



### STP 2: What influences your healthy living choices?

#### Why did we ask this?

Healthwatch Nottingham and Healthwatch Nottinghamshire have produced three consecutive, separate Question of the Month (QOTM) which explored perceptions and views in relation to the local Sustainability and Transformation Plan (STP).

The Nottingham and Nottinghamshire STP was published in 2016. The plan sets out how local health and care services and commissioners will work together to improve:

- The quality of services provided (including developing new models of care)
- The health and wellbeing of the local population
- The value and efficiency of services to address the national and local financial gap

The STP has established five areas where the organisations involved believe they can make the biggest impact on improving services and the health and wellbeing of the population. The first of these is "to promote wellbeing, prevention, independence and self-care". For our Second Question of the Month we decided to explore this area.

#### How we collected responses...

We gathered views from local people across Nottingham City and Nottinghamshire County in the following ways:

- Face to face with local people at public events and community groups and organisations, including Talk 2 Us Points in public venues across Nottingham City and at various community support groups in the County.
- Through an online question linked to our website. The link was also included in our newsletters to our mailing list.
- By sending postcard questions to community groups we have worked with before and who have agreed to give them out to local people on our behalf.

When we didn't give them the question card in person we provided freepost envelopes so that people could return their completed questions back to us directly.

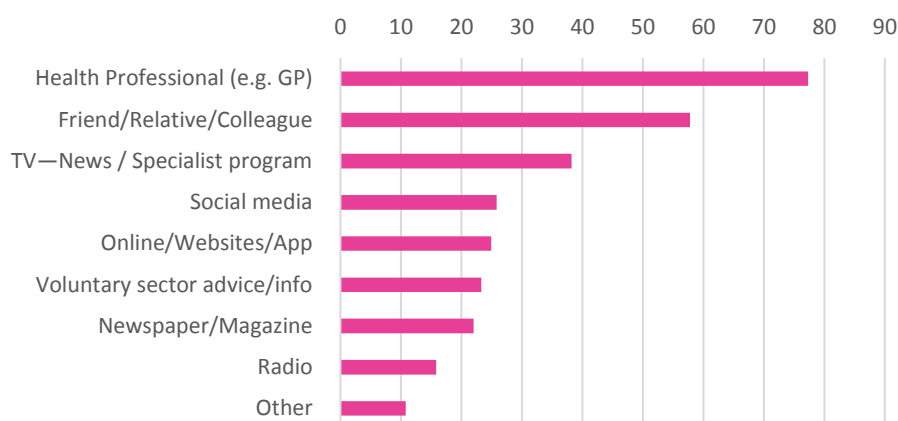
#### What people said...

Of the 594 responses we received, 87% felt that health advice and information did influence their lifestyle choices whilst 13% did not.

Women were more likely to answer that health advice and information influenced their lifestyle choices with 93% saying it did. This was in contrast to the male respondents of which only 81% were influenced.

From the 519 QOTMs that indicated that the respondent did feel that health advice and information influenced their lifestyle choices, over three quarters of respondents (77%) were influenced by the advice from a health professional and over half (57%) from a friend/relative/colleague. The least popular influence was radio, with only 16% of respondents. (NB percentages add up to more than 100 because respondents could tick more than one category)

### Which of the following is most likely to influence your lifestyle choices?



Source: respondents who felt health advice & information influenced their lifestyle choices (n = 519)

Of the respondents who answered “yes” to health advice and information influencing lifestyle choices, men were more likely to be influenced by a health professional (29%) than women (27%). Men were nearly half as likely to be influenced by social media (6%) than women (10%).

The table below shows the differences in influences by District. The lowest (green) and highest (pink) by each influence. In Gedling (28%) of respondents were influenced by health professionals in comparison to (18%) in Broxtowe. The highest respondents influenced by friends/relatives/colleagues live in Ashfield (23%) and the lowest Broxtowe (12%), of Rushcliffe respondents (13%) are more likely to be influenced by online/websites than Mansfield (4%) but are less likely to use social media (2%) than Bassetlaw (15%). Fewer Bassetlaw respondents use the voluntary sector (4%) than Newark and Sherwood respondents.

| Health advice and information influences by District (%) |                     |        |        |         |            |              |           |       |
|--|---------------------|--------|--------|---------|------------|--------------|-----------|-------|
|  | Health Professional | Friend | Online | TV News | Vol Sector | Social Media | Newspaper | Radio |
| City   | 27                  | 21     | 12     | 12      | 20         | 9            | 6         | 6     |
| Ashfield   | 27                  | 24     | 6      | 13      | 6          | 13           | 7         | 6     |
| Bassetlaw  | 25                  | 23     | 7      | 14      | 4          | 15           | 8         | 4     |
| Broxtowe   | 18                  | 12     | 5      | 12      | 5          | 0            | 6         | 2     |
| Gedling  | 29                  | 19     | 8      | 13      | 20         | 9            | 8         | 5     |
| Mansfield  | 28                  | 18     | 4      | 13      | 8          | 12           | 11        | 0     |
| Newark & Sherwood  | 27                  | 18     | 9      | 16      | 12         | 5            | 8         | 5     |
| Rushcliffe   | 27                  | 16     | 13     | 15      | 8          | 2            | 12        | 7     |

When analysing the data by age we find the youngest are the least influenced by health professionals but that this influence increases with age. In contrast influence from friends/relatives and colleagues decreases by age as does social media. There is a striking percentage of 65-85 year olds influenced by the voluntary sector in comparison to the other age groups.

| Health advice and information influences by age (%) |                     |        |        |         |            |              |           |       |
|---|---------------------|--------|--------|---------|------------|--------------|-----------|-------|
|   | Health Professional | Friend | Online | TV News | Vol Sector | Social Media | Newspaper | Radio |
| 1-15 years  | 22                  | 31     | 2      | 4       | 0          | 29           | 2         | 9     |
| 16-17 years   | 24                  | 28     | 4      | 12      | 4          | 24           | 0         | 4     |
| 18-24 years   | 27                  | 28     | 7      | 12      | 0          | 18           | 4         | 3     |
| 25-64 years   | 26                  | 20     | 10     | 14      | 8          | 10           | 7         | 6     |
| 65-85 years   | 31                  | 17     | 8      | 15      | 12         | 1            | 12        | 5     |

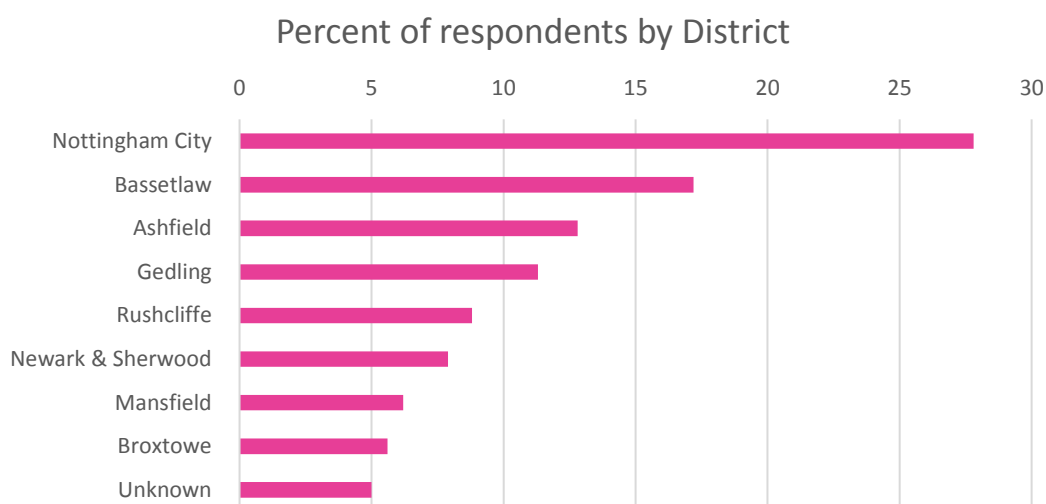
When we analyse the results of people who considered themselves to have a disability we find that all the groups below are more influenced by Health Professionals than other categories. Respondents with a mental health illness were the highest influenced by friends/relatives/colleagues (60%) and by social media (32%). While people with a visual impairment were less influenced by newspapers/magazines (15%) and more influenced by radio (23%) in contrast to people with a hearing impairment who were influenced more by TV-News/Specialist programs than radio.

| Health advice and information influences by disability (%) |                     |        |        |         |            |              |           |       |
|--|---------------------|--------|--------|---------|------------|--------------|-----------|-------|
|  | Health Professional | Friend | Online | TV News | Vol Sector | Social Media | Newspaper | Radio |
| Visual impairment  | 75                  | 51     | 21     | 23      | 25         | 17           | 15        | 23    |
| Hearing impairment   | 63                  | 46     | 17     | 44      | 31         | 7            | 29        | 17    |
| Mental Health illness                                      | 63                  | 60     | 19     | 24      | 29         | 32           | 13        | 11    |
| Physical impairment  | 79                  | 45     | 23     | 29      | 32         | 9            | 20        | 14    |

(NB percentages add up to more than 100 because respondents could tick more than one category)

## Who answered our Question of the Moment?

We had 594 responses from local people. Our respondents were 165 from Nottingham City and 429 from Nottinghamshire County. The table below shows the percentage of respondents by District.



Source: all respondents (n=594)

More females (n = 408, 69%) than males (n= 174, 29%) answered our question, 12 (2%) did not tell us their gender.

The age of respondents ranged from 9 years to 86 years of age with the average age of females being 48 and males being 49. 75% (n = 403) were aged 64 years and under, 25% (n = 137) were aged 65 and over, 10% (n = 54) did not answer this question.

272 (46%) people identified as having one or more types of disability. 245 (41%) people stated they had a long term health condition.

578 people responded to the question, Are you are carer for anyone else? Of these, 86 12% said they were.

**Figure 1 Gender of respondents**



Note: 2% did not provide information  
Source: all respondents (n=594)

**Ethnic background of respondents**

| Ethnic Background of respondents | Count      | %           |
|----------------------------------|------------|-------------|
| White                            | 508        | 85%         |
| Black                            | 27         | 5%          |
| Did not disclose                 | 25         | 4%          |
| Asian/Asian British              | 24         | 4%          |
| Mixed/Multiple                   | 6          | 1%          |
| Other                            | 3          | 0.5%        |
| Arab                             | 1          | 0.2%        |
| <b>Total</b>                     | <b>594</b> | <b>100%</b> |

Source: all respondents (n=594)

The table below shows the employment status of all respondents who completed this QOTM. Over half of all respondents (52% n = 308) were in either full or part-time work.



Source: all respondents (n=594)

## Conclusions and Recommendations

We wanted to find out if health advice and information influences people's lifestyle choices and if so which media is the most influential. The greatest influences are friends/relatives/colleagues and health professionals, with the least being radio and newspaper. This finding backs up the MECC (Make Every Contact Count) approach. There were differences in responses between genders with more females saying they were influenced by advice and information than males. Also nearly double the amount of females were influenced by Social media than males.

Responses from people by place of residency and ethnic group also differed with people from Broxtowe least influenced by information and advice and Asians least influenced by friends/relatives and colleagues.

**Recommendation 1:** Healthwatch to share this report with the Nottingham and Nottinghamshire STP Steering Group, staff, volunteers and groups who answered this QOTM.

**Recommendation 2:** STP partners to use findings to inform how service providers and commissioners communicate health advice and information to people dependent on their gender, age, ethnic group and where they live.