Improving health outcomes through behaviour change – the impact social marketing is making for prevention and self-care

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Background

The Five Year Forward View called for the NHS to get serious about prevention and become better at helping people to manage their own health – aims that are only possible if we can successfully support people to change their behaviours.

- 15 million people living with long-term conditions
- Over three million people living with diabetes
- One in five adults still smoke
- A third of people drink too much alcohol
- Just under two thirds of people are overweight or obese
Social marketing and behaviour change

Research and insight  Tailored campaigns  Tracking behaviours

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Mindless Eating
Brian Wansink

53% more popcorn


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Research and insight

The Happiness Hypothesis
Jonathan Haidt


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Diabetes is serious

Diabetes affects every part of the body.

Every week, diabetes leads to:

- Over 460 early deaths
- Over 140 lower limb amputations
- Over 1,850 heart attacks or heart failures
- Over 540 people experiencing strokes
- Over 270 people needing renal replacement therapy

Diabetes is the leading cause of preventable sight loss in the UK

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Diabetes and ethnicity

People from African, Caribbean, and South Asian backgrounds are **2 to 4 times** more likely to develop Type 2 diabetes.

**3 in 5 cases** of Type 2 diabetes can be prevented or delayed by:

- maintaining a healthy weight
- eating a healthy balanced diet
- being more active regularly
- stopping smoking

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Health disparities

- Key factors in health disparities at the community level
- Impact of health disparities in incidence of Type 2 diabetes
- Behavioural factors in preventing and managing Type 2 diabetes
- Cross-sector and interdisciplinary efforts to prevent health disparities
- Opportunities for – and challenges in – informing public policy through research into health disparities
Engaging communities

“You can’t engage with communities from behind an office desk”
Language matters

- Try to avoid jargon and overcomplicated terminology
- Avoid using the word ‘exercise’
- Don’t assume that everyone has the same level of literacy
Love Bump

Dear daddy, please help mummy quit

Stopping smoking is hard, especially if partners or parents are also smoking, but all mums want to give their baby the best start in life they can.

For support and advice on how to quit smoking, visit lovebump.org.uk
Call: 0800 0852 299 or text LLBD to 80800

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Almost 200 screened for Latent TB to protect Sandwell and West Birmingham community

Almost 200 people were screened for Latent TB (tuberculosis) at Sandwell College as part of a campaign to protect the health of people living in Sandwell and West Birmingham.

190 people were screened at the event with 23 testing positive and now receiving treatment with a course of antibiotics.
Existing resources

Campaign concepts and materials:
• Online tools
• Animations
• Printed collateral
Measuring impact

- Where are you now?
- Where do you want to be? (get specific)
- Clinical outcomes
- Marketing outcomes
In summary

- Research and insight isn’t a luxury
- The importance of talking to patients and communities
- The importance of language
- Enable and empower people
- Be resilient
- Don’t reinvent the wheel
Thank you for listening

Any questions?

www.ardengemcsu.nhs.uk
www.diabetes.org.uk