

UTAHNS HEALTH PERCEPTIONS

Values-Based Behavior and Communication

Robert Grow

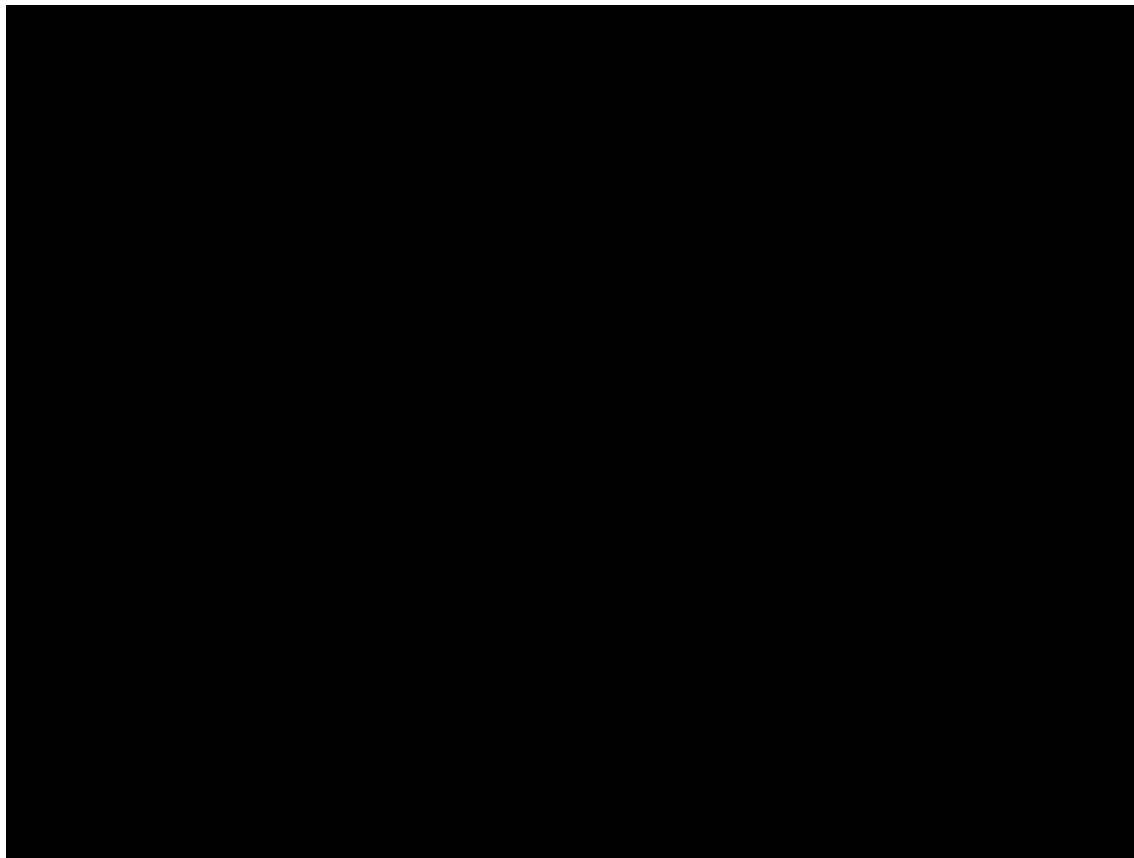
President and CEO of Envision Utah



**Envision
Utah**

How we grow matters.

“A Bear in the Woods”

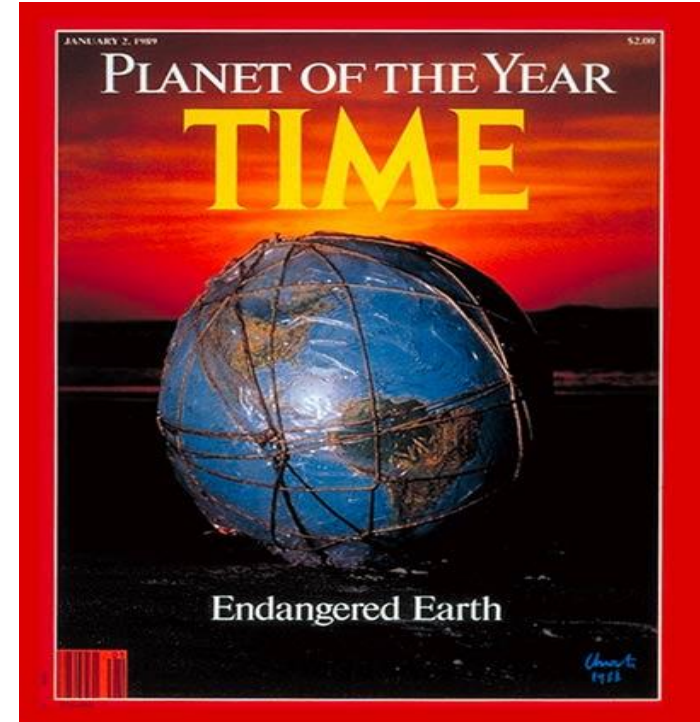


American Plastics Council

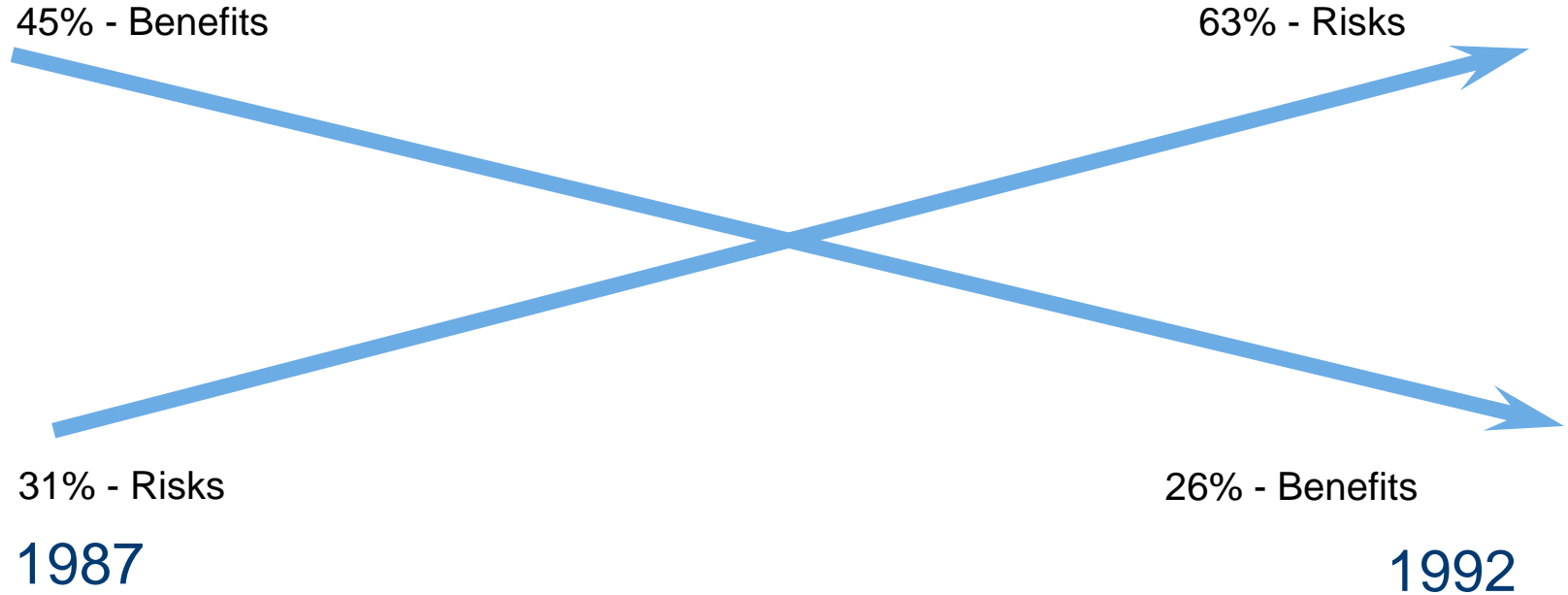
It's the late 80's and the planet is drowning in garbage—plastics becomes a symbol for the problem.

Industry had same favorability rating as tobacco.

More than 250 pieces of restrictive legislation at state and local levels.



Consumer Erosion Undercut Policy-maker Progress

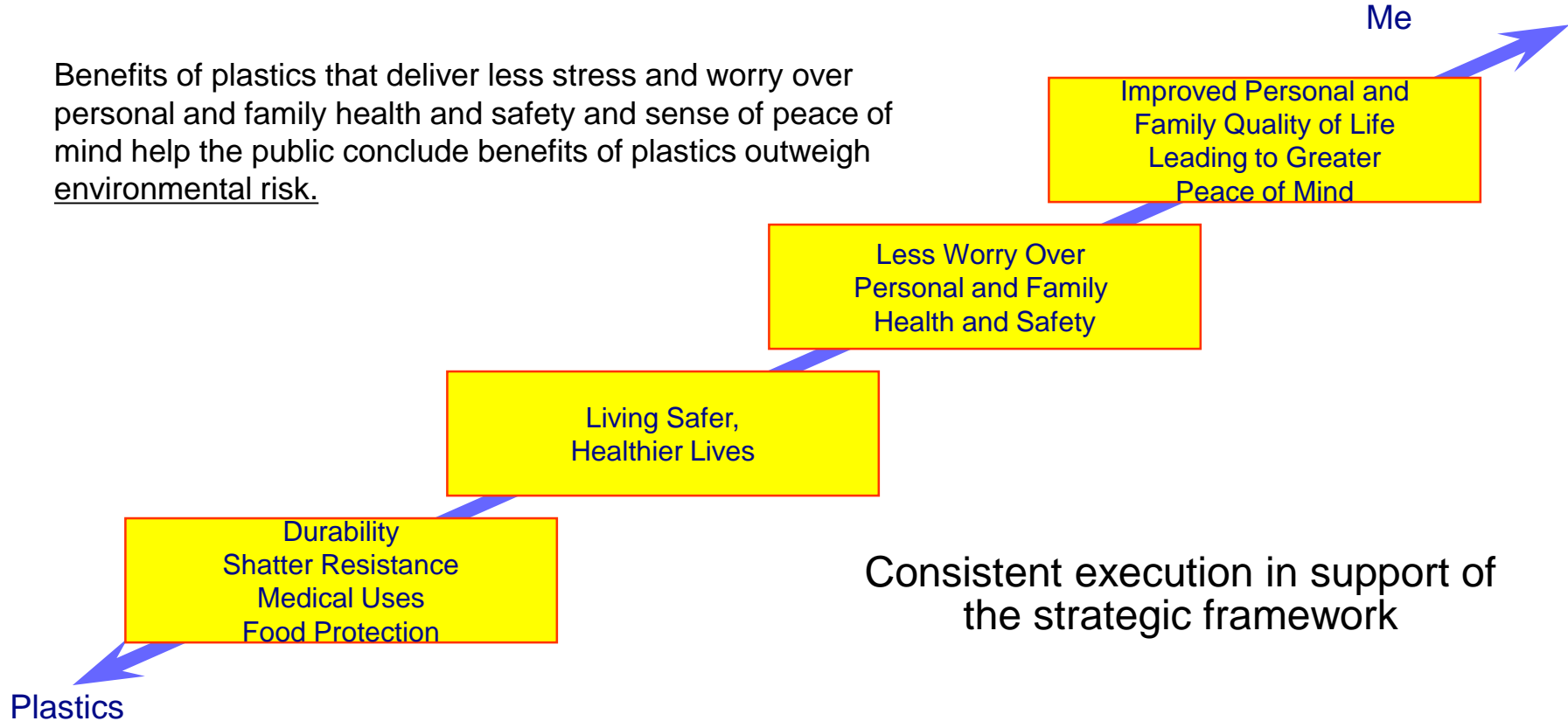


Opinion Survey: *Do the benefits of plastic outweigh the risks of plastic, or do the risks of plastic outweigh its benefits?*

“Raining Plastic” – Campaign Before Values Strategy



Benefits of plastics that deliver less stress and worry over personal and family health and safety and sense of peace of mind help the public conclude benefits of plastics outweigh environmental risk.



“The End” – Final ad





Steel Feel the Strength: Recycle



Steel Feel the Strength: Shark Cage

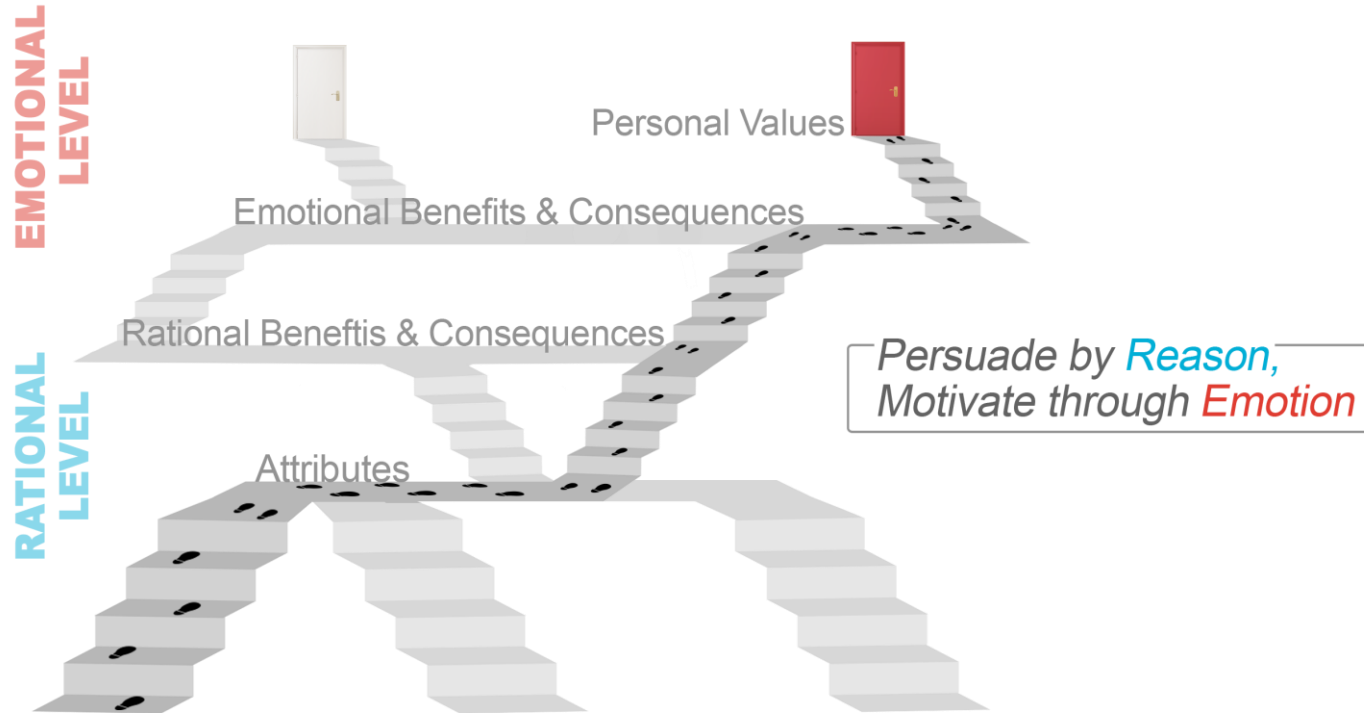


The background image is a landscape photograph. On the left, there are large, stacked, reddish-brown rock formations. A dirt path or trail leads from the bottom center towards the right, disappearing into the distance. The path is flanked by more rocks and some sparse, dry vegetation. In the far distance, more rock formations are visible against a bright, hazy sky. The overall lighting is bright, suggesting a sunny day.

**How does values-based
communication work?**

VALUES BASED RESEARCH:

Connecting the Rational and Emotional Elements in Decision-Making



A scenic landscape featuring large, layered red rock formations on the left and a dirt path leading towards a tree in the distance. The sky is bright and hazy, suggesting a sunny day. The overall tone is warm and natural.

Values Research by Envision Utah

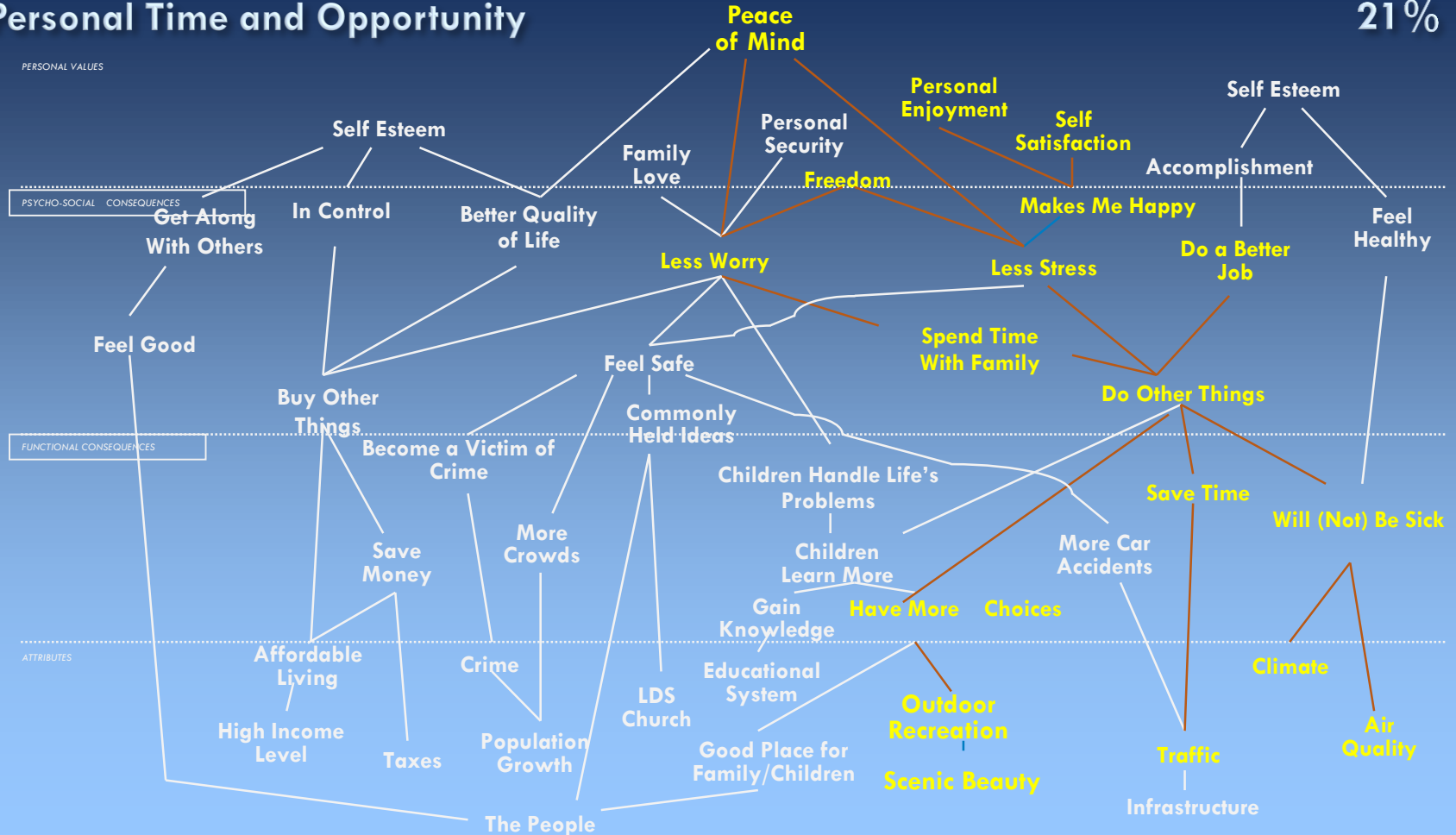


Envision Utah Quality Growth Strategy (1997)

Personal Time and Opportunity

21%

PERSONAL VALUES





Values Based Research: The Path to Effective Communications



Emotional Level

How your Brand/Issue/Product identifies with the stakeholders' feelings and personal experience to elicit emotional responses aligned with the core personal values, needs, and wants.



Personal Values

(Stable, enduring personal goals)

Emotional Benefits & Consequences

(Emotional or social consequences derived from the functional consequences)

Rational Benefits & Consequences

(Functional consequences derived from attributes)

Attributes

(tangible features/attributes)

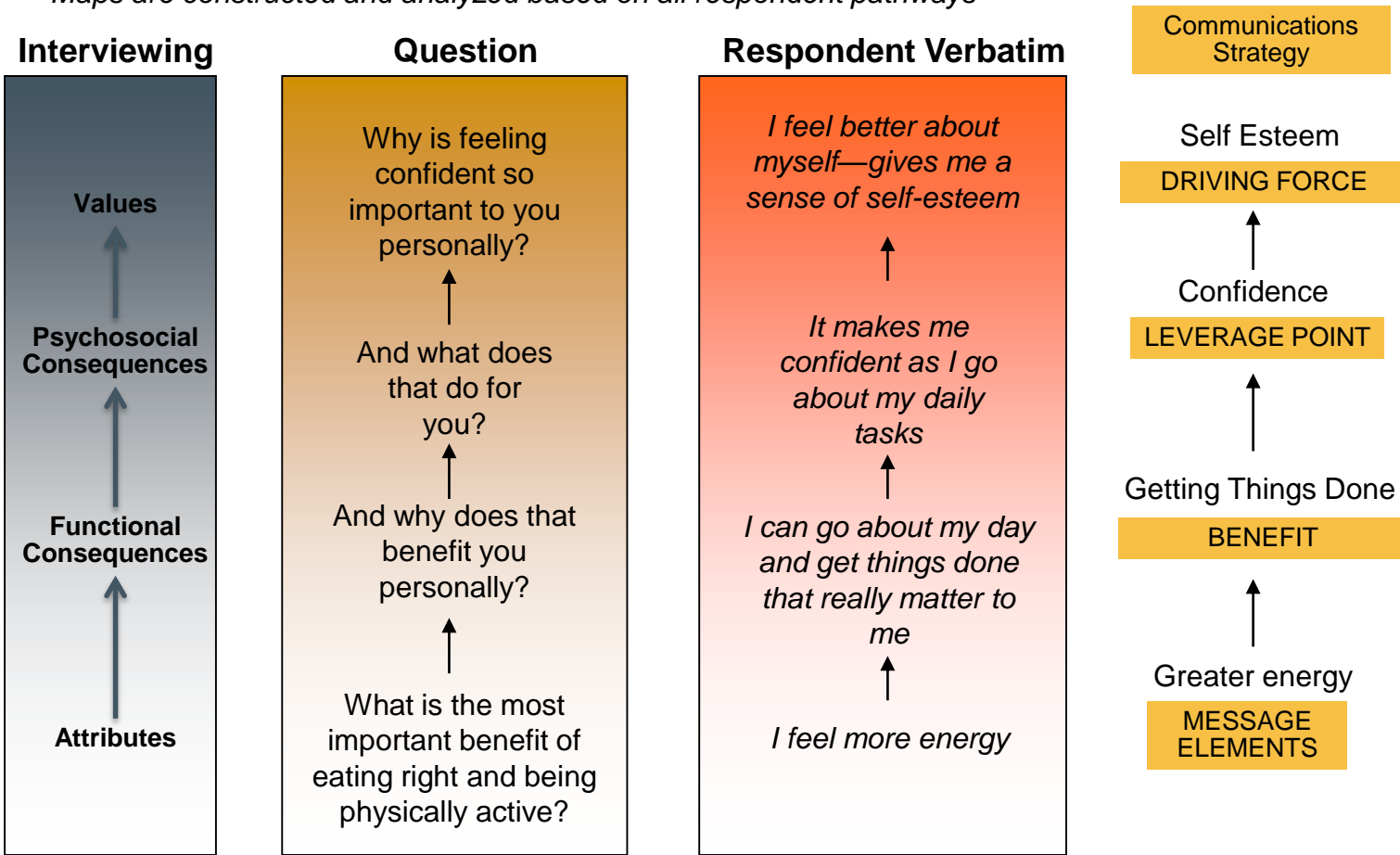
Rational Level

What matters most to your key stakeholders.



Hypothetical Example of Thought Pathway

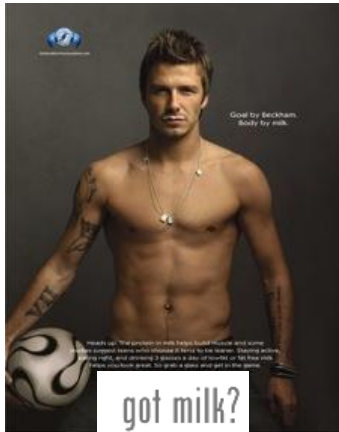
Maps are constructed and analyzed based on all respondent pathways



HMS Values Research



6 Time David Ogilvy Award Winners:



Utah Health Priorities Research Goals

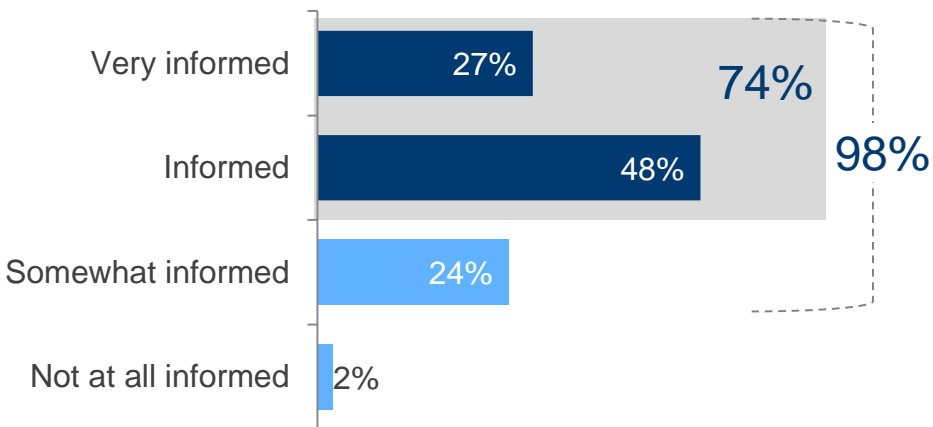
- What is perception of current situation? Is there a sense of need to change or problem awareness?
- Do people have good information? What do they know or think they know?
- What are the perceived underlying causes/barriers?
- Where are their hearts and minds on these issues? What do they care most about? What do they value? What motivates them?
- What actions and strategies do they recommend?



KEY FINDINGS: UTAHNS AND HEALTH

Utahns believe they are in good health and well informed about health issues

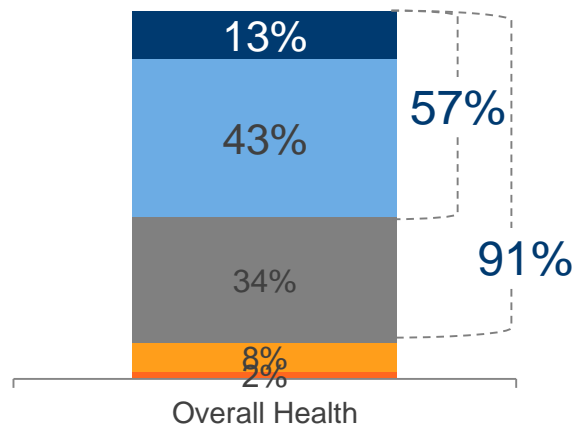
Informed about Health Issues



Very Informed/Informed:

83% HHI \$75K-\$100K
83% HHI \$100K-\$150K
82% College Grad
80% Age 65+

- Excellent
- Very Good
- Good
- Fair
- Poor



Excellent/Very Good:

75% HHI \$150K+
74% BMI 18.5-24.9
69% HHI \$100K-\$150K
68% Ages 65+
65% Ages 25-34
65% College Grad

BASE: All Respondents (n=1012)

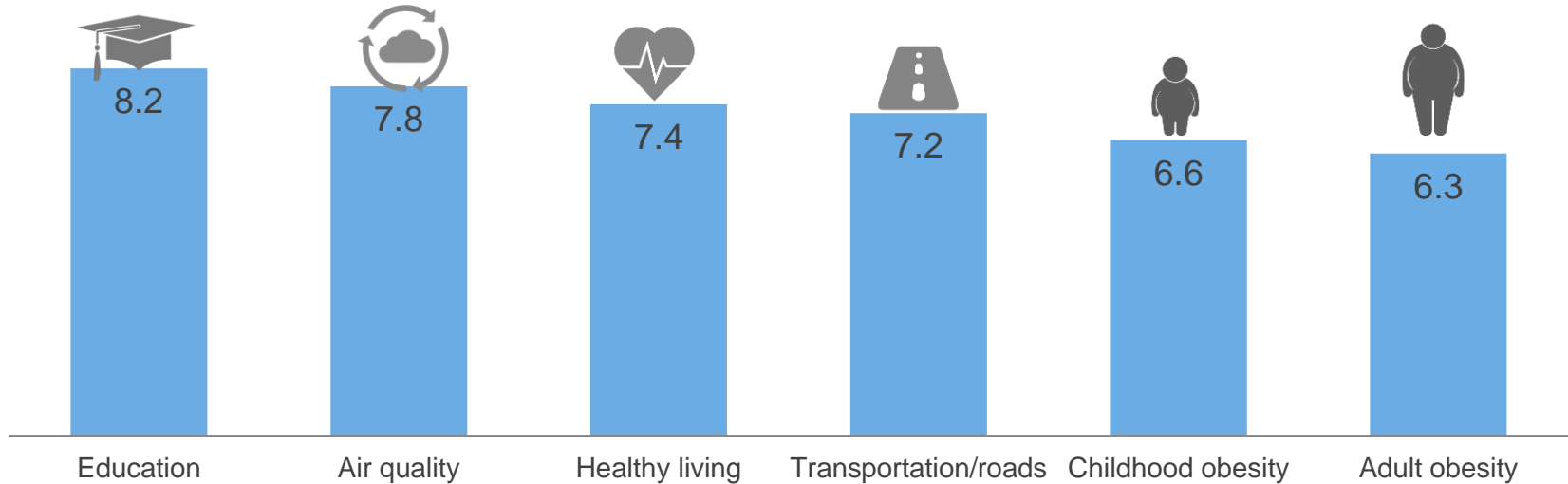
Q210. How informed do you consider yourself to be regarding health issues?

Q220. In general, would you say your health is...?

Obesity not a priority—healthy living scores higher

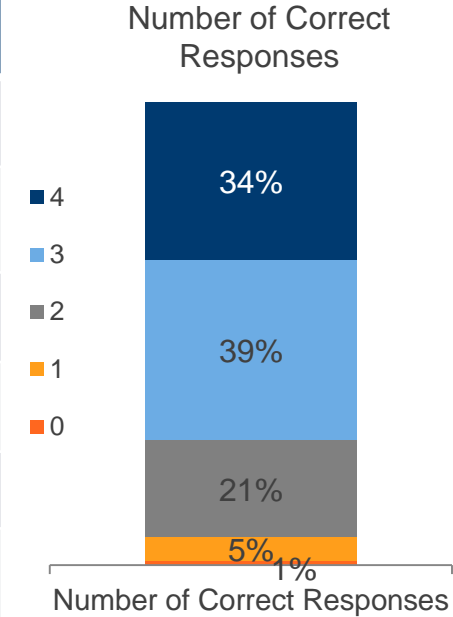


Important for the State of Utah to Focus On
Mean Score (out of 10)



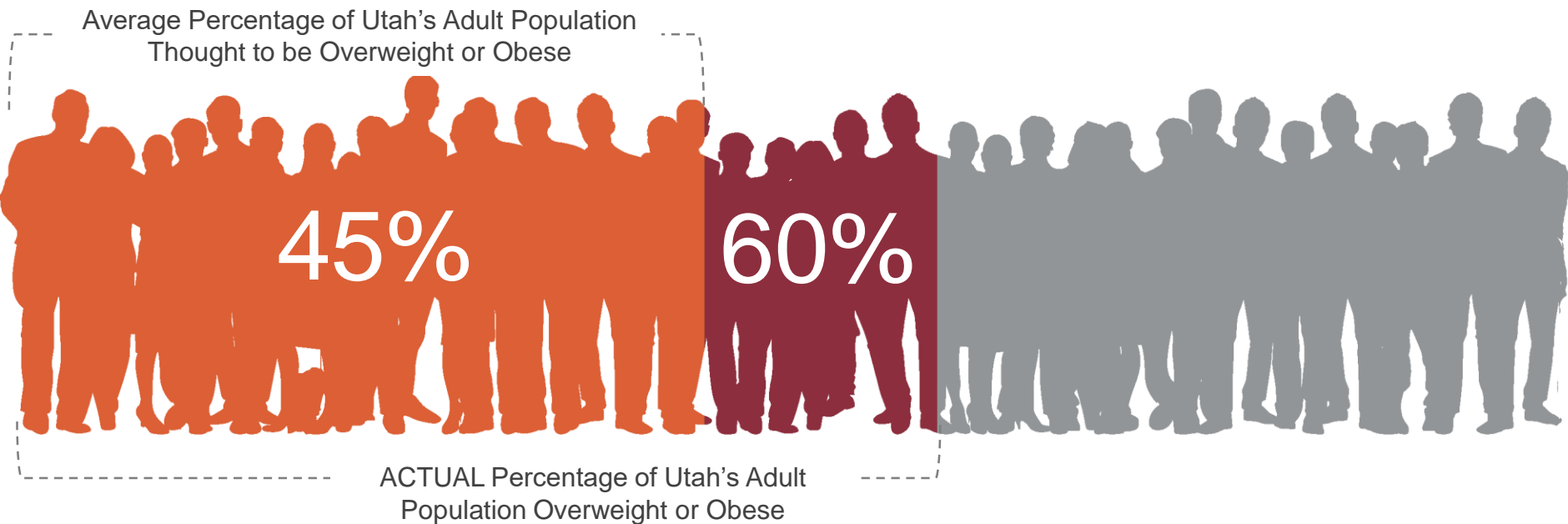
Two-thirds of Utahns incorrect about at least one health fact.
Minorities and less educated Utahns wrong more often.

Statement (Each respondent answered 4)	Correct Answer	% Correct	Groups More Likely to be Wrong (% Correct)
Foods and drinks with added sugar increase your risk for being overweight or obese.	TRUE	92%	Hispanics (85%)
Eating regular family meals leads to better health.	TRUE	92%	Hispanics (84%), Urban (84%), Liberals (83%)
It is recommended that individuals consume 5 to 9 servings of fruits and vegetables each day.	TRUE	89%	HS or Less (85%)
Adults need at least 150 minutes of physical activity a week and children need at least 60 minutes each day.	TRUE	88%	35-44 (82%)
There is no evidence linking fast food with being overweight or obese.	FALSE	85%	HHI> \$150K (76%) 65+ (79%)
One of the best ways to lose weight and improve health is to avoid carbohydrates of any kind.	FALSE	68%	45-54 (56%), Urban (57%), Hispanics (62%)
Organic foods are much healthier than other foods.	FALSE	46%	Hispanics (22%), HS or less (36%), Urban (33%)
Low-fat diets are good for weight loss.	FALSE	43%	Hispanics (32%), 65+ (33%), HS or less

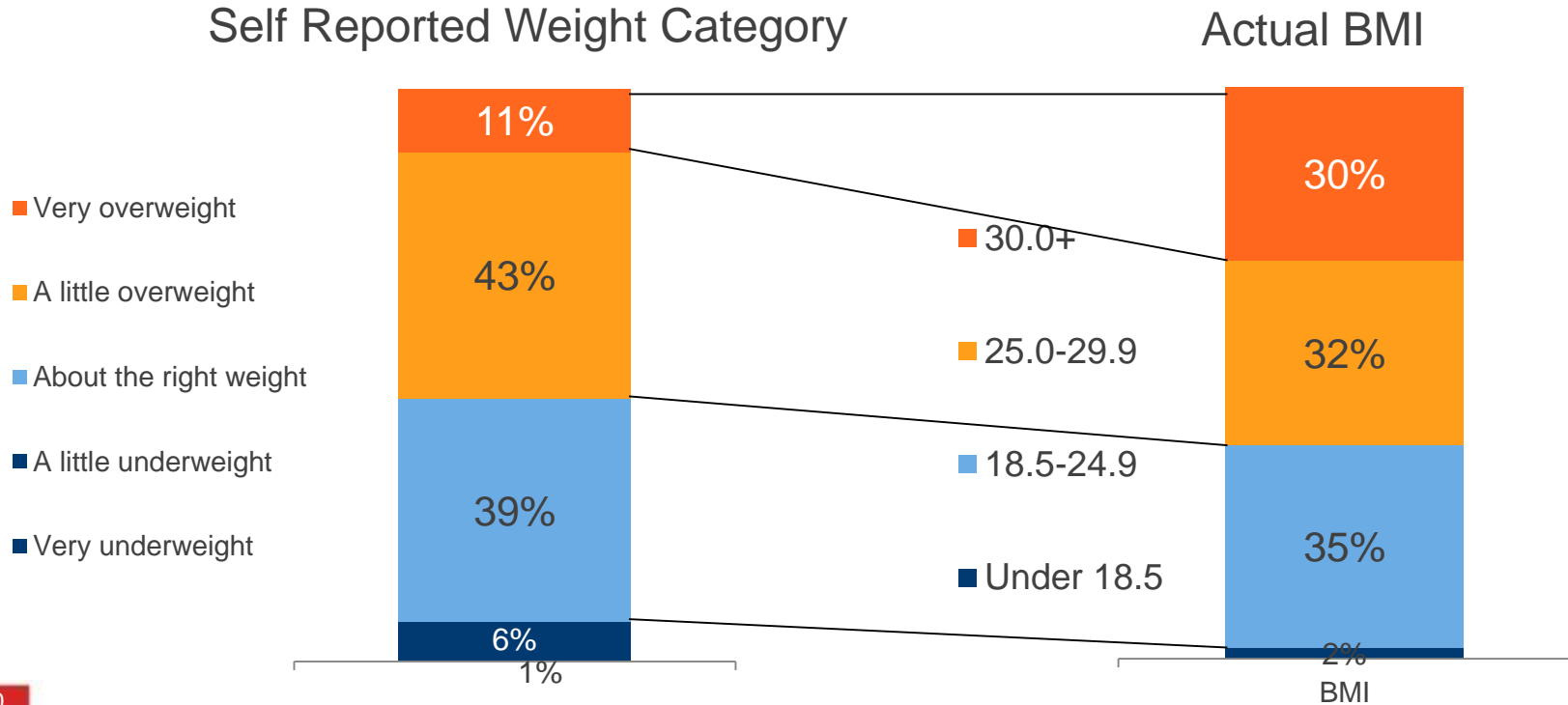


...s, online, and from friends and family. Some

Utahns underestimate the state weight problem



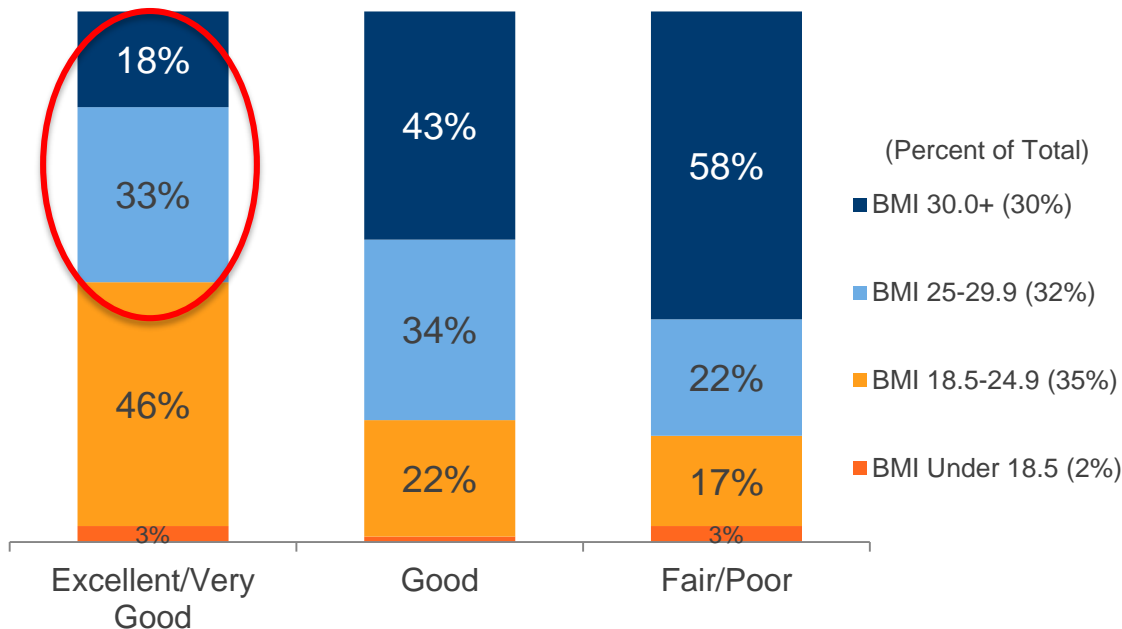
...And under-report their own weight situation



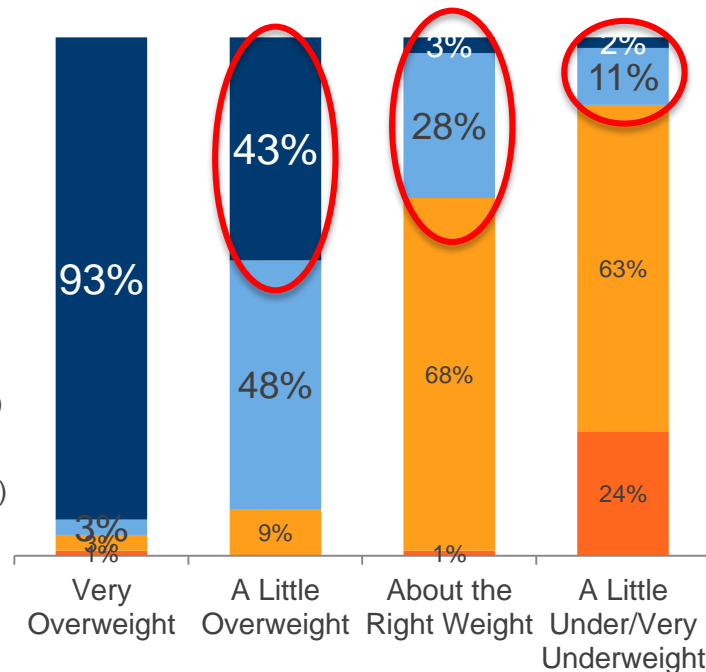
BASE: All Respondents (n=1012)
Q225. Do you consider yourself to be overweight, underweight or about the right weight?
Q1200. How tall are you without shoes?
Q1205. How much do you weigh without shoes?

A disconnect between health and weight— Half of Utahns report excellent or good health but are overweight/obese

BMI by Self Reported Health

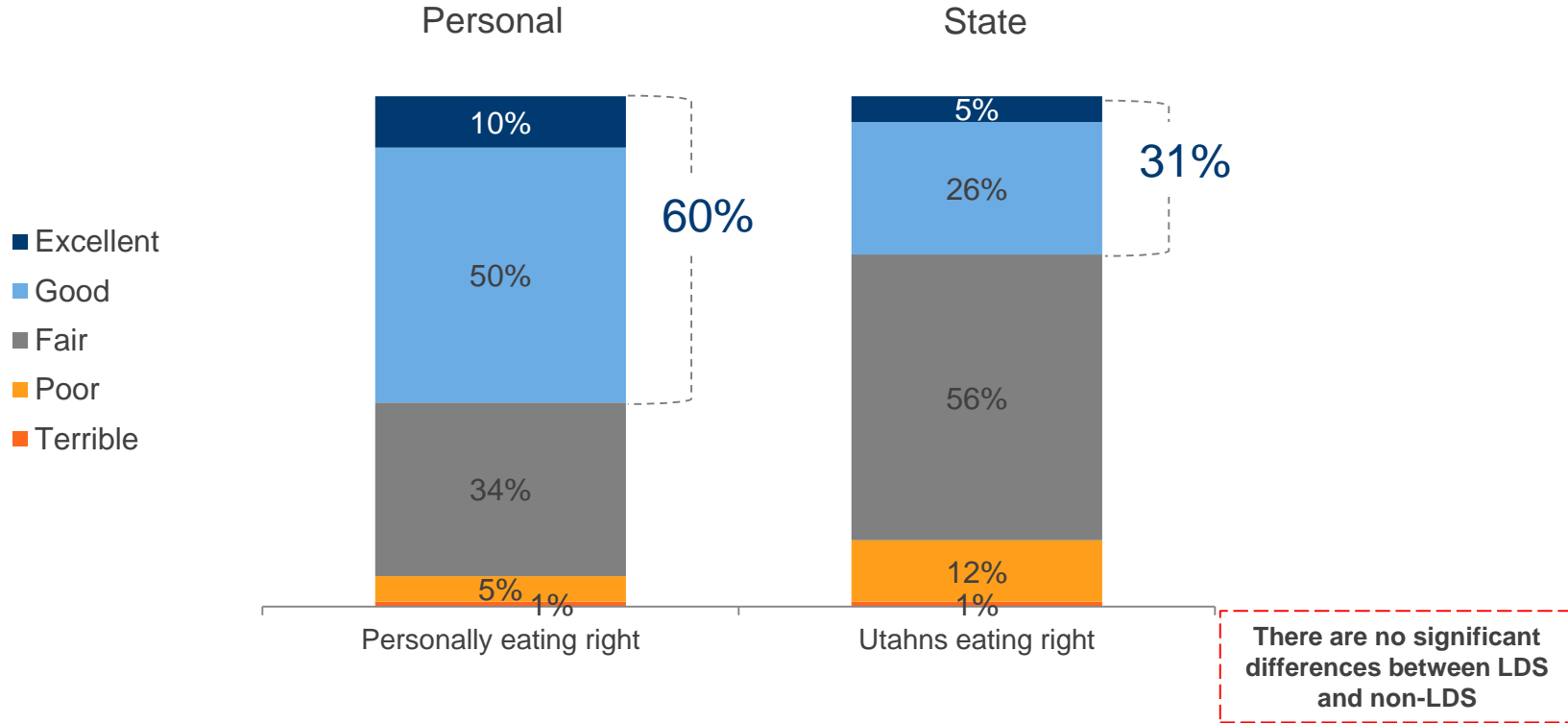


BMI by Self Reported Weight



Its not me...Utahns believe they are doing much better personally than their fellow citizens on eating right

Eating Right



BASE: All Respondents (n=1012)

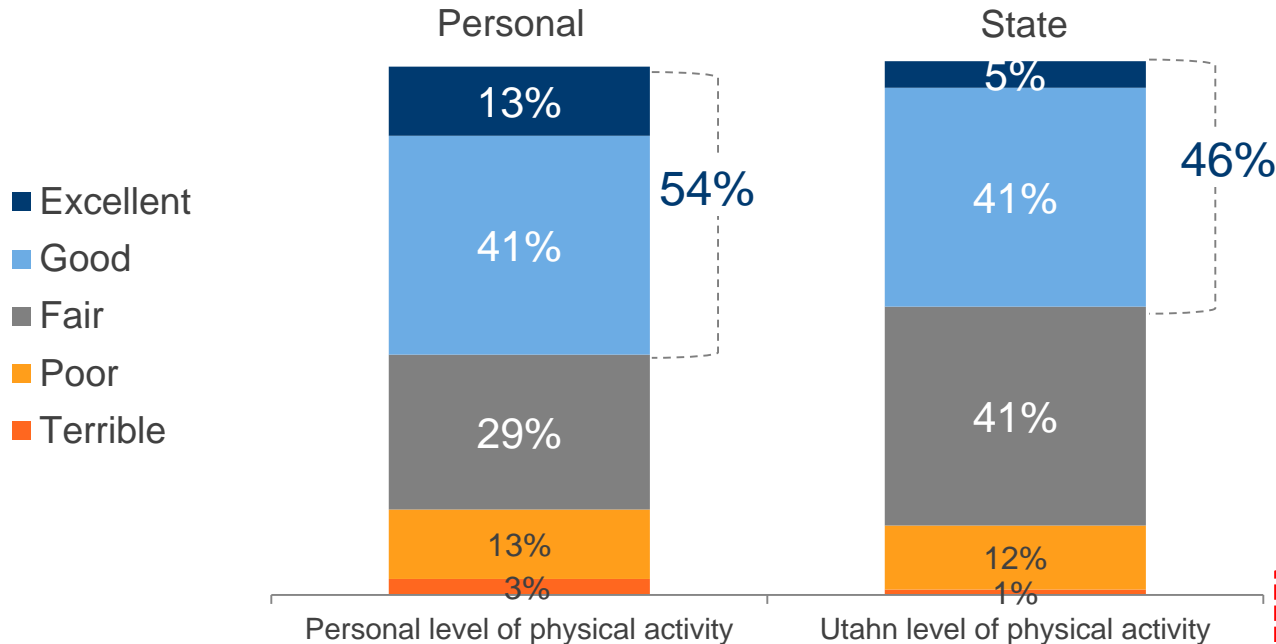
Q230. When it comes to eating right, which of the following best describes how you feel you are doing personally?

BASE: Split Sample (n=503)

Q240. Now thinking about the health and wellness of people here in the state of Utah, when it comes to eating right, which of the following best describes how we are doing as Utahns?

Utahns believe they are doing slightly better on exercising than people in the state as a whole

Exercising



There are no significant differences between LDS and non-LDS

Connecting obesity and chronic illness creates the most concern

■ Very concerning ■ Extremely concerning TOP 2 BOX

Obesity increases your risk for developing diabetes, cardiovascular disease, high blood pressure, depression, cancer, asthma and sleep apnea.

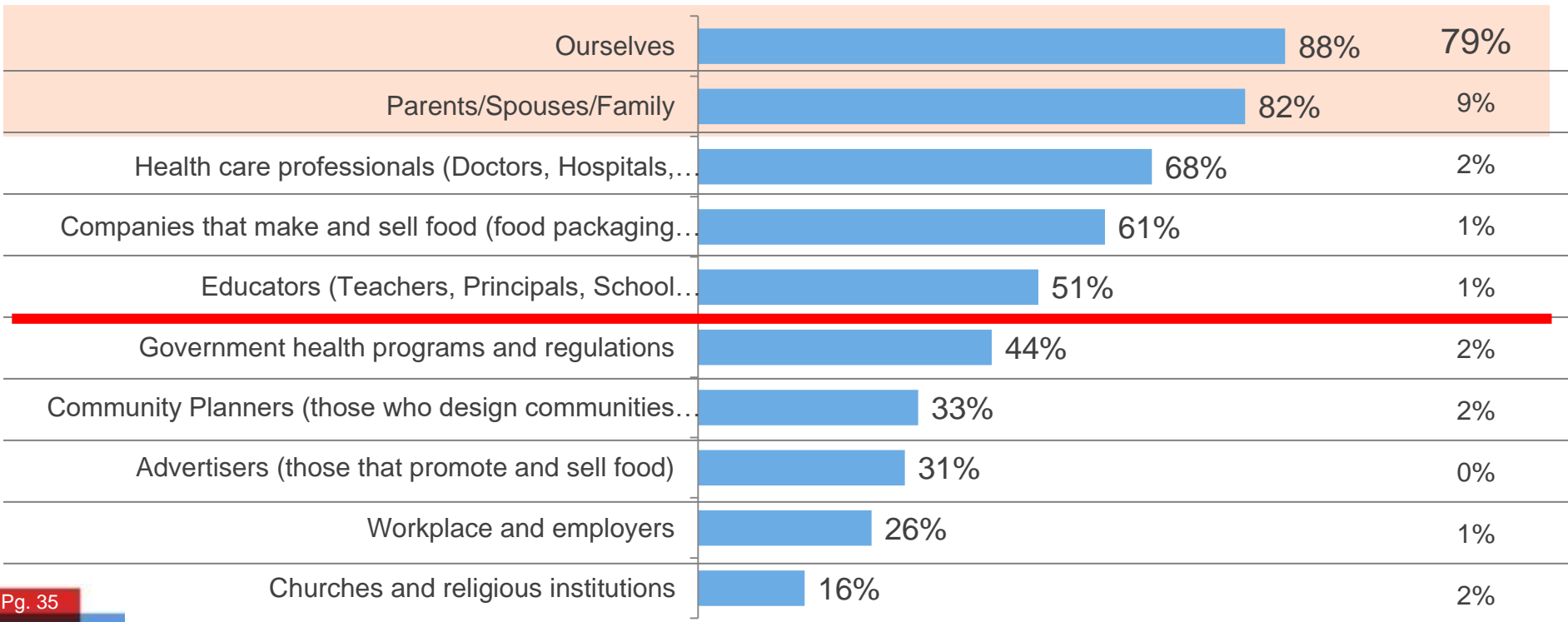
37%

45%

82%

Utahns overwhelmingly believe individuals have the most responsibly for their health

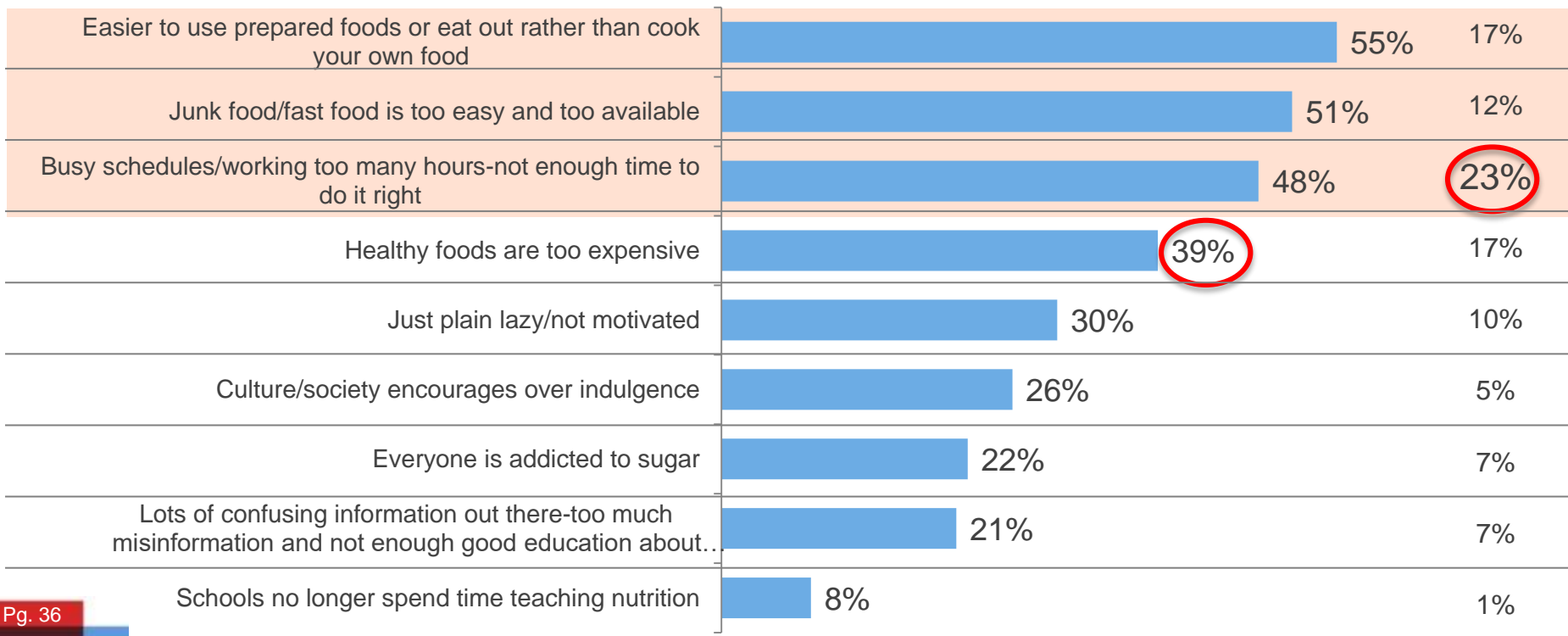
Most
Responsibility



Time and convenience lead Utahns away from preparing their own food

Barriers to Eating Right

Most
Important



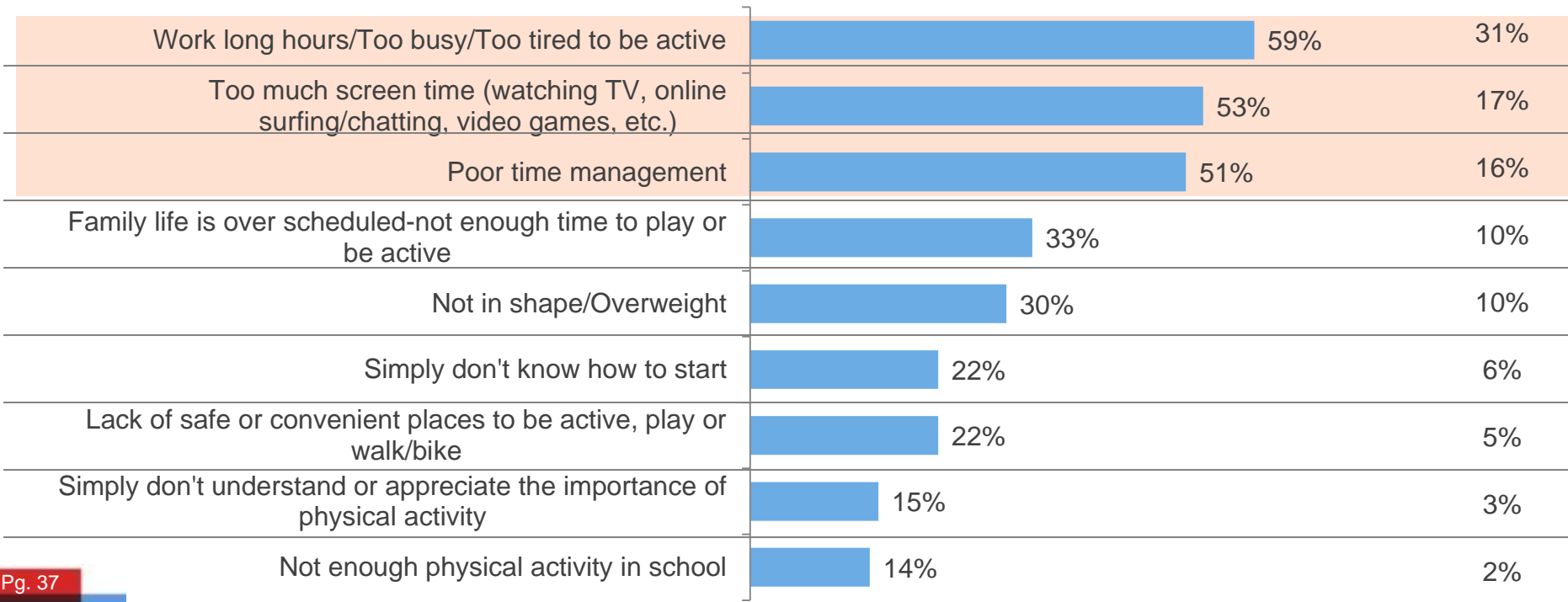
BASE: n=510

Q900. There are a number of things that get in the way or make it harder for you and your family to **eat right**. From the list below, please select the three you feel are the biggest barriers to you and your family **eating right or following a healthy diet**.

A lack of time and energy is the top reason Utahns do not exercise more

Barriers to Exercising

Most
Important



BASE: n=502

Q920. Let's change focus now and get your thoughts about the things that get in the way or make it harder for you and your family to **get the physical activity you need**. From the list below, please select the three you feel are the biggest barriers to you and your family **getting the physical activity you need**.

Values Based Research: The Path to Effective Communications



Emotional Level

How your Brand/Issue/Product identifies with the stakeholders' feelings and personal experience to elicit emotional responses aligned with the core personal values, needs, and wants.



Personal Values

(Stable, enduring personal goals)

Emotional Benefits & Consequences

(Emotional or social consequences derived from the functional consequences)

Rational Benefits & Consequences

(Functional consequences derived from attributes)

Attributes

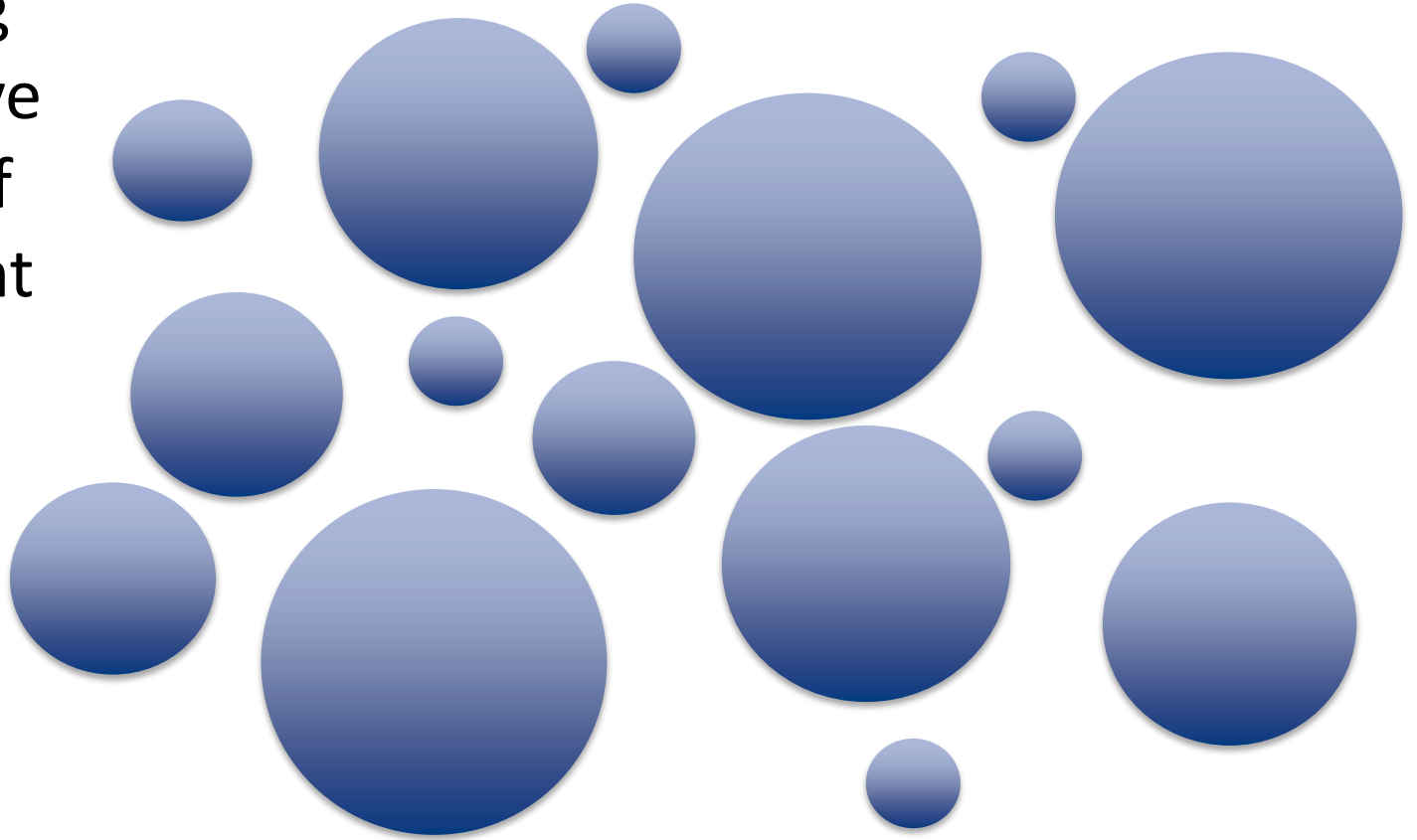
(tangible features/attributes)

Rational Level

What matters most to your key stakeholders.

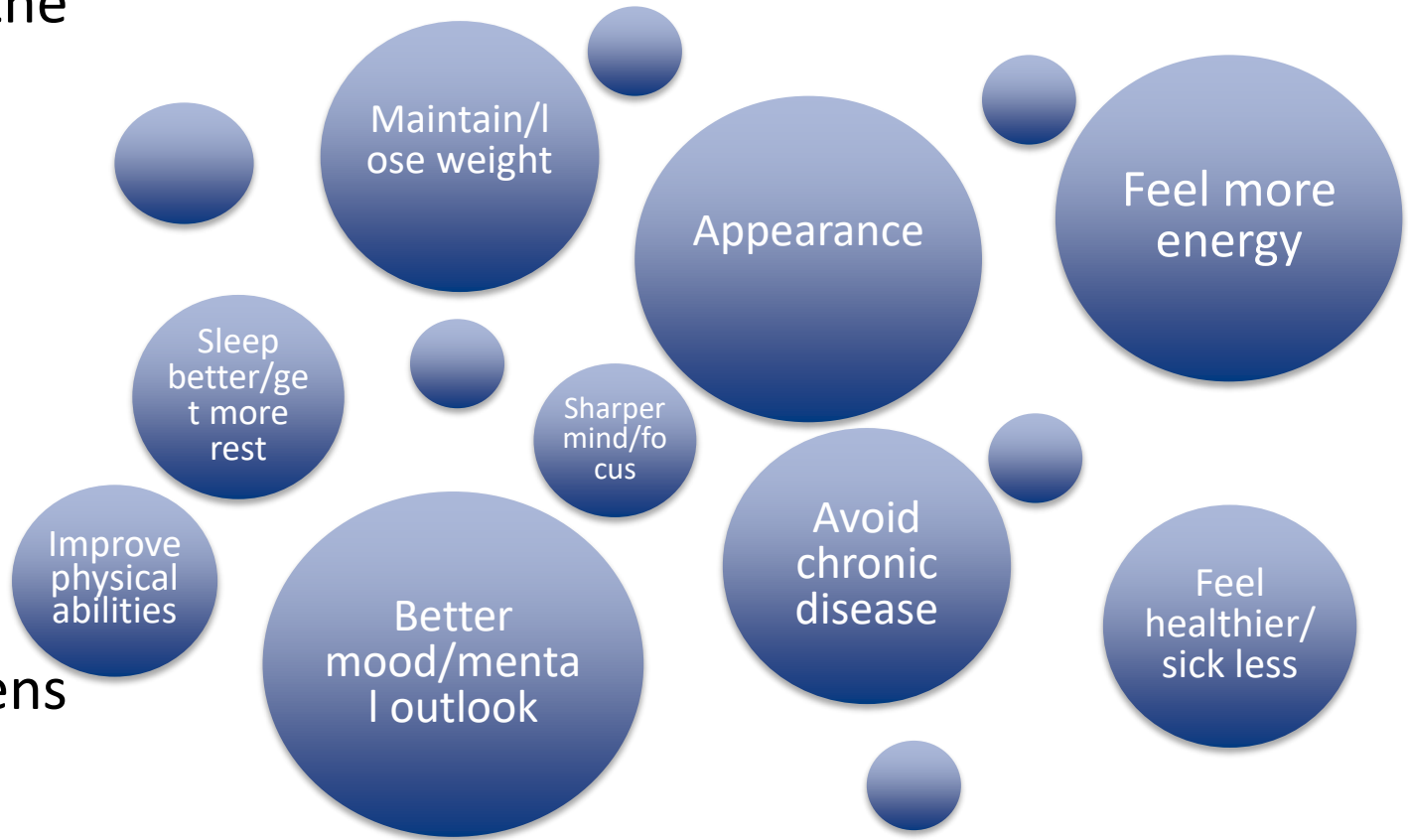


Identifying
the positive
benefits of
eating right
and being
physically
active

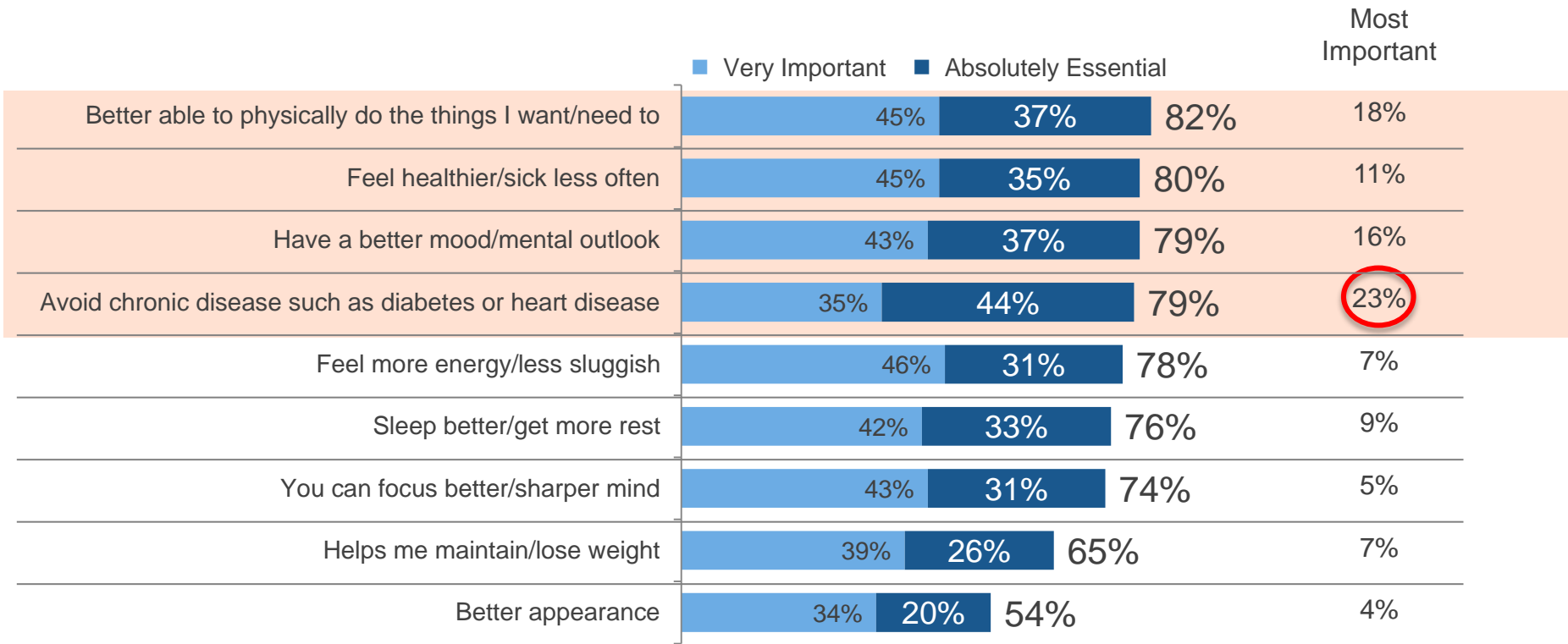


Identifying the positive benefits of eating right and being physically active.

What happens to my body.

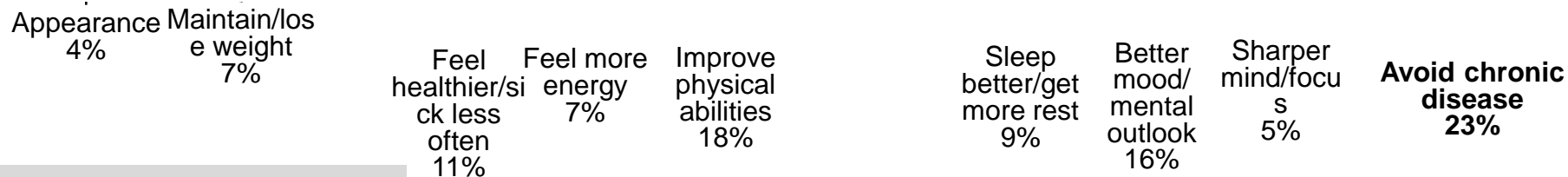


Avoiding chronic disease is the most important reason to eat well and exercise; having greater physical ability and feeling better are also top reasons



Utah Health Values Map

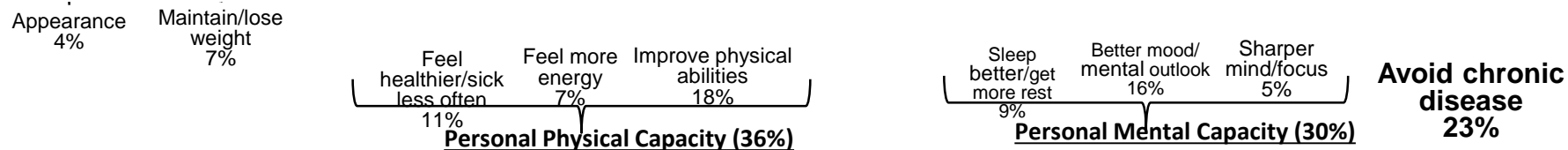
What happens to my body...



Based on Most Important Issues

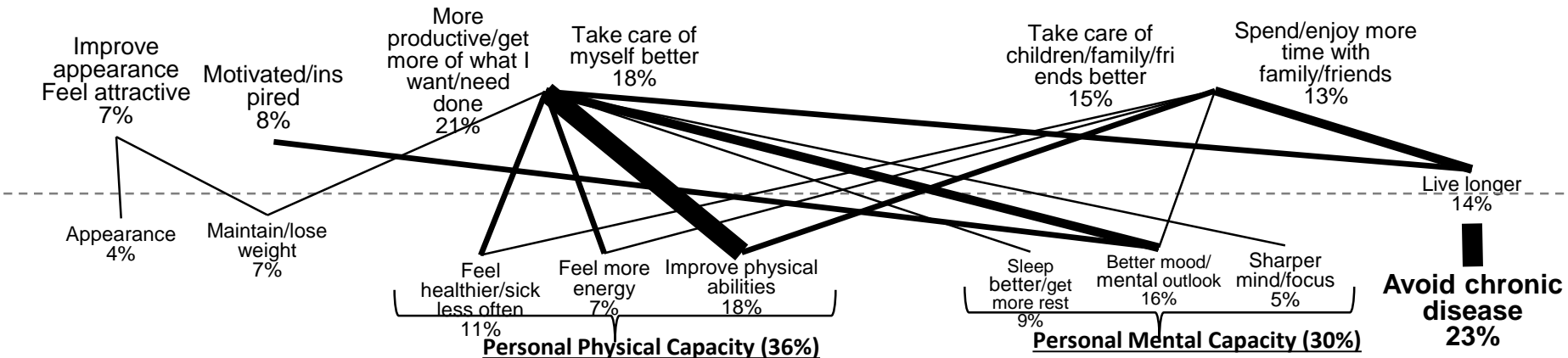
Utah Health Values Map

What happens to my body...



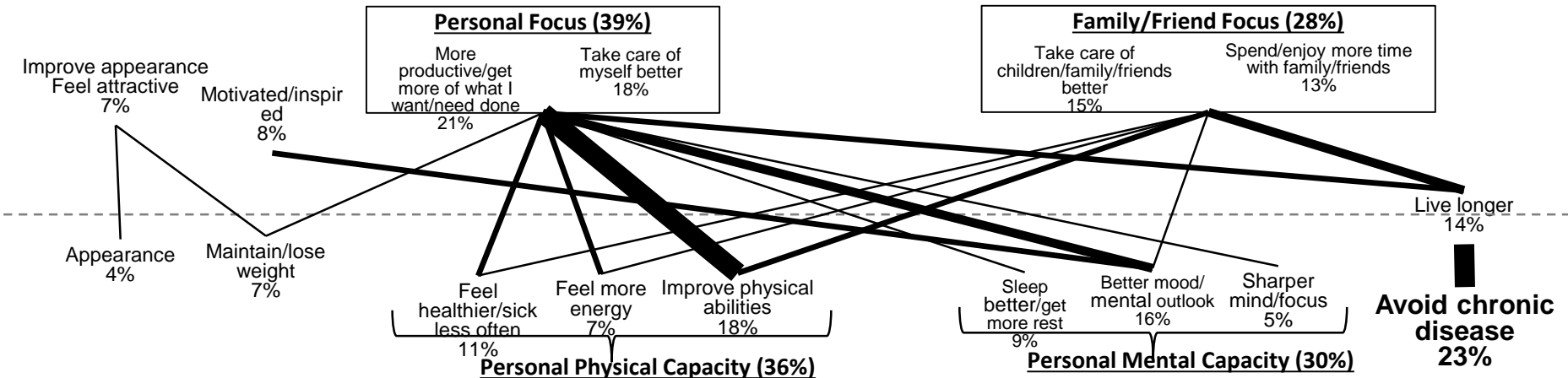
Utah Health Values Map

What it allows me to do as a person...



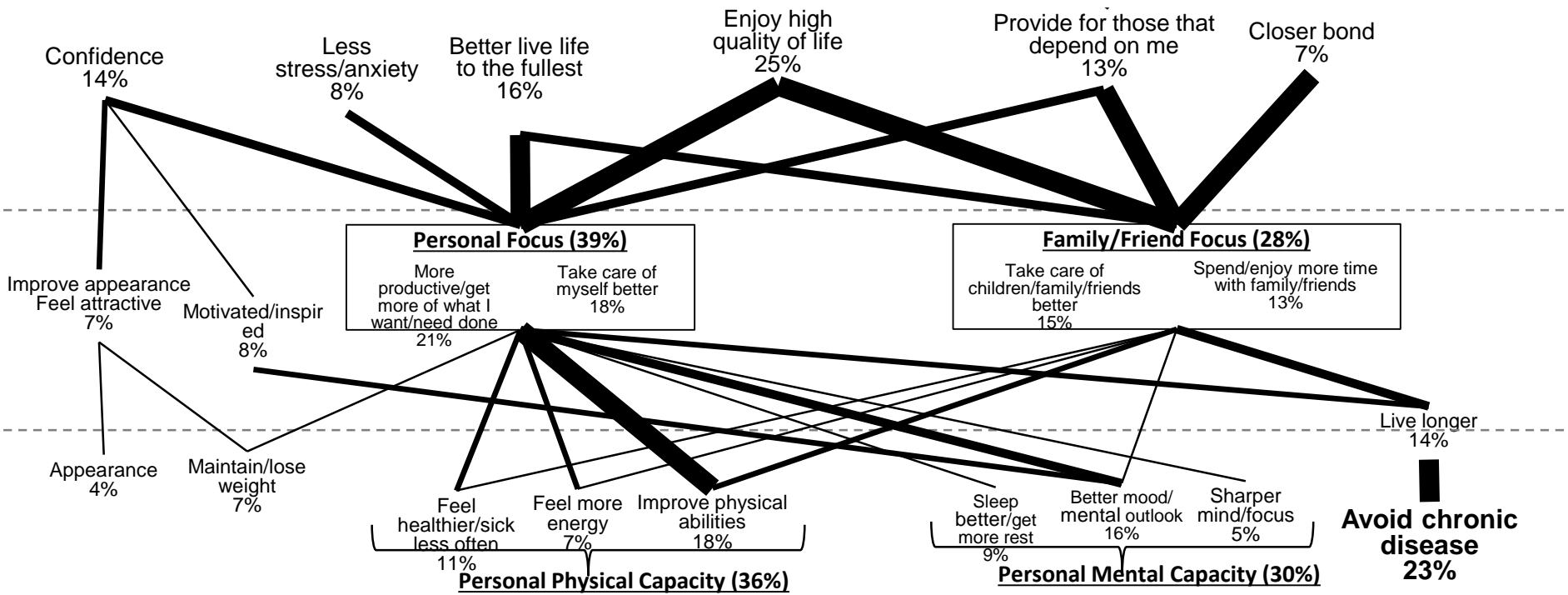
Utah Health Values Map

What it allows me to do as a person...

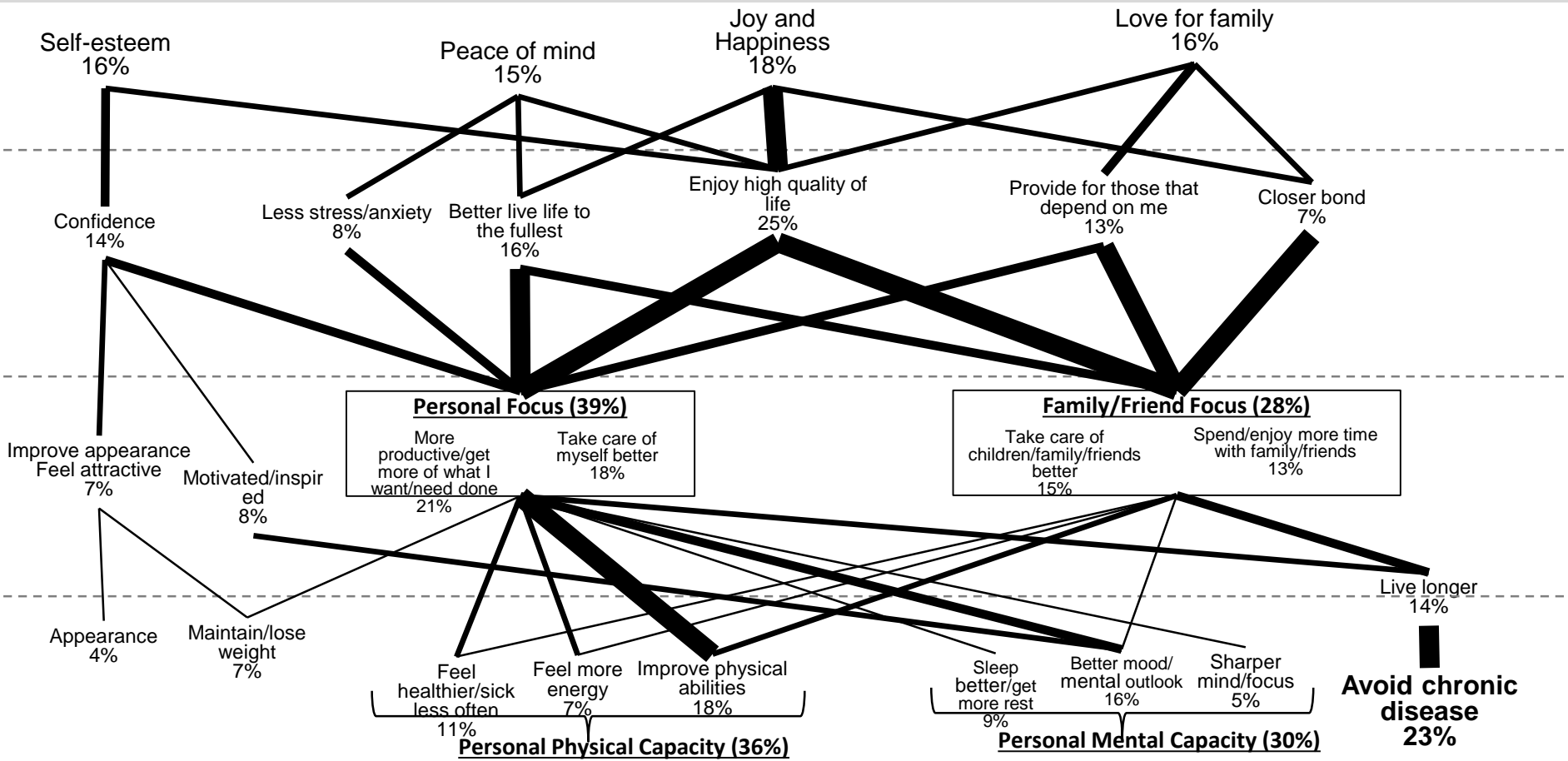


Utah Health Values Map

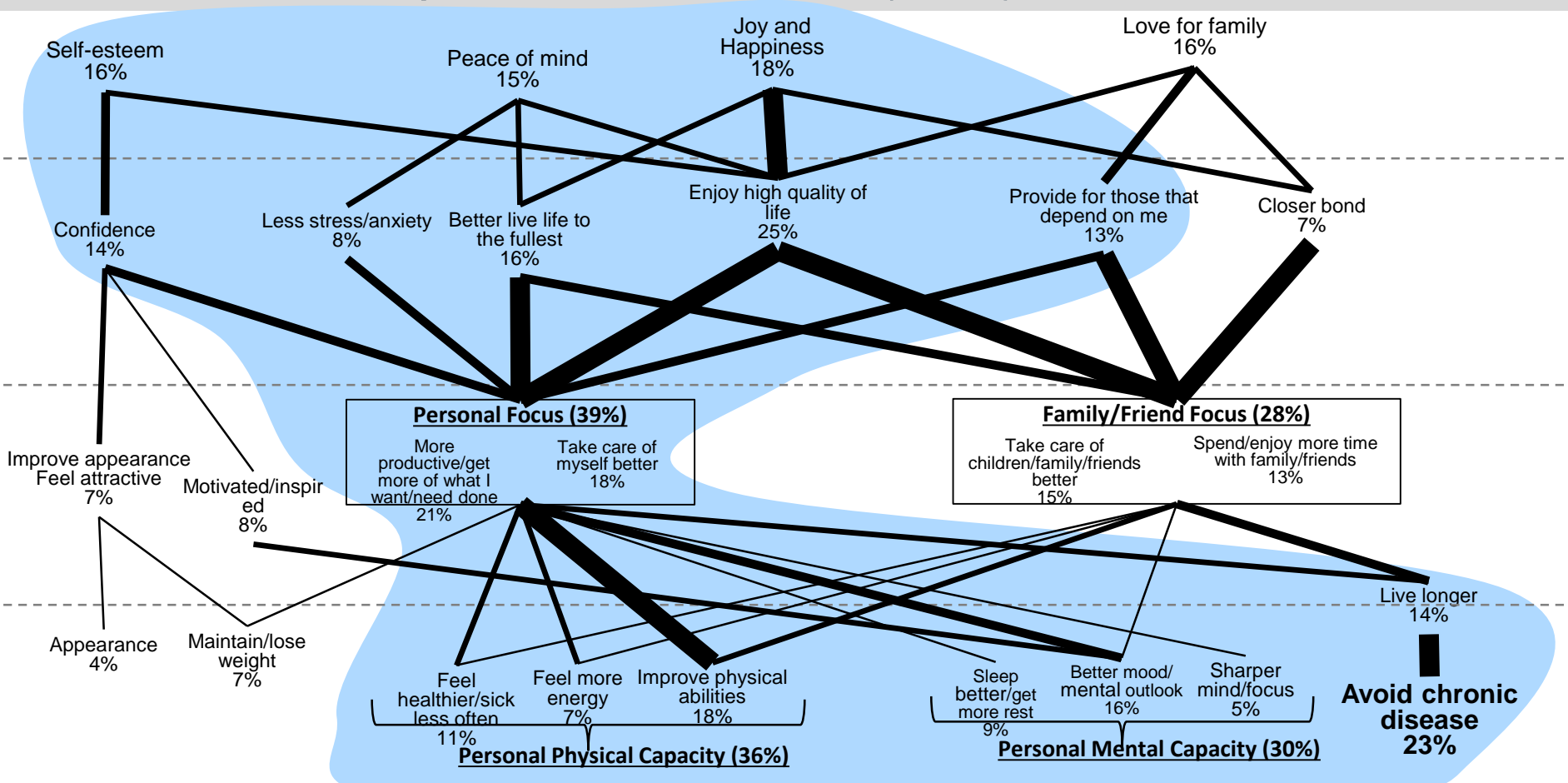
How it impacts my life...



Utah Health Values Map



Health Values Map: Personal Focus (39%)



Personal Focus (39%)

By eating right and being physically active I will not only avoid debilitating diseases, but I will improve **my** physical abilities and mental outlook so **I can** do the things that help **me** live a high quality of life—living life to the fullest—helping **me** to enjoy greater peace of mind and a sense of joy and happiness.

Avoid Disease
Improve Physical
Abilities

Be more productive/
Get more done
Better Care of Myself

High Quality of Life
Live Life to Fullest

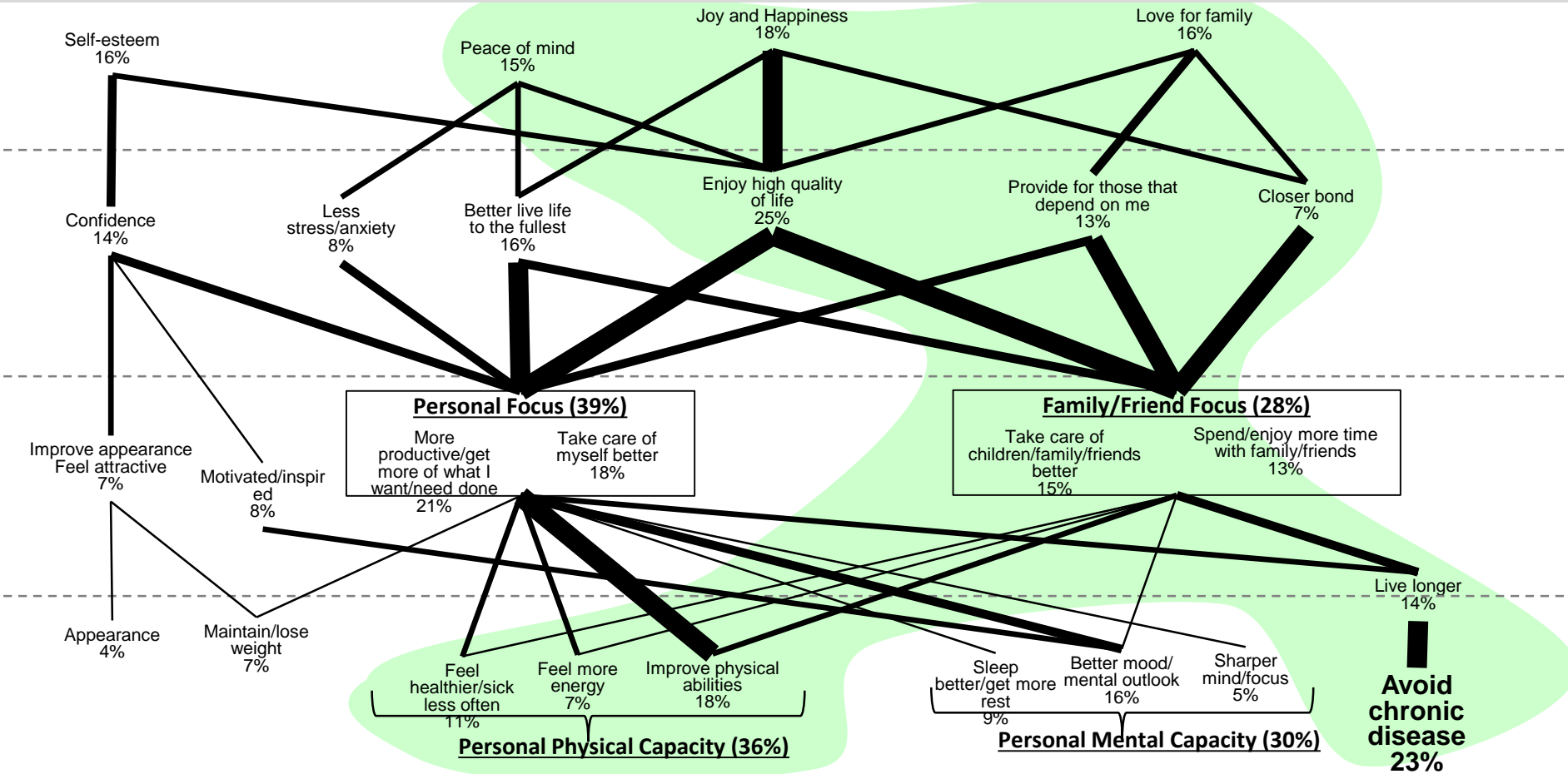
Joy/Happiness
Peace of Mind

Utah Values

Health Priorities

Focus among
Younger and Older

Health Values Map: Family/Friend Focus (28%)



Family/Friend Focus 28%)

By eating right and being physically active I will avoid disease, live longer and improve my physical abilities so I can spend **more time with family/friends and provide for their needs.** This leads to a higher quality of life and a chance to deepen **my bonds and love with those I care about** giving me a sense of joy and peace of mind.

Avoid Disease
Improve Physical
Abilities

Taking care of/
Spending more time with
children/family/friends

High Quality of Life
Providing for and
strengthening
bonds with those I
care about

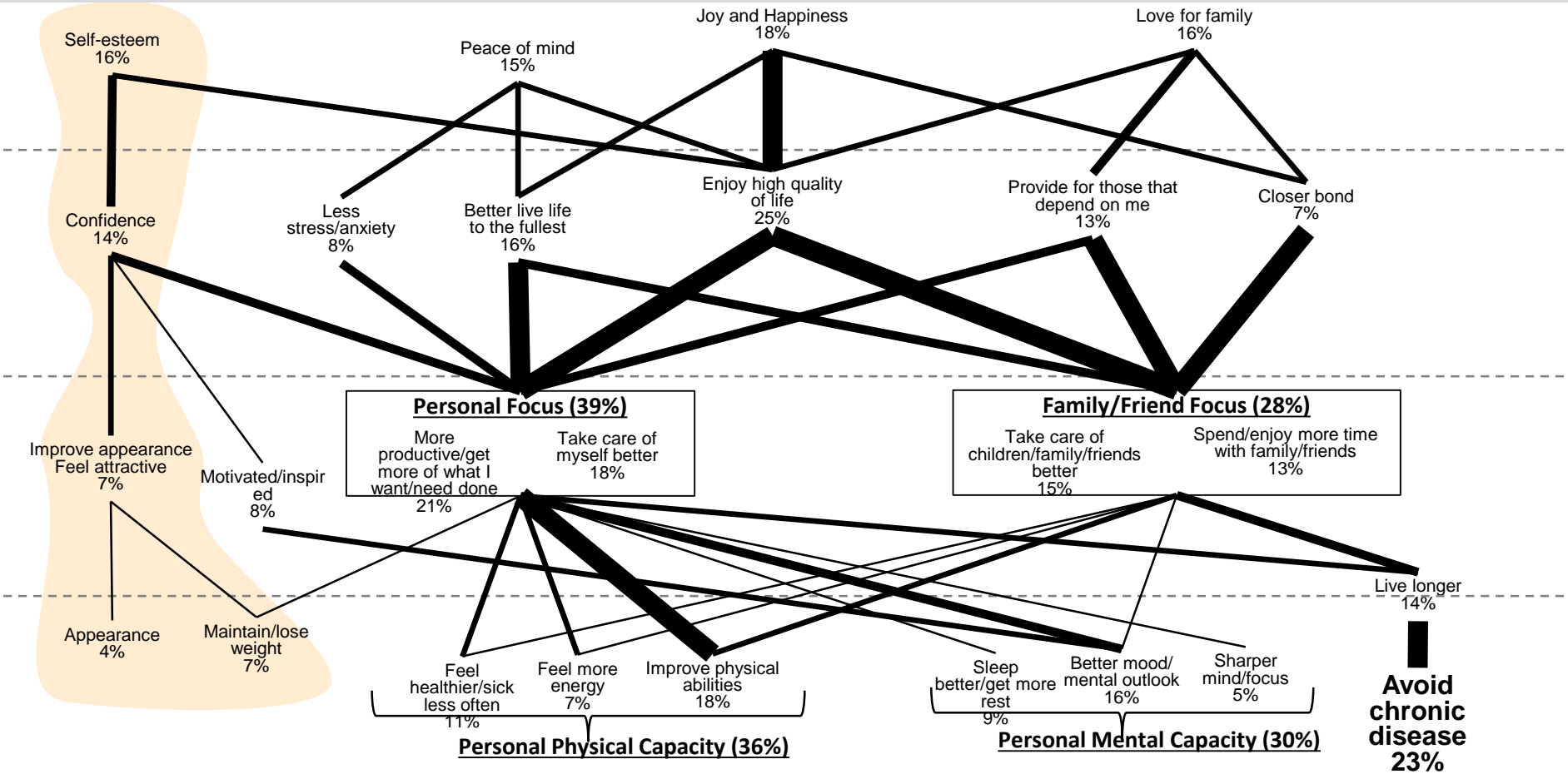
Joy/Happiness
Family Love
Peace of Mind

Utah Values

Health Priorities

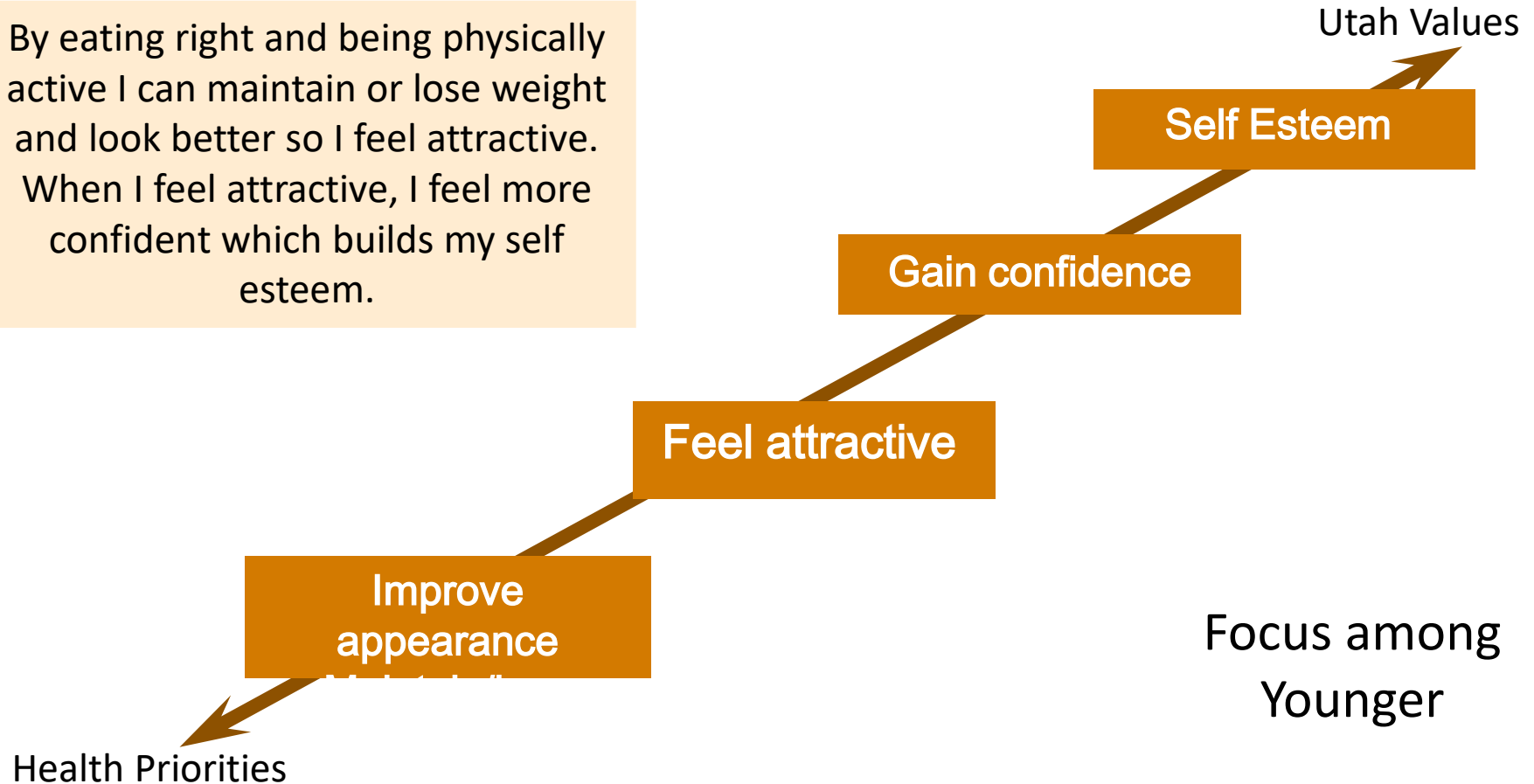
Focus among
Middle Aged

Health Values Map: Appearance/Confidence (7%)



Personal Appearance 7%

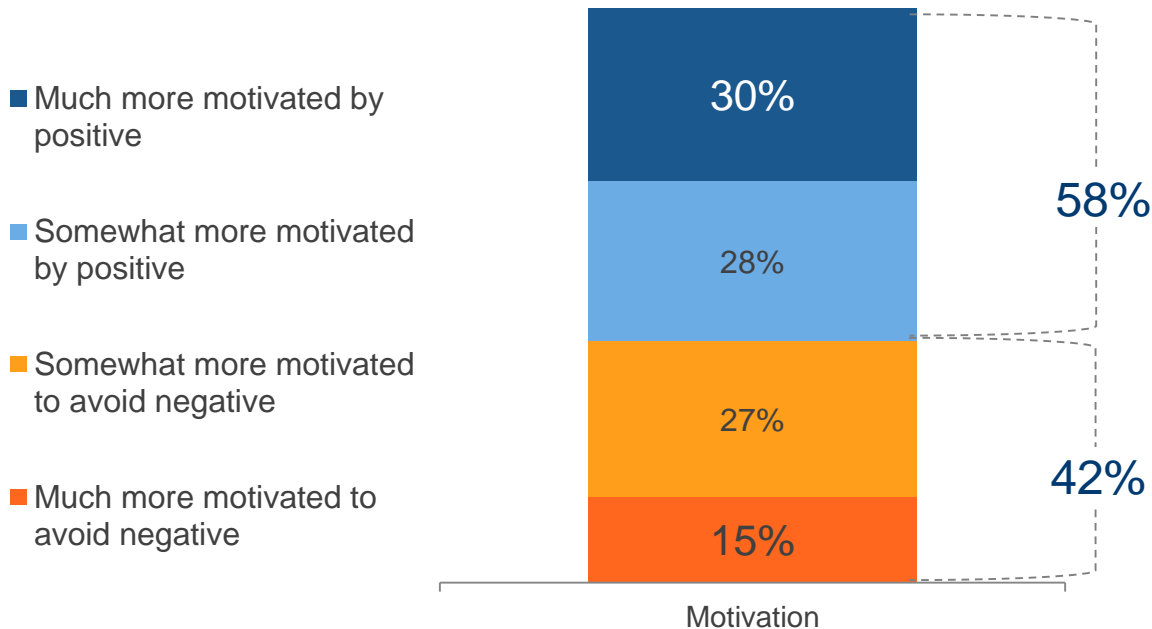
By eating right and being physically active I can maintain or lose weight and look better so I feel attractive. When I feel attractive, I feel more confident which builds my self esteem.



Utahns are slightly more motivated by positive consequences of eating right and exercising

There are no meaningful demographic differences

Positive vs. Negative Motivation



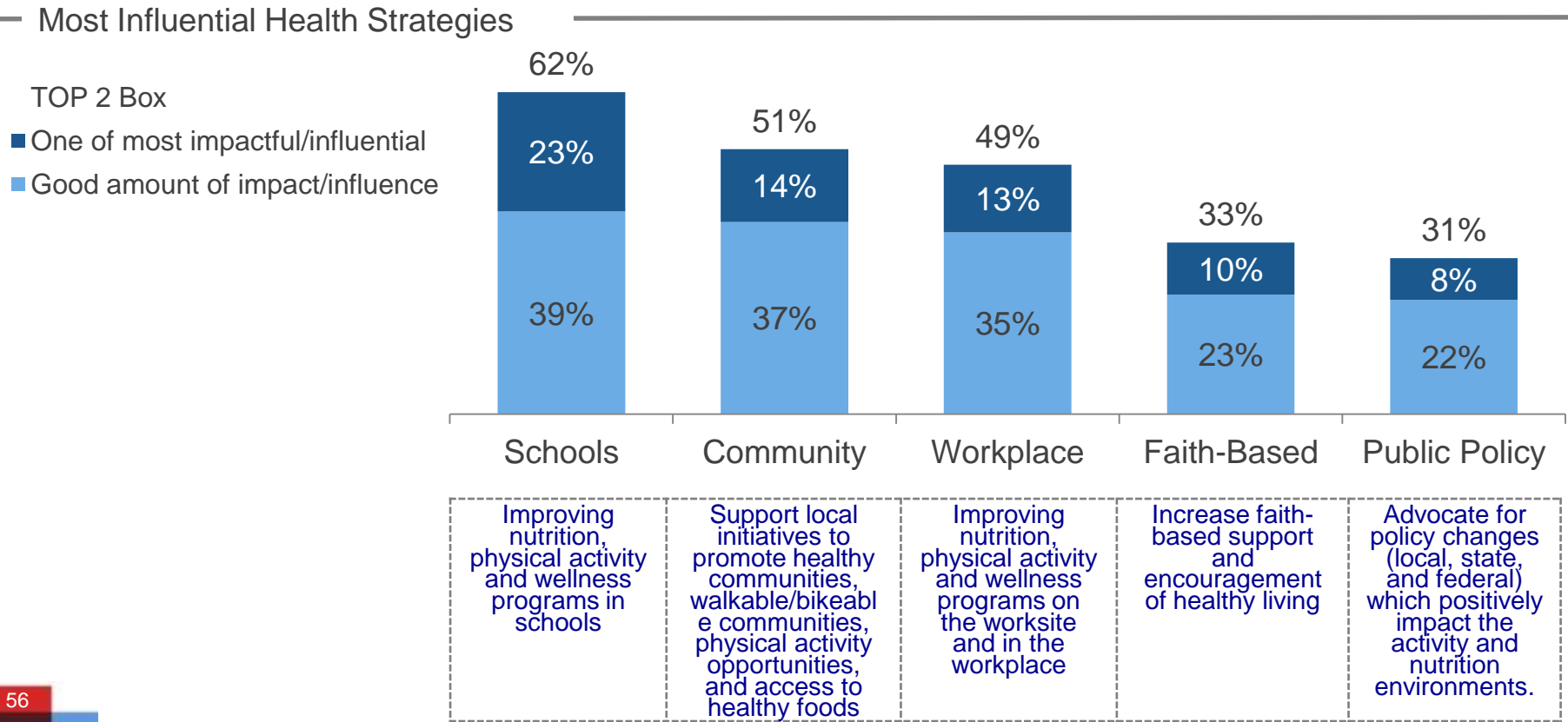
BASE: All Respondents (n=1012)

Q630 Some people are motivated more [by positive/to avoid negative] consequences and some are more motivated [to avoid negative/by positive] consequences. Being honest with yourself, when it comes to your personal health, which of the following best describes what motivates you most



KEY FINDINGS: HEALTH COMMUNICATIONS STRATEGIES

Schools are seen as the key to reducing obesity; public policy is seen as the least impactful avenue



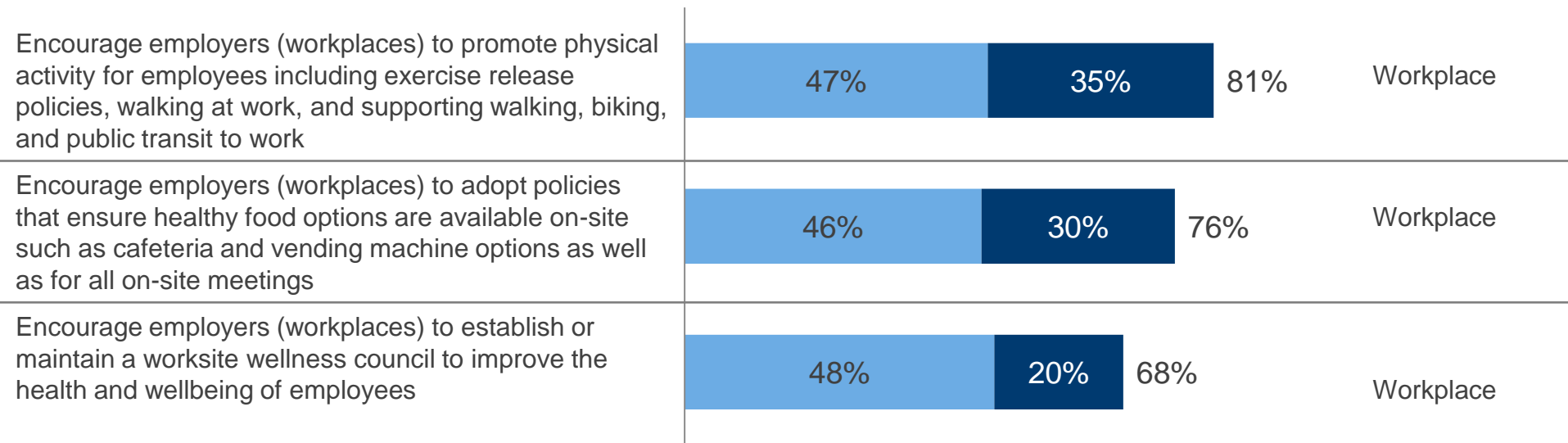
Workplace Strategies

Most Influential Health Strategies: Workplace

■ Good amount of impact/influence

■ One of the most impactful/influential

Category



The most impactful initiatives increase opportunity for exercise and healthy eating

Most Influential Health Strategies (1)

■ Good amount of impact/influence
Influential (Top 2 Box)

■ One of most impactful/influential

Require daily physical activity during school for all students

29%

59%

89%

Category

Schools

Increase the availability of affordable or free recreational opportunities for physical activity

38%

49%

88%

Community

Promote safe walking and biking in neighborhoods and communities

45%

40%

85%

Community

Encourage school districts to promote physical activity programs before and after school

43%

42%

84%

Schools

Increase the availability of fresh fruits and vegetables through things like farmers markets

47%

36%

83%

Community

BASE: n=1012

Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?

The most impactful initiatives increase opportunity for exercise and healthy eating

Most Influential Health Strategies (1)

■ Good amount of impact/influence
Influential (Top 2 Box)

■ One of most impactful/influential

Category

Require daily physical activity during school for all students

29% 59% 89%

Schools

Increase the availability of affordable or free recreational opportunities for physical activity

38% 49% 88%

Community

Promote safe walking and biking in neighborhoods and communities

45% 40% 85%

Community

Encourage school districts to promote physical activity programs before and after school

43% 42% 84%

Schools

Increase the availability of fresh fruits and vegetables through things like farmers markets

47% 36% 83%

Community

Encourage employers to promote physical activity for employees (exercise release policies; walking at work; walking, biking, public transit to work)

47% 35% 81%

Workplace

Support land use development policies that preserve and promote open spaces for recreation, physical activity, and community gardens

45% 32% 77%

Public Policy

BASE: n=1012

Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?

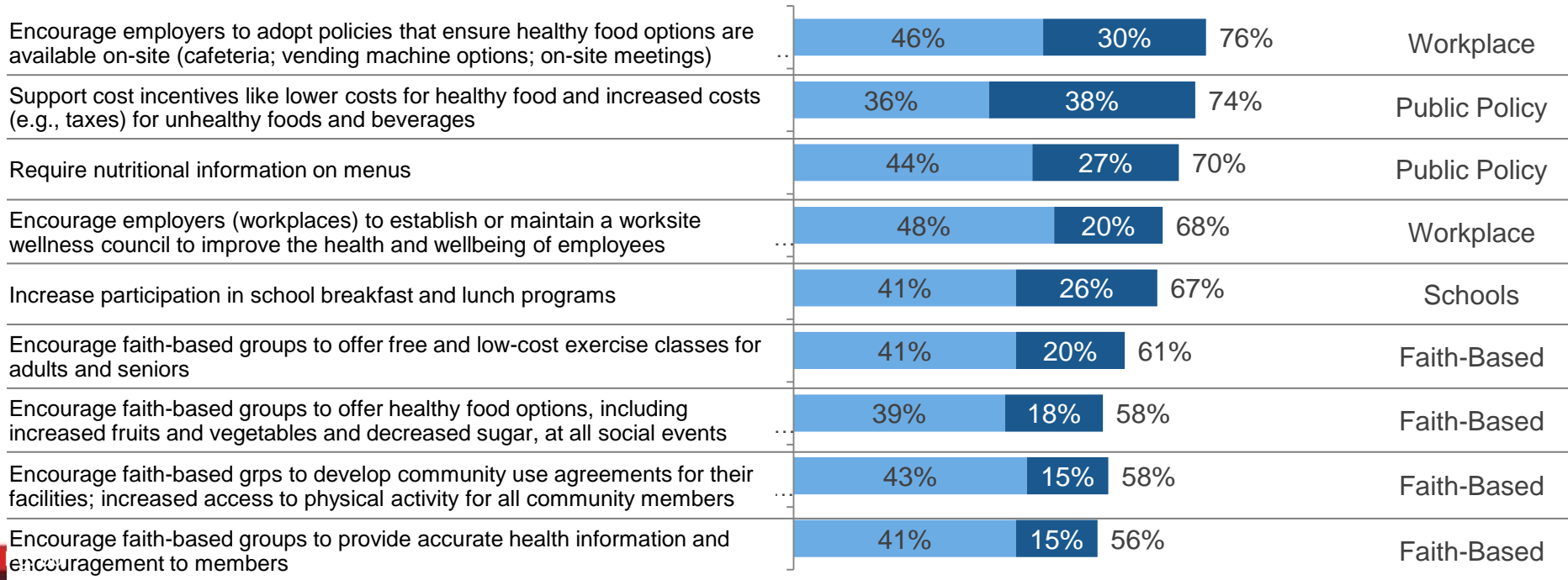
Specific faith-based policies are seen as having the least potential impact

Most Influential Health Strategies (2)

■ Good amount of impact/influence
Influential (Top 2 Box)

■ One of most impactful/influential

Category



BASE: n=1012

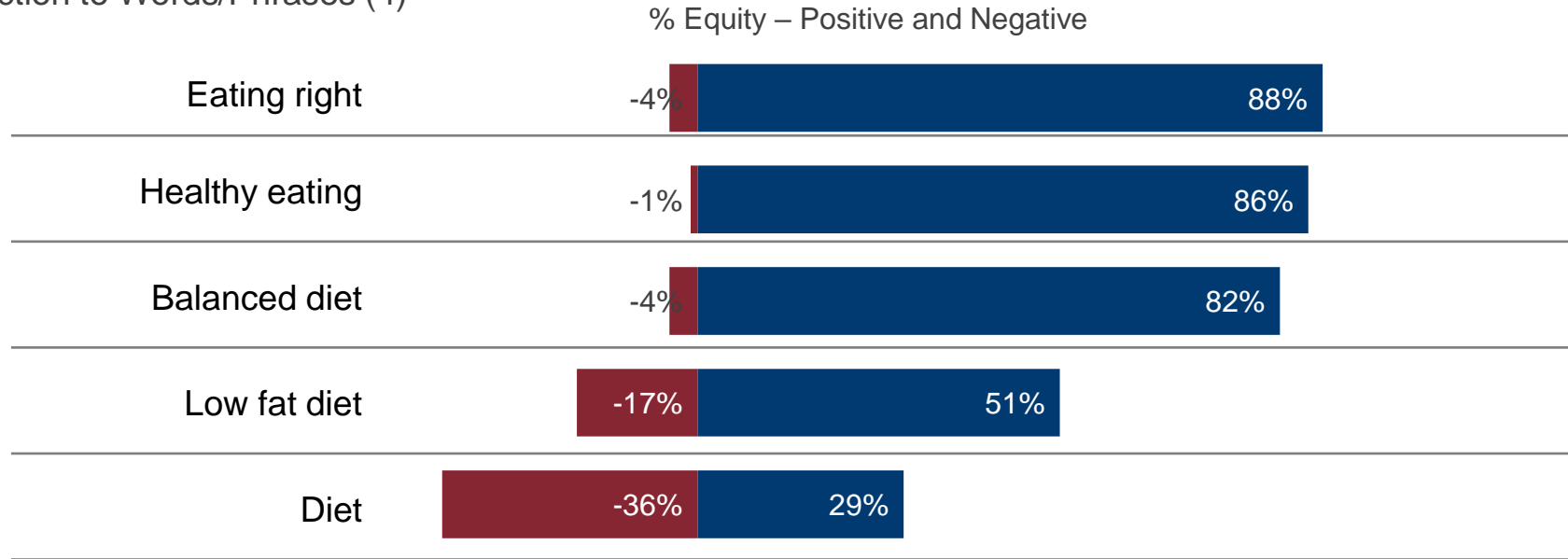
Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?



KEY FINDINGS: WORDS AND PHRASES TO USE

The Language of Diet

Reaction to Words/Phrases (4)



■ Positive
■ Negative

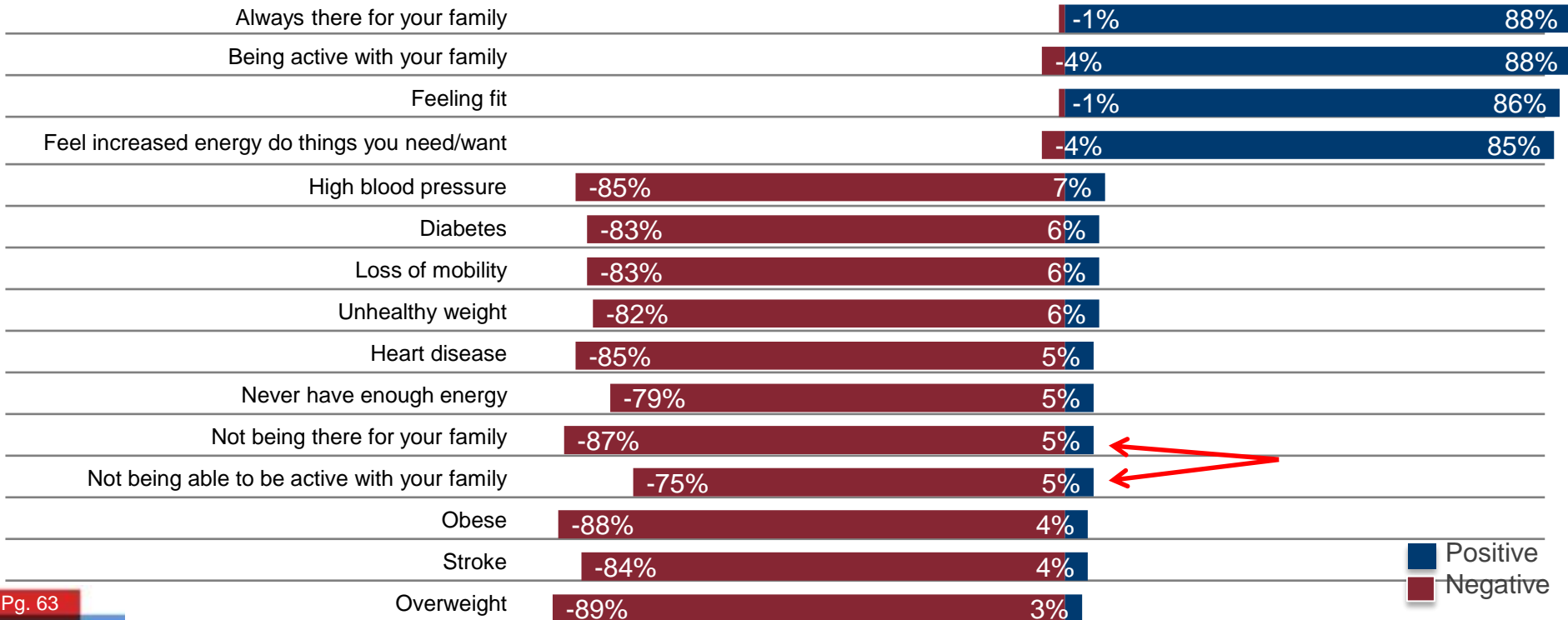
BASE: All Respondents (n=varies)

Q300. In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.

The Language of Consequences

Reaction to Words/Phrases (3)

% Equity – Positive and Negative

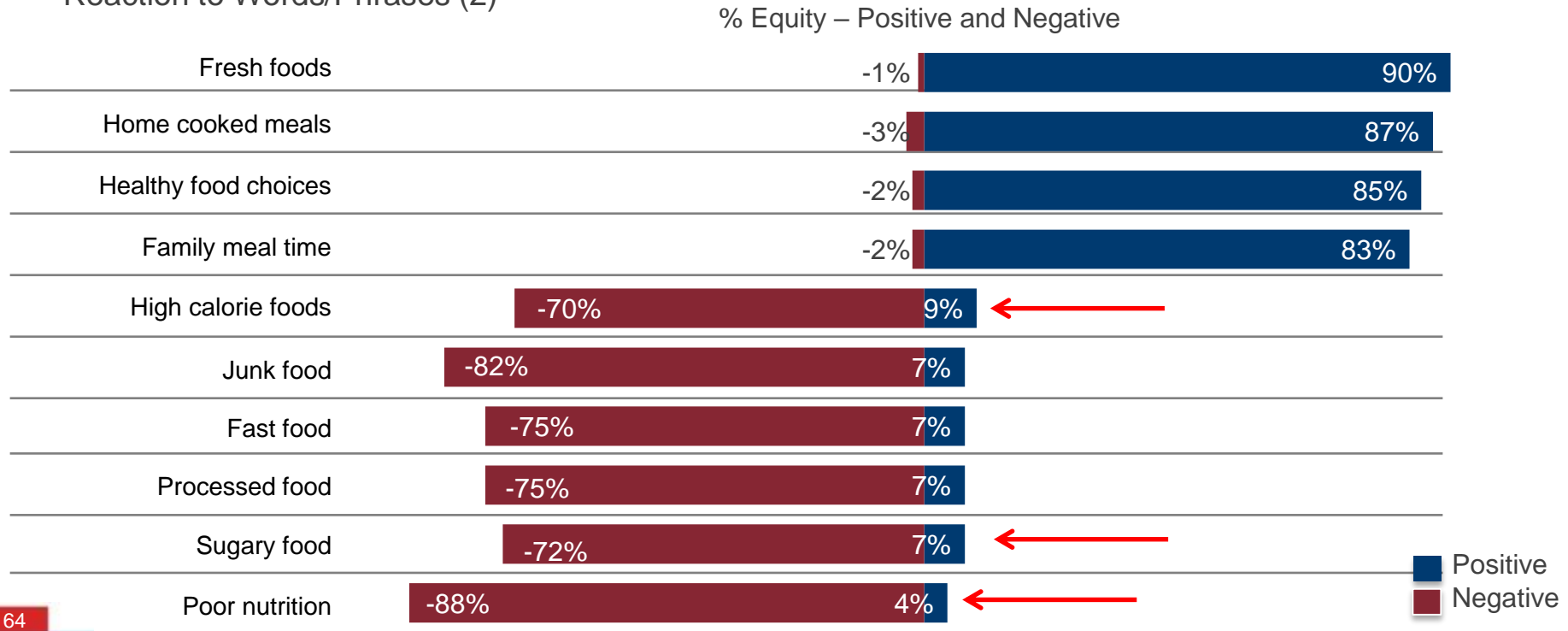


BASE: All Respondents (n=varies)

Q300. In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.

The Language of Food

Reaction to Words/Phrases (2)



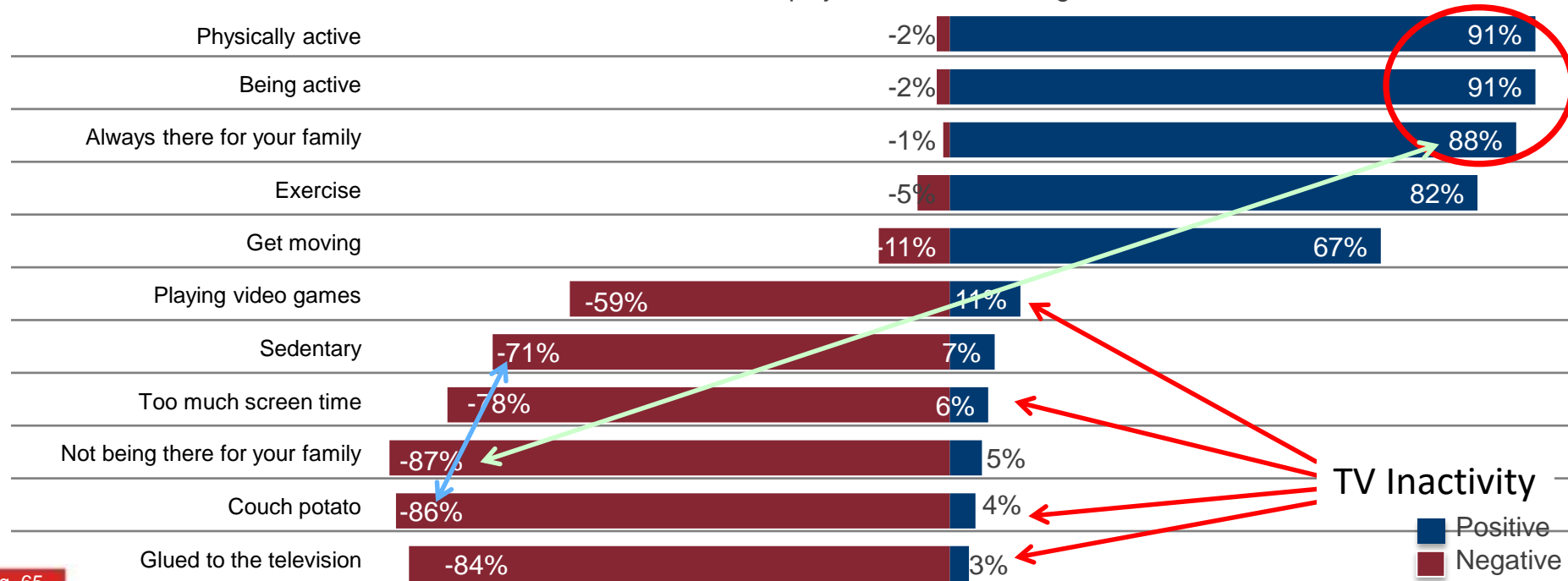
BASE: All Respondents (n=varies)

Q300. In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.

The Language of Activity

Reaction to Words/Phrases (1)

% Equity – Positive and Negative



BASE: All Respondents (n=varies)

Q300. In this next section, please think about the words and phrases that are sometimes used when people talk about health issues. Please indicate whether each of the following has a positive, negative or neutral connotation.





5:44 69°

AUBREY MCKAY

@AUBSMCKAY 



**Envision
Utah**

How we grow matters.