

How to talk about the building blocks of health – a new toolkit for public health communicators

This webinar will begin shortly

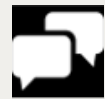
15 September 2022



This is a Zoom webinar so you will be automatically muted throughout.



Your camera will also be off throughout the webinar.



If you have any questions please ask them using the Q&A function.
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#TalkingAboutHealth

How to talk about the building blocks of health

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September 2022

JRF

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ECONOMICS
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Impact
on **Urban**
Health



Criminal
Justice
Alliance

YOUNG
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the Earth
Europe

NHS



We need a new story about health

- What surrounds us, shapes our health - from our jobs, to our homes, to our education
- These wider determinants of health are often left out or misunderstood
- The Health Foundation partnered with FrameWorks to research and tell a new story about health

Our research



13

Expert Interviews



21

Cultural Model Interviews



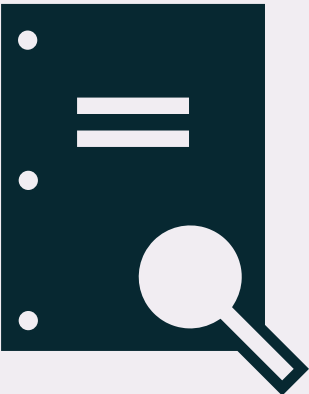
391

Media Content & Field Frame Analysis



53

On-the-Street Interviews



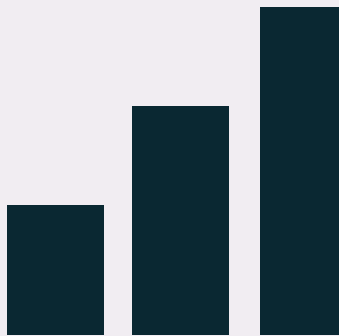
7200

Survey Experiments



58

Peer Discourse Session Participants



5

Usability Trials

7741

Sample Size

Framing is making choices about how we present information

Choices that change how people think, feel and act

A dark, low-key photograph of a man wearing glasses and a patterned shirt, with a blurred background of a busy street scene. The man is the central focus, looking slightly to the right. The background shows a street with several people walking, some carrying bags, and buildings in the distance. The overall mood is professional and focused.

**The difference the right frame can
make**



How do people think about health?

How people think about health

- Health is shaped by our **individual choices and willpower**
- It's all about **diet and exercise**
- Health is the **absence of illness**
- The **NHS**

The building blocks of health

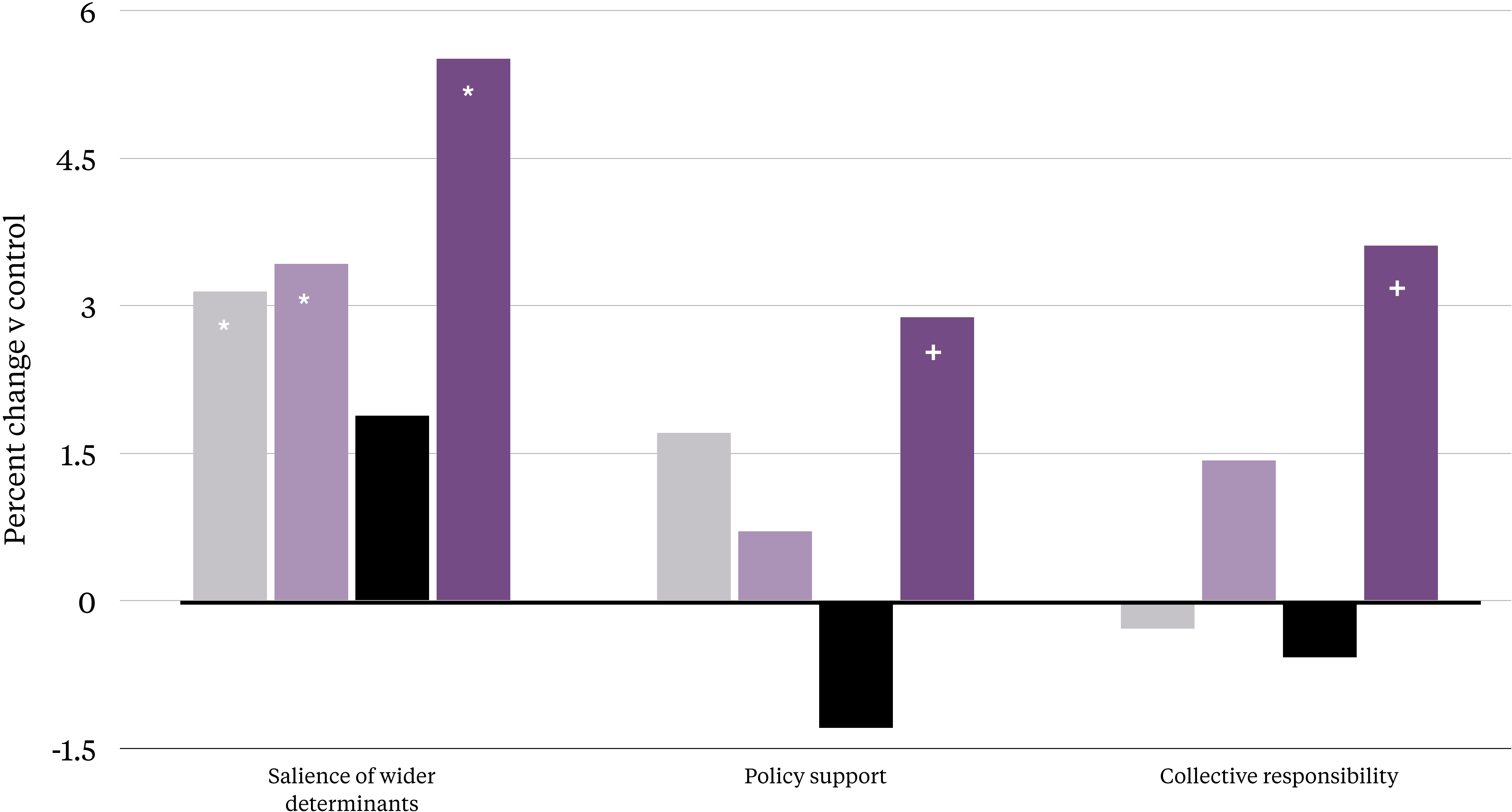
1. Why do wider determinants of health matter?
2. How do wider determinants affect health?
3. What we can do about it?

#1

**Start with why the wider
determinants of health matter**

Why does this matter?

- Improve health
- Build longer, healthy lives
- Tackle poor health
- Prevent lives being cut short



+ = $p < .10$
* = $p < .05$
** = $p < .01$

This is a matter of life and death

- Lead with inequalities in life expectancy: lives are cut short
- People in some **places** are dying earlier than they should
- Where possible: avoid ‘disability-free life expectancy’ or ‘healthy life expectancy’

#2

**Explain how the wider determinants
affect health**

**How we talk about a problem sets up
the solutions to it**

How can we improve health?

Explain how this works: step-by-step

- Rather than just describing, explain how the social drivers of health happen and how they work
- Explain cause and effect, step by step
- Set up systemic solutions

When we don't explain: education and health

Cause Children don't have access to a good education

So People don't understand the importance of exercise and eating well

So People make bad choices about food and exercise

Result Poor health

Solution Education / behaviour change campaigns

When we do: education and health

Cause Children don't have access to a good education

So People graduate without strong qualifications - limiting job prospects and income

So People can only afford poor quality housing

So People are exposed to damp, mould, and others' illnesses

Result Poor health

Solution Strengthen the building blocks in our communities: our education and our housing systems

#3

Show what we can do about it



CLIMATE
CHANGE

RECESSION

COVID-
19

BE SURE
TO WASH YOUR
HANDS AND ALL
WILL BE WELL



efficacy

/ˈɛfɪkəsi/

noun **FORMAL**

the ability to produce a desired or intended result.

"there is little information on the efficacy of this treatment"

Similar:

effectiveness

success

successfulness

productiveness

fruitfulness

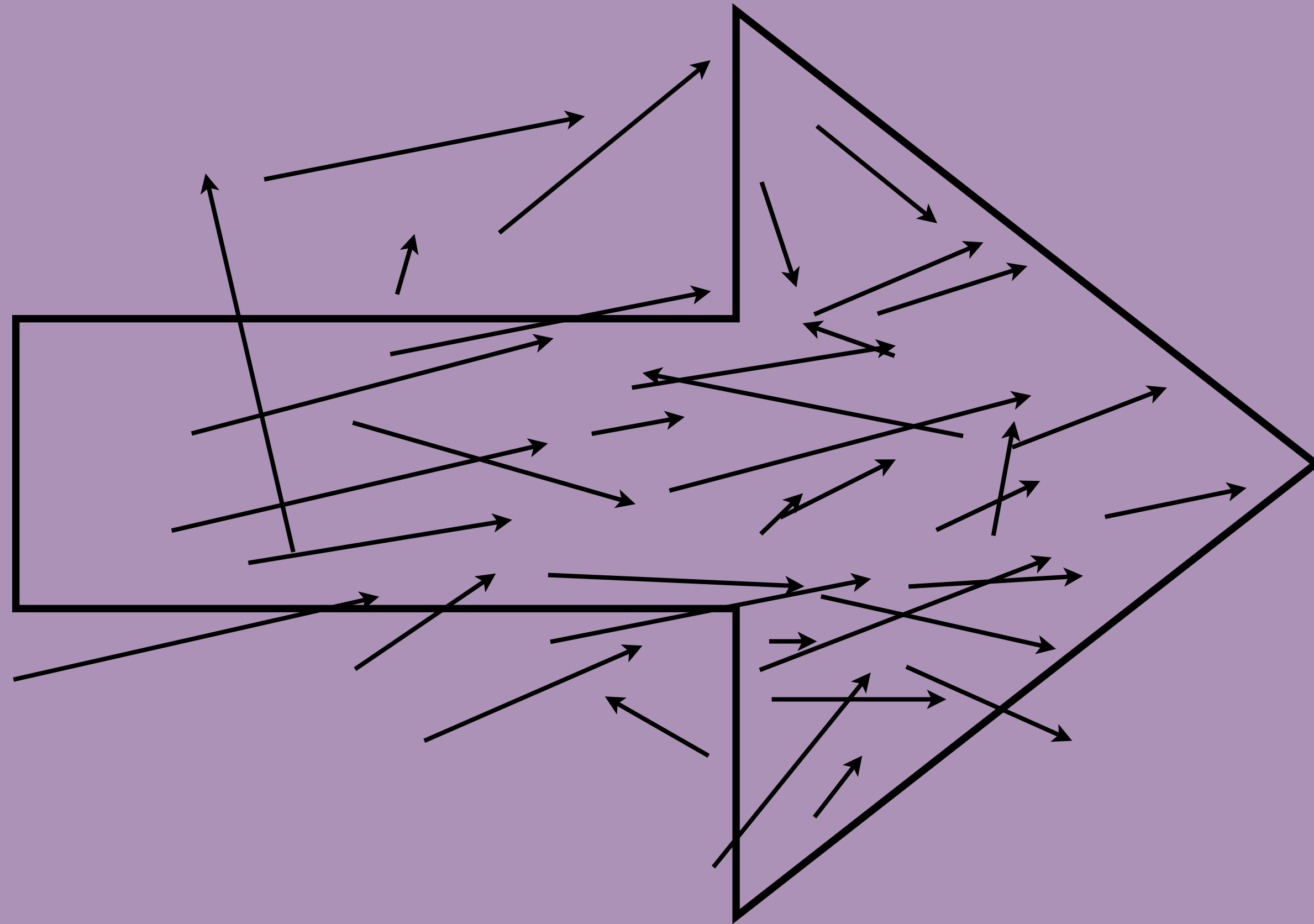


Balance urgency and efficacy

- Talk explicitly about the fact that we can change this
- Show the urgency of a situation - but don't leave people at crisis point
- Use a 1:2 ratio of urgency:efficacy

The building blocks of health

1. Why do wider determinants of health matter?
2. How do wider determinants affect health?
3. What we can do about it?



Stay in touch

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Stay in touch

- Read more about our toolkit here:
<https://www.health.org.uk/publications/how-to-talk-about-the-building-blocks-of-health>
- Sign up to receive webinar updates here:
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Thank you

