

HOW ARE YOU?

Our lifestyles can be more unhealthy than we think. Start the fight back to a healthier you. Take the One You quiz and see how you score.

oneyoukent.org.uk

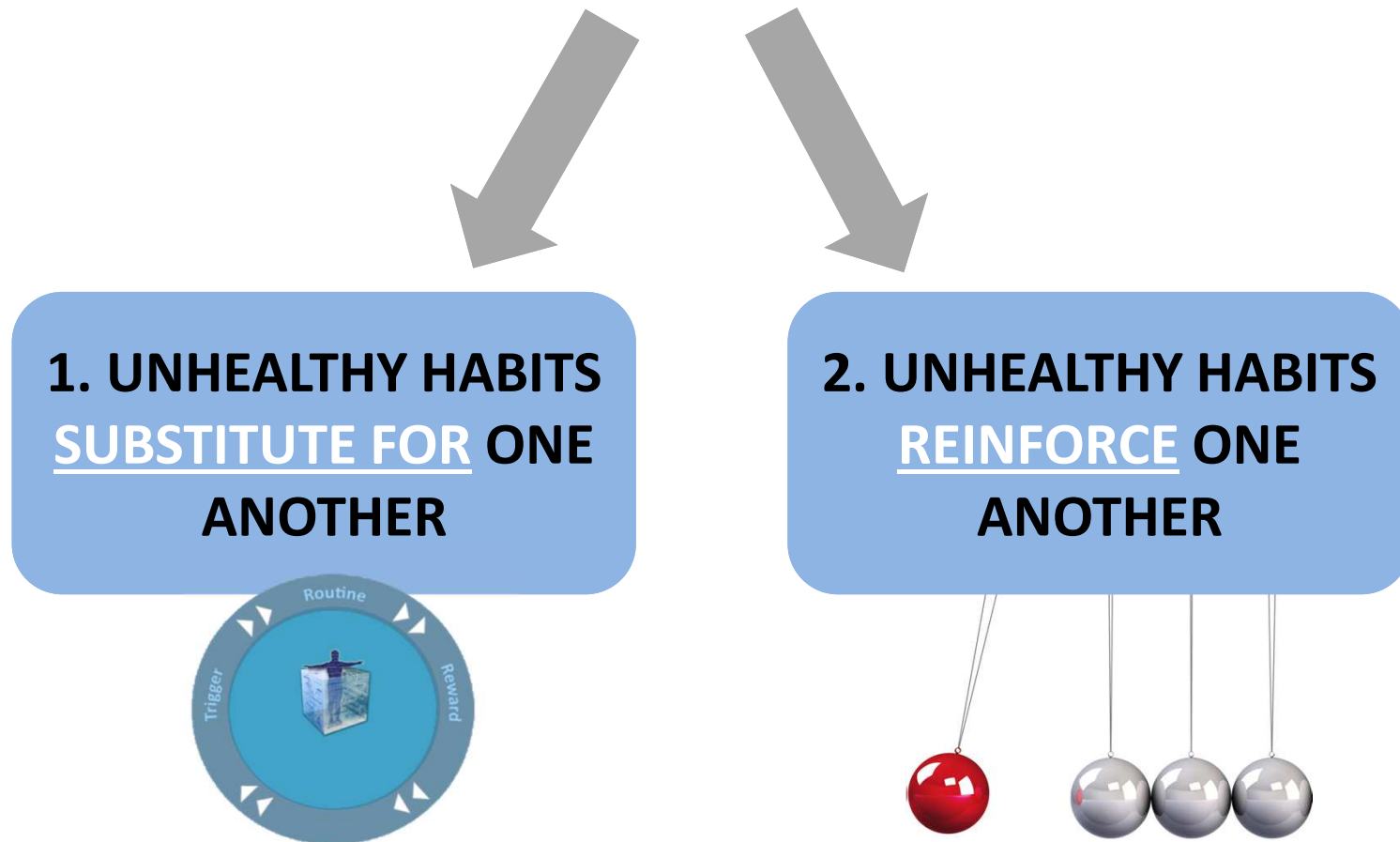
ONE YOU KENT



Behavioural Insights

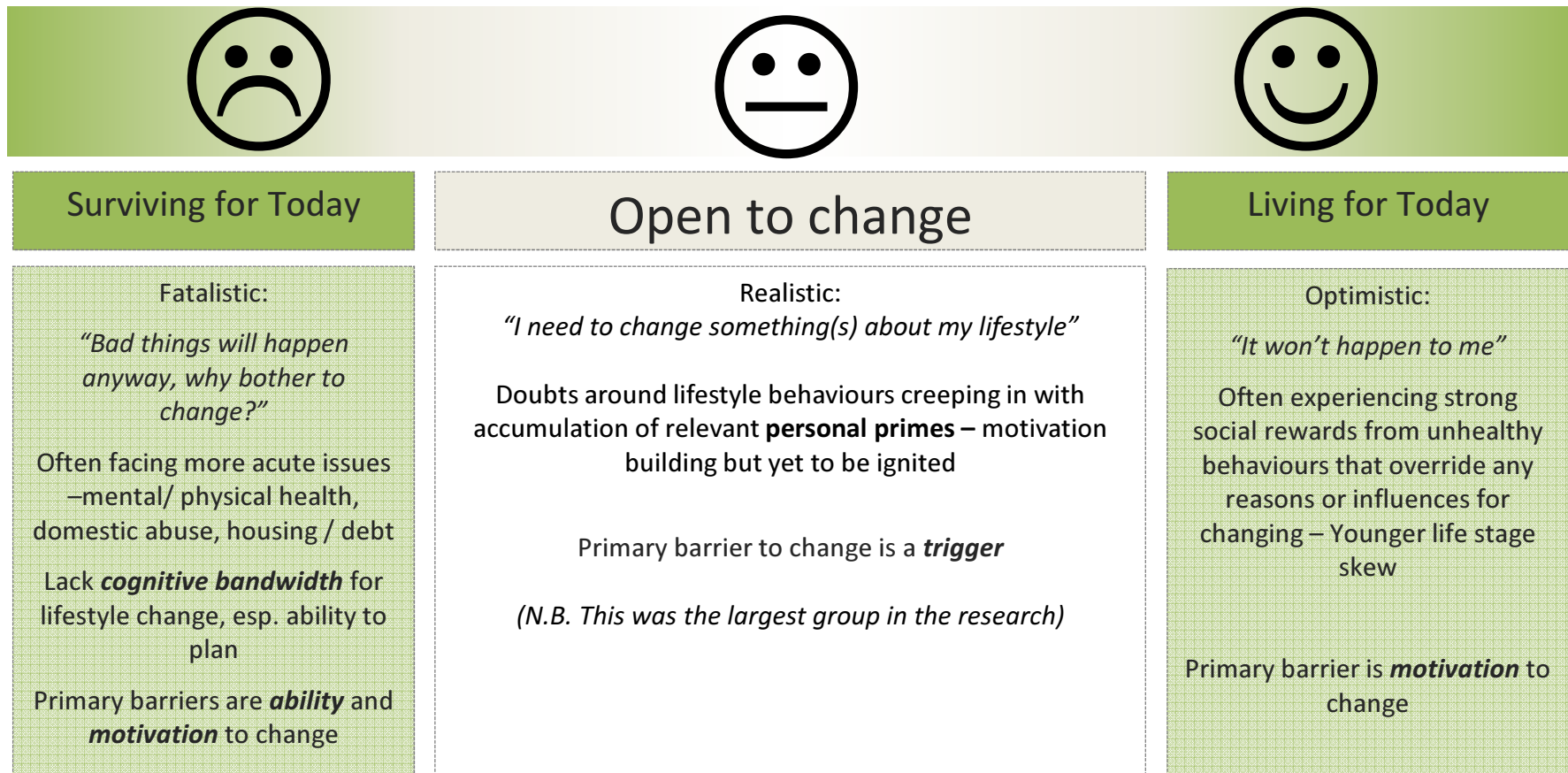
- The study focused on developing our understanding of why people with the unhealthiest lifestyles are least likely to engage with our services.
- In depth research, with twelve people over a course of two weeks, understanding their daily choices, and the influences on their behaviour.

The audience's multiple unhealthy behaviours cluster in two key ways



Segmenting the target audience

Ability and motivation for behaviour change is heavily influenced by people's mental state and emotional wellbeing at a given point in time. We see 3 key groups:



Unhealthy habits substitute for one another

BOREDOM

LONELINESS

A range of contexts and times across the day

Unhealthy behaviours:

- *Smoking*
- *Drinking*
- *Lack of exercise – hours spent in front of TV etc. Unhealthy snacking / missing meals then over-eating*

*“I **smoke in the van**, it’s **just boring driving on my own**. I **barely speak to anyone all day** except when I stop in a lay by to get a burger or butty... When I’m at home, my **mum makes it clear she doesn’t want me around**, so I **come to the pub most days** to have a few pints and **talk with people**.”*

Male, Younger, Family, Tunbridge Wells

*N.B. repeating these behaviours gradually builds up **automatic habit loops***

ENJOYMENT

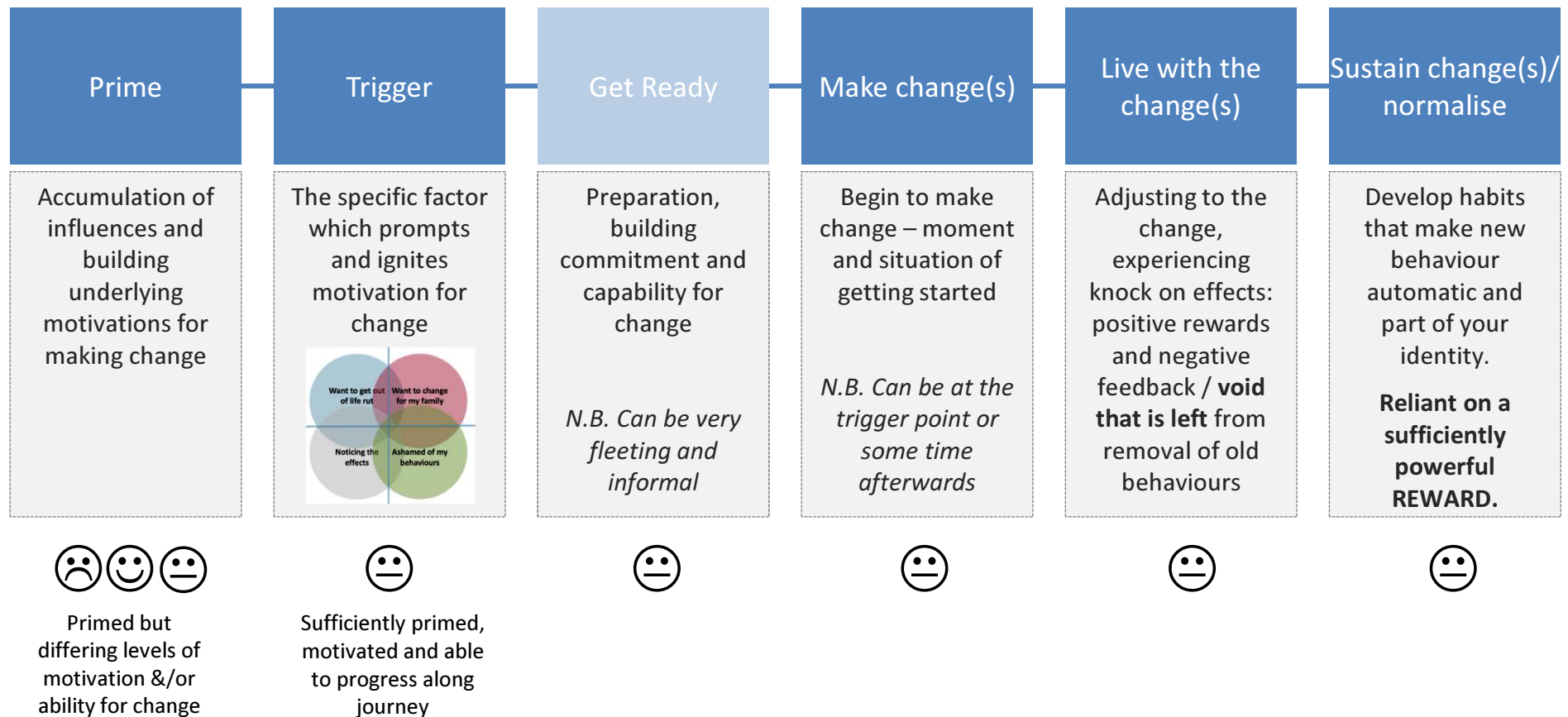
EMPOWERMENT

BONDING

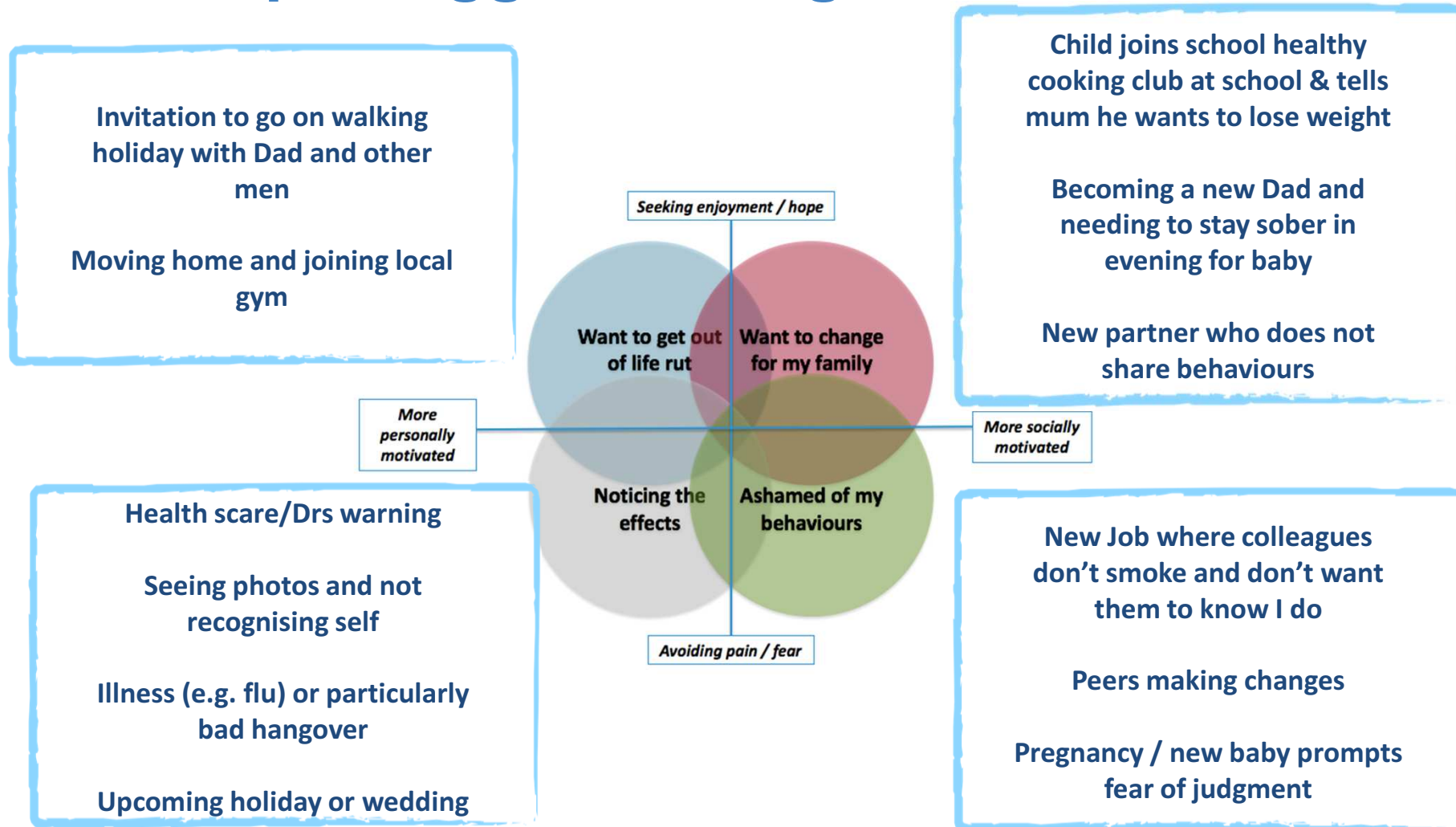
PSEUDO COMPANY

Removal of one unhealthy behaviour risks it being replaced by another – important to fill the void with positive alternatives

Behavioural insights study into multiple unhealthy behaviours gave us tools to talk to partners



Example triggers that ignited motivations



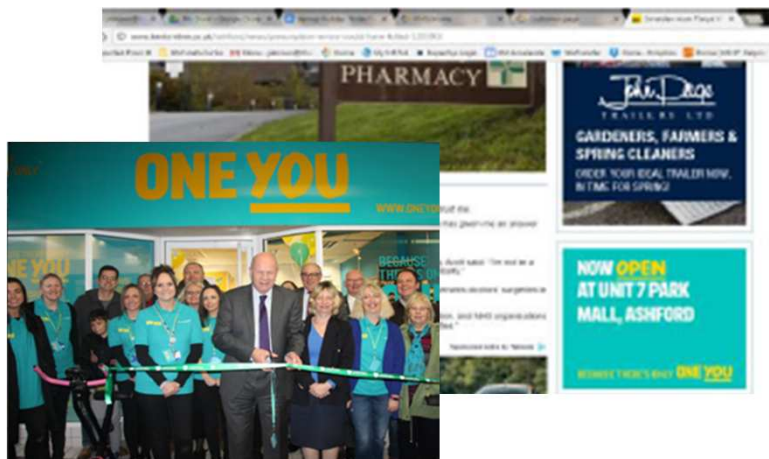
- Opportunity to **leverage touchpoints where people are triggered** (e.g. workplace, Health Visitor) to support Get Ready stage

ONE YOU KENT

- One You Kent is the localised campaign brand.
- Two agencies have been commissioned to work on the campaign, each has its own remit:
 - To plan and implement the consumer facing campaign.
 - To work with Kent providers, partners and supportive channels to develop resources that support each group to promote healthier lifestyles in a consistent manner.
 - To include brand guidelines for providers, and campaign guides for partners and supporters.

Consumer campaign activity

- Passenger bus panels and pharmacy bags
- Radio advertising on Heart/KMFM
- TV (Sky Adsmart/ITV on demand)
- Print in hospital magazines and the KM
- Social media (Facebook)
- Experiential events and leaflet door drops
- Digital (Network, PPC, Kentonline)



One You Kent TV advert

<https://www.youtube.com/watch?v=UqoYwPJSH88>

One You Kent – Consumer results to date

The 6 campaign activity generated:

- Over 85,000 sessions on oneyoukent.org.uk.
- Over 25,800 referrals to the PHE How Are You quiz.
- 90% of visitors on mobile or tablet
- Over 20,000,000 interactions across Kent media.
- Evaluation survey of people in the target audience - 29% had seen the One You Kent campaign.
- 66% of those who saw the campaign took small, positive steps towards changing their lifestyle.

Stakeholder engagement work

- We have worked with a number of key stakeholders and partners to develop tools to support the wider Kent workforce – including how they can help trigger a behaviour change
- Stakeholder engagement activities including a stakeholder workshop and online survey, have informed the production of resources.

Partner Resource Packs

GP Surgery Kit	Partners Pack	Providers Pack	Supporters Pack
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Stakeholder to customer

- Posters and flyer template
- Flag banner
- Pop up banner
- Bunting
- Signposting credit card

Partner Community

- What is 'One You Kent?' tent card
- 'What is One You Kent?' poster
- Partner guide
- E-newsletter
- Conversation tips for staff



Partner resources cont..

Supporting the Campaign

As part of the **ONE YOU KENT** network you can encourage people you meet to visit oneyoukent.org.uk and take the first step towards a healthier life.



Join us at:
kent.gov.uk/oneyouresources and
find resources to help you support
ONE YOU KENT.

**BECAUSE THERE'S
ONLY ONE YOU**

ONE YOU KENT

TALKING ABOUT HEALTHY LIFESTYLES

Some tips to make it easier

UNDERSTANDING BEHAVIOURAL CHANGE CAN HELP YOU SUPPORT IT.

1. Focus on people who
are **READY** to change



NOT READY

Facing challenges like
illness, debt, addiction or
lack of time.



READY

Realistic about the
damage their habits cause,
with good reasons for
wanting to change.



NOT READY

Enjoying their lifestyle and
feeling no ill effects.

2. Spot the **DRIVERS** and
TRIGGERS behind their change

Driver	Trigger
I want to get out of a rut	'I've got another hangover.' 'I had four takeaways last week.'
I'm ashamed of behaviour	'My colleagues don't know I smoke.' 'I had to ask for a bigger uniform.'
I want to get healthier for loved ones	'My new boyfriend doesn't smoke.' 'I'm about to become a Grandma.'
I'm noticing the effects of my habits	'I didn't recognise myself in a photo.' 'My teeth are stained.'

3. Start a **CONVERSATION**

a. **ASK**

Questions like

'Why do you want
to stop smoking?'

Help people think about
their reasons for changing.

b. **ADVISE**

Encourage small steps.

c. **ACT**

Signpost and refer to
ONE YOU KENT

"Must be tough to
do it by **YOURSELF**"

"Why do you want
to **STOP** smoking
/ drinking?"

"**ONE YOU KENT**
provides free weight
loss services"

"10 minutes walking
a day can make a
BIG difference"

"There's a great
recipe app on
ONE YOU KENT"

"Take a look at
the **ONE YOU KENT**
website"

DO

- Listen and show you understand.
- Chat about shared experiences or
relevant stories from the media.

DON'T

- Judge, push, lecture, nag or frighten
- Worry about lapses - they're normal!







Watch the film about behaviour change and find more resources at
kent.gov.uk/oneyouresources

PATIENT'S NAME

AGE

M / F DATE

I RECOMMEND THAT TO BENEFIT YOUR HEALTH YOU SHOULD:

- ☐  Do 10 - 30 minutes brisk walking each day
Search 'Active 10' for a free app to help track walking
Find group walks in your area at oneyoukent.org.uk
- ☐  Try preparing something new for dinner each day
Take a look at the 'Easy Meals' app for help and advice
- ☐  Reduce the amount you drink through the week
The 'Drinks Tracker' app helps you take control each day
- ☐  Stop smoking with daily support and motivation
The 'Smokefree' app can help you stop smoking
Find stop smoking support in your area at oneyoukent.org.uk
- ☐  Book your health check
If you're aged 40-74 book your NHS Health Check with us soon
- ☐  Take the 'How Are You?' online health quiz
Do the 10 minute quiz for your FREE personalised health score

Medical condition specific advice:
(optional)

SIGNED*

DATE

*(GP or Health Professional)

Doctors notes:

oneyoukent.org.uk - Free tips, apps and services to help **YOU**



ONE YOU KENT

- The One You Kent website has been created at www.oneyoukent.org.uk.
- The website contains content on the campaign, as well as being the hub for the adult health improvement services.

HOW ARE YOU?

Start the fight back to a healthier you. Take the One You quiz and see how you score..

Take the quiz

Get moving
Building activity into your day helps to keep you healthy. Find ideas to be more active.

Smokefree Kent
Get support to help you quit smoking for good.

Alcohol
Find out how much you drink, ways to cut down and where to find help if you need it.


Health trainers
NHS Health Trainers can support you to make the small changes that can make a big difference.

Healthy weight
Advice and services to help you manage your weight and improve your wellbeing.

NHS Health Checks
If you're aged 40 to 74 you may be eligible for a free NHS Health Check.


One You Shop, Ashford
Drop in and see us for free health advice.

One You quiz
Start the fight back to a healthier you. Take the One You quiz and see how you score.



One You apps

Try one of the One You apps for support with healthy eating, moving more or kicking unhealthy habits.



Kent County Council
kent.gov.uk

Engaging employees through their employers

- To reach 150,000 employees
- To pay particular attention to industries that are most likely to experience health inequalities, including routine and manual occupations
- Concentrating on priming and triggering