



a Wirthlin inspired consultancy



**Envision
Utah** How we grow matters.

Utah Health Priorities Research

Prepared for and in conjunction with Envision Utah

March 2017

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WITH INNOVATIVE RESEARCH WE
YOU UNDERSTAND HOW TO ENG
THE HEARTS AND MINDS OF PE
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THE HEARTS AND MINDS OF PE

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?

Methodology



MODE

Online Survey



LENGTH

18 minutes



DATES

January 25 – February 2, 2017



AUDIENCE

n=1,012 General Public



GEOGRAPHY

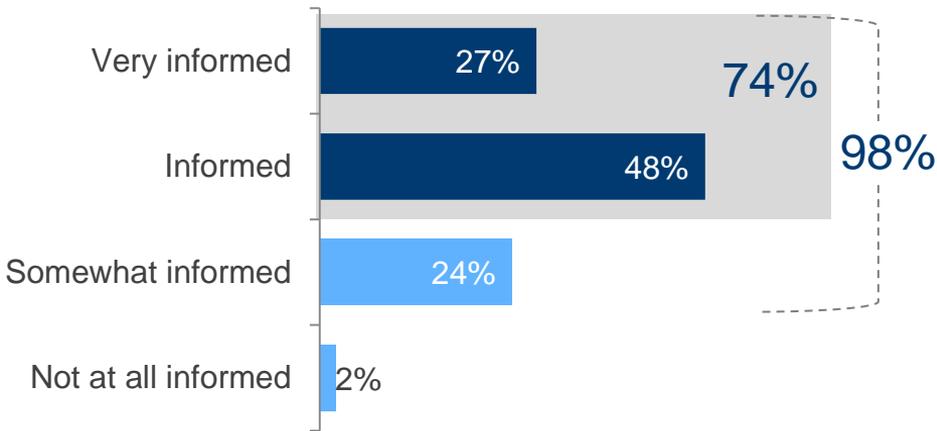
Utah residents



KEY FINDINGS: UTAHNS AND HEALTH

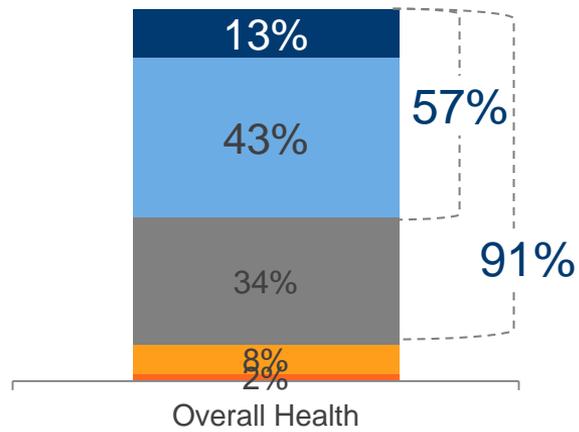
Utahns believe they are in good health and well informed about health issues

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



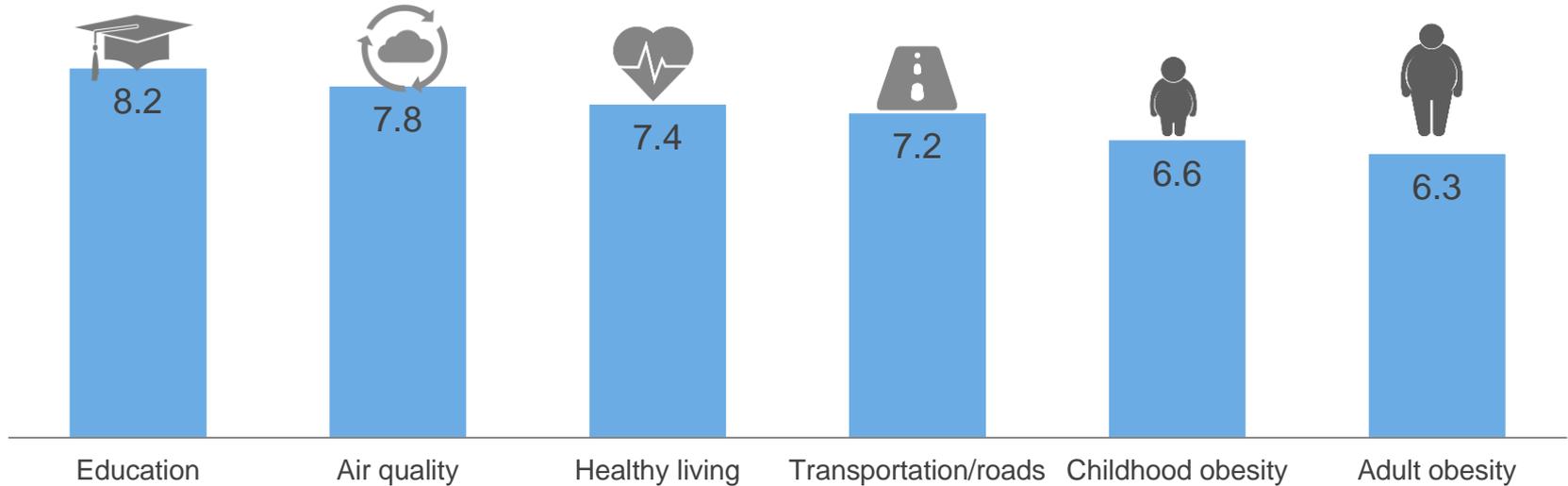
Excellent/Very Good:
 75% HHI \$150K+
 74% BMI 18.5-24.9
 69% HHI \$100K-\$150K
 68% Ages 65+
 65% Ages 25-34
 65% College Grad

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



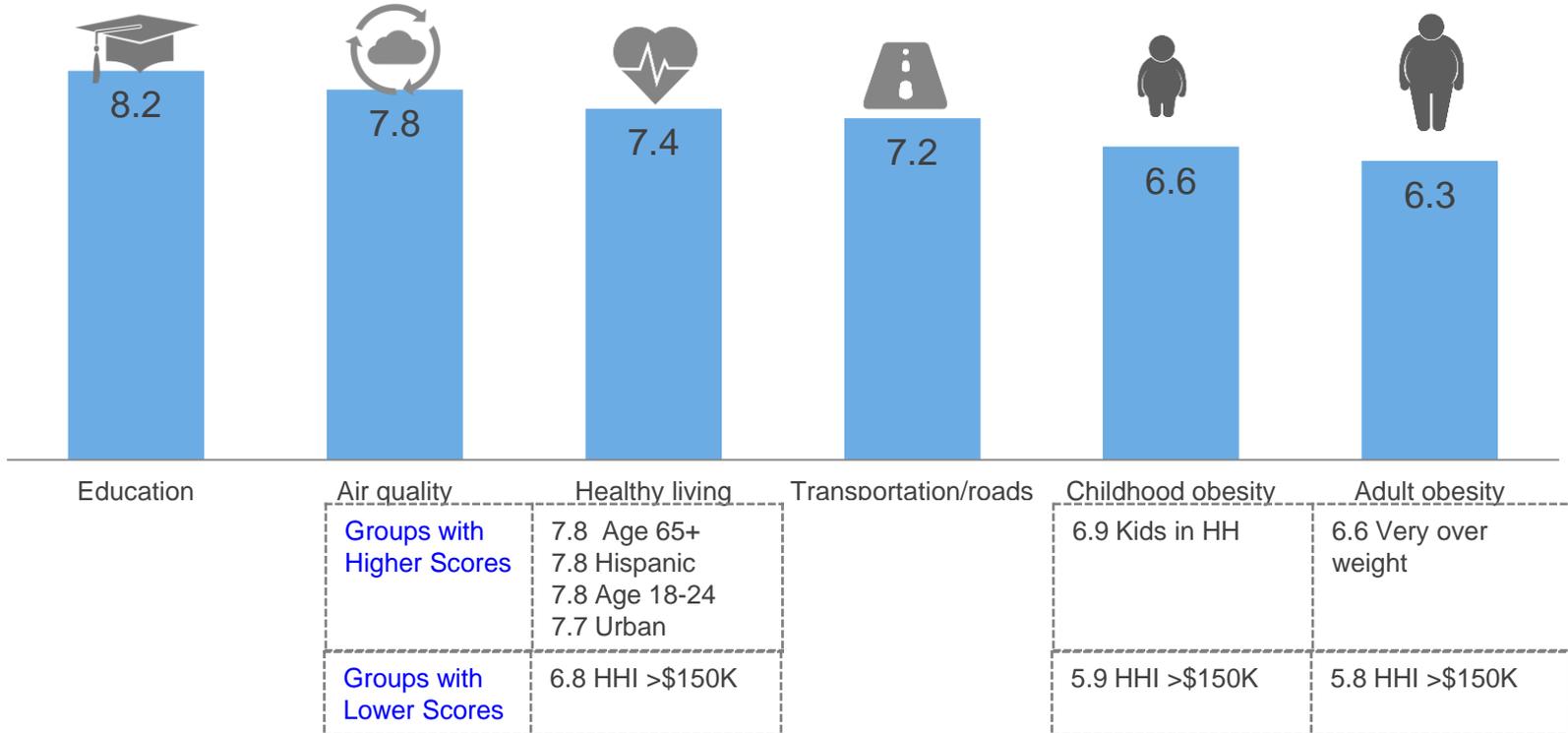
Important for the State of Utah to Focus On
Mean Score (out of 10)



Obesity not a priority—healthy living scores higher



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

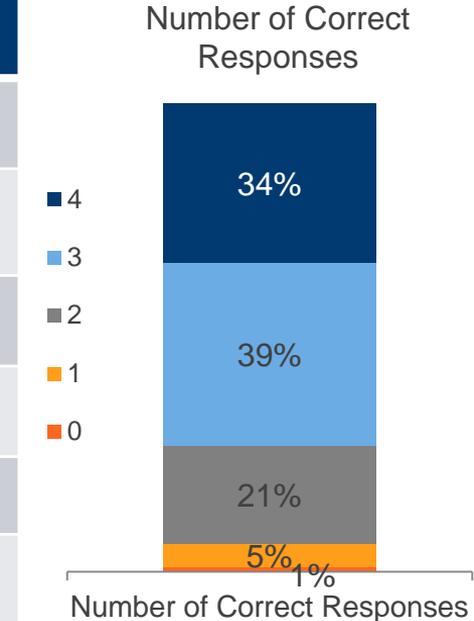


BASE: All Respondents (n=1012)

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.

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

Average Percentage of Utah's Adult Population
Thought to be Overweight or Obese

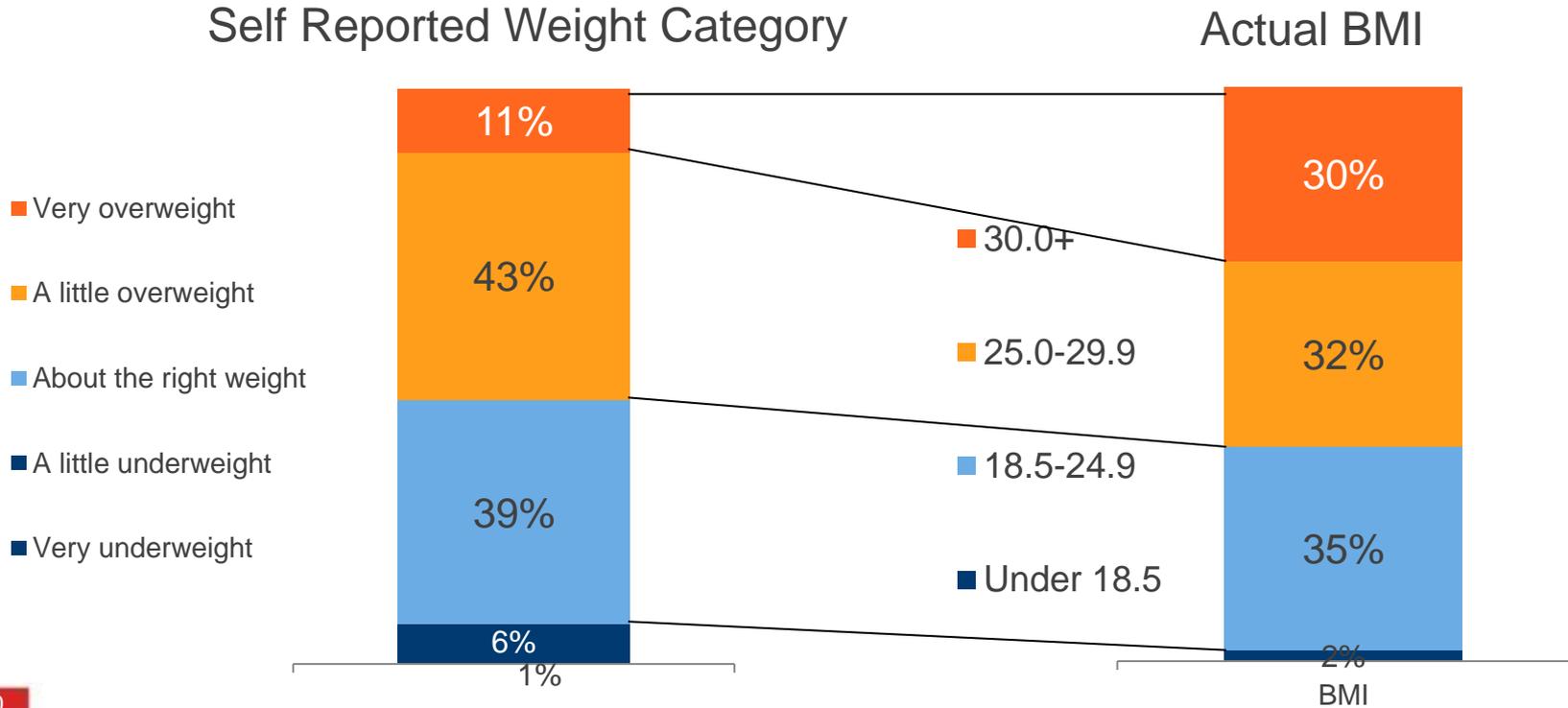
45%

60%

ACTUAL Percentage of Utah's Adult
Population Overweight or Obese



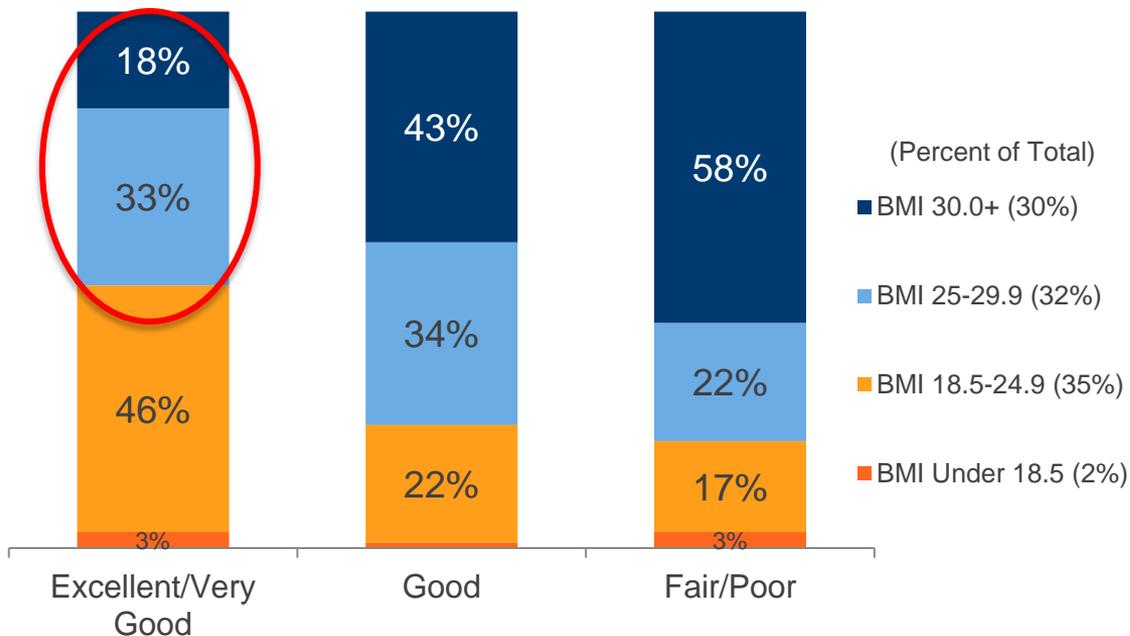
...And under-report their own weight situation



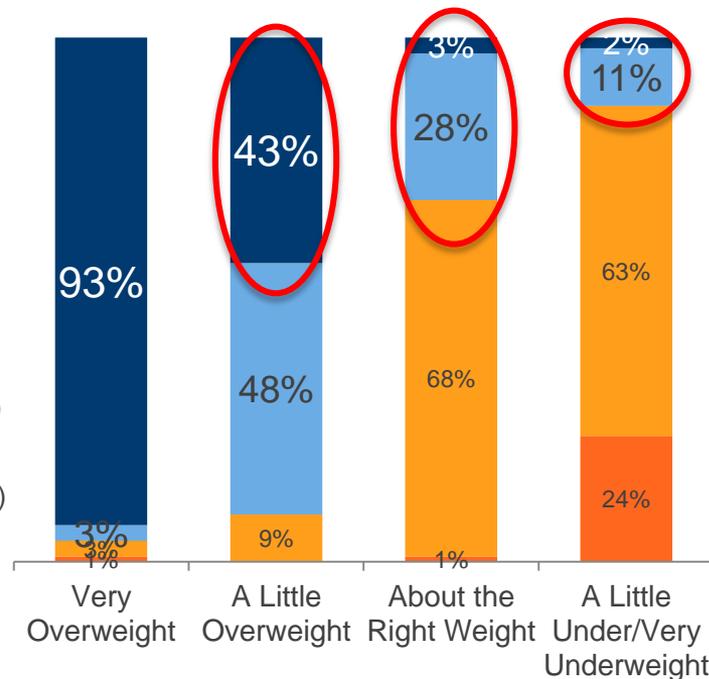
BASE: All Respondents (n=1012)
Q225. Do you consider yourself to be overweight, underweight or about the right weight?
Q1200. How tall are you without shoes?
Q1205. How much do you weigh without shoes?

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

BMI by Self Reported Health



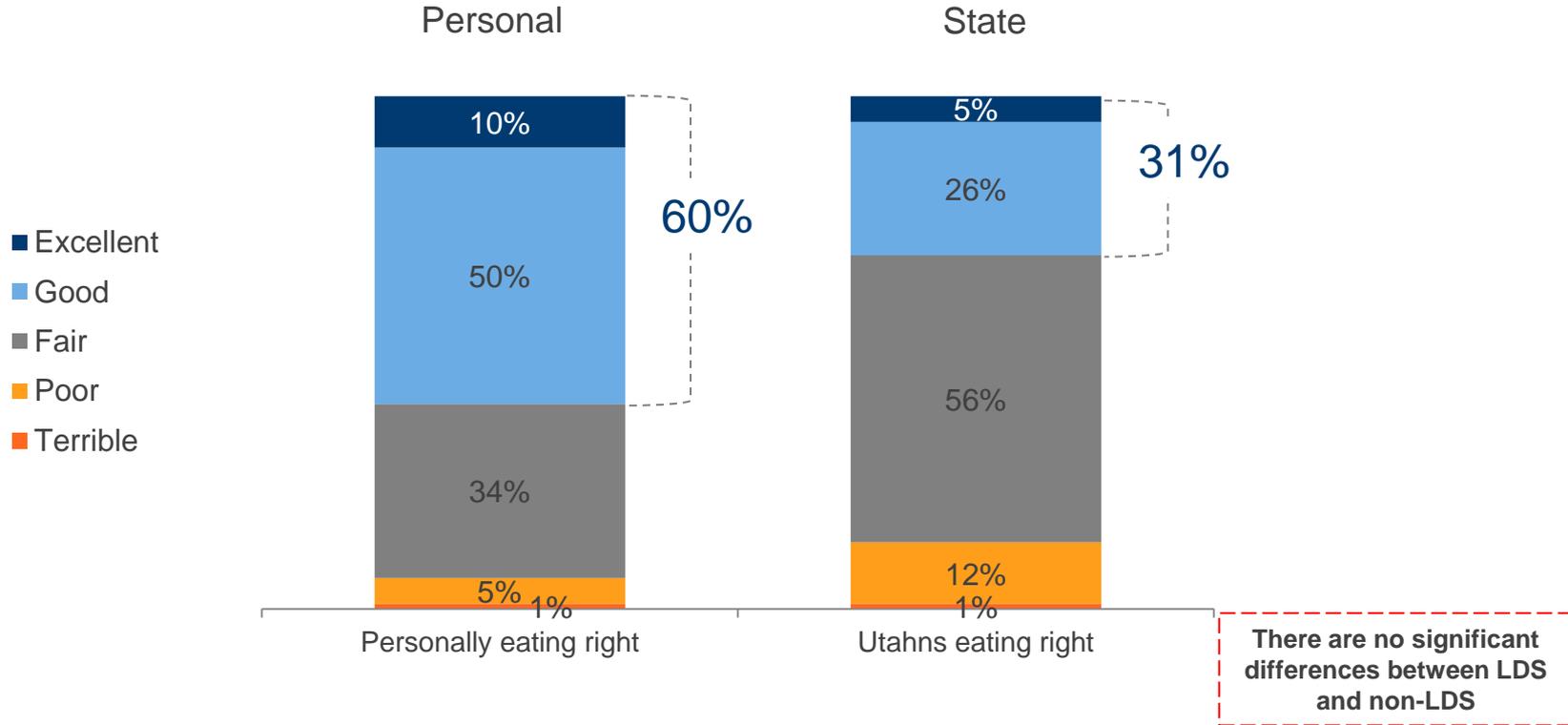
BMI by Self Reported Weight



A majority (69%) of people who self-identify as being “Very Overweight” say they are in Good, Very Good or Excellent Health

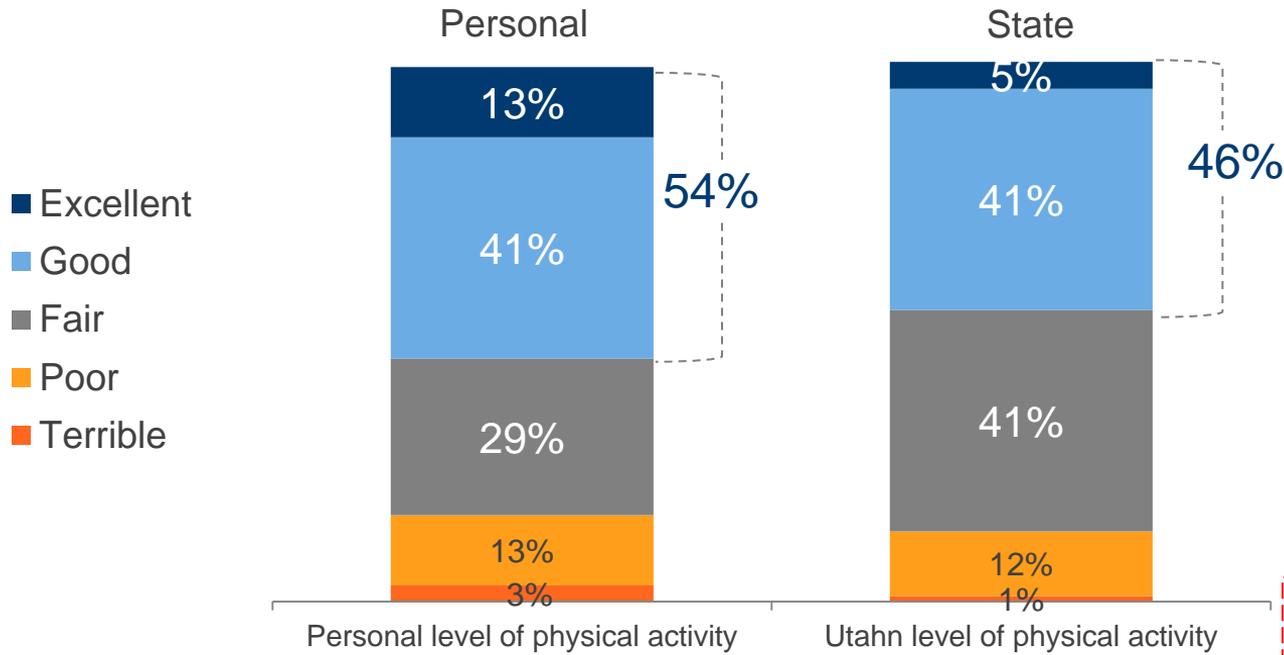
Its not me...Utahns believe they are doing much better personally than their fellow citizens on eating right

Eating Right



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

BASE: (n=1012)

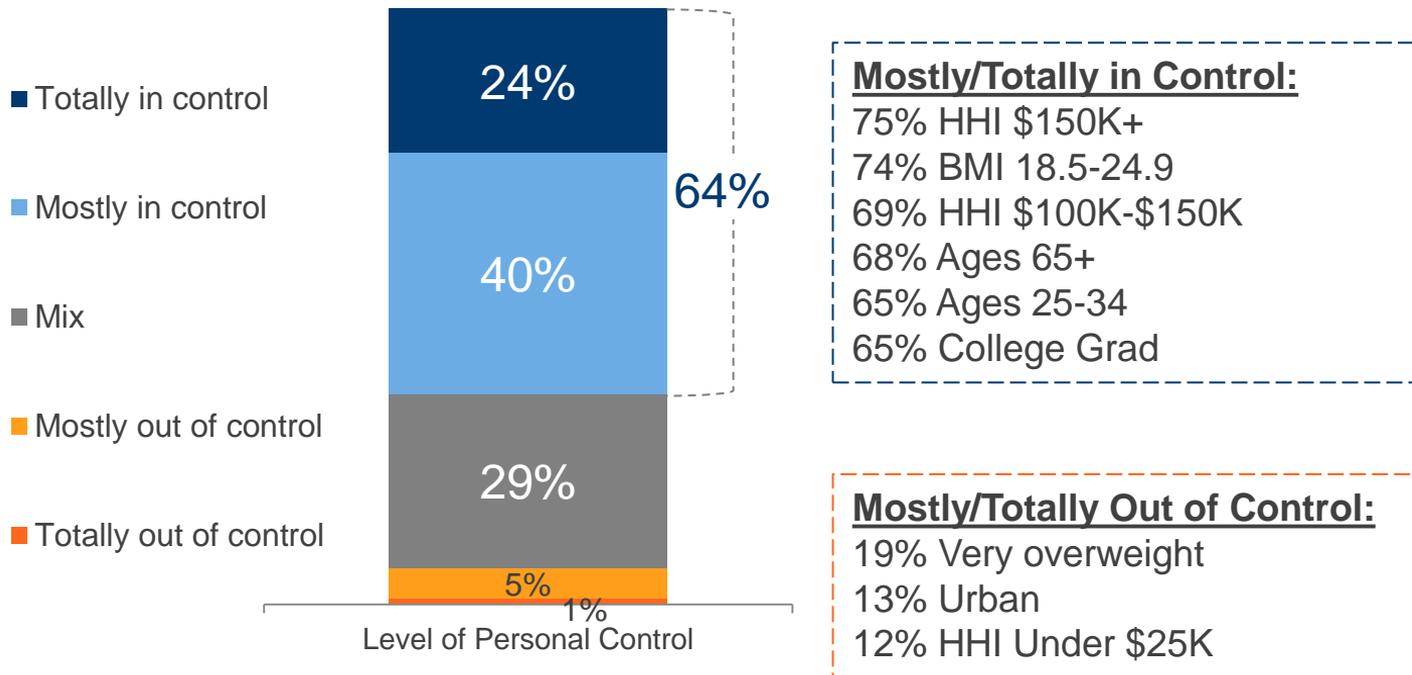
Q235. When it comes to the level of physical activity you do to stay healthy, which of the following best describes how you feel you are doing personally?

BASE: Split Sample (n=509)

Q245: Now thinking about the health and wellness of people here in the state of Utah, when it comes to the level of physical activity people do here in Utah, which of the following best describes how we are doing as Utahns?

Utahns believe their weight is within personal control despite a majority being overweight or obese

Personal Control Over Weight



BASE: All Respondents (n=1012)
Q420. To what extent do you feel you have control over your own weight?



KEY FINDINGS: CONCERNS, RESPONSIBILITY, BARRIERS

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.

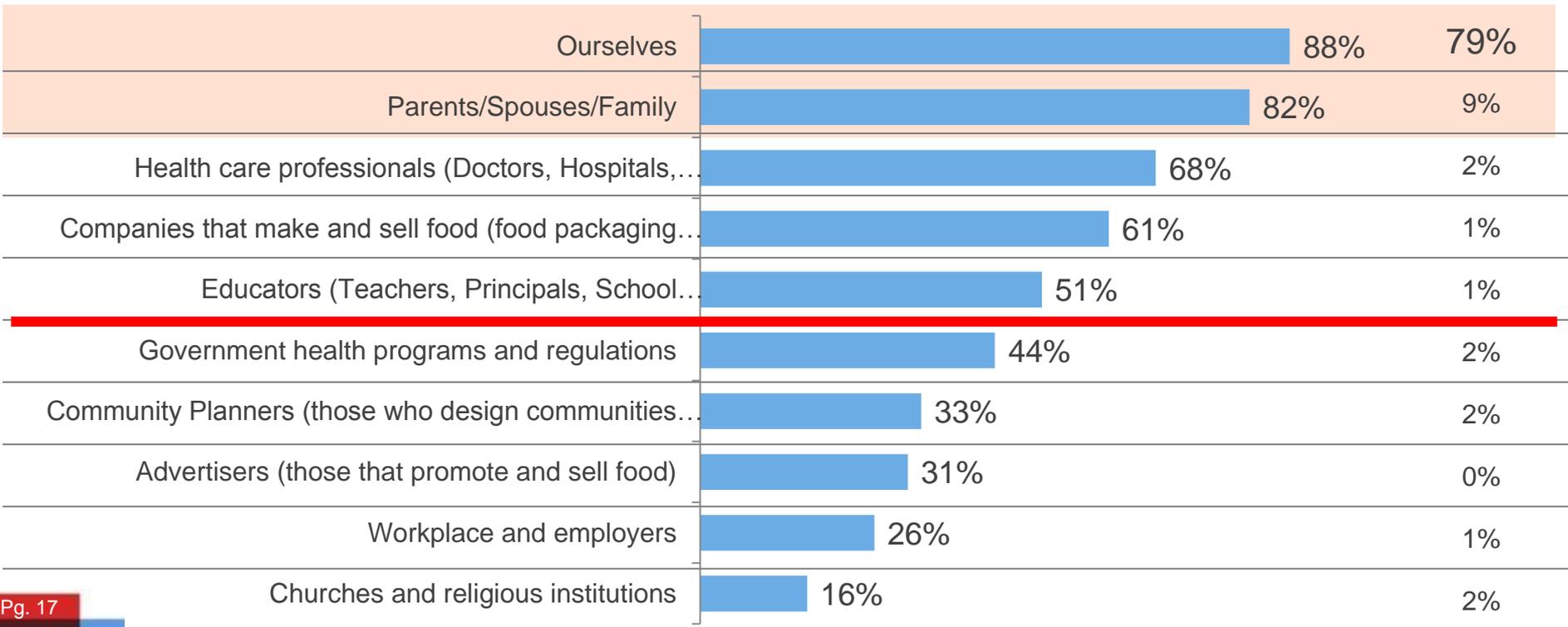
37%

45%

82%

Utahns overwhelmingly believe individuals have the most responsibly for their health

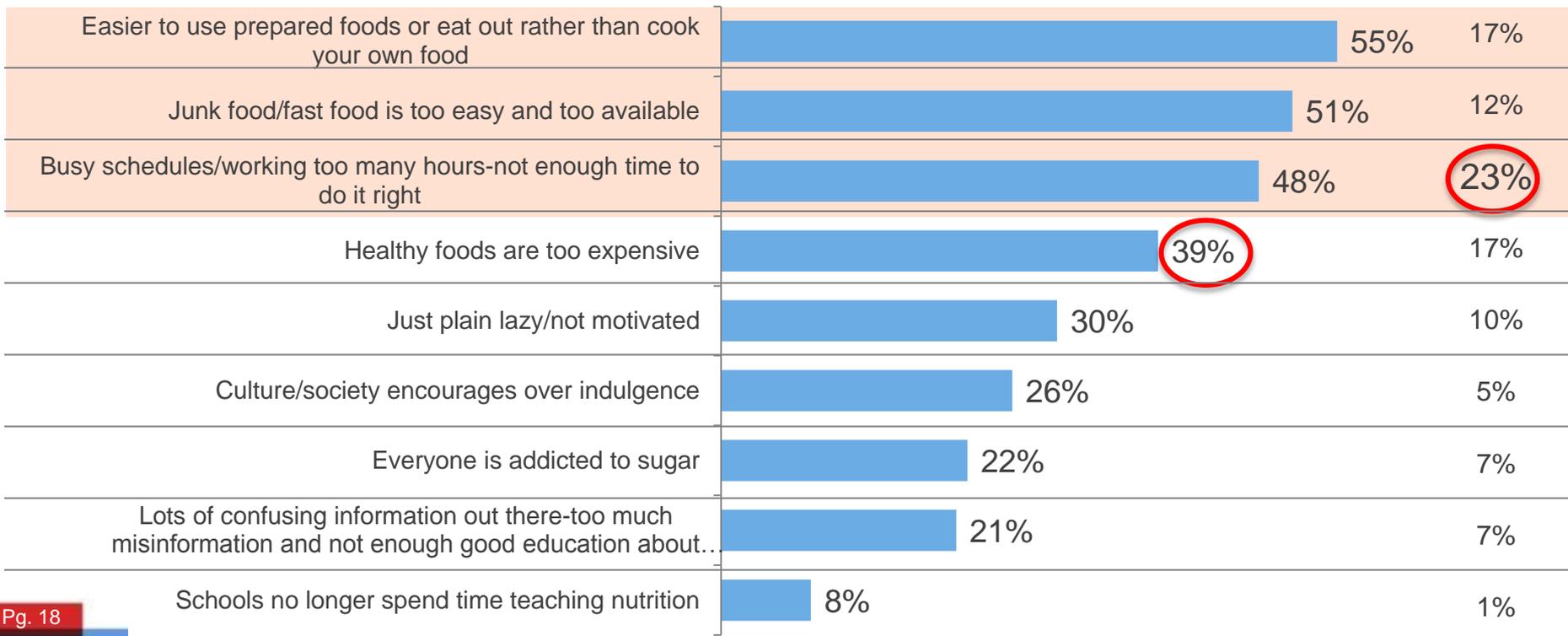
Most Responsibility



Time and convenience lead Utahns away from preparing their own food

Barriers to Eating Right

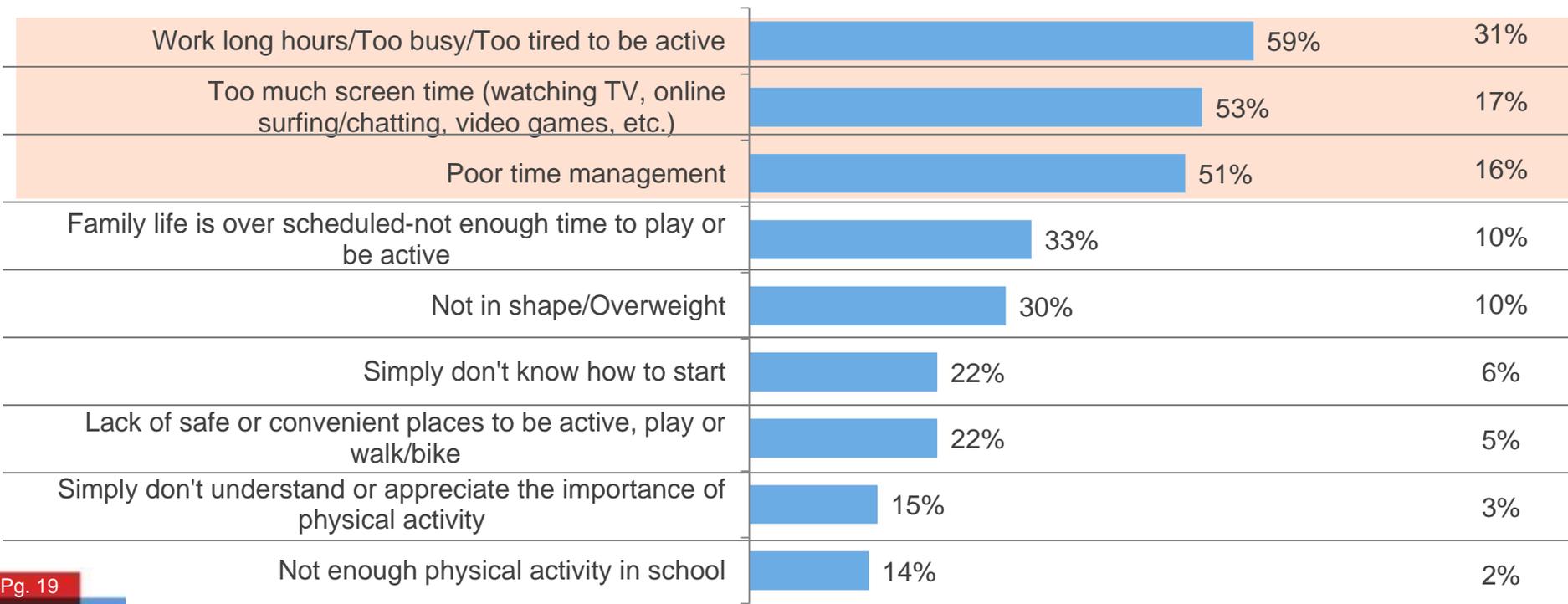
Most Important



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**.



KEY FINDINGS: THE PERSONAL VALUES OF EATING RIGHT AND EXERCISING

Personal Values Tell Us How to Impact Behavior & Attitudes

The focus of Values research is to insure that the Brand or Issue is anchored upon the core values of your key stakeholders



***Persuade By
Reason,
Motivate By
Emotion***

**Connect emotionally
by tapping into
personal values**



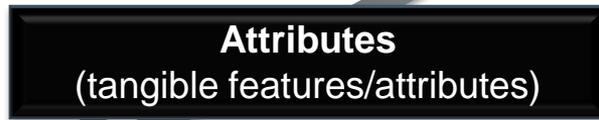
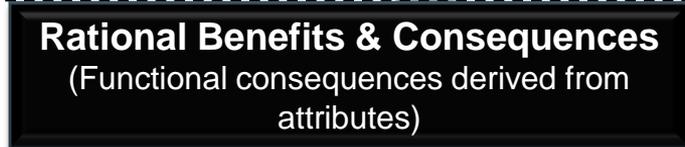
Source: *Understanding Consumer Decision Making; Neuroscience Association; Means-End Theory*

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.

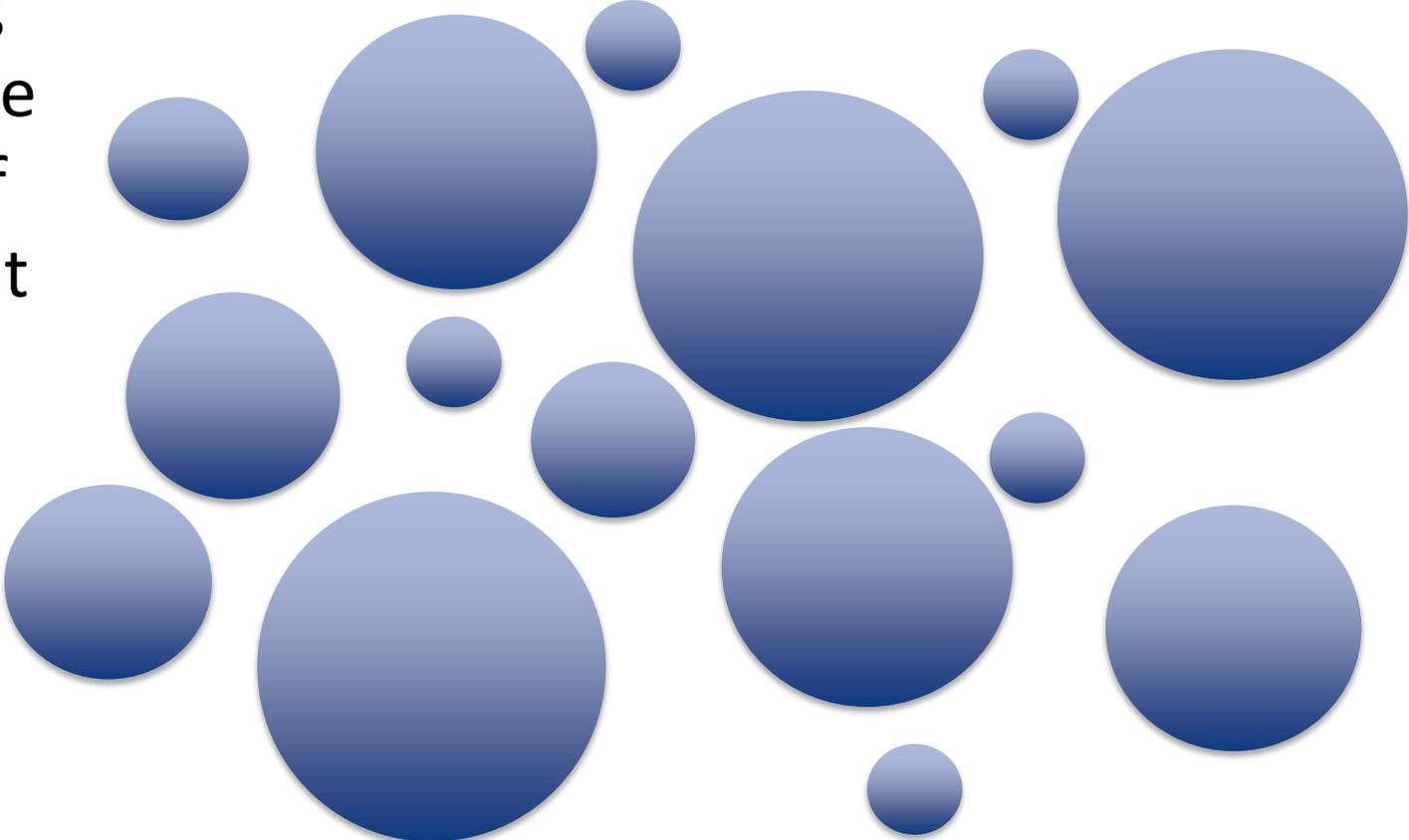


Rational Level

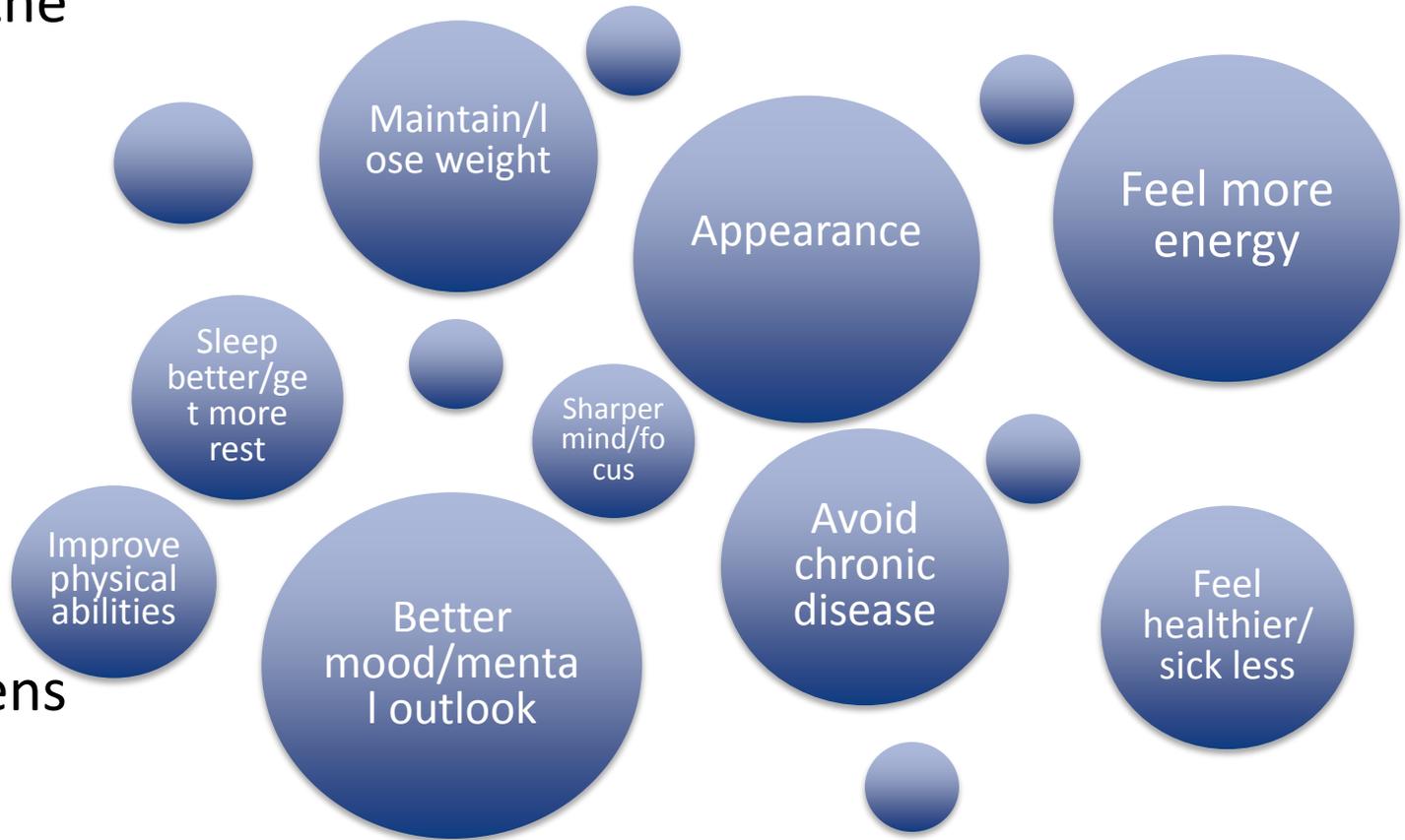
What matters most to your key stakeholders.



Identifying
the positive
benefits of
eating right
and being
physically
active

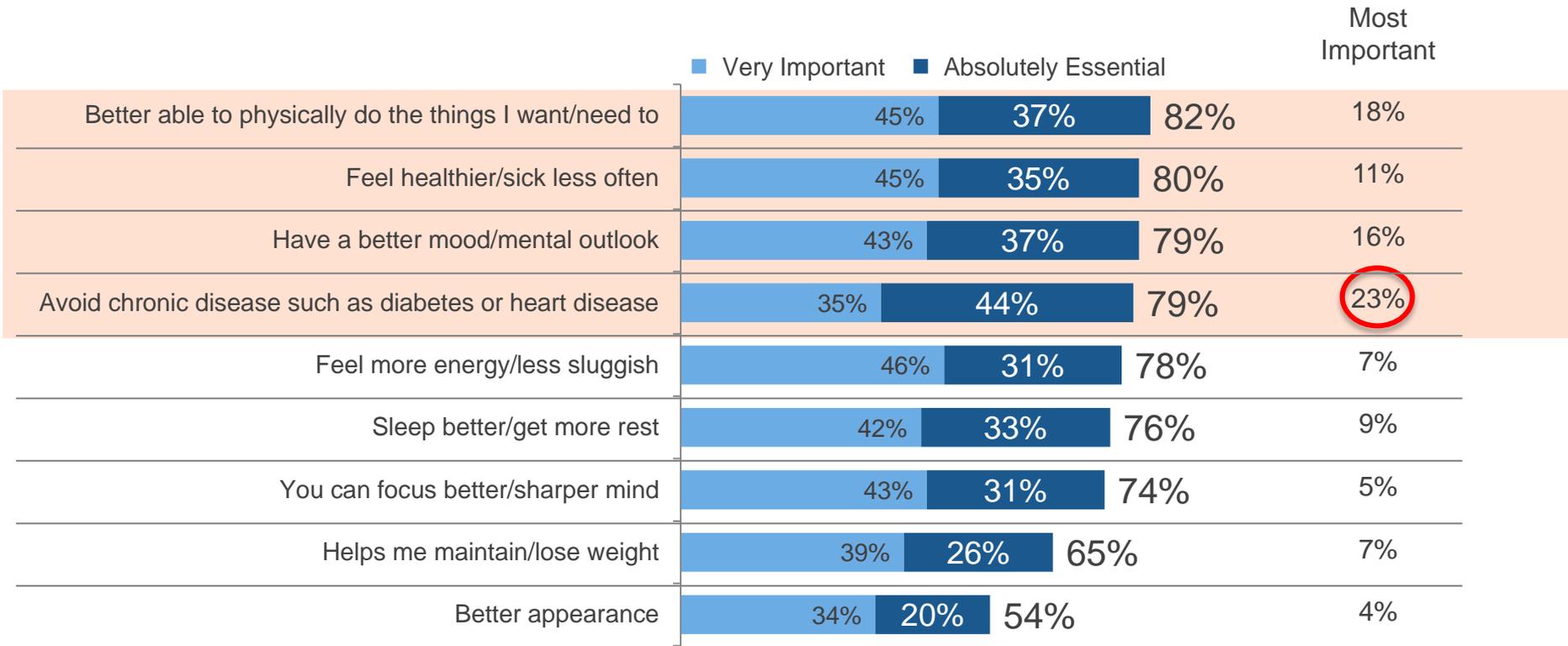


Identifying the positive benefits of eating right and being physically active.



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



Base: All Respondents (n=1012)
 Q600. There are different benefits or consequences that are connected to eating right and being physically active. Thinking about your own personal situation, for each of the following, please rate how important it is to you personally using the five response options:
 Q601. You rated each of the items below as ...". Please select the one item that you think is most important for you personally."

Utah Health Values Map

What happens to my body...

Appearance
4%

Maintain/lose weight
7%

Feel healthier/sick less often
11%

Feel more energy
7%

Improve physical abilities
18%

Sleep better/get more rest
9%

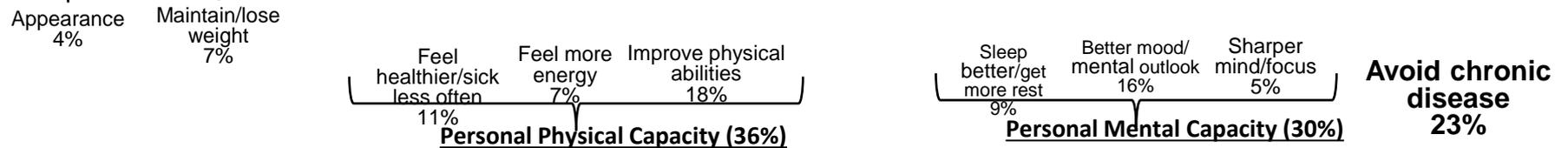
Better mood/mental outlook
16%

Sharper mind/focus
5%

**Avoid chronic disease
23%**

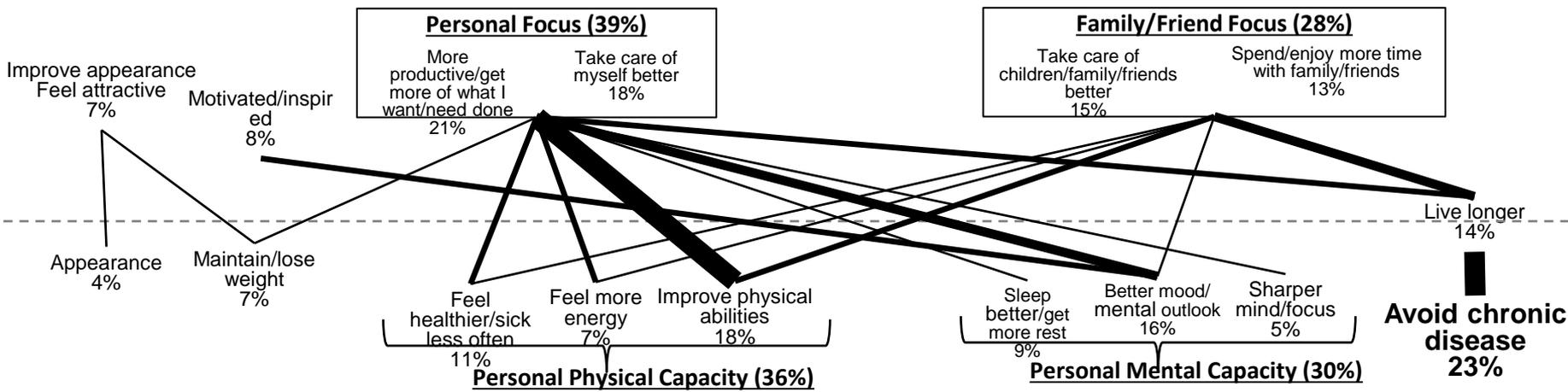
Utah Health Values Map

What happens to my body...



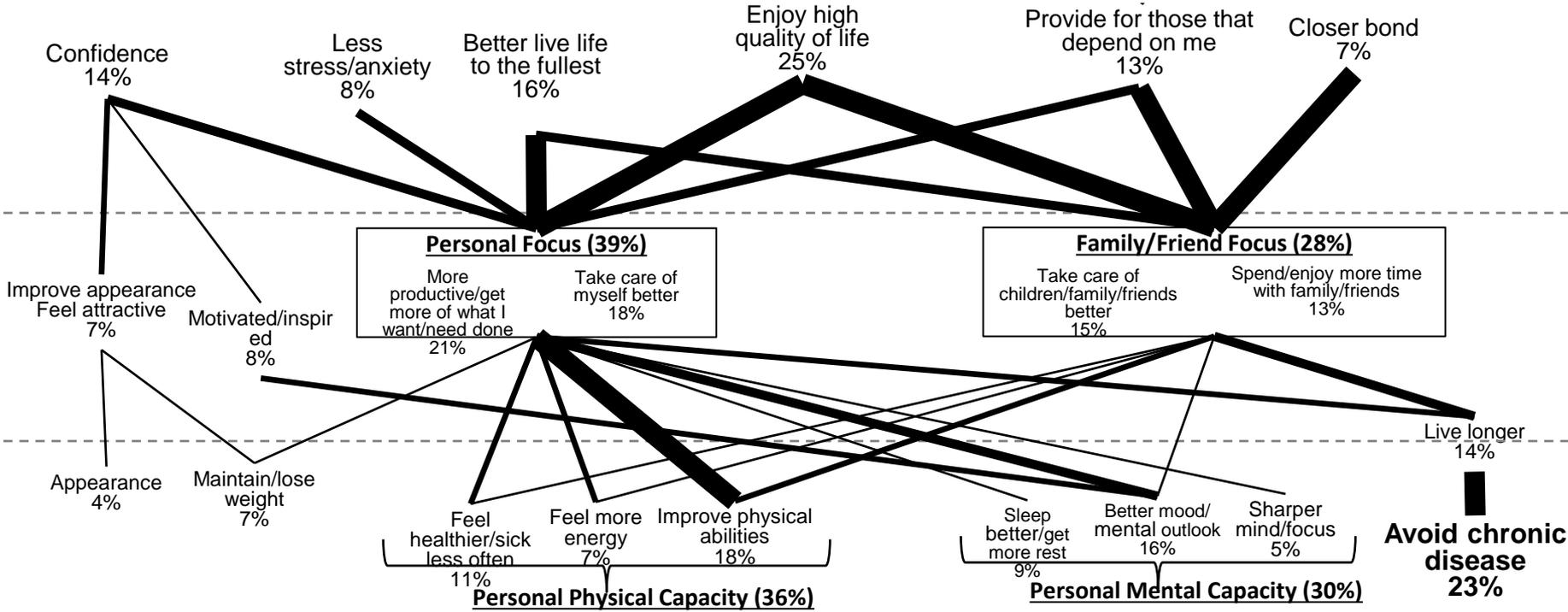
Utah Health Values Map

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

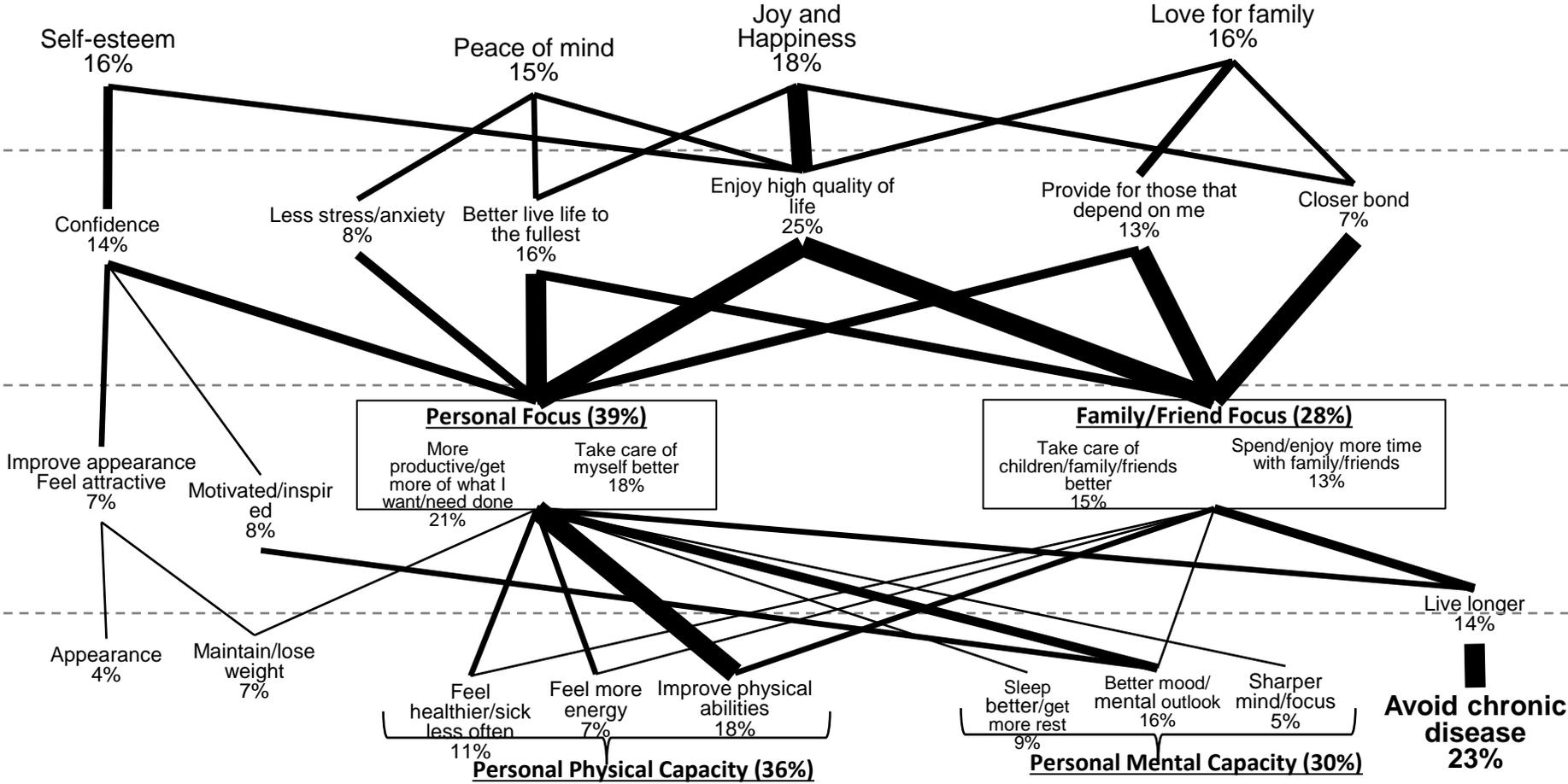


Utah Health Values Map

How it impacts my life...

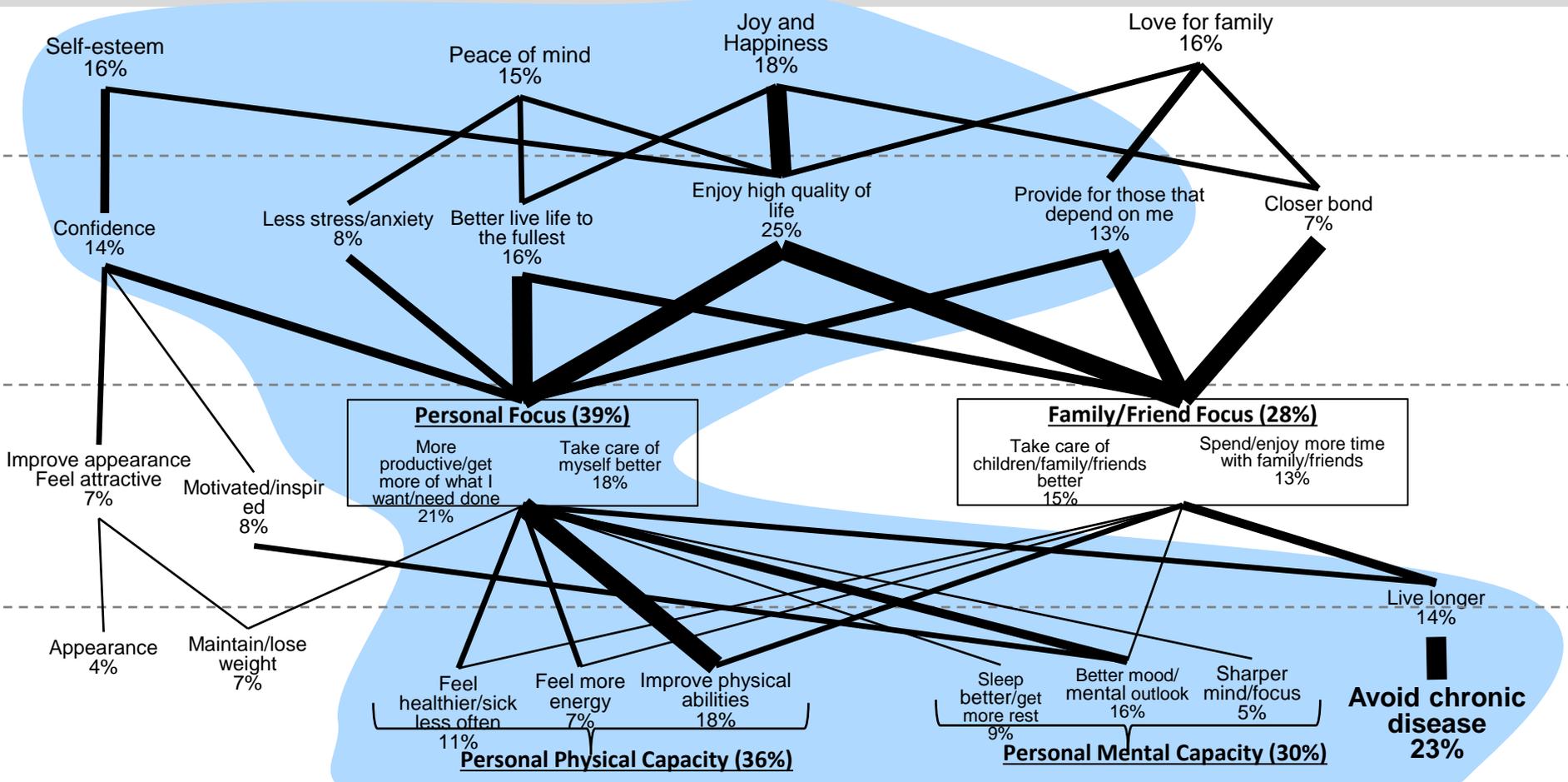


Utah Health Values Map



Based on Most Important Issues

Health Values Map: Personal Focus (39%)



Based on Most Important Issues

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

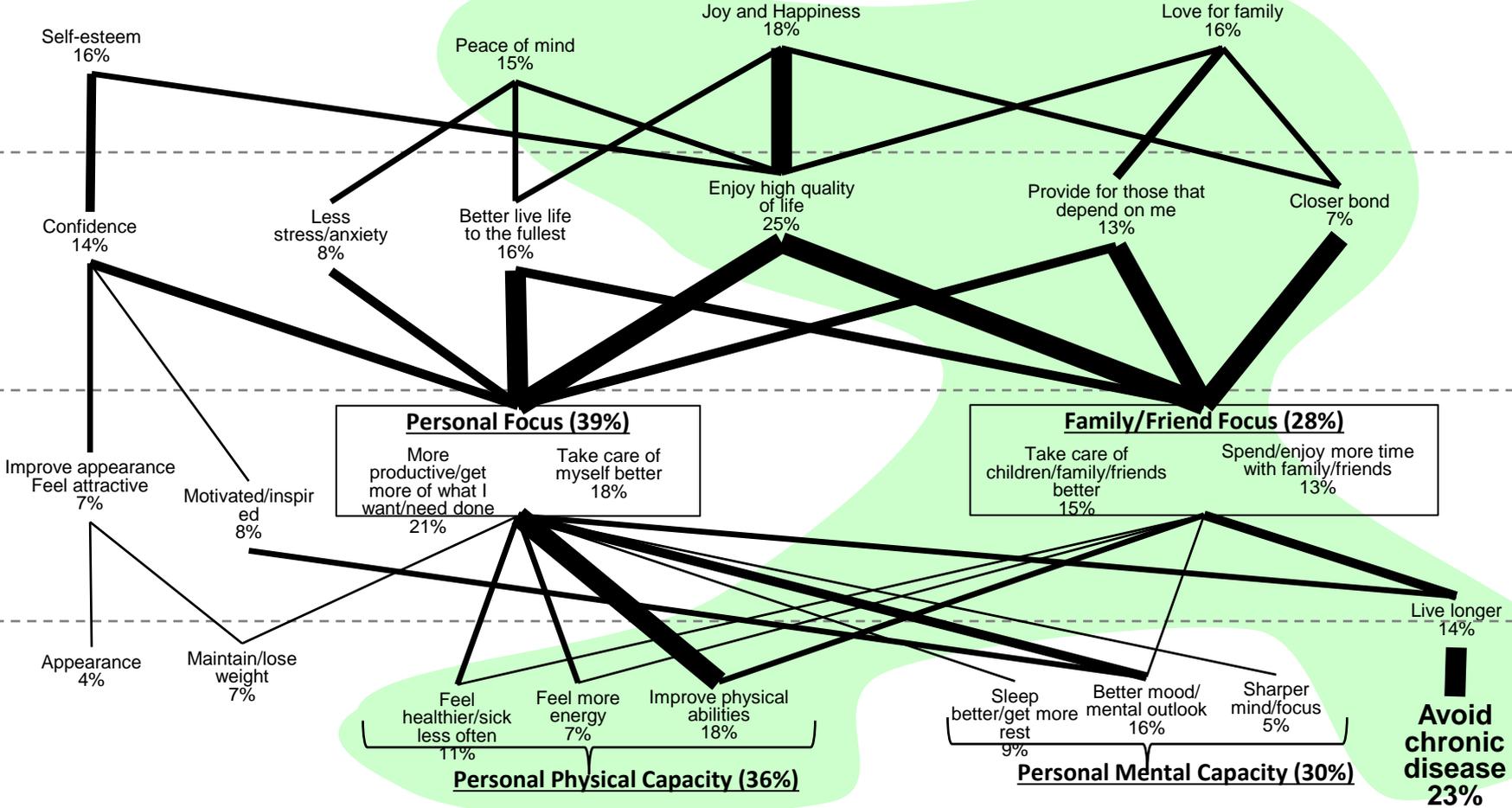
Joy/Happiness
Peace of Mind

Utah Values

Health Priorities

Focus among
Younger and Older

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



Based on Most Important Issues

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

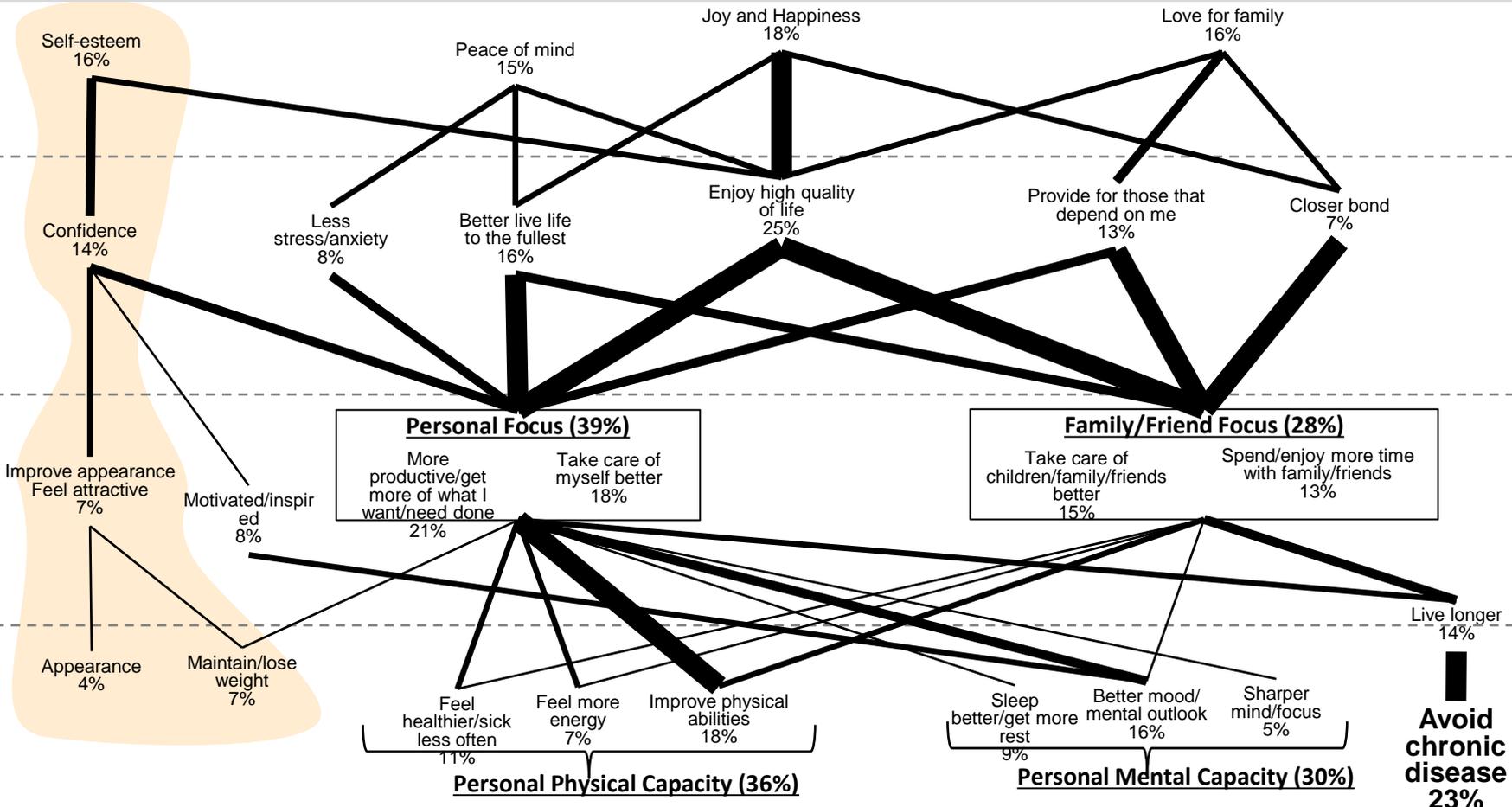
Joy/Happiness
Family Love
Peace of Mind

Utah Values

Health Priorities

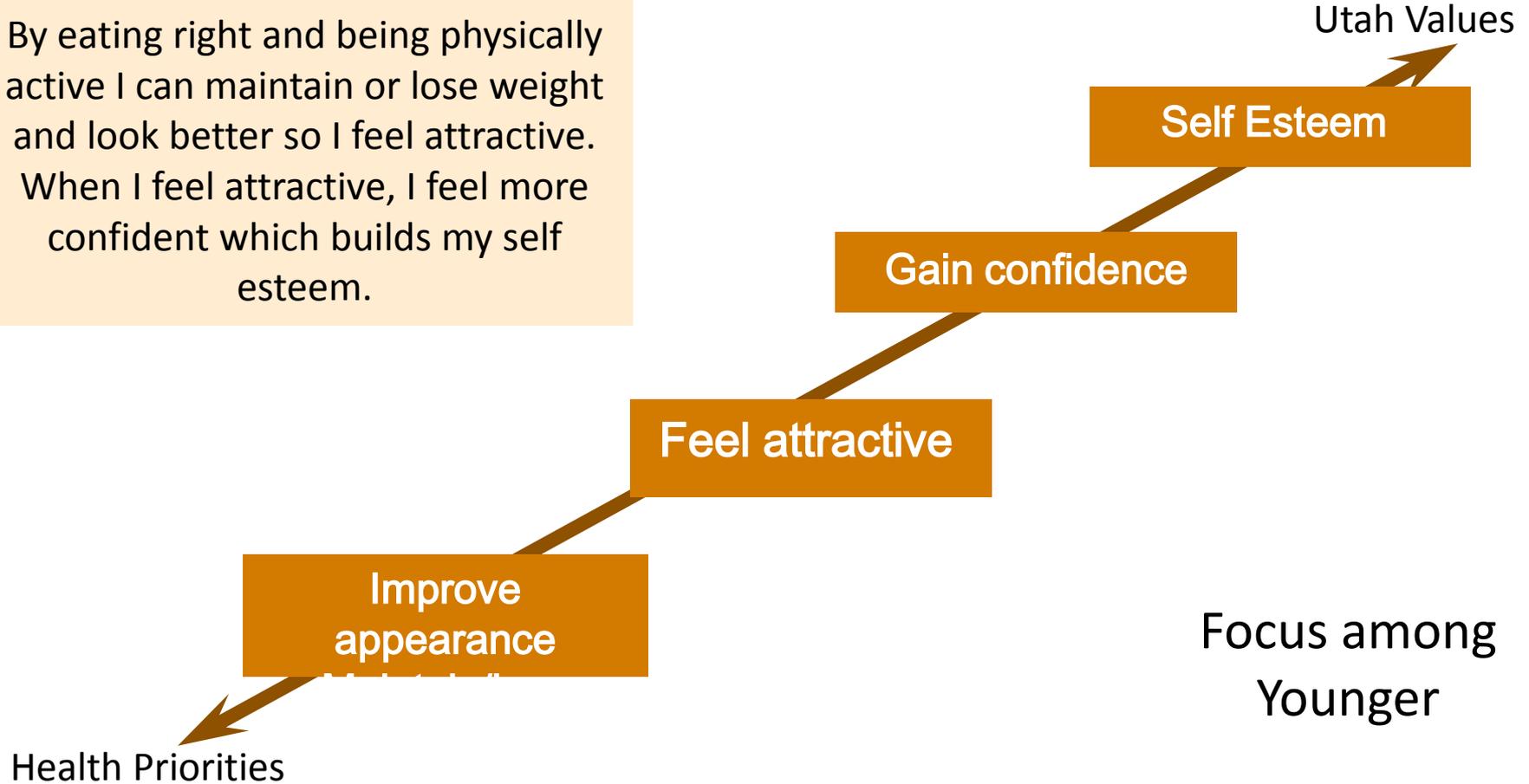
Focus among
Middle Aged

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.

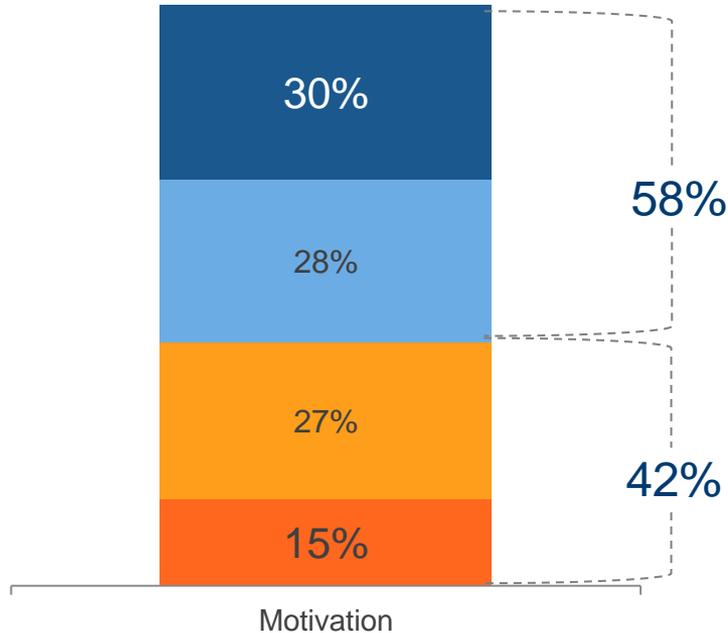


Utahns are slightly more motivated by positive consequences of eating right and exercising

There are no meaningful demographic differences

Positive vs. Negative Motivation

- Much more motivated by positive
- Somewhat more motivated by positive
- Somewhat more motivated to avoid negative
- Much more motivated to avoid negative





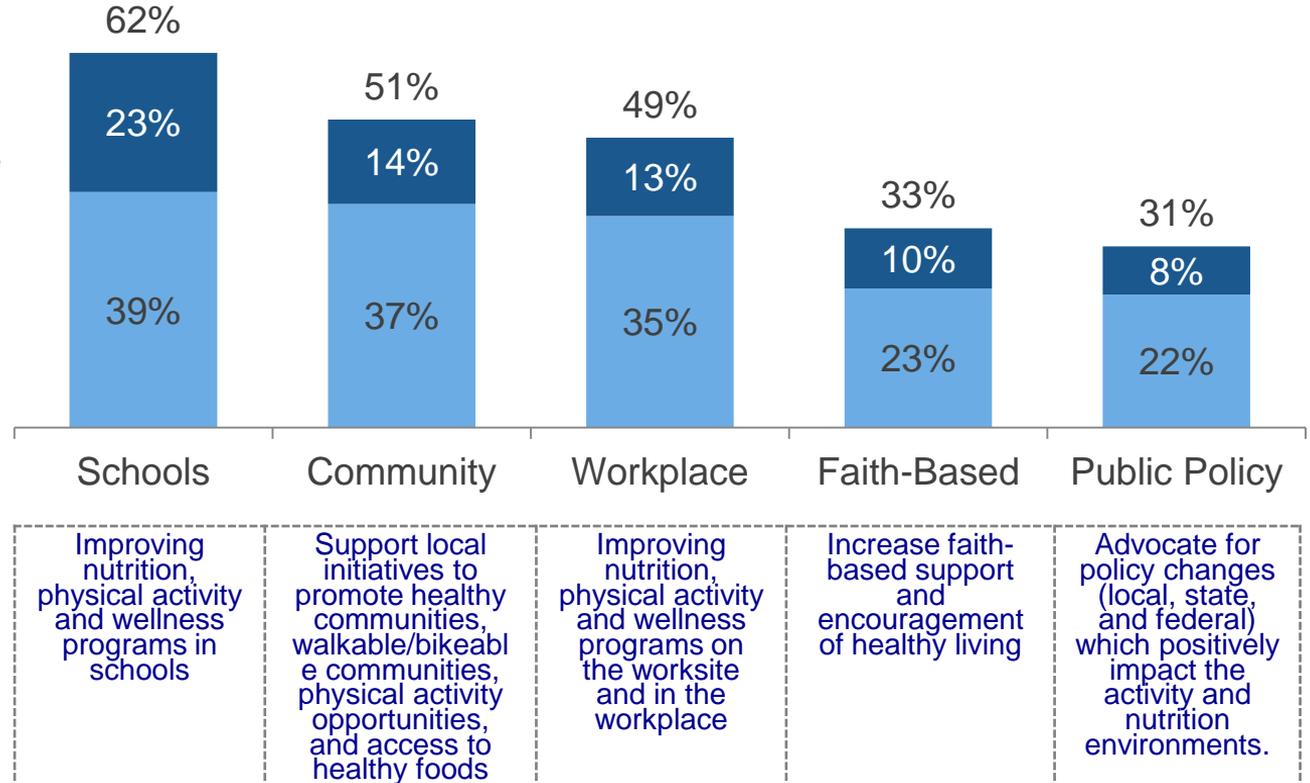
KEY FINDINGS: HEALTH COMMUNICATIONS STRATEGIES

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

Most Influential Health Strategies

TOP 2 Box

- One of most impactful/influential
- Good amount of impact/influence



BASE: n=1012

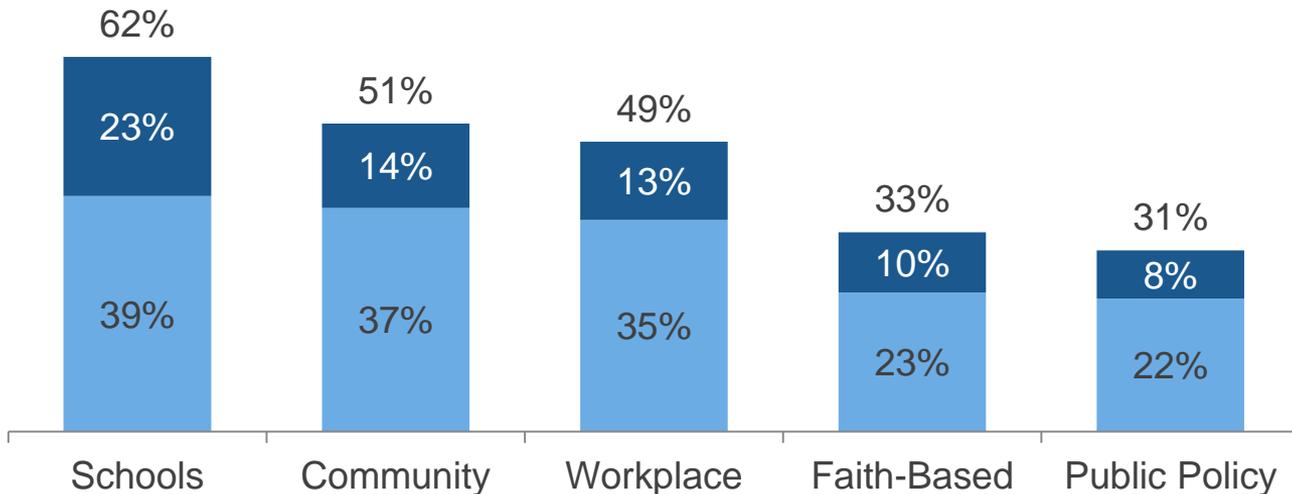
Q1000. There are many different strategies for reducing obesity and increasing healthy eating and physical activity. For each of the following strategies, please indicate the level of impact or influence you think it would have.

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

Most Influential Health Strategies

TOP 2 Box

- One of most impactful/influential
- Good amount of impact/influence



68% 18-24 67% Female	58% Urban 55% 35-44	54% 18-24	43% Conser 42% LDS	42% Urban 42% Liberals
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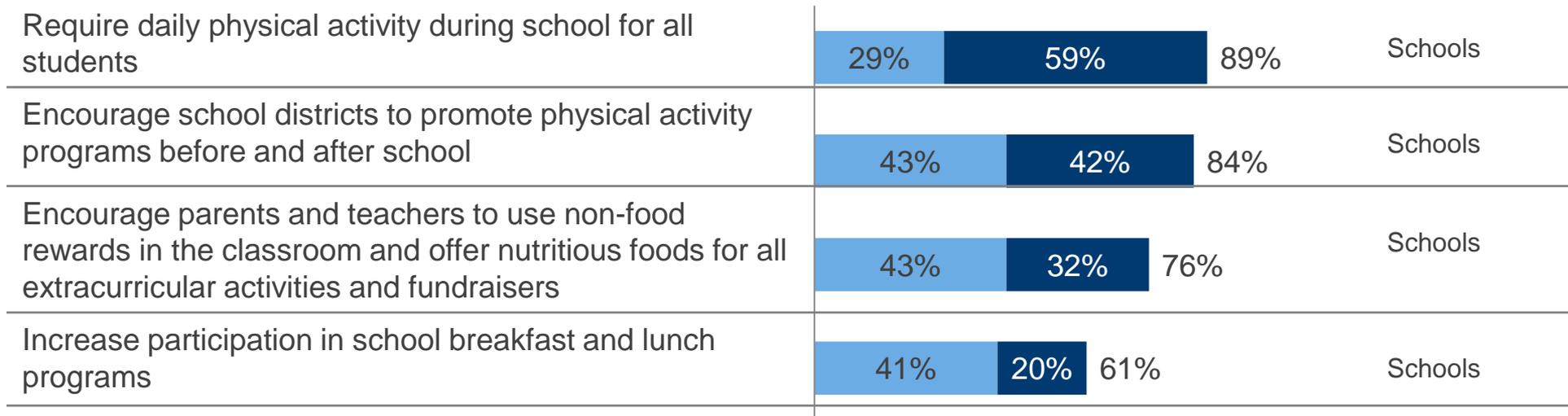
School Strategies

Most Influential Health Strategies: Schools

■ Good amount of impact/influence

■ One of the most impactful/influential

Category



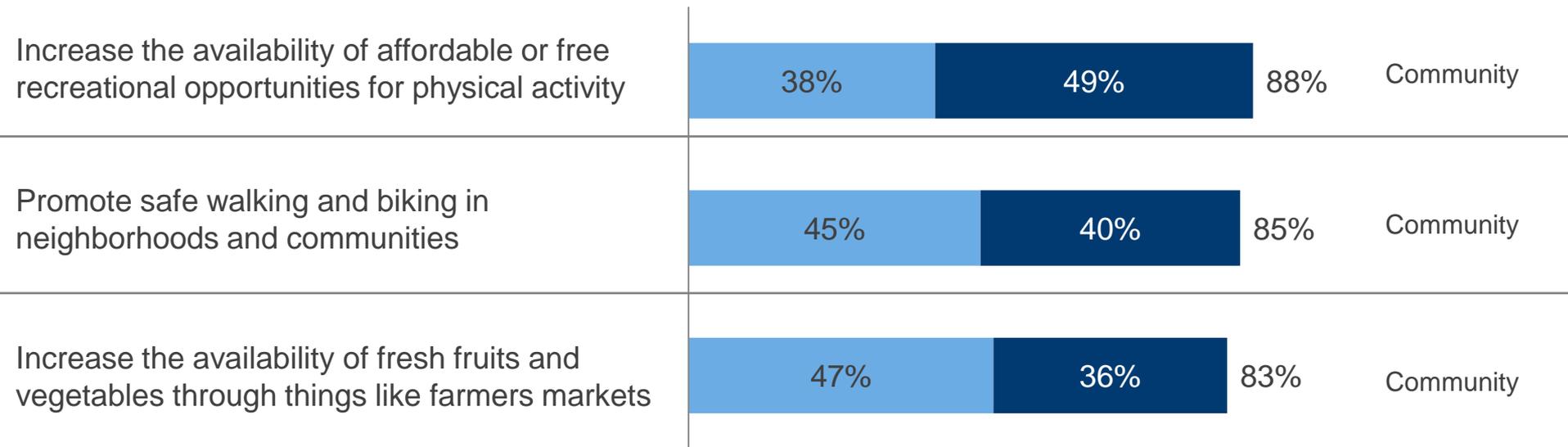
Community Strategies

Most Influential Health Strategies: Community

■ Good amount of impact/influence

■ One of the most impactful/influential

Category



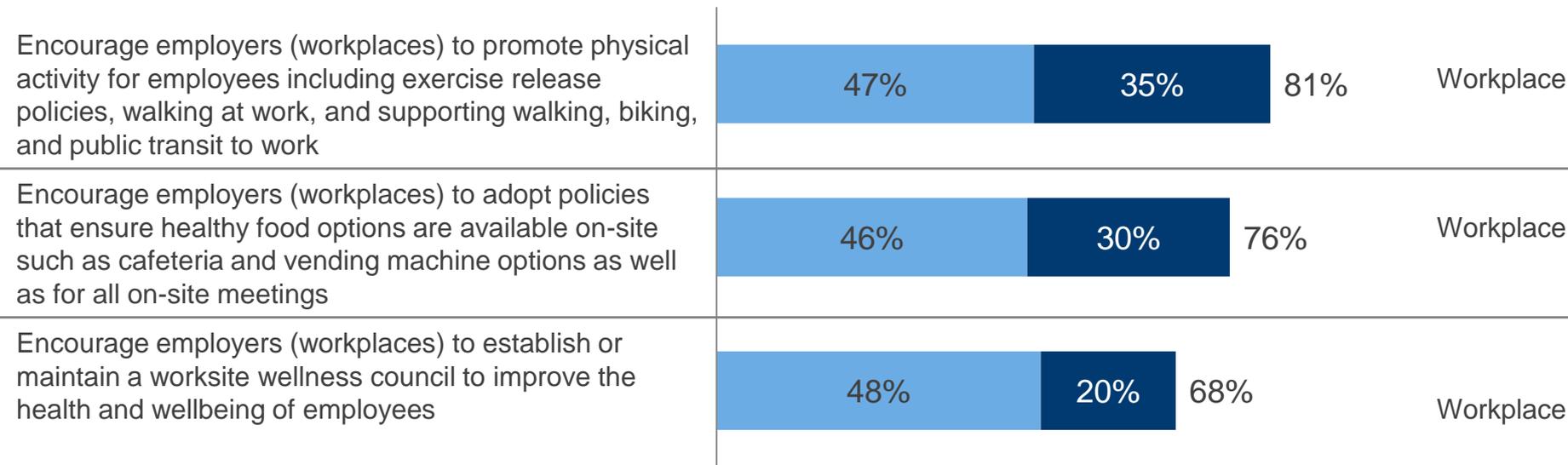
Workplace Strategies

Most Influential Health Strategies: Workplace

■ Good amount of impact/influence

■ One of the most impactful/influential

Category



Faith-Based Strategies

Most Influential Health Strategies: Faith-Based

■ Good amount of impact/influence

■ One of the most impactful/influential

Category

Encourage faith-based groups to offer free and low-cost exercise classes for adults and seniors



Faith-Based

Encourage faith-based groups to offer healthy food options, including increased fruits and vegetables and decreased sugar, at all social events



Faith-Based

Encourage faith-based groups to develop joint/community use agreements for facilities to provide increased access to physical activity for all community



Faith-Based

Encourage faith-based groups to provide accurate health information and encouragement to members



Faith-Based

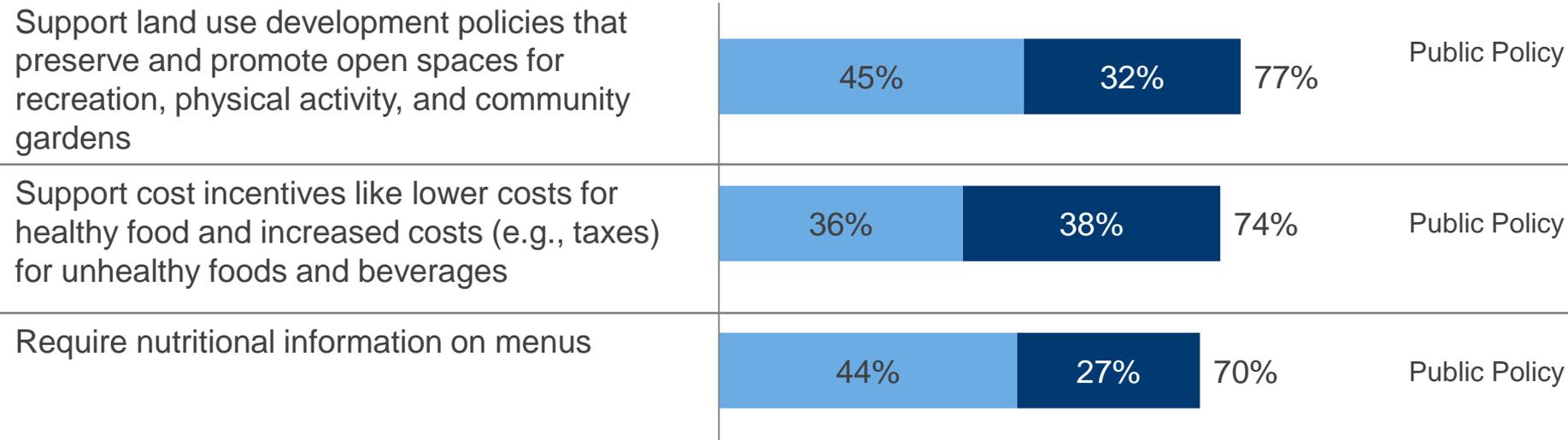
Public Policy Strategies

Most Influential Health Strategies: Public Policy

■ Good amount of impact/influence

■ One of the most impactful/influential

Category

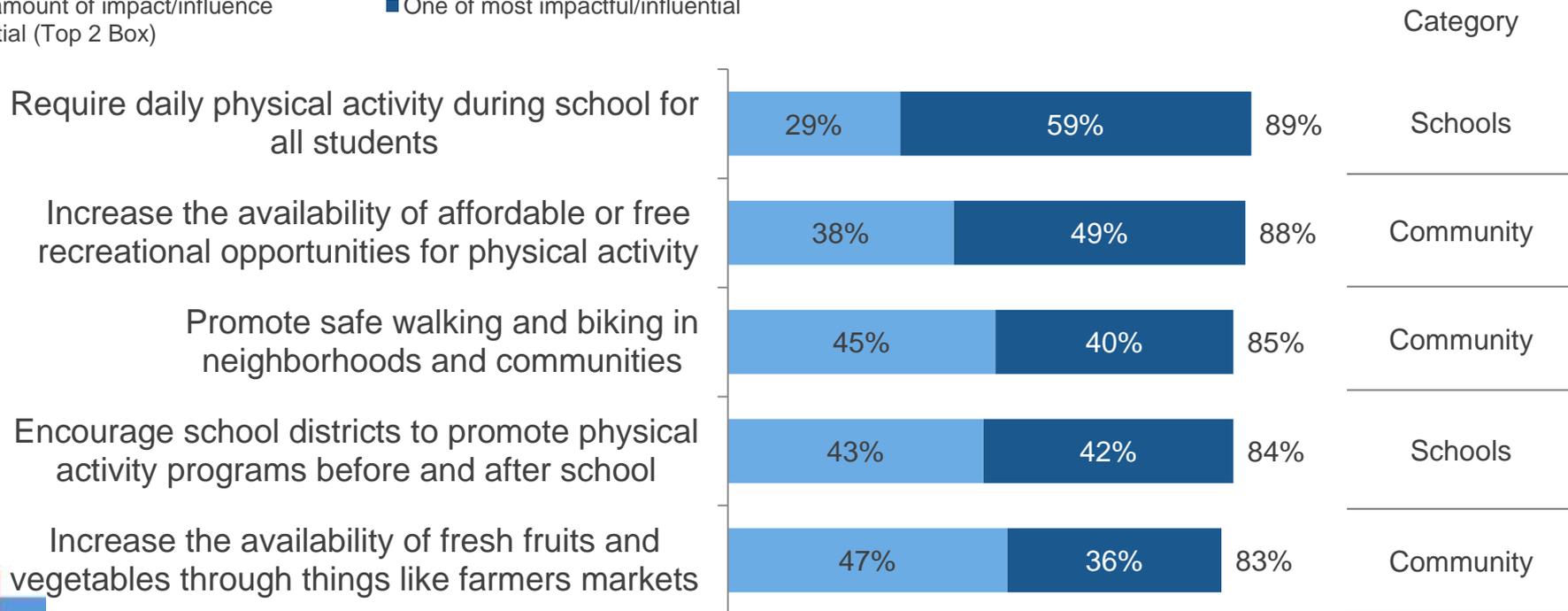


The most impactful initiatives increase opportunity for exercise and healthy eating

Most Influential Health Strategies (1)

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

■ One of most impactful/influential



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



Schools

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



Community

Promote safe walking and biking in neighborhoods and communities



Community

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



Schools

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



Community

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



Workplace

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



Public Policy

BASE: n=1012

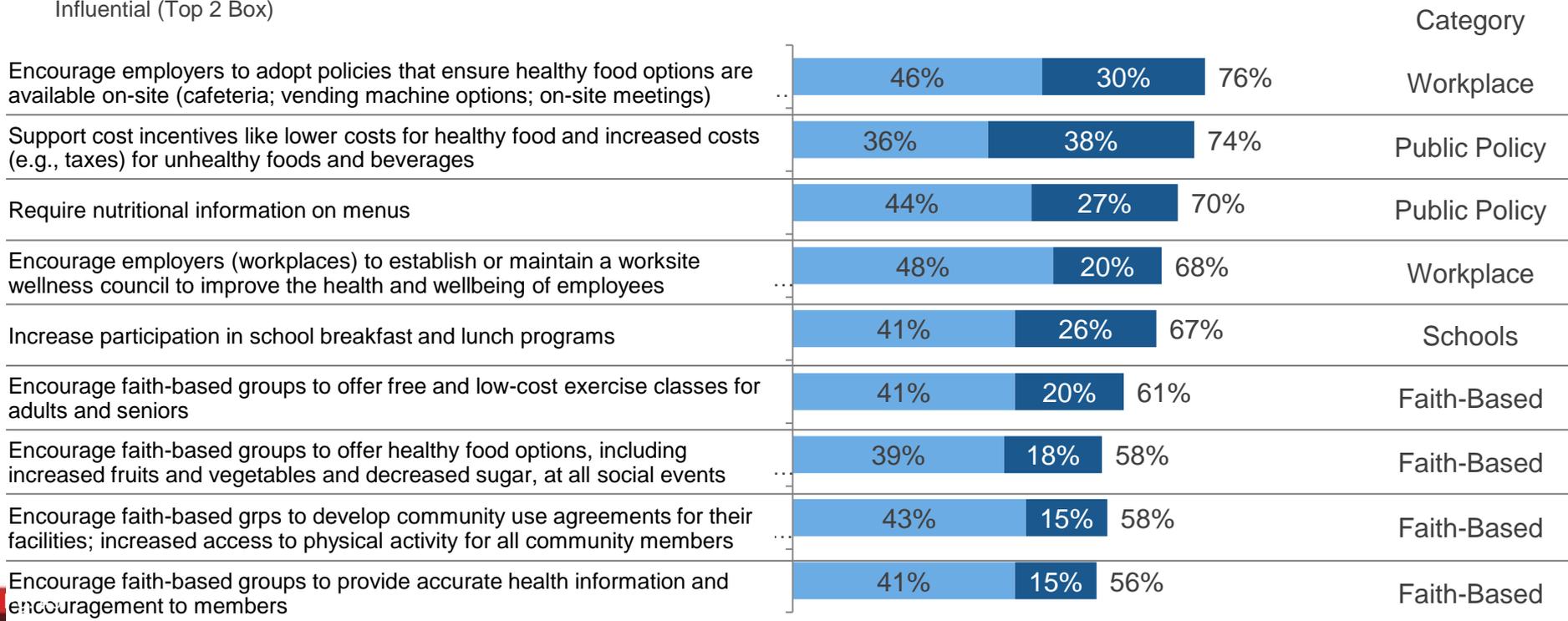
Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?

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



BASE: n=1012

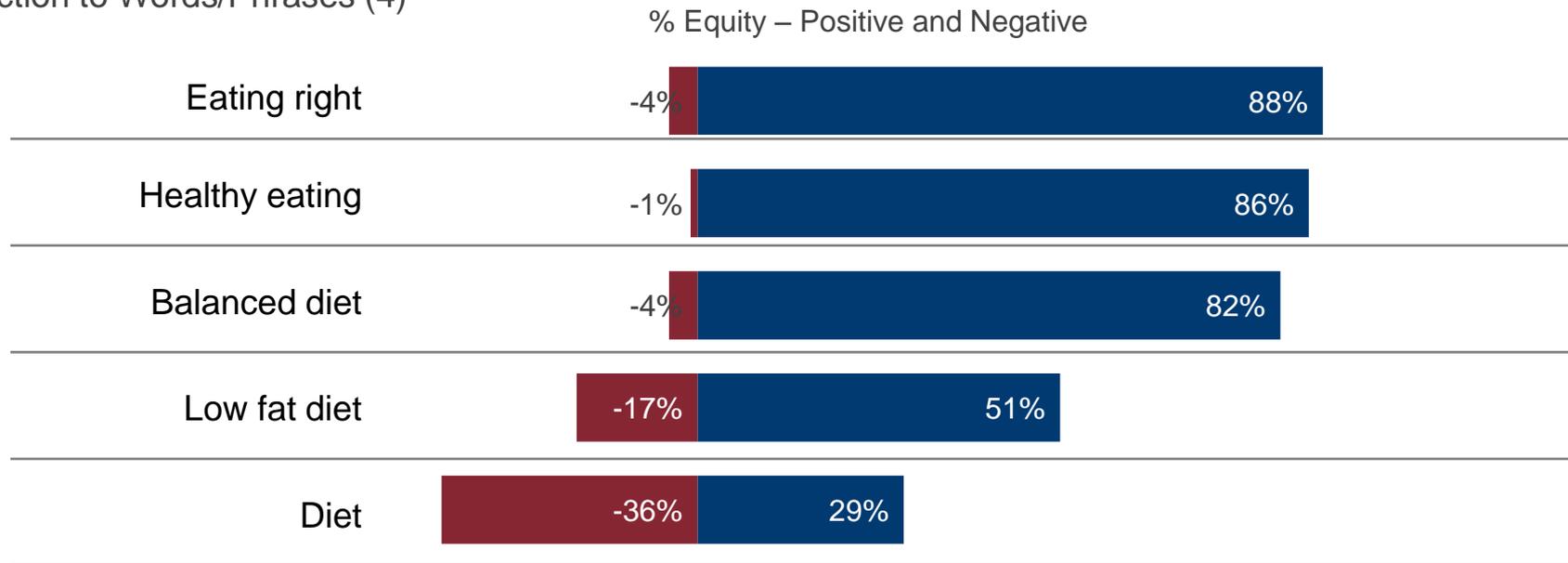
Q1005 – Q1025. Thinking about some of the things that can be done in the <strategy>, how important and influential do you think each of the following strategies is?



KEY FINDINGS: WORDS AND PHRASES TO USE

The Language of Diet

Reaction to Words/Phrases (4)

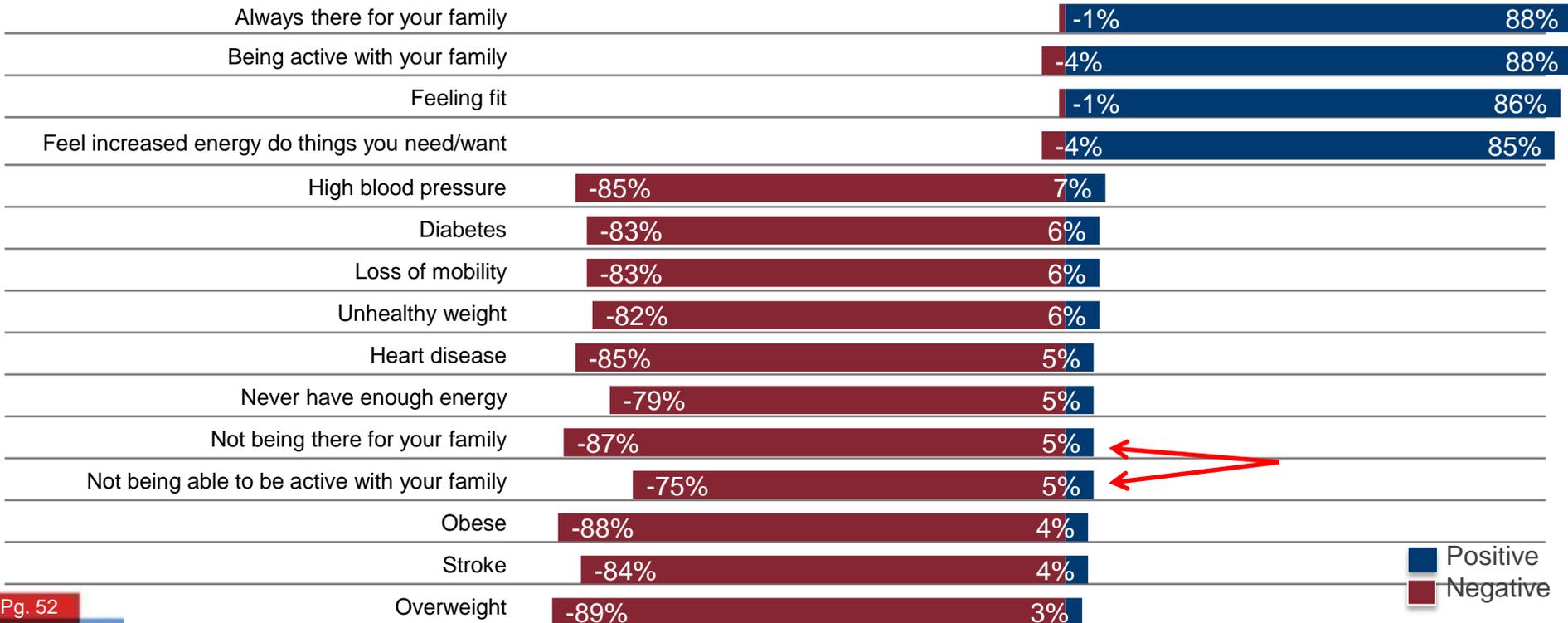


■ Positive
■ Negative

The Language of Consequences

Reaction to Words/Phrases (3)

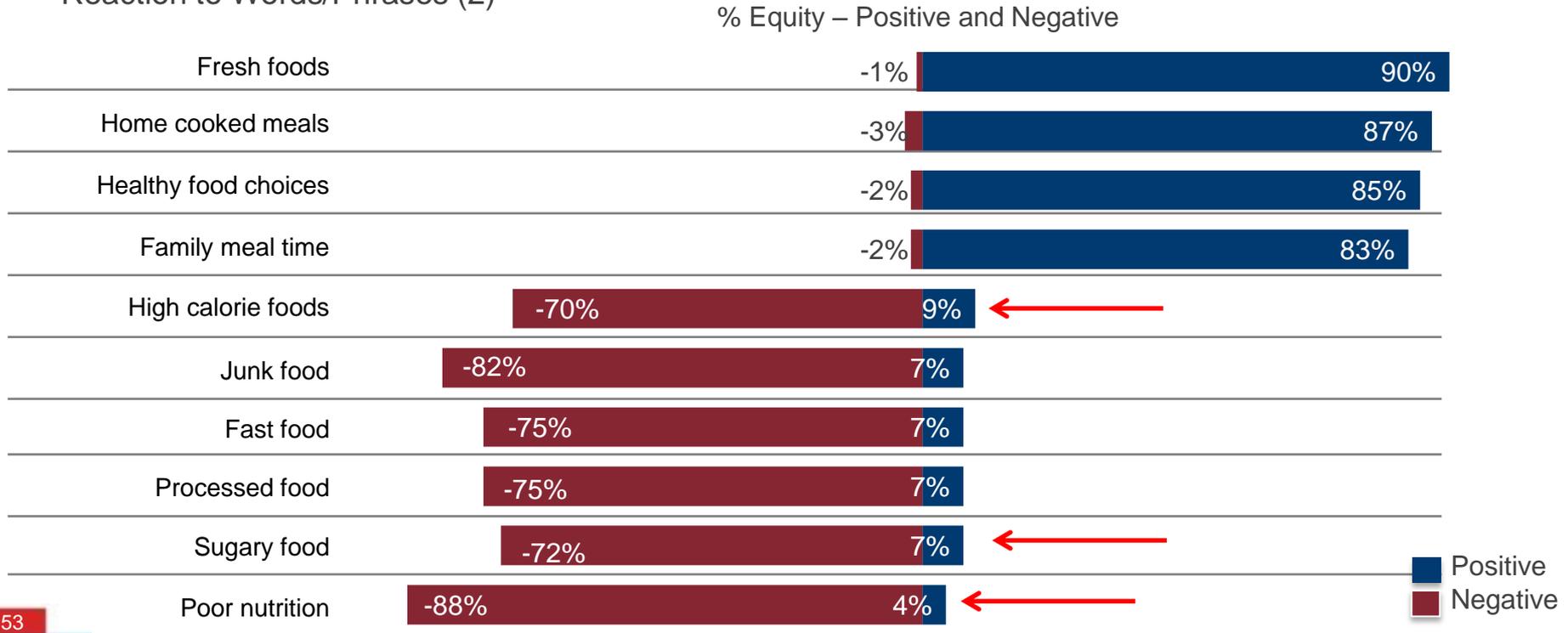
% Equity – Positive and Negative



■ Positive
■ Negative

The Language of Food

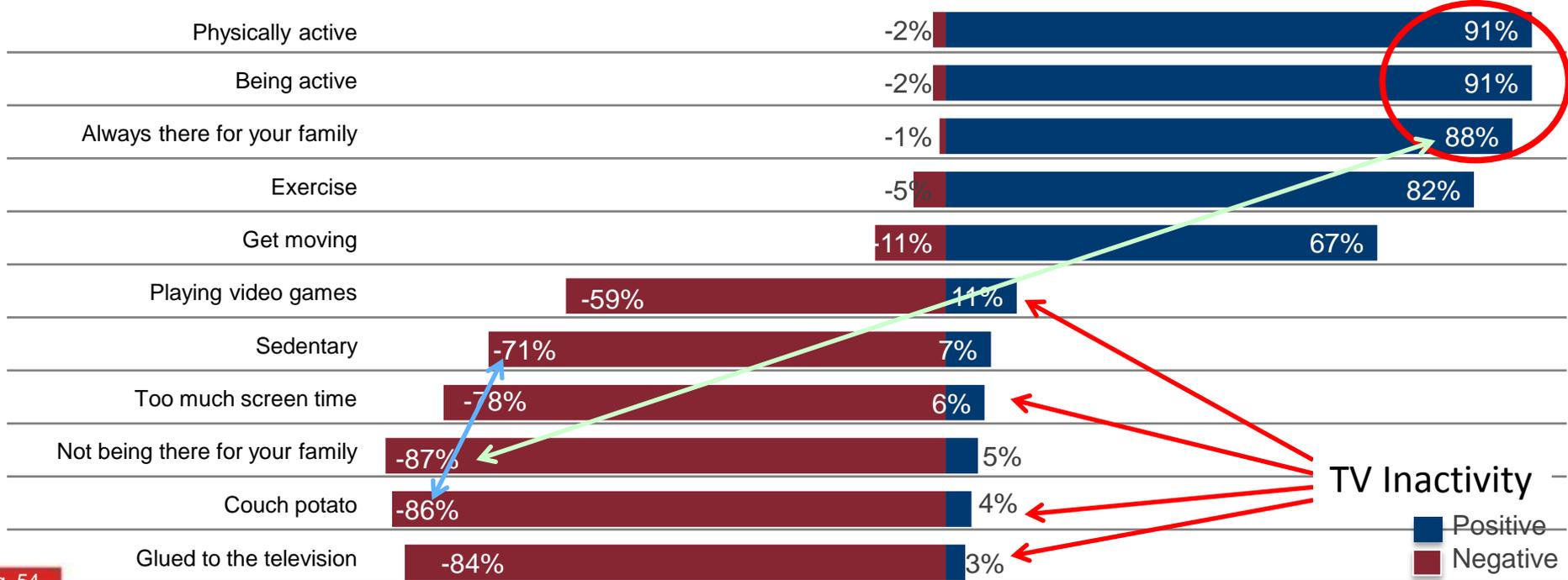
Reaction to Words/Phrases (2)



The Language of Activity

Reaction to Words/Phrases (1)

% Equity – Positive and Negative





EXECUTIVE SUMMARY



Recap

- Seems to be a problem awareness problem—many Utahns are not making the connection between high weight and poor health
- A lack of time, energy and convenience leads people to make less than optimal food and activity choices
- The most impactful initiatives/strategies increase opportunity for exercise and healthy eating
- There are powerful personal values that will motivate positive change
 - Joy and happiness come from living a full quality life (more productive/better physical capability/mental outlook)
- Positive benefits slightly more impactful than focusing on the negative

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