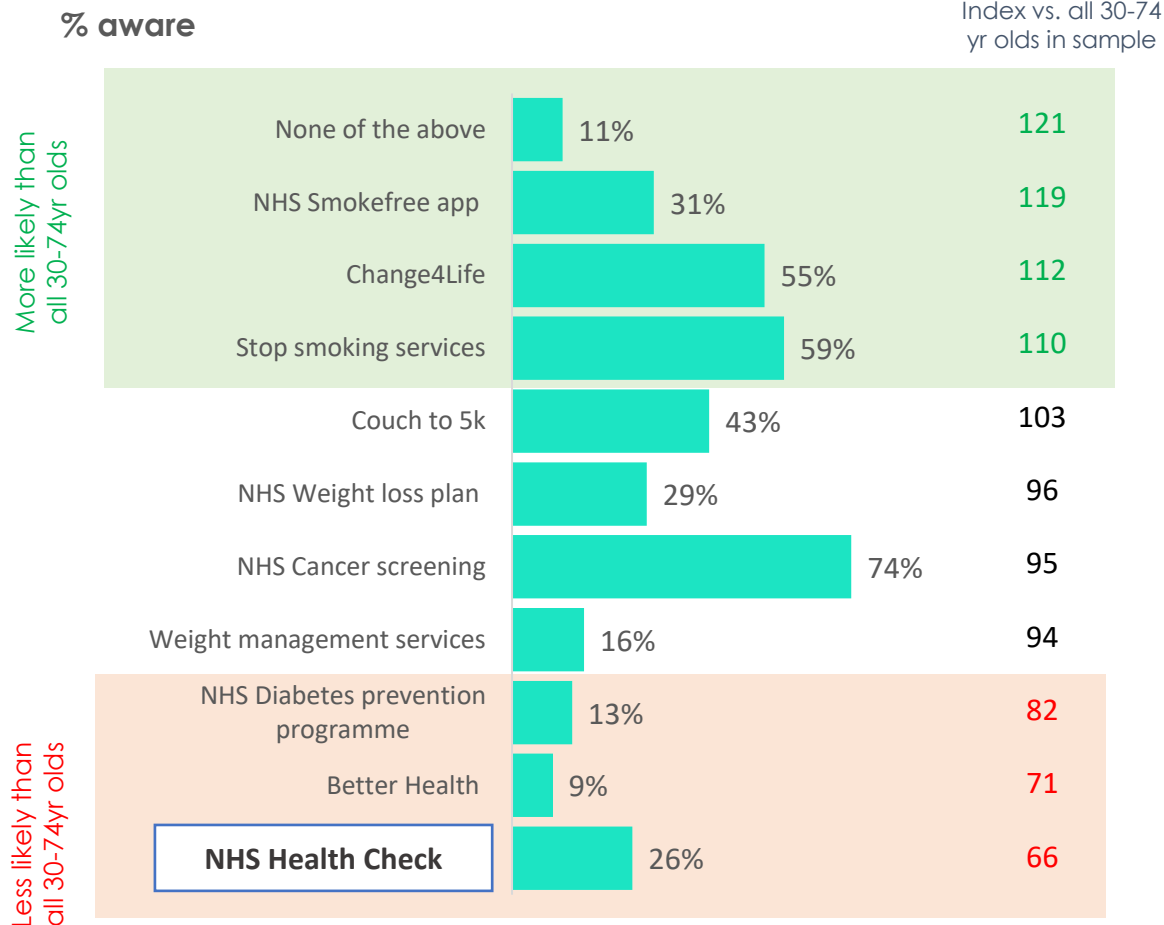
Depression	48%	135
Kidney disease	8%	135
Anxiety	37%	129
Stroke	21%	114

Family diagnosed

Kidney disease	10%	160
COPD	18%	154
Depression	35%	151
Anxiety	25%	136
Diabetes	34%	112



They **tend not to be aware of preventative health services** – particularly the NHS Health Check. They are also less likely than all 30-74 year olds to recall being invited to attend preventative health services, and to have attended a NHS Health Check if invited.



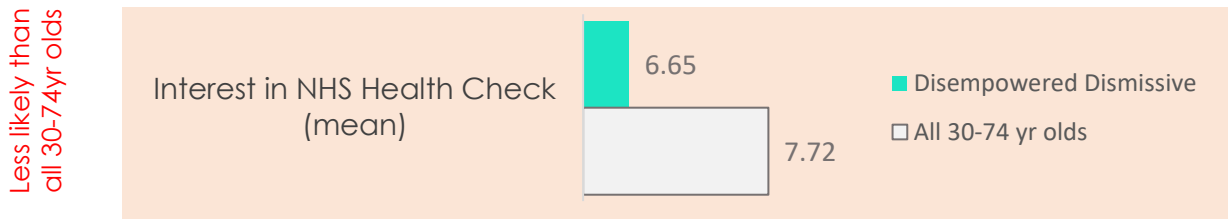
NHS Health Check: Of those invited 19% (75) attended

Disempowered Dismissive

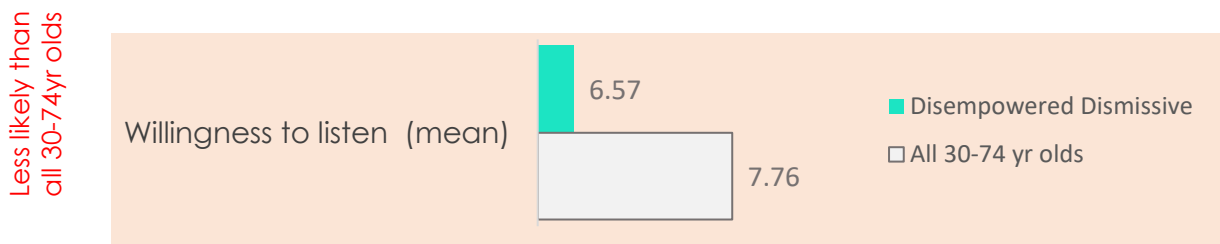


They are **not that interested in the NHS Health Check**, health is such a low priority. They also feel disempowered to make future changes which may drive their lack of willingness to listen to advice.

Based on description, interest in NHS Health Check*

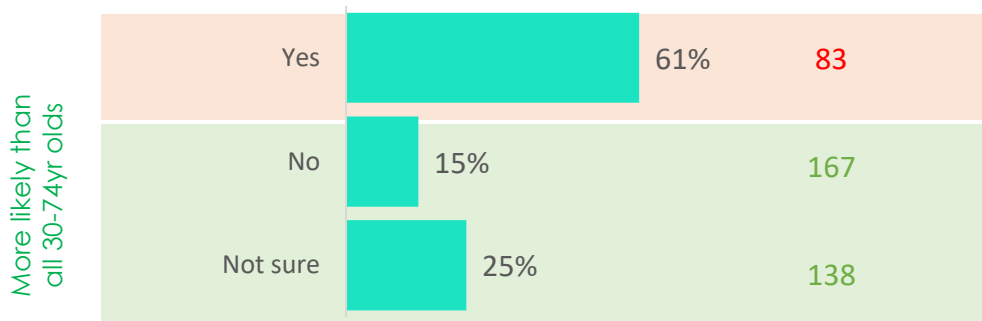


Willingness to listen to and act on any advice given**



If contacted tomorrow, would you go?

Index vs. all 30-74 yr olds in sample



*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: Disempowered Dismissive (n=187)

Qualitative findings on NHS Health Check

- Name itself can be turn off
- Own health very much at the bottom of priority list, greater concerns are those around them and finances
- Feel well enough, and tend to avoid the doctors anyway
- Feel disempowered to make changes
- Wary of being judged

"I see my health like a car... you only take it to the garage when something is wrong"

"If I wake up and I'm breathing I'm ok"

"Life is so busy that your own health takes a back foot" – I just have to focus on paying the bills and looking after the family"

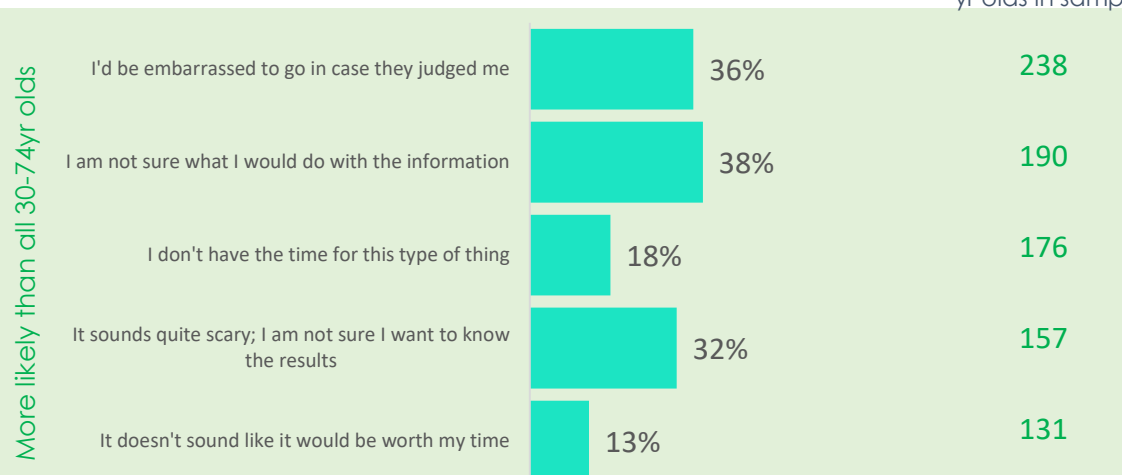
Disempowered Dismissive



They **see the NHS Health Check as quite scary** and are **concerned they would be judged**. They are more likely than all 30-74 year olds to say they are **not sure what they would do with the information**. They believe they would **struggle to find the money, time and confidence** to make changes – they do not always have a support network.

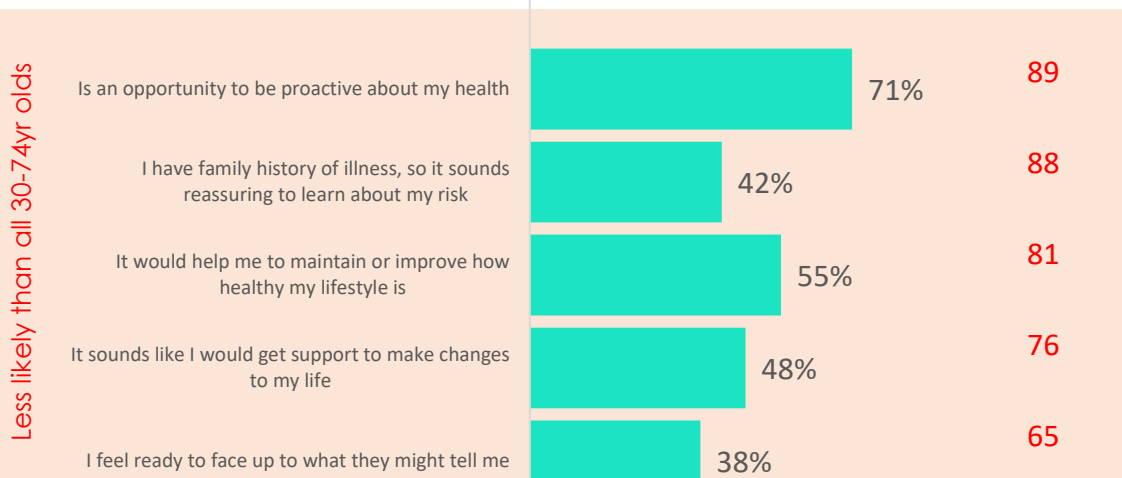
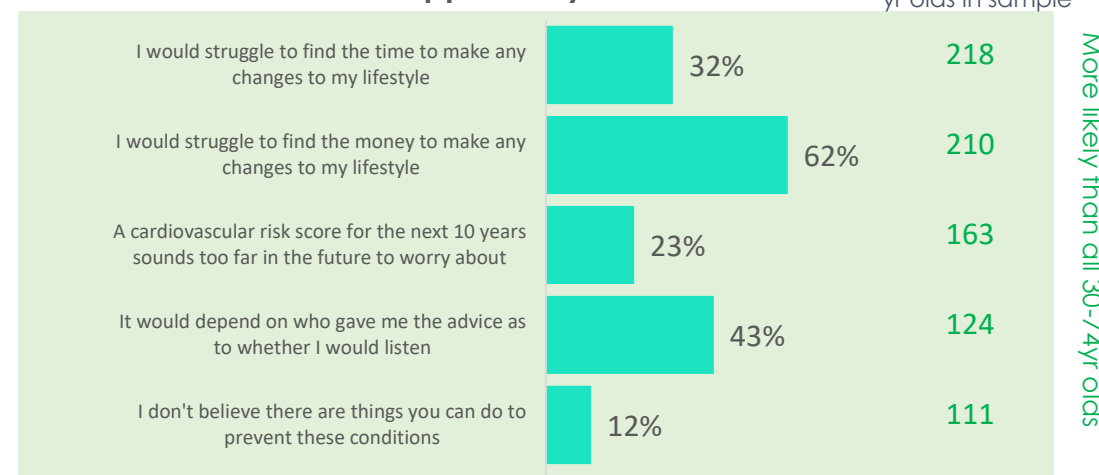
Attitudes to NHS Health Check

Index vs. all 30-74
yr olds in sample



Attitudes to advice and support may receive

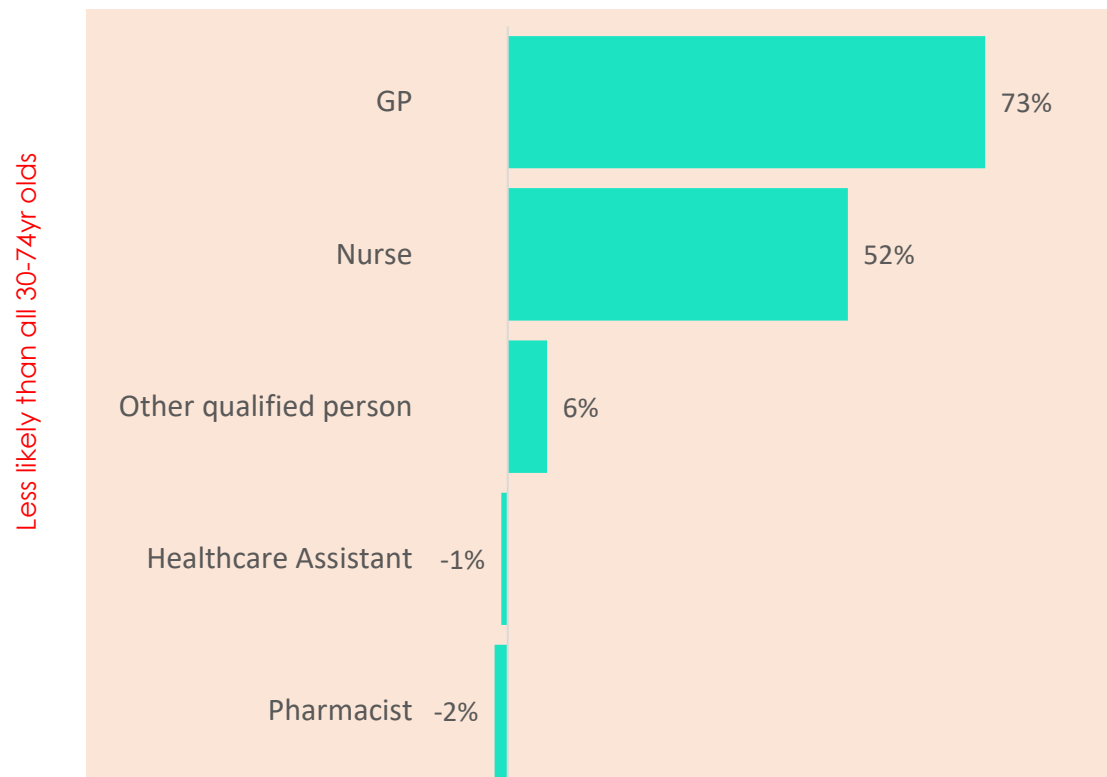
Index vs. all 30-74
yr olds in sample





While almost three quarters prefer that advice is given by a GP, when compared with all 30-74 year olds in the sample, this group are less likely to report they would listen more dependent on who delivers advice. They tend not to see value in NHS Health Check elements, however **cardiovascular risk score, diabetes risk assessment, and cholesterol levels are most likely to engage, alongside personalised advice.**

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



NHS Health Check elements

Your cardiovascular risk score

Personalised advice

Your diabetes risk assessment

Your cholesterol levels

Your blood pressure

Signs & symptoms of dementia

Referral to get medication to lower blood pressure or cholesterol

Practical tips to help make changes

Advice on how to prevent cardiovascular health problems

Referral to support services

Information on lifestyle changes

Your physical activity assessment

BMI

Your alcohol use score

Highly valuable Not valuable

49%	86	8%	167
43%	77	6%	149
41%	79	10%	152
41%	78	10%	156
41%	81	9%	137
40%	78	8%	129
38%	88	13%	109
38%	84	9%	125
36%	70	9%	177
32%	91	20%	118
30%	77	12%	132
27%	65	17%	145
24%	72	30%	145
18%	71	44%	124

*scale 1 – Less likely – 5 – More likely
Net: % More likely minus % less likely

Base: Disempowered Dismissive (n=187)

Bold indicates elements segment are most likely to engage with

Disempowered Dismissive

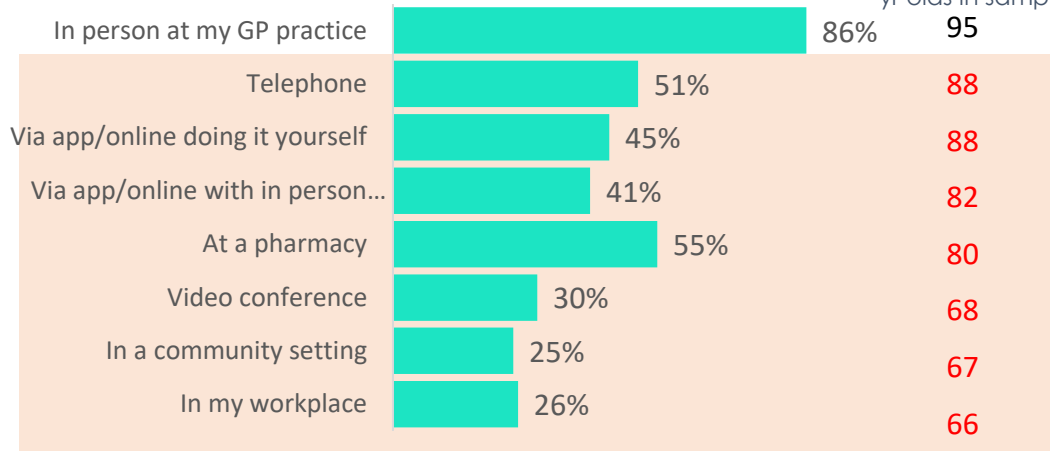


Despite over half of this group reporting they would attend a NHS Health Check if delivered at a pharmacy, they are less like than all 30-74 year olds to attend a check here, in the community or via a digital approach. However, these options can help communicate that it is easy and convenient. **Messaging needs to highlight ease and focus on the positive - the speed, the support available, lack of judgement from those delivering the check.**

Less likely than all 30-74yr olds

Delivery mode – % would attend

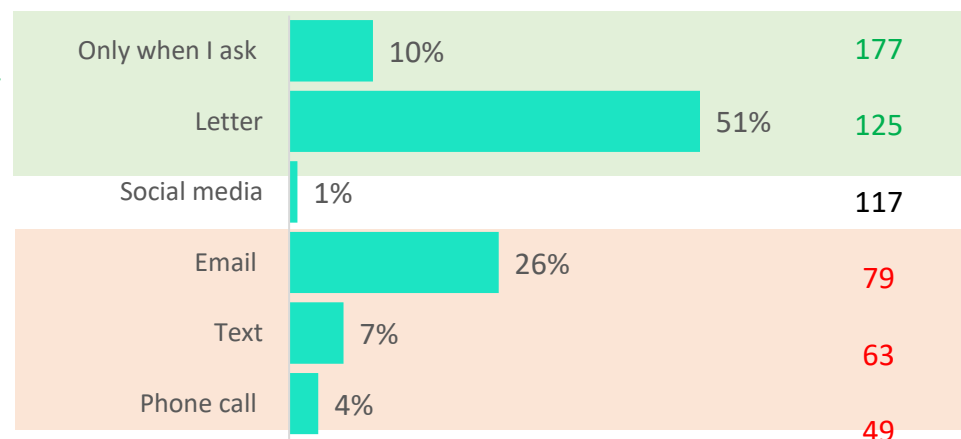
Index vs. all 30-74
yr olds in sample



Preferred communication channel

More likely than
all 30-74yr olds

Less likely than
all 30-74yr olds



Qualitative findings on delivery needs

Some interest in app for making it easy to engage with although question own commitment
Can be interested in accessing at pharmacy, clubs, community venues as can feel easier to do

Qualitative findings on messaging that engaged

- Ease and convenience can help increase engagement: of access, taking part and taking action
- Make the NHS Health Check feel light touch and not scary, focus on the positive support available
- Making healthy living feel convenient and cheap
- Prefer not to hear about the conditions upfront, can add to their fear that it is serious and takes time

"I don't want to think about it when there isn't a problem, not sure I want to know there is an issue until something pops up"

"I don't want to put pressure on the NHS - if you are still breathing, then give someone else the appointment"