



**GET
HEALTHY
UTAH**

Using Utahns Values to Motivate Change

MAY 10, 2018



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Get Healthy Utah Mission

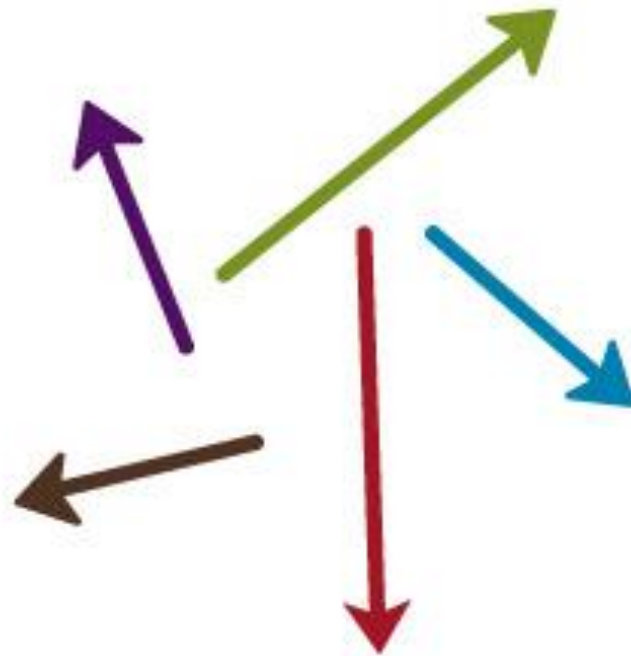
The **mission** of Get Healthy Utah is to create a culture of health through encouraging and facilitating **active lifestyles** and **healthy eating**.

Strategies to achieve our mission:

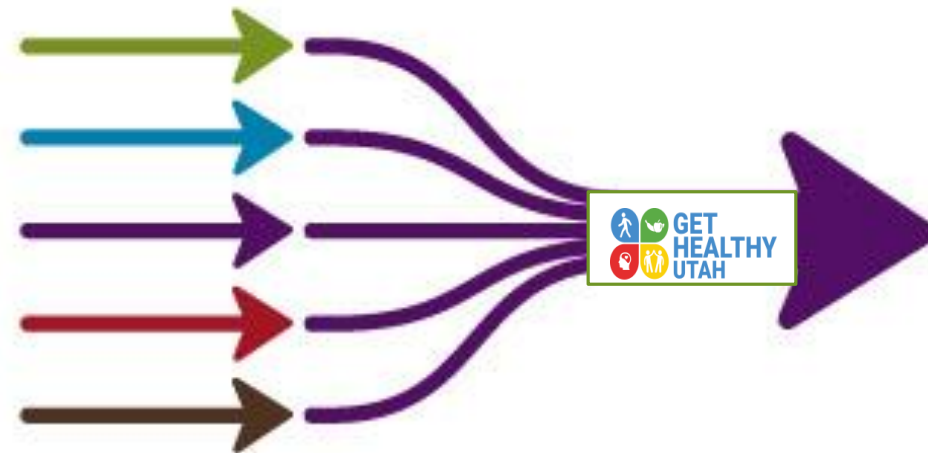
- **Partnering** with private and public entities (including insurers, employers, cities and towns, public and higher education, and civic groups) to build public will for healthy living.
- **Working** with the Governor, legislature, and state and local governments to promote and fund meaningful population health and wellness initiatives.
- **Engaging** with Utahns at the community level and working to align community initiatives.
- **Collecting, developing, and sharing** the best methods of encouraging individuals, families, and communities to live active, healthy lives.
- **Granting** funding and other resources to groups and communities engaged in effectively promoting healthy lifestyles.

Collective Impact Approach

Stanford Social Innovation Review



BEFORE



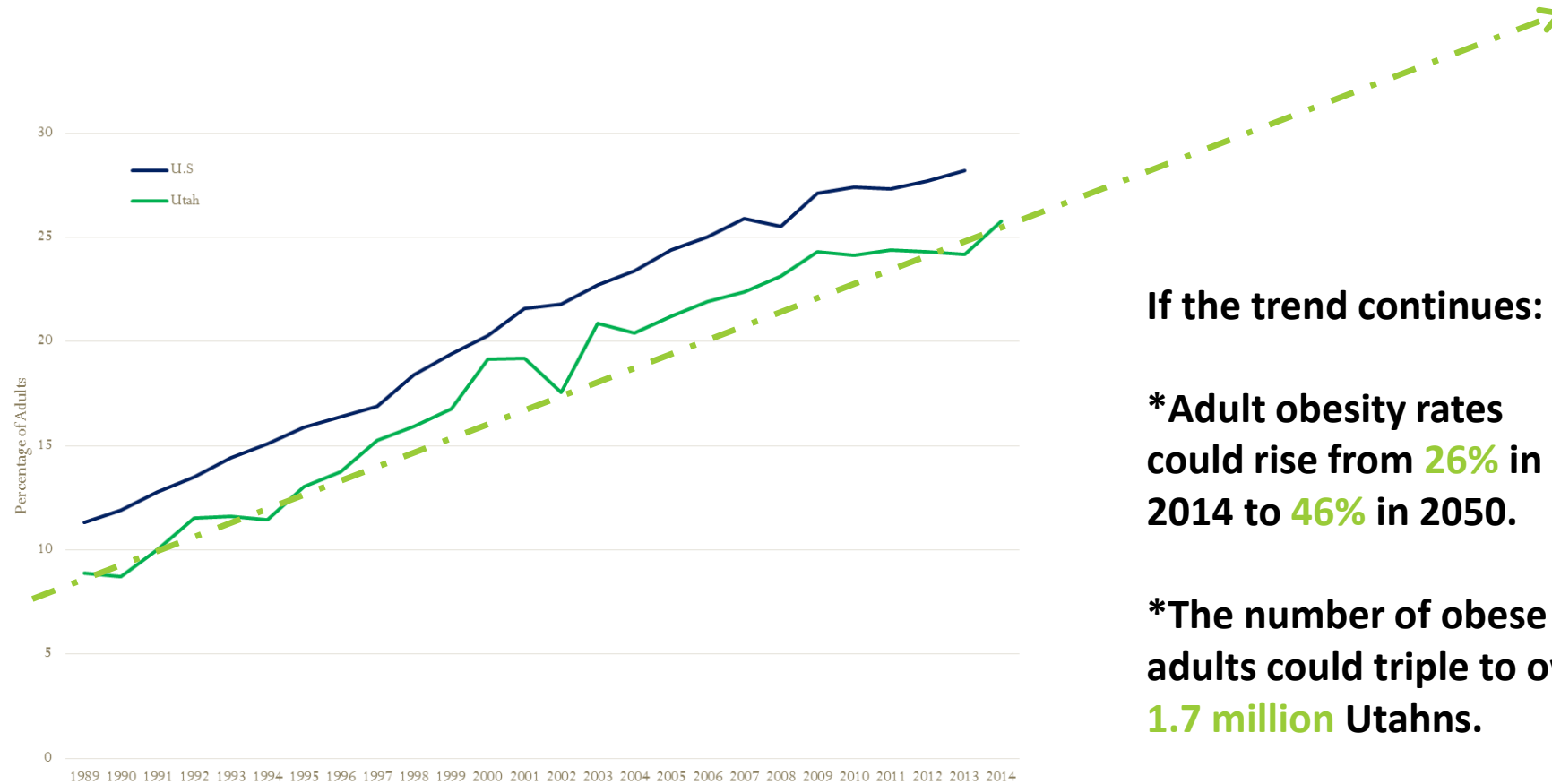
AFTER



Social Ecological Model



Utah Adult Obesity Straight-line Projection to 2050



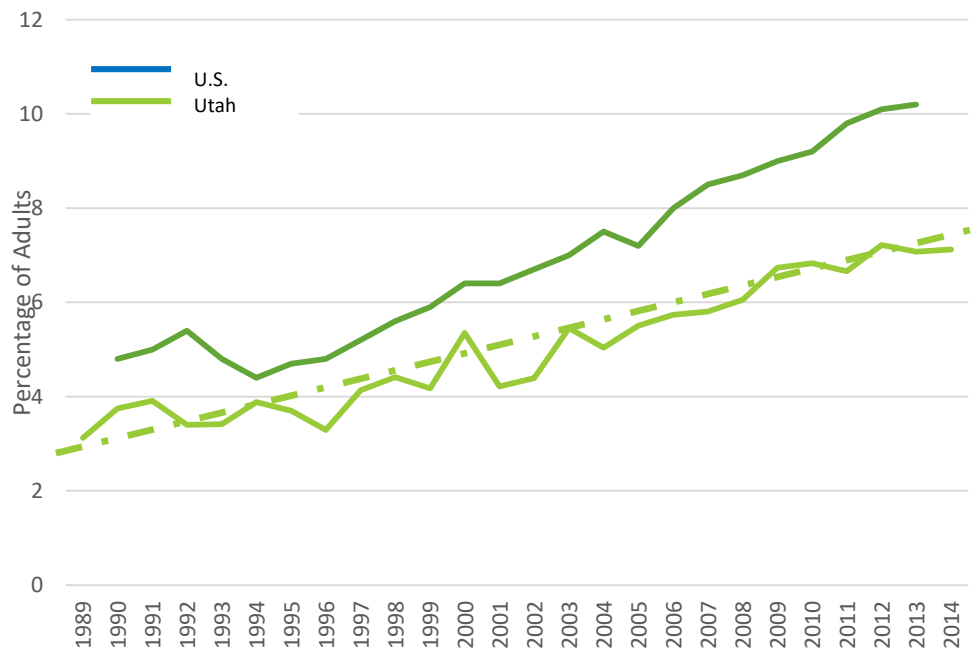
If the trend continues:

***Adult obesity rates could rise from 26% in 2014 to 46% in 2050.**

***The number of obese adults could triple to over 1.7 million Utahns.**



Utah Adult Diabetes Straight-line Projection to 2050



If the trend continues:

***Diabetes rates could rise from 7% in 2014 to 16% in 2050.**

***The number of adults with diabetes could rise from 140,000 adults to over 600,000 adults.**

***The total cost for diabetes could increase from an estimated \$580 million in 2014 to over \$2.5 billion.**





Values Research **vs** Typical Survey Research

- ❖ Surveys tell you what people care about or want in their lives.
- ❖ Values Research tells you:
 - ❖ what people want
 - ❖ why people care about or want it
 - ❖ the words they use to describe why
- ❖ Without the why, you can't make your message **personally relevant** and **emotionally impactful**.

Methodology



MODE

Online Survey



LENGTH

18 minutes



DATES

January 25 – February 2,
2017



AUDIENCE

n=1,012 General Public



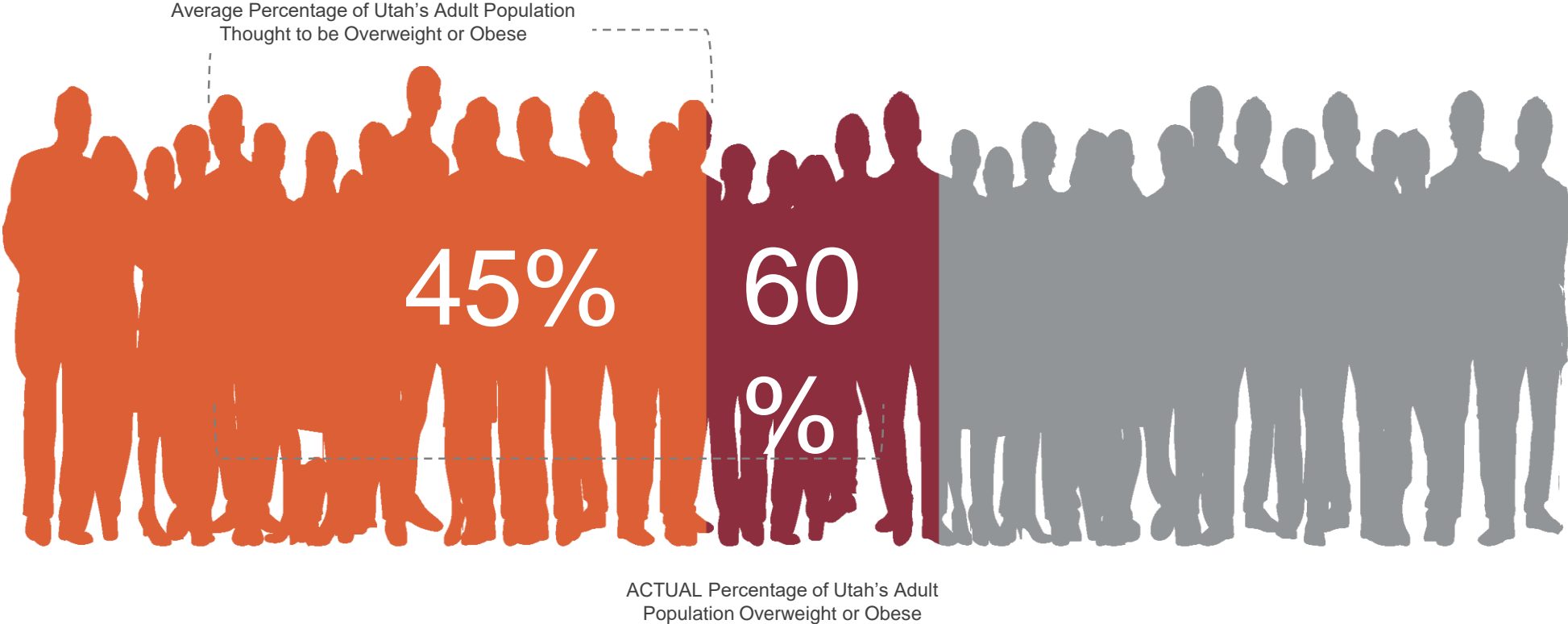
GEOGRAPHY

Utah residents

What We Learned from the Utah Health Values Study

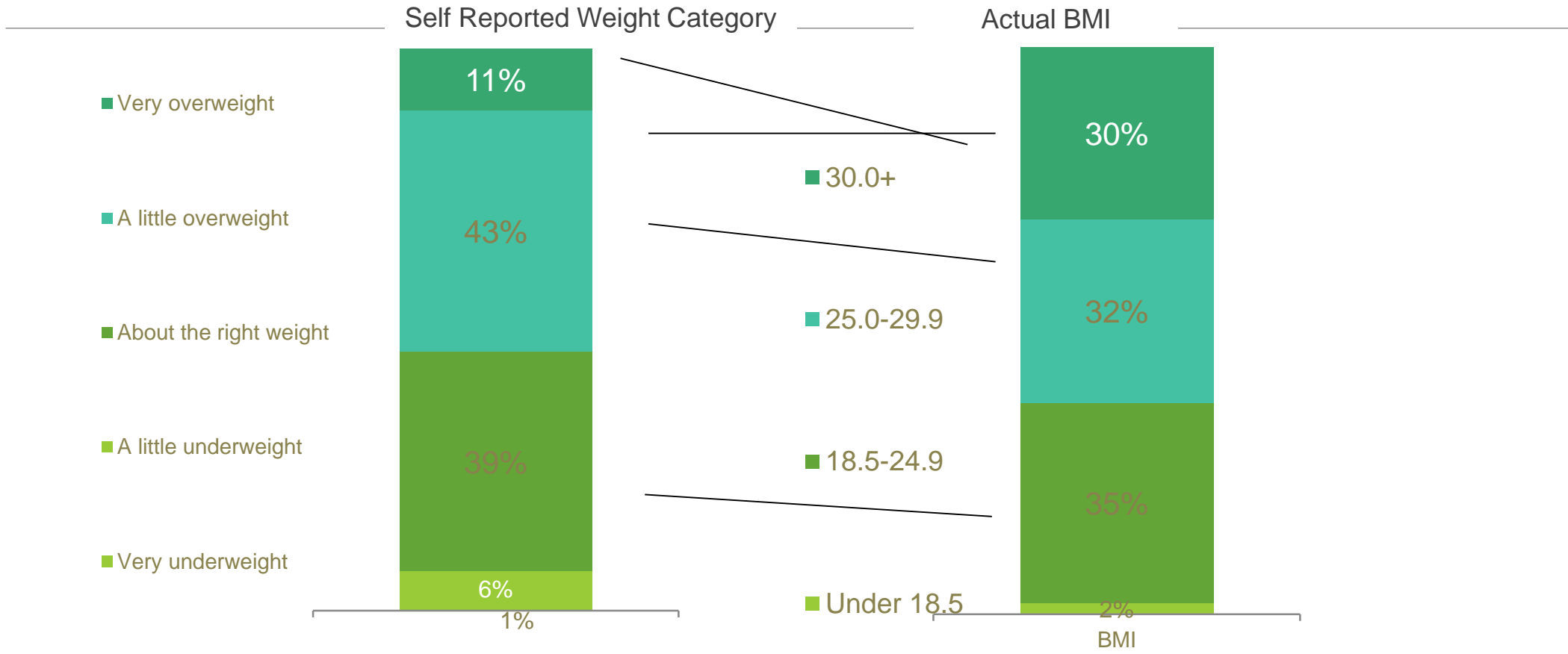
1. Utahns are in denial.
2. Utahns acknowledge that lack of time, energy, and convenience are the most significant reasons why they do not eat right and are not physically active.
3. Words matter.
4. Utahns believe schools, communities, and workplaces are most influential.
5. Powerful personal values will motivate positive change.

1. Utahns Are in Denial



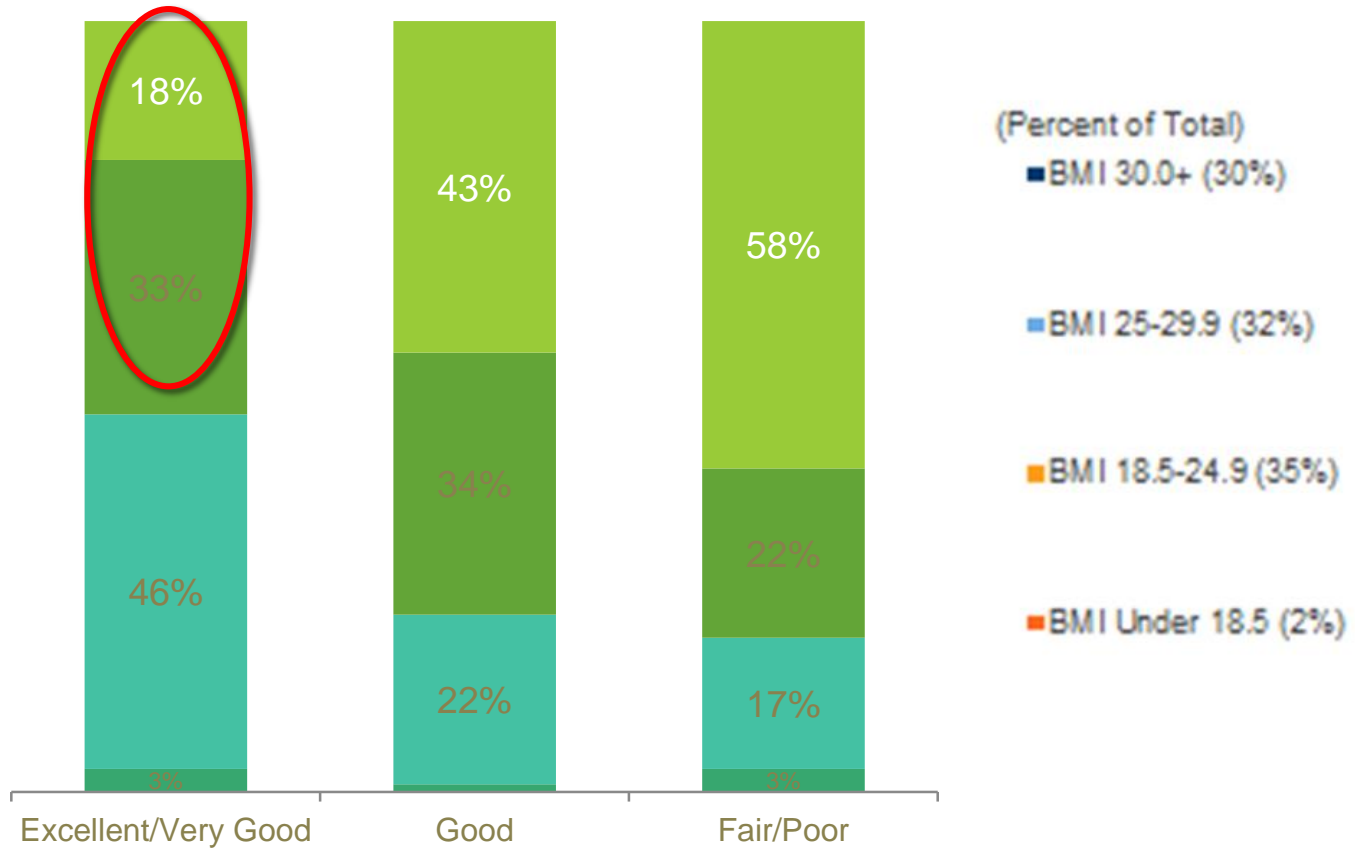
BASE: All Respondents (n=1012)
Q250. If you were to guess, about what percent of Utah's adult population is overweight or obese?





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?

BMI by Self Reported Health



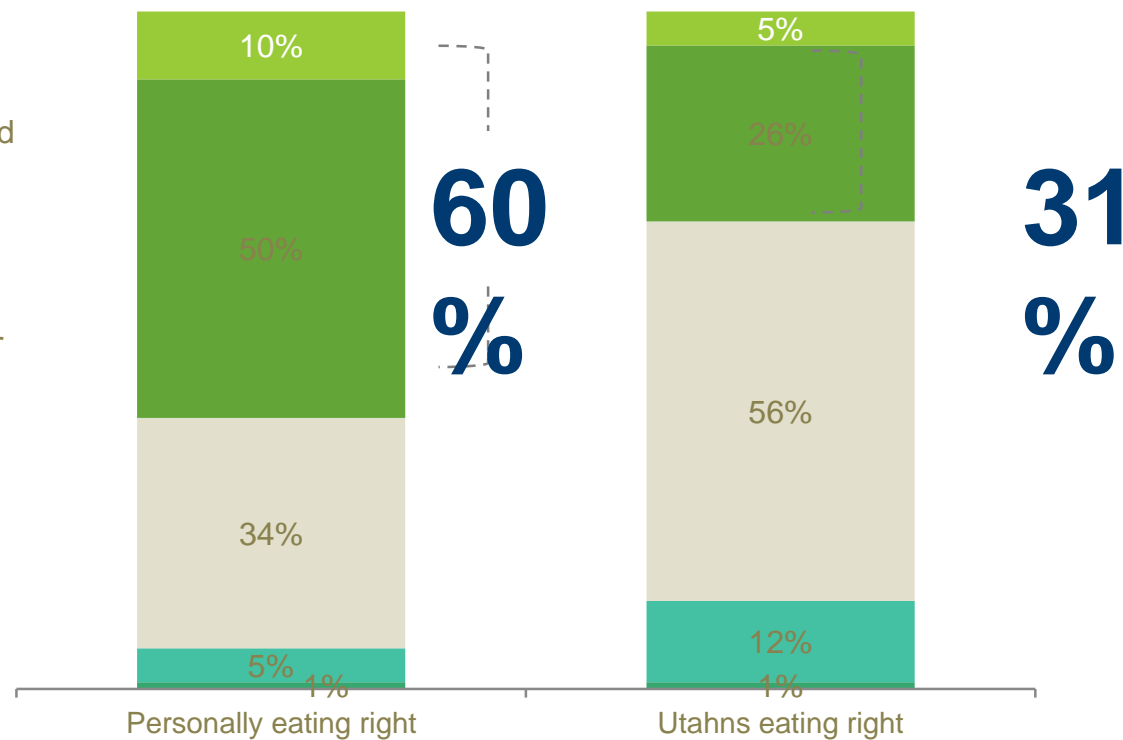
Over half of Utahns who are overweight or obese report excellent or very good health.

Eating Right

- Excellent
- Good
- Fair
- Poor
- Terrible

Personal

State



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?





How can I educate people in my workplace so they aren't in denial about weight and health?



- Focus on increased physical activity and improved nutrition for everyone

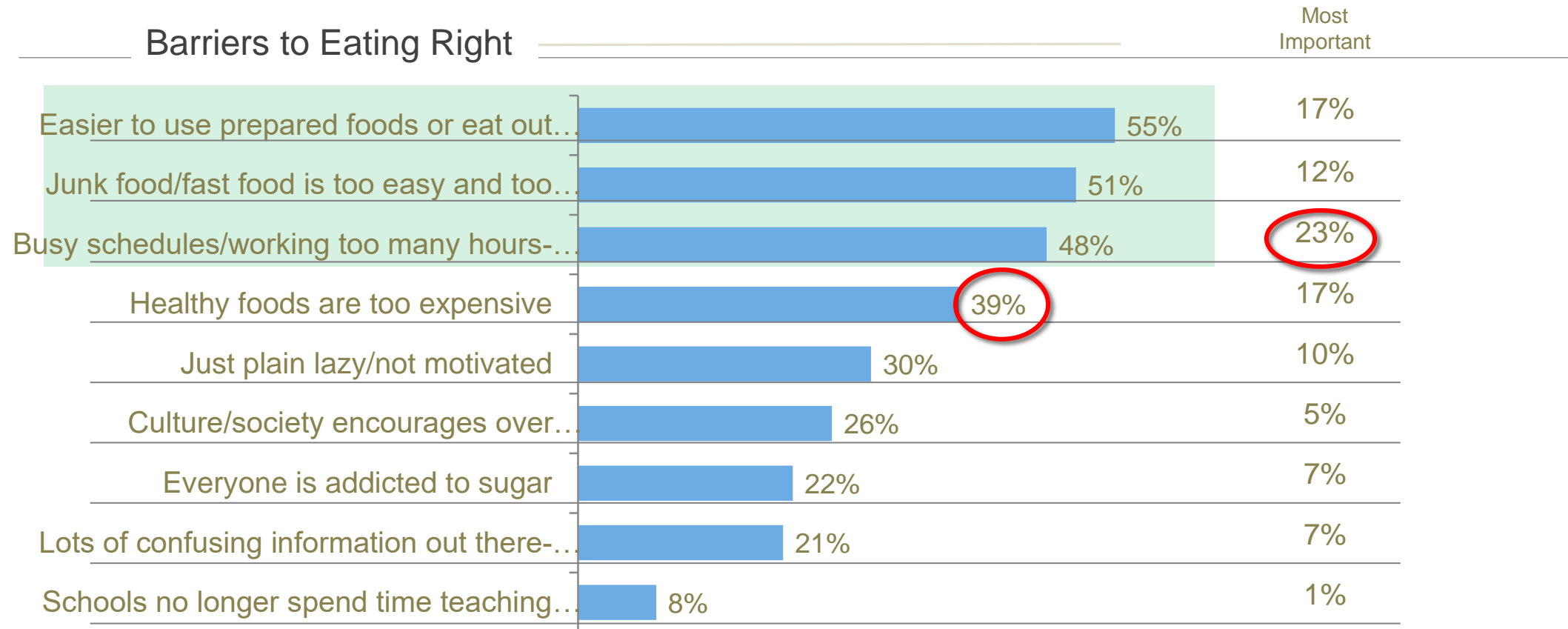


- National Diabetes Prevention Program
(www.cdc.gov/diabetes)



- Others?

2. Lack of Time, Energy, and Convenience Are the Most Significant Reasons Why Utahns Do Not Eat Right and Are Not Physically Active

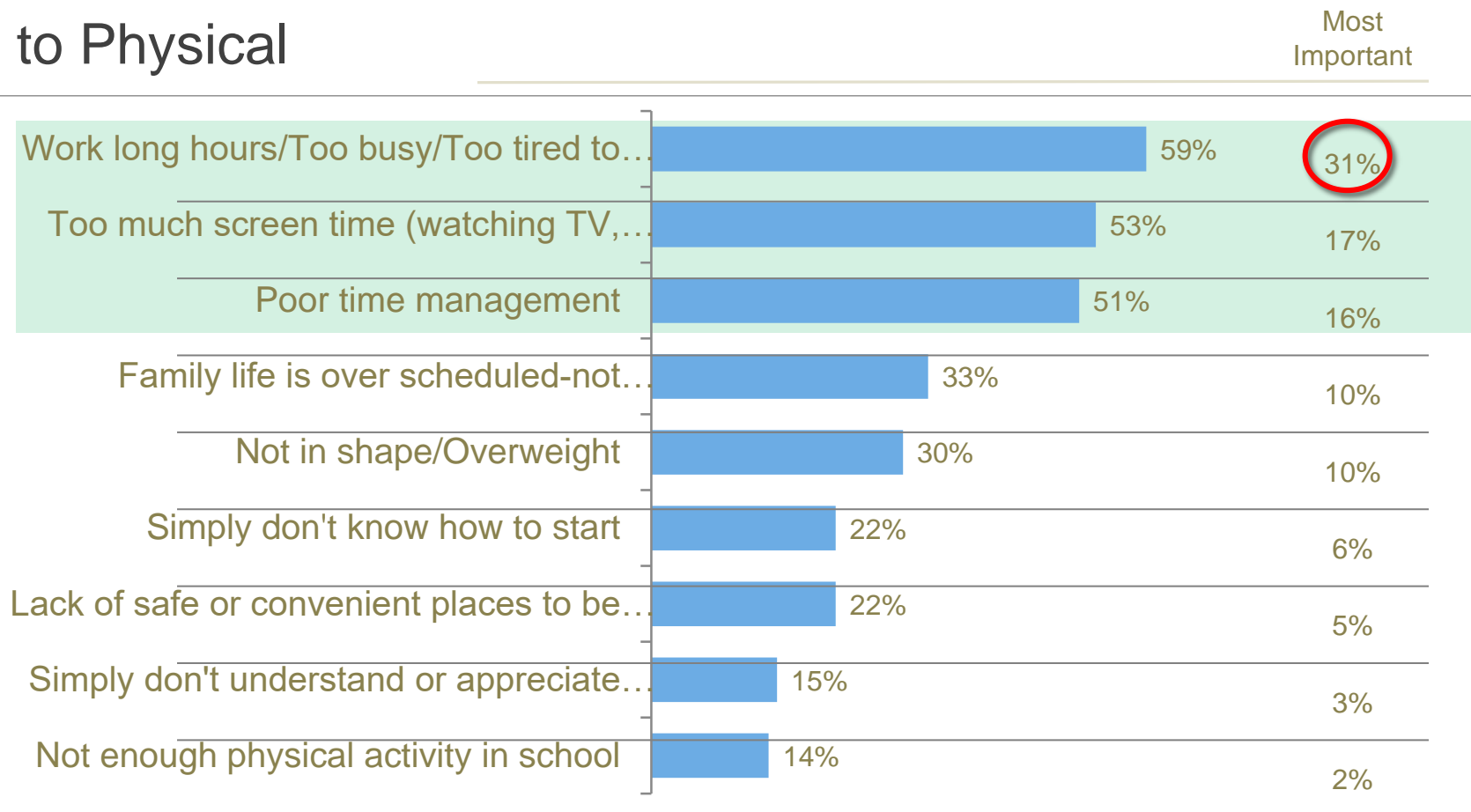


BASE: n=510

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**.



Barriers to Physical Activity



BASE: n=502

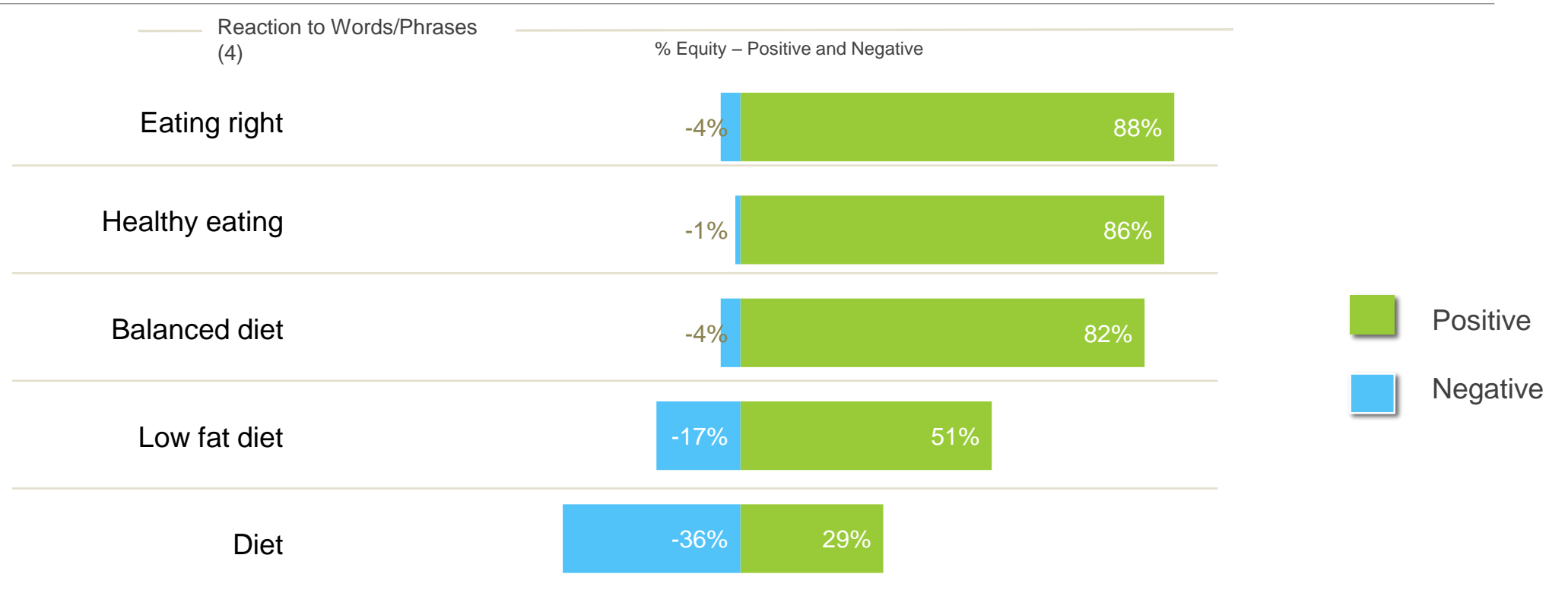
Q920. Let's change focus now and get your thoughts about the things that get in the way or make it harder for you and your family to **get the physical activity you need**. From the list below, please select the three you feel are the biggest barriers to you and your family **getting the physical activity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



Workplaces
are in an ideal
position to
address these
barriers.



3. Words Matter



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.

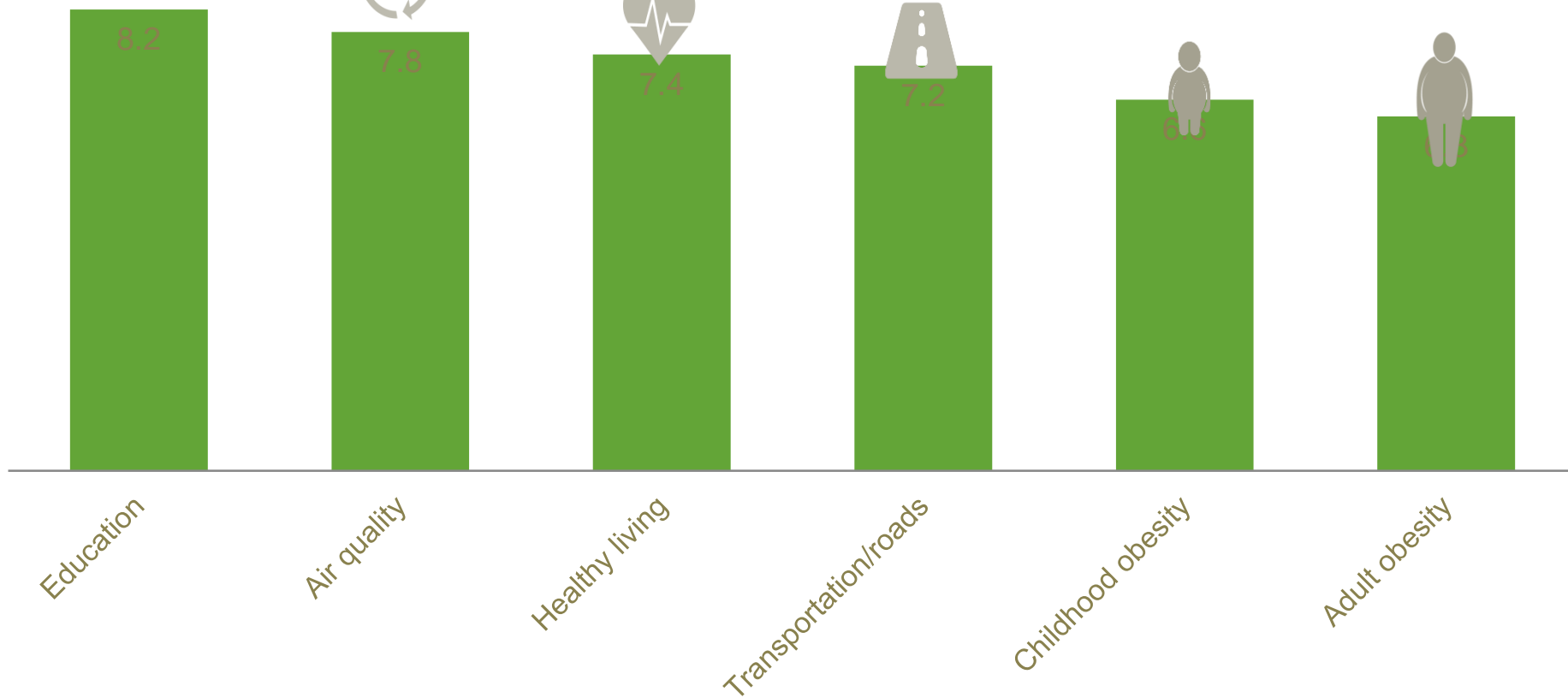


Important for the State of Utah to Focus

On



Mean Score (out of 10)



BASE: All Respondents (n=1012)
Q200. Please indicate how important you feel each of the following things are for the state of Utah to focus on, using a scale of 1 to 10 where 1 means "not at all important" and 10 means it is "extremely important". You can use any number from 1 to 10.

What You Say Matters

The Utah Health Values Study can help you to communicate with Utahns about healthy living in ways that are most likely to resonate with them and motivate them to change their behavior.

Verbalize these immediate or tangible benefits:

- » feel healthier
- » get sick less often
- » have more energy
- » Improved physical abilities
- » sleep better
- » have a better mood
- » get sharper focus
- » avoid chronic diseases

Emphasize these emotional benefits (which matter more and are shared more universally):

- » be more productive
- » take care of myself better
- » have less stress and anxiety
- » spend more time with those I love
- » enjoy a high quality of life
- » live life to the fullest
- » take care of and provide for children/family/friends better

WORDS THAT MOTIVATE:

FEELING FIT
EATING RIGHT
physical activity
Energy
healthy food choices
fresh foods HEALTHY EATING
active lifestyles

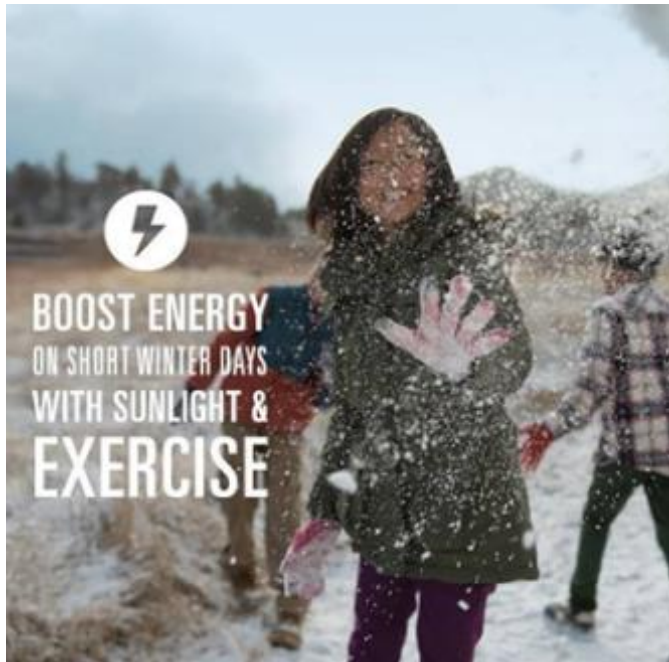
WORDS THAT DISCOURAGE:

EXERCISE
DIET
get moving
obesity





How can I make changes in my messaging to have greater impact?



_____ is why.

- A) family
- B) my future
- C) friendship
- D) all of the above



Do you know what exercise is good for? Everything. It's good for your circulatory system, your sleep, and even your brain. No matter who you are, moving around is good for you. Here are some tips for a healthier, happier way of life.

I AM EATING RIGHT EACH DAY

It feels good to know what
foods are best for me.

ROSES ARE **RED**
MY INSURANCE IS **BLUE**

I'LL EAT HEALTHY AND EXERCISE
TO HAVE MORE TIME WITH **YOU**



Happy Hour

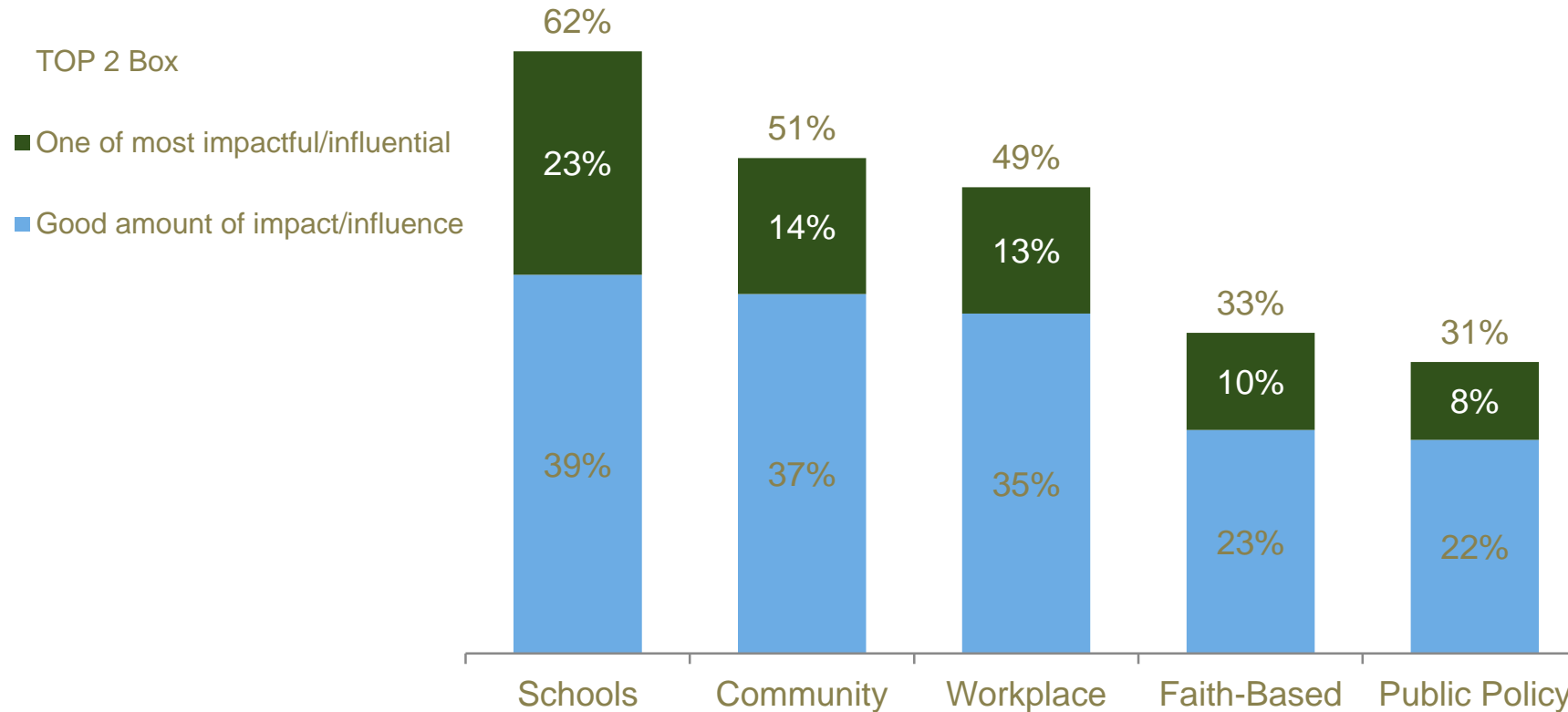
Did You Know?

76% OF PEOPLE WHO EAT FRUIT EVERY DAY SAY THEY ARE SATISFIED WITH THEIR LIFE, COMPARED TO ONLY 33% OF PEOPLE WHO EAT NO FRUIT.

SOURCE: Produce for Better Health Foundation. Novel approaches to measuring and promoting fruit and vegetable consumption. 2017.



4. Utahns Believe Schools, Communities, and Workplaces Are Most Influential

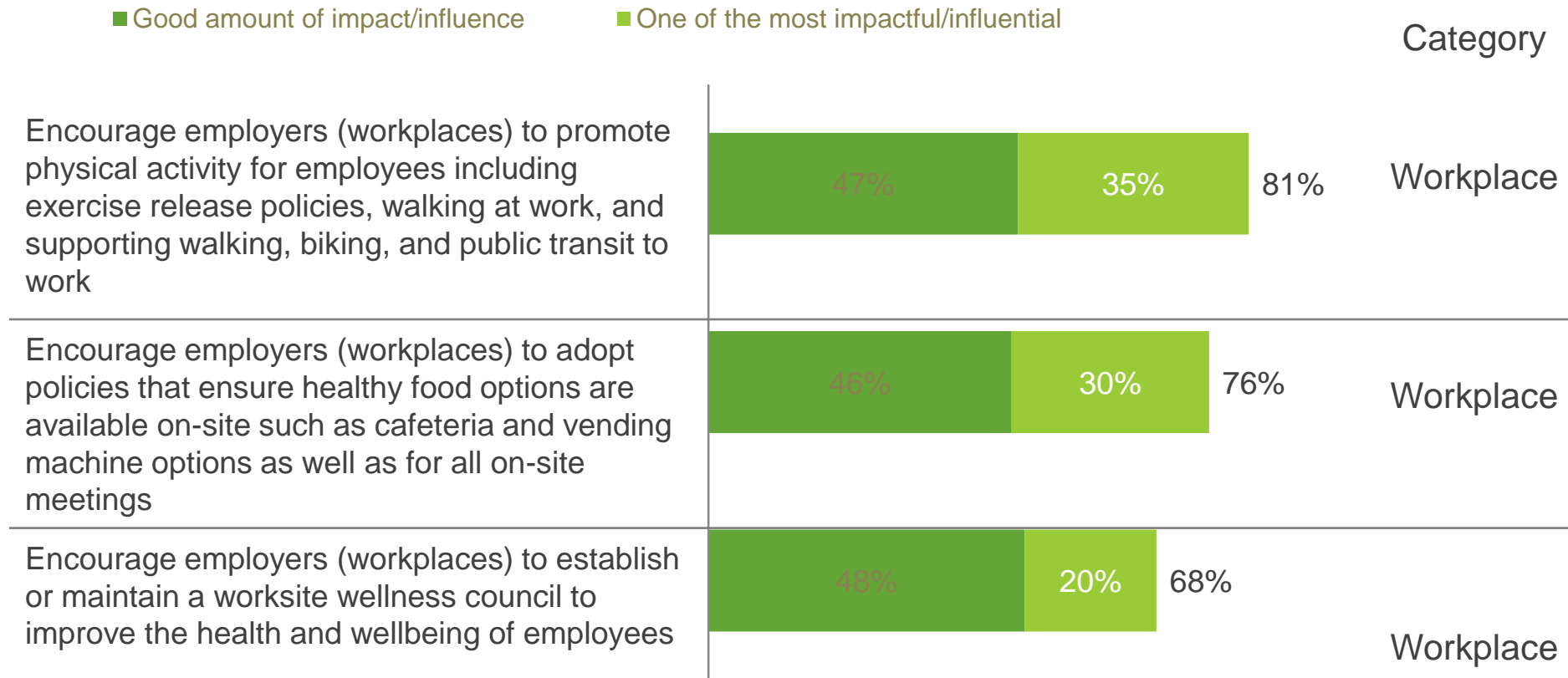


BASE: n=1012

Q1000. There are many different strategies for reducing obesity and increasing healthy eating and physical activity. For each of the following strategies, please indicate the level of impact or influence you think it would have.



Workplace Strategies



BASE: n=1012

Q1010 Thinking about some of the things that can be done in the workplace, how important and influential do you think each of the following strategies is?



Case Study: Workplaces

Strategies:

- » Promote physical activity for employees.
- » Adopt policies that ensure healthy food options are available on-site such as cafeteria and vending machine options as well as for all on-site meetings.
- » Establish or maintain a worksite wellness council to improve the health and wellbeing of employees.



If a worksite is interested in starting a wellness program, start small and figure out what your employees want and need. A successful wellness program improves employee satisfaction and helps you recruit and retain employees. As an employer, you have the opportunity to take away some of the excuses and difficulty for people to be active and eat right.”

BEKAH COFFEY

WELLNESS & SAFETY MANAGER, 1-800-CONTACTS

BD & 1-800-CONTACTS.

On average, Americans working full-time spend more than one-third of their day, five days per week at work. Workplaces have the opportunity to foster a healthy environment and promote healthy behaviors for employees. A culture that supports the health and wellness of employees not only positively impacts indirect costs such as absenteeism and worker productivity, but it can also lower direct costs such as insurance premiums.

BD, which employs over 1,000 Utahns, has worksite wellness policies to support healthy eating for employees. Healthy options are clearly marked in vending machines, fresh and healthy foods are available in employee breakrooms, and a daily salad bar is in the center of the on-site cafeteria.

At **1-800-Contacts**, the worksite wellness program aims to improve employee satisfaction and provide easy access to healthy foods and opportunities for physical activity. Employees are encouraged to bike to work and have access to a secure bike room with a fully stocked tune-up station. While all meals at the on-site cafeteria are subsidized, employees who choose healthy or fitness inspired meals get wellness points which add up to prizes.





Which strategies could I improve in my workplace?



Encourage employers (workplaces) to promote physical activity for employees including exercise release policies, walking at work, and supporting walking, biking, and public transit to work.

Encourage employers (workplaces) to adopt policies that ensure healthy food options are available on-site such as cafeteria and vending machine options as well as for all on-site meetings.

Encourage employers (workplaces) to establish or maintain a worksite wellness council to improve the health and wellbeing of employees.

5. Powerful Personal Values Will Motivate Positive Change

emotional motivators

→ CHANGE

BE THERE FOR THE ONES YOU LOVE.

Utahns are motivated to eat right and be physically active because they want to:

Feel joy, happiness, and peace of mind.

Take care of and spend more time with family and friends.

Strengthen bonds with family and friends.

Have better health.

These motivations particularly resonate with middle-aged adults.

ANOTHER CLEAR MOTIVATOR.

Avoiding chronic disease is viewed as the most important motivator to eat well and be physically active (23% say it is the most important). Having greater physical ability and feeling better are also top motivators.



The Key to Motivating Change

To motivate people to change behavior, it is important to communicate both the reasons for the change as well as the emotional motivators that are tied to their personal values.

In other words, persuade with reason and motivate with emotion.

emotional motivators
↳ CHANGE

LIVE LIFE FULLY.

Utahns are motivated to eat right and be physically active because they want to:

Feel joy, happiness, and peace of mind.

Enjoy a high quality of life and live life to the fullest.

Have better health.

Be more productive and get more done.

These motivations particularly resonate with younger adults and older adults.



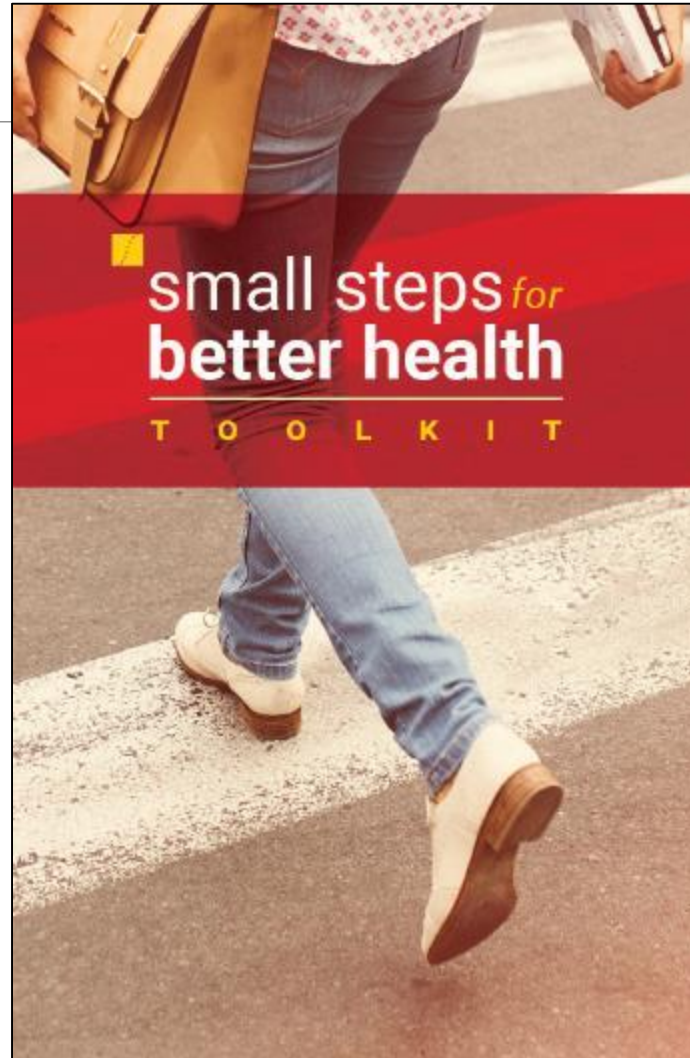
What set of values most reflects my workplace?

- Avoid chronic disease
- Improved physical abilities
- Feel sick less often
- More energy
- Better sleep
- Better mood

- More productive
- Take care of self
- Take care of others

- Live a high quality of life
- Provide for others
- Live life to the fullest
- Have less stress
- Have closer bonds with others

Small Steps for Better Health



Working Together





What role does my workplace place in the overall health of the community?



Ask a question related to a benefit from the values study.

Sleep Better

Avoid Chronic Disease

More Energy

Higher Quality of Life

Better Focus

Less Stress

Time with Friends and Family

Want to be more productive at work?

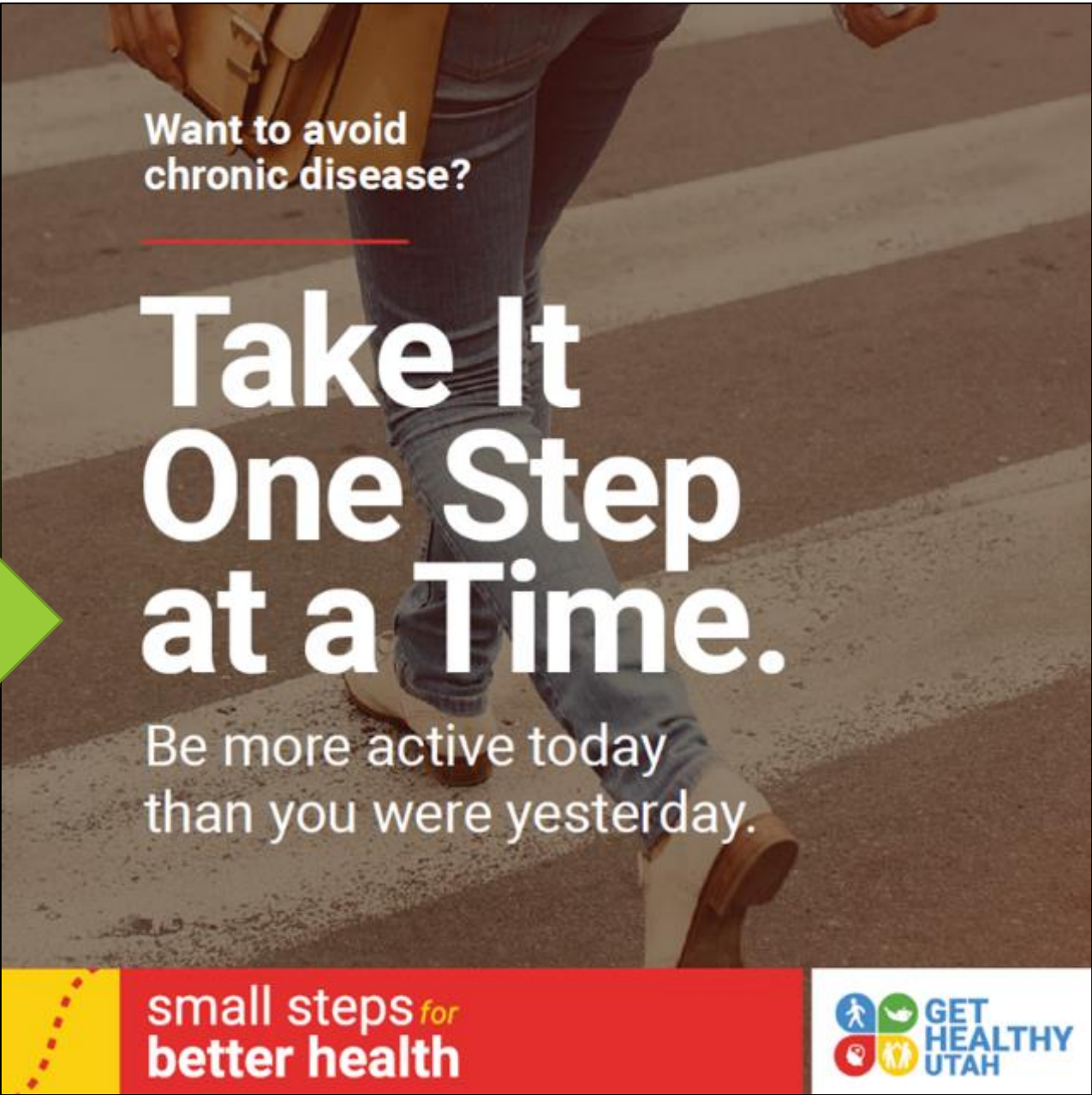
Choose Healthy Options.

Give your body the fuel it needs.

small steps *for* better health




Suggest a small step for better health.




Want to avoid chronic disease?

Take It One Step at a Time.

Be more active today than you were yesterday.

 small steps *for* better health

 GET HEALTHY UTAH



Use an image that supports the message and shows the target audience.

Want your students ready to learn?

Get Active!

Hop on your bike today.

small steps *for* better health

GET HEALTHY UTAH



Sample

Address the barriers to healthy eating and active living.



Want to spend more time with your family?

Cook & Eat Together.

Prepare and enjoy healthy meals as a family.

small steps *for* better health



GET HEALTHY UTAH



Address the
barriers to
healthy
eating and
active living.

Not enough time to get
physical activity *and* spend
time with your family?
Be active *with* your family.

small steps *for*
better health



**Target individual responsibility.
Show that everyone benefits from healthy behaviors.**

Take Charge of Your Health.

Everyone can improve their health. Take a small step today.

small steps *for*
better health



Want to provide for your family for years to come?

Make Healthy Choices.

Fuel up with smart and healthy snacks.

 small steps *for* better health





**Time
Now =
Time
Later.**

small steps *for*
better health




Want your students
to have better focus?

Fuel Up!

Give kids energy and
focus by providing
healthy options.

small steps *for*
better health





Want your students
to have better focus?

Get Active!

Allow and encourage
kids to be active.

small steps *for*
better health



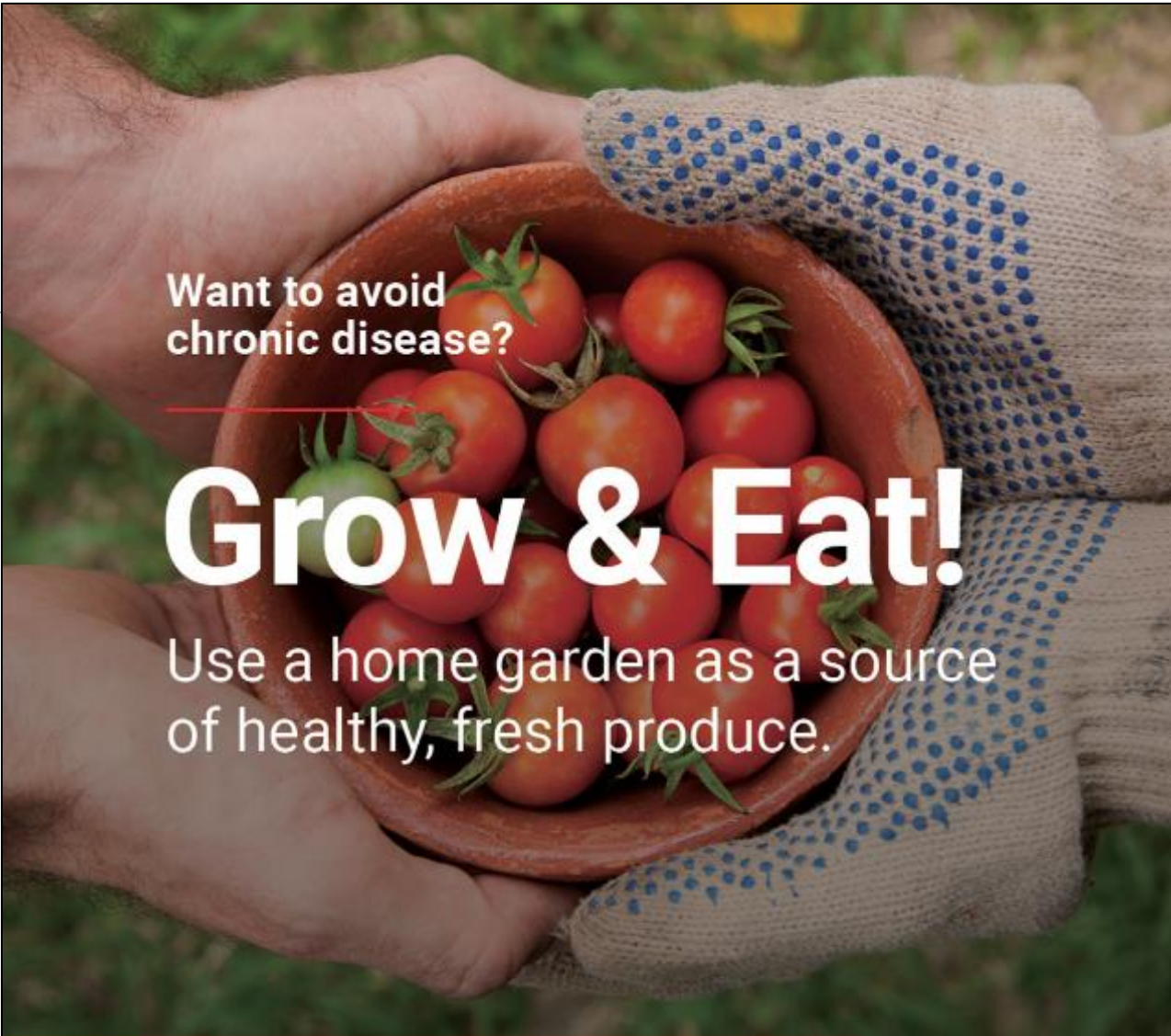
Want to avoid
chronic disease?

Shop Smart.

Fill your cart with fresh fruits
and vegetables.

small steps *for*
better health





Want to avoid
chronic disease?

Grow & Eat!

Use a home garden as a source
of healthy, fresh produce.

small steps *for*
better health



Looking for ways
to relieve stress?

Get Active!

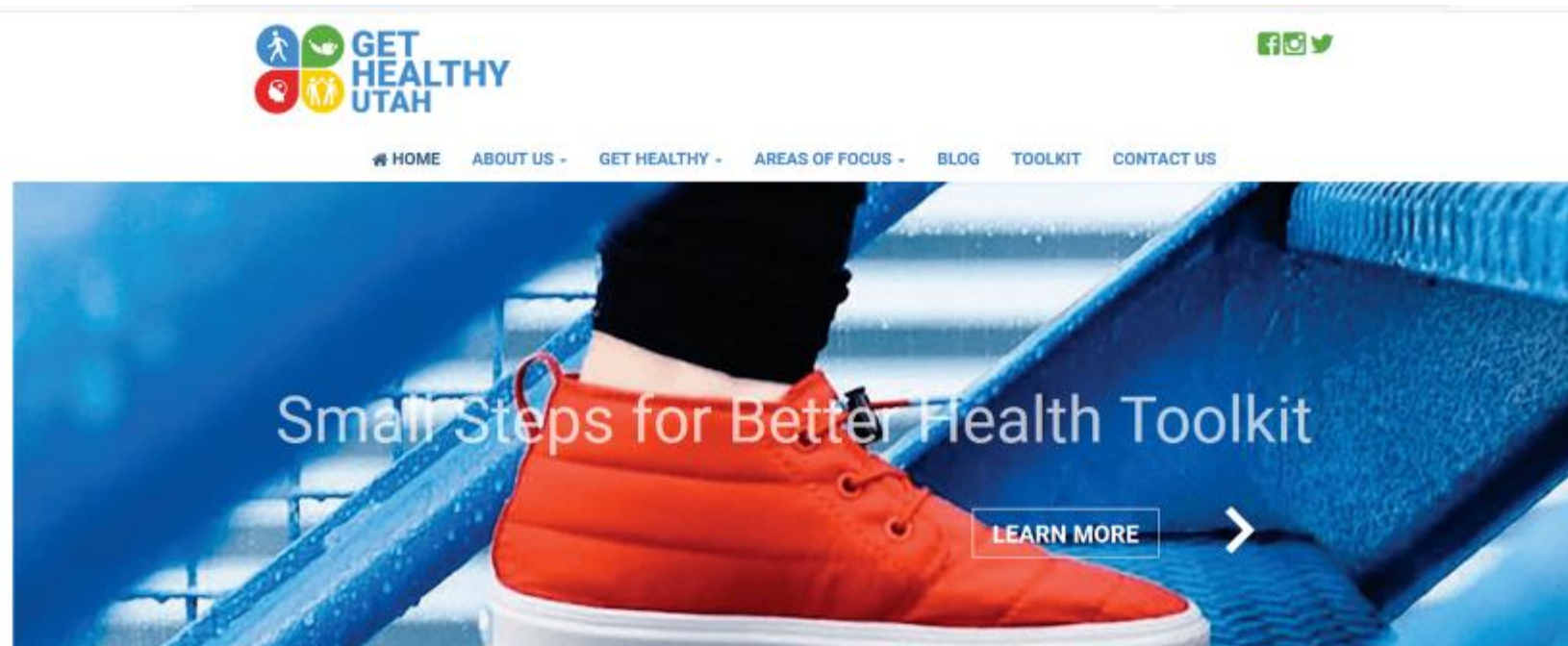
Hop on your
bike today.

small steps *for*
better health





How can I use values based messages in my workplace?



WHAT IS GET HEALTHY UTAH?

Get Healthy Utah is a collaborative effort aimed at reducing obesity through improved healthy eating and active living. Nationally, nearly 17% of children and more than 30% of adults are currently considered obese – putting them at heightened risk for a wide range of health problems. In Utah, the rate among adults is slightly less (25%). However, without significant changes in our approach to addressing obesity, the rate is projected to increase to 46% by 2050. That is 1.7 million Utahns!





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@GetHealthyUtah

