Background to Healthy Foundations Life-Stage Segmentation Model

1. Healthy Foundations Life-Stage Segmentation Model

The purpose of audience segmentation strategies in public health and health behaviour research is to identify easily defined, mutually exclusive population subgroups whose members share characteristics that are important barriers to or facilitators of the health-related behaviour of interest. Each population subgroup should also be reachable through similar outreach and intervention strategies.

The Healthy Foundations Life-Stage Segmentation Model uses consumer insight to inform local and national health improvement activities, and deliver interventions that will support the achievement of the key public health priorities and the QIPP challenge. The deeper level of understanding of both motivations and environmental influences provided by the Healthy Foundations survey can also be used when developing LAAs, DH, NHS and LA capacity to deal with identified local health needs, and can be a key tool in delivering excellent Commissioning.

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The Model is a sophisticated tool that will:
- help the population to make positive behavioural changes;
- identify early interventions to prevent unhealthy behaviours;
- deliver more tailored and cost effective interventions;
- deliver better targeting of our efforts and resources;
- inform and assist commissioning.

Healthy Foundations takes an evidence based approach to understanding some of the population differences that influence behaviour and impact on health with a particular focus on Health Inequalities.

2. Research methodology

The model is based upon a random sample of 4,928 people across the ages of 16-74 in England, along with 52 focus groups and 45 in-depth immersion interviews. The model identifies five segments of different people taking radically different approaches to health behaviour and attitudes. These are: ‘Balanced Compensators’, ‘Live for Todays’, ‘Unconfident Fatalists’, ‘Hedonistic Immortals’ and ‘Health Conscious Realists’.
There is a clear identified gradient in health outcomes across the population. It will be essential to understand this gradient to enhance health outcomes for all. The core constructs of the segments have been defined on an axis of motivation and environment. Considering behaviour change theory, it is hypothesised that the Healthy Foundations gradient is underpinned by self-efficacy “the sense of ability to carry out action successfully” (Bandura 1977; Bandura 1986).

Qualitative findings and empirical evidence suggests that self-efficacy is fundamental to ability to self regulate behaviours (Woodgate and Brawley. 2008) and is positively correlated with stages of change (O’Hea, 2004). This unique population level insight provides the foundations of evidence for the development of interventions against a gradient, which reflect the patient required intensity. This will enhance population level patient outcomes and support cost effective policy development.

**Correlations identified in the research phase – some findings**

Associations between different behaviours:
We are exploring the dataset to consider poly-behaviours and a holistic person led approach to tackling health issues.

High score on the GHQ (a screening instrument to measure anxiety and depression) is correlated with other poor health behaviours:
- less likely to exercise 5x30 mins a week
- more likely to smoke and have taken class A drugs
This suggests that high-risk behaviours may have deeper underlying causes and that addressing these may be more effective than addressing the behaviours alone.

3. Associated Tools
The Healthy Foundations segmentation model will offer a range of associated tools to be launched in Spring 2010:

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<tr>
<th>Tool</th>
<th>Description and Purpose</th>
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<tr>
<td>HF TGI Data Fusion Tool</td>
<td>The TGI Data Fusion tool will be a software package made available to partners in the regions such as PCTs and SHAs. Users will be able to cross-tabulate data from the Healthy Foundations survey against TGI data to build a richer picture of the customer e.g. a Live for Today from Lewisham - what newspapers do they read? Which supermarkets do they use?</td>
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<td>Online Reporting Tool</td>
<td>Online tool that allows simple cross-tabulation of the Healthy Foundations dataset e.g. targeting male Young Jugglers living in deprived areas (high IMD) – how many times do they exercise per week?</td>
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<td>Profiling tool</td>
<td>Nineteen ‘golden questions’ used to determine which segment questionnaire respondents fitted into e.g. Live for Todays, Hedonistic Immortals etc.</td>
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<td>Synthetic Estimates</td>
<td>These estimates of the segments at PCT level answer one of the fundamental questions asked by partners in the regions: <em>What does my patch look like?</em> Synthetic Estimates should be able to identify clusters of segments with potential for the data to be overlaid on other regional data e.g. prevalence of smoking, heart disease, sexually transmitted infections etc.</td>
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<td>HF Toolkit</td>
<td>This will be the overarching resource for anyone wishing to use the Healthy Foundations segmentation for their project. Contents will include; practical explanation of the model and hypothesis, regional profiles, video pen portraits, descriptions of the segments for use in training materials, case studies from the PCT pilots, data behind segments – graphs, charts etc, how HF works with other segmentations.</td>
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The aim of these tools is to enable users to work with the Segmentation Model and to better understand local populations in greater depth. This insight, including the latest emerging findings from the research phase will be invaluable not only to those health professionals designing new interventions, but also to commissioners who need to understand the services required to best meet the needs of their customers. In effect, this means users will be able to:
• fully explore the characteristics of the five segments identified in the Healthy Foundations research;
• demonstrate how a person’s life-stage, motivation and living environment impacts on their ability to live healthily; and
• explain the Healthy Foundations tools and how they can be used to address specific public health issues at a regional and local level.

The tools will also help users to think through the types of interventions that might be most effective for each of the segments and challenge users to consider new ones.

4. Benefits of the Model
The major benefit is that we believe Healthy Foundations will provide a tool to enhance accessibility to services. Specifically, Healthy Foundations provides a unique motivation segmentation, enabling service providers and commissioners to re-align the front-end of services enhancing accessibility, service uptake and subsequent health outcomes.

Healthy Foundations provides a patient led insight into the motivation and subsequent needs and requirements of the population. This population informed insight provides the NHS and Department of Health with the intelligence to improve public health delivery systems, considering the motivations and needs of the population to offer appropriate intensity and consequential format of intervention to empower individuals across the discrete subsections of the population ensuring a systematised and scaled response for better health outcomes for all. Utilising these insights will inform bottom up tailored commissioning of access to services, ensuring responsive services. This insight may also be utilised to inform differential interventions required to address long-term conditions, considering specifically the intensity and format of intervention required to achieve optimal supported self-management.

The Healthy Foundations dataset provides a unique evidenced insight into public motivations, behaviours and inter-relationships between behaviours. This has provided unique intelligence for development of policy for lifestyle behaviours and presentation of chronic diseases. Understanding of variance in behaviours across segments for i.e. alcohol enables a cost effective and tailored design of social policy to address the needs of the population as expressed by the population.

The Healthy Foundations dataset provides a rich intelligence source to further explore key demographic variance and social capital constructs. This will enable review of health inequalities and may be used to inform equality impact assessments of social policy.

Healthy Foundations provides a motivational segmentation, which may be utilised alongside existing Joint Strategic Needs Assessment datasets, providing sophisticated intelligence to inform commissioning.
Quality and Productivity Challenge - Formerly QIPP
Healthy Foundations intelligence may be used to support efficiency of access to pathways and prevention by informing providers and commissioners of differences in population motivation to access and engage with services. Effective use of Healthy Foundations should shape access to and enhance maintained use of services

Prevention and Patient led approaches
Healthy Foundations has potential to support frontline NHS staff to deliver the prevention agenda for the 'big four' lifestyle factors (smoking, alcohol, physical activity and diet), and deliver a people-centred service.

The big four are central to the segmentation, providing a clear understanding of sub groups motivations for lifestyle behaviours. Healthy Foundations can be used to deliver appropriate intervention to address the lifestyle factors.

The discrete HF segments enable commissioners to develop people centred and personalised services at a population level. The segmentation offers a tool, which can be applied to develop 'system wide' interventions, facilitating a cross-organisation, partnership approach to addressing the 'big four'.

5. Adopting Healthy Foundations to address local health priorities
The Healthy Foundations segmentation will offer a range of associated tools, including synthetic estimates (estimated proportions) of the segments at PCT level. These estimates will not identify where in each PCT the segments can be found. However, the Healthy Foundations profiling tool (19 questions, 88% accuracy) could be used with new or existing health surveys to provide this information. This means the most effective intervention for the segment can be provided in the right place at the right time.

6. Key message
The Healthy Foundations segmentation model has the potential to provide a holistic approach tailored interventions better targeting of our efforts and resources more effective and cost-effective interventions.