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Project Nip

ACT Preventive Health Plan 2020-2025 Mid-Term Review
ACT Community Survey Report

April 2022

Pollinate

What we will cover today

- 1 Background and methodology
- 2 Preventive health perception in the Canberra community
- 3 Prioritisation of Preventive health issues in the Canberra community
- 4 Behaviour of Canberrans
- 5 Role of the ACT Government
- 6 Summary and recommendations

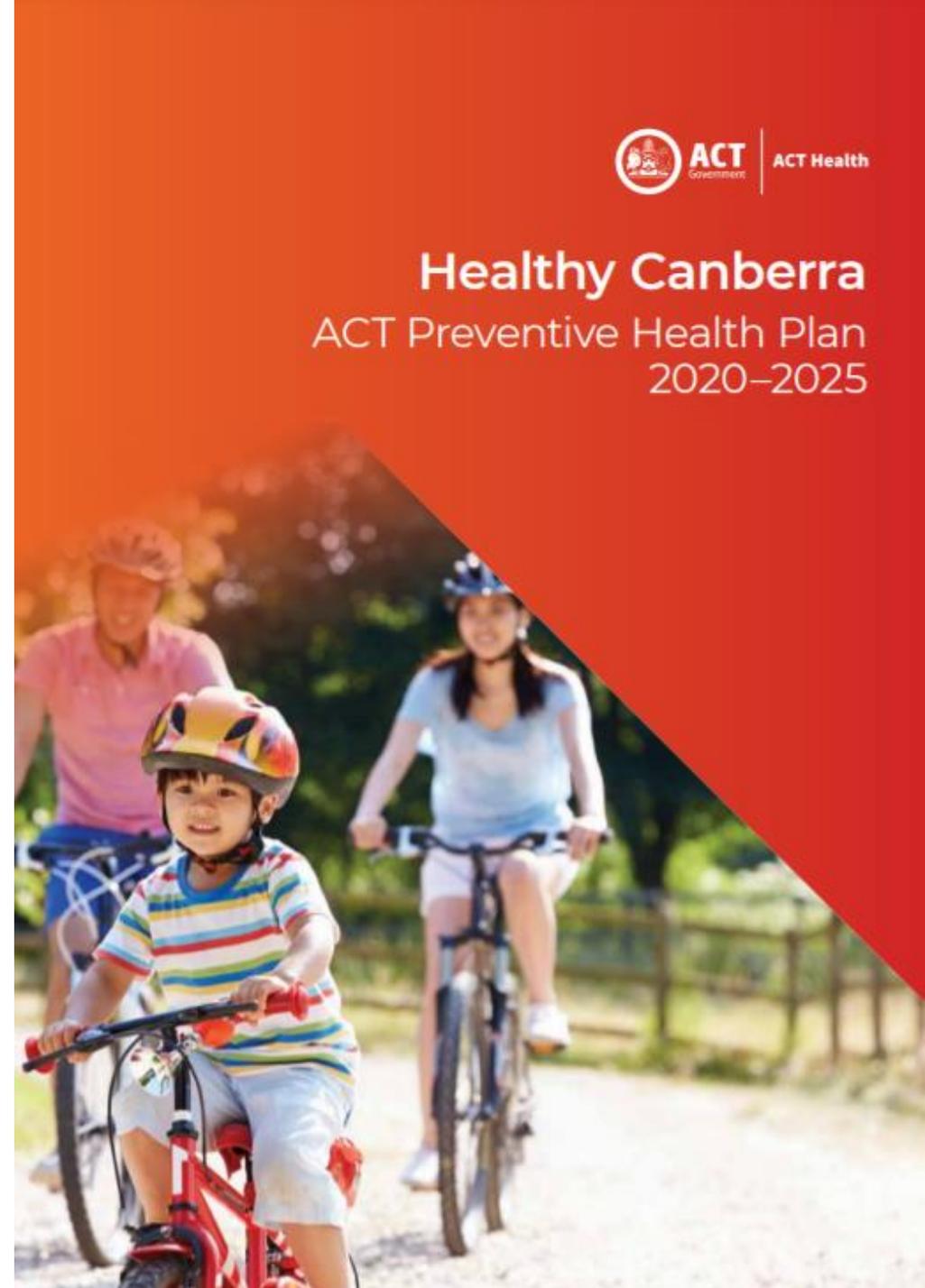
Project Background and aim

The *Healthy Canberra: ACT Preventive Health Plan 2020-2025*, which aims to ensure that Canberrans enjoy the highest standards of health at every stage of life, is now halfway through its lifecycle, and is due for a mid-term review.

The Policy Design and Evaluation (PDE) team is leading this Mid-Term Review, and a research partner is required to conduct a Canberra community survey to understand and measure community buy-in and recognition of the preventive action that has been undertaken.

This survey design must link closely with the Health Plan overall evaluation. If there is scope, there may be interest in gathering community perceptions regarding understanding of and support for preventative action.

The PDE Team, Pollinate and the Health Directorate will collaborate on the survey design, to ensure high research standards are maintained and clear, actionable findings are produced from the research.



Approach on a page

1

Setup

Initial 1-hour meeting with project stakeholders to confirm project objectives

Confirm project details: timing, outputs etc.

2

Measure

Quantitative online 5-minute survey among n=650 Canberra representative sample (margin of error of +/- 3.8%)

Survey will be designed in collaboration with key stakeholders to meet the key project objectives

3

Analyse and Report

Analysis of data at a total level and by key subgroups

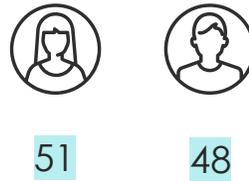
Delivery of a final report

Face to face presentation of results to project stakeholders

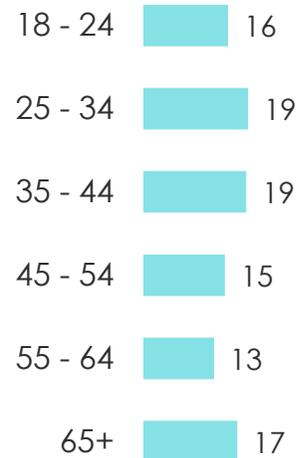
Method:

10 minute online survey among a representative sample of n=648 Canberrans

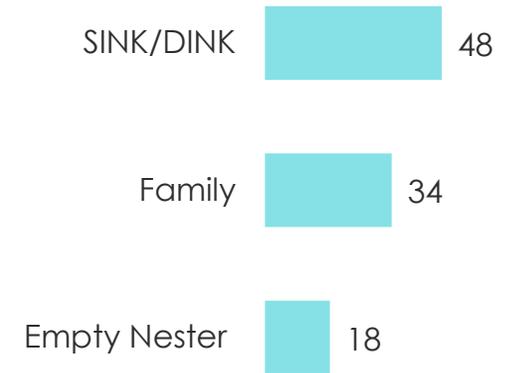
Gender (%)



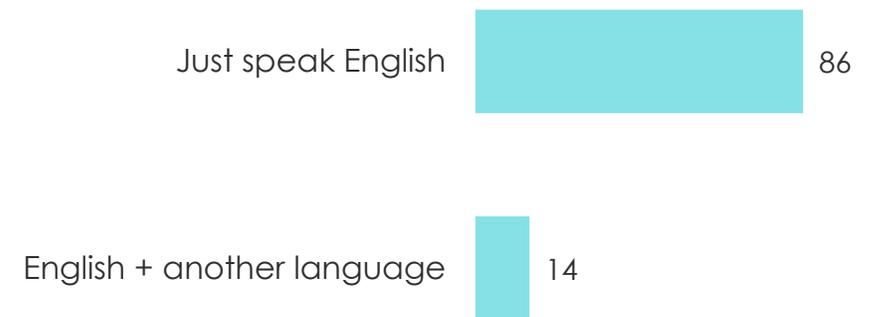
Age (%)



Lifestage (%)



Language (%)



2

Preventive health perception
in the Canberra community



Canberrans recognise the importance
of preventive health & support more
preventive health funding

Treating and preventing illness are very important to Canberrans

Importance of issues (%) – T2B

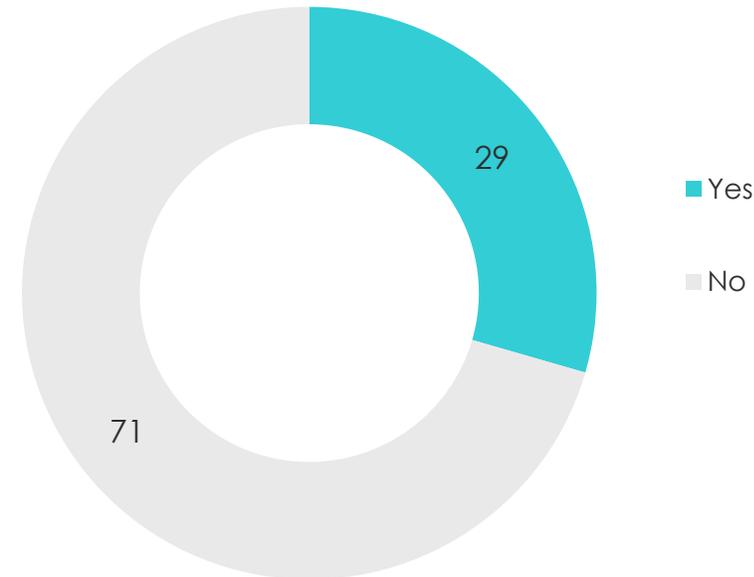


Higher than that of cost of living and climate change

The number of people living with a long-term health condition is not realised

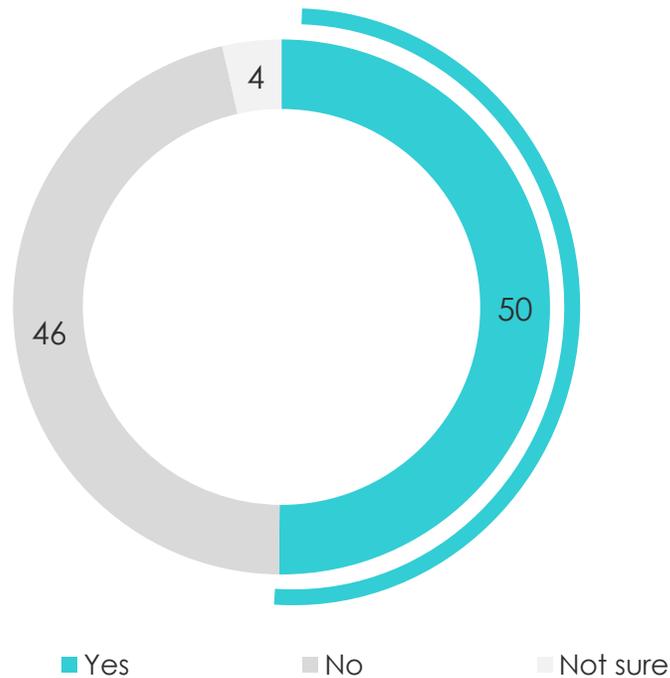
This does not align with people's experience: when asked if they have a long-term health condition themselves...

Did you know that approximately half of all adults in the ACT live with a long-term health condition? (%)



...Half of Canberrans state they suffer from a long-term health condition

Having a long-term health condition (%)



A mental health condition	18
Asthma	13
Backpain	13
Arthritis	12
Diabetes	5
Cardiovascular disease	5
Cancer	3
chronic obstructive pulmonary disease	2
Osteoporosis	2
Chronic kidney disease	1
Other (specify)	10

There is clearly a disconnect between experience and perception:
a lot of Canberrans don't realise there are others in a similar situation to themselves

There is near universal support for increasing preventive health expenditure

With highly importance of preventive health and high prevalence of Canberrans with a long-term health issues, perhaps unsurprising there is high public permission to increase spend in this area

Agreement with significantly increasing expenditure on preventive health, i.e., preventing illness in the ACT (%)



B2 - Currently, across Australia it is estimated that 2% of government health expenditure goes towards prevention. A national campaign is currently seeking to double this expenditure to at least 5% of the health budget. Do you agree with significantly increasing expenditure on preventive health, i.e., preventing illness in the ACT? N=648

3

Prioritisation of preventive
health issues

What was shown to respondents:

The ACT Government supports Canberrans in a variety of ways to help prevent chronic health conditions such as diabetes and heart disease, for example by helping people make healthier lifestyle choices and by creating supportive environments (e.g., green spaces, walking paths).

It also includes plans and policies such as the Healthy Canberra Plan (2020-2025) which outlines five broad priority areas for action.

We would like to hear your views on these five priority areas.

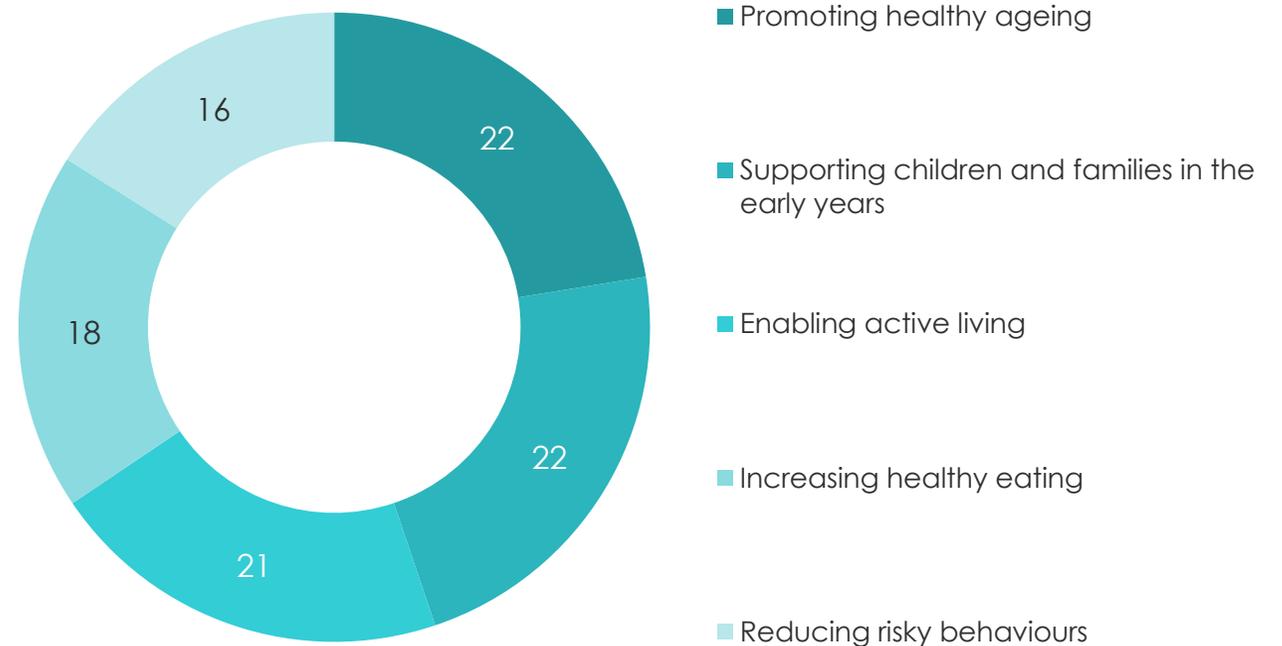
Area	Description
Promoting healthy ageing	e.g., cancer screening, lifestyle changes
Supporting children and families in the early years	e.g., infant and child health checks, health during pregnancy, childhood vaccinations
Enabling active living	e.g., walking paths, bike paths, water fountains, green spaces and sporting facilities
Increasing healthy eating	e.g., programs in schools and workplaces, making it easy to choose a healthy diet
Reducing risky behaviours	e.g., smoking, alcohol, sexually transmitted diseases, etc

Top 3 priorities are promoting healthy ageing, supporting children and families in the early years, and enabling active living

Important to note the balance of importance across the 5 areas: all priority areas are important to Canberrans

How important are the following to you, out of 100%?

0% would mean this is not important to you at all, while 100% means this is the only thing important to you



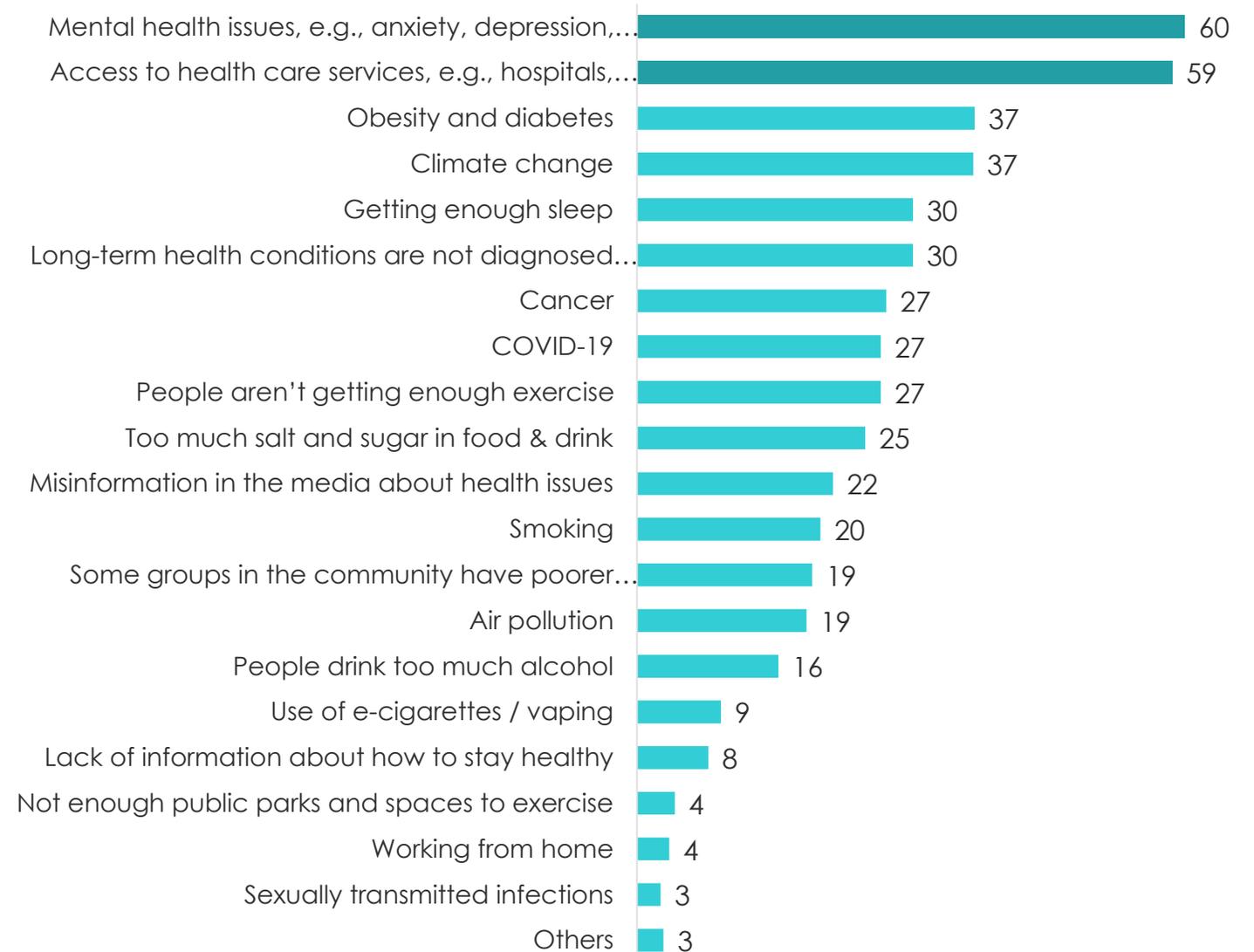


In terms of preventing long-term health issues,
top concerns are mental health issues and
access to health care services

There is a clear hierarchy regarding areas of focus from the Canberra public

Important to align Government areas of action with community concerns and if not, address and explain the misalignment (or be ready to explain it if asked!)

Concerns in terms of preventing long-term health issues (%)



4

Behaviour of Canberrans

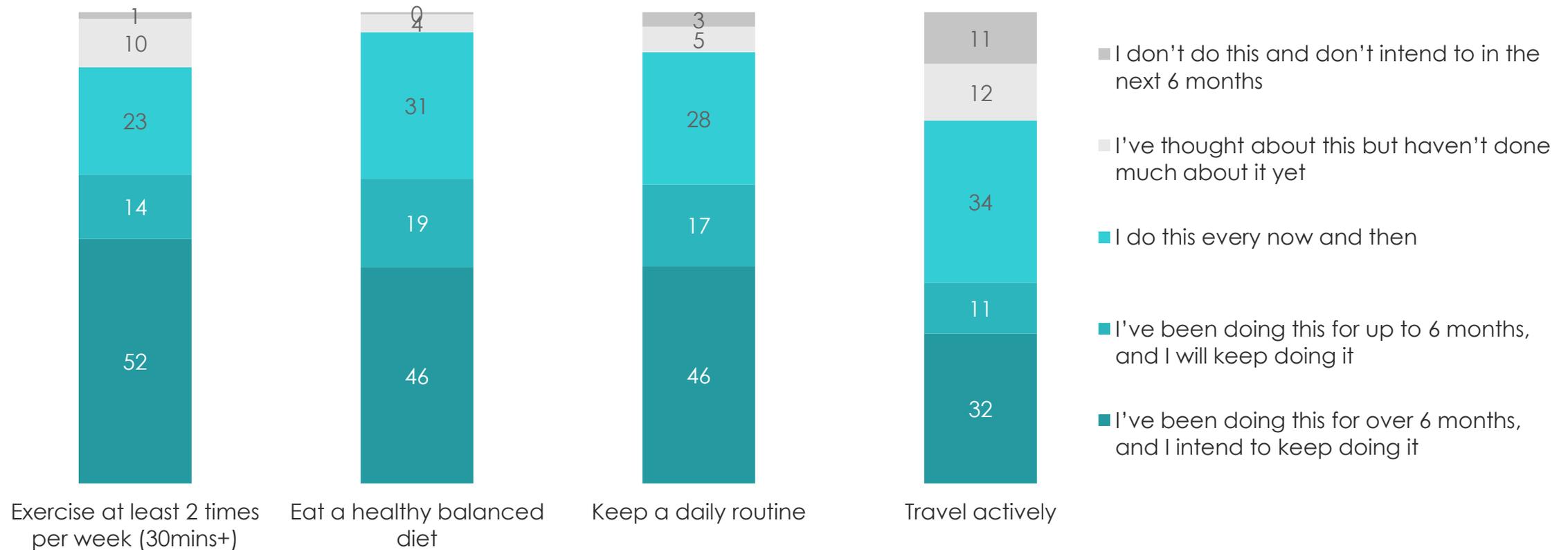
Applying states of change model to Canberran's behaviours



Stage	Survey statement
Pre-Contemplation	I don't do this and don't intend to in the next 6 months
Contemplation	I've thought about this but haven't done much about it yet
Preparation	I do this every now and then
Action	I've been doing this for up to 6 months, and I will keep doing it
Maintenance	I've been doing this for over 6 months, and I intend to keep doing it

Half of Canberrans claim they are in the maintenance phase for exercise, eating a balanced diet and keeping a daily routine

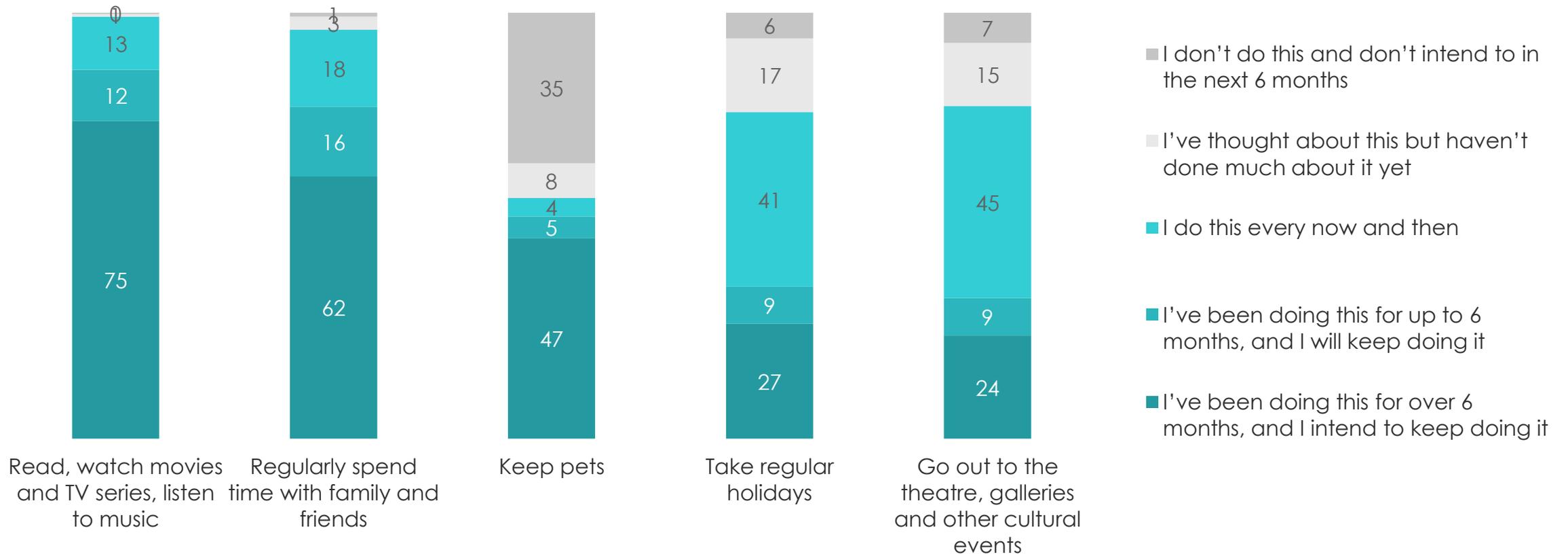
Canberran's behaviour (%) – Physical health



High maintenance for recreation and time with family and friends

Only a quarter of Canberrans take regular holidays

Canberran's behaviour (%) – Mental health, relaxing, recreation



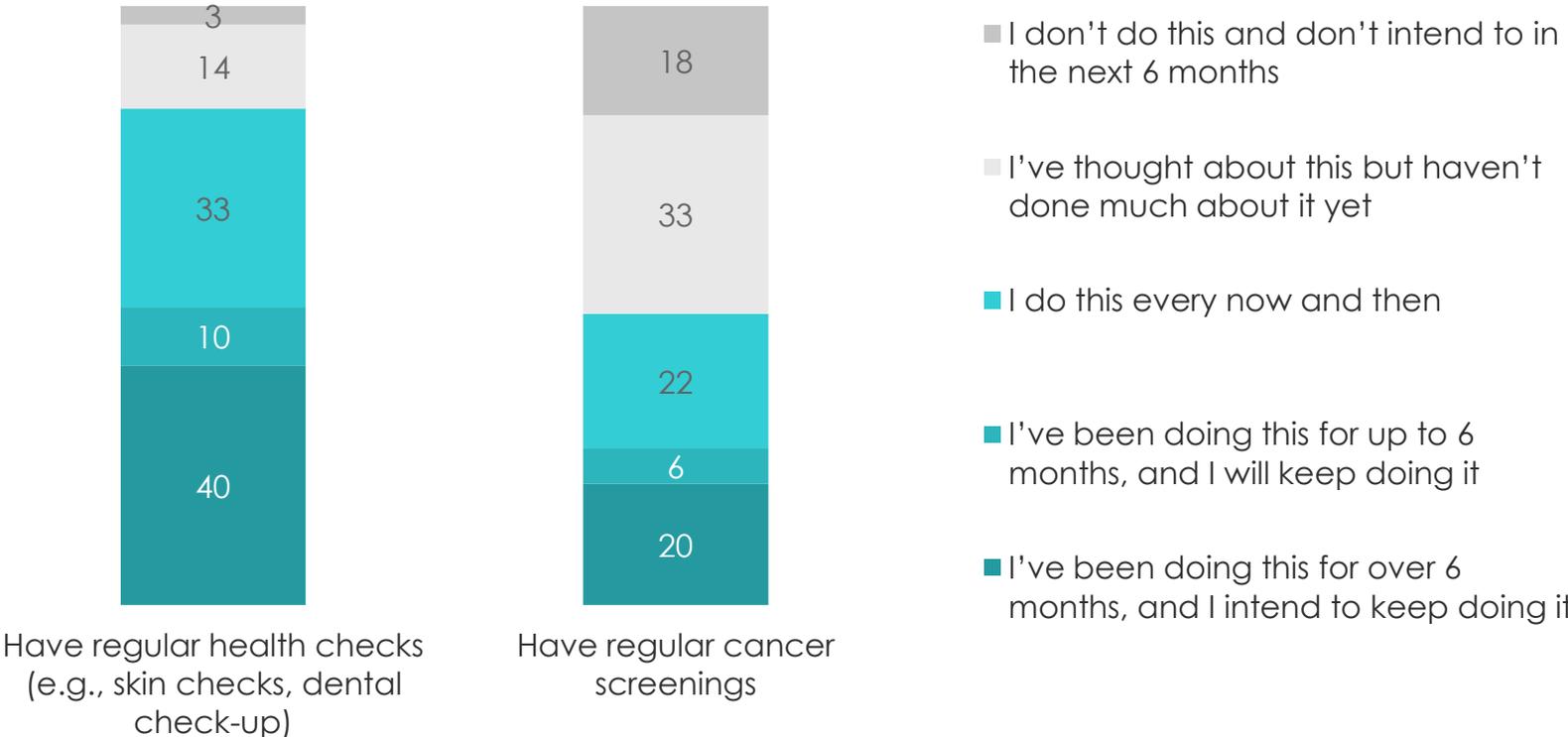
Most Canberrans don't smoke, while 1 in 20 regularly smoke and don't intend to quit. 1 in 10 Canberrans drink 10+ standard drinks a week

Canberran's behaviour (%) – Negative behaviours



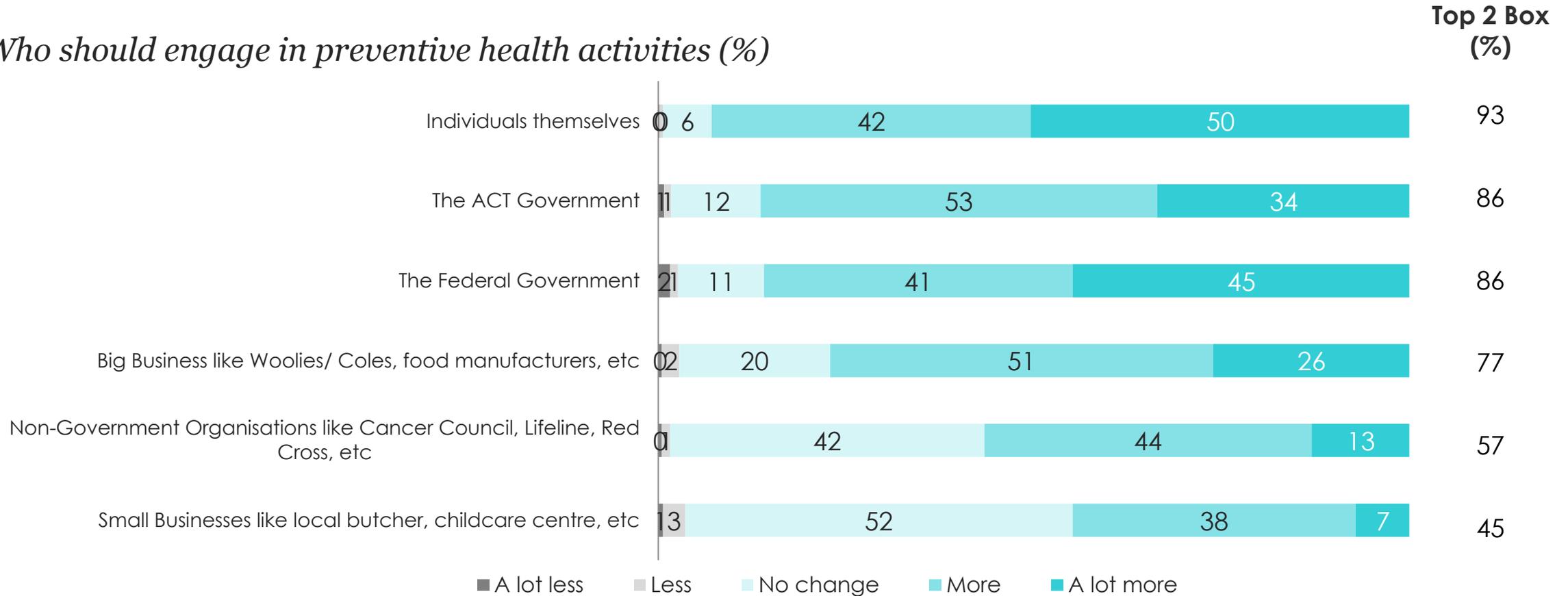
Canberrans have not reached maintenance stage for cancer screenings with many at contemplation & pre-contemplation

Canberran's behaviour (%) – Health check-up



Individuals see themselves as the first port of call regarding preventive health, followed by the Government

Who should engage in preventive health activities (%)



Canberrans are split regarding which level of Government should be doing more on the issue – likely they do not mind which level of Government it is

5

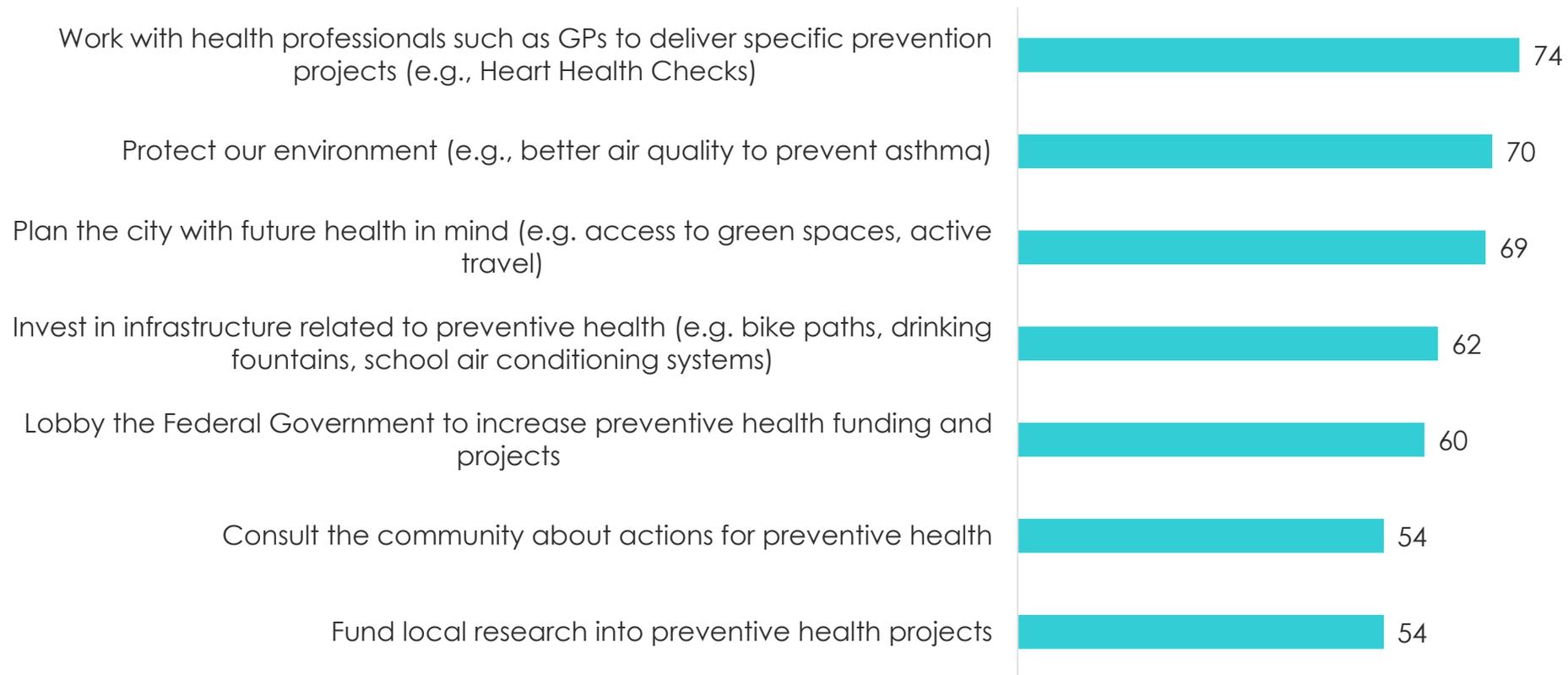
Role of the ACT Government



Canberrans want the Government to work with health professionals and protect our environment

It is important the ACT Government work with health professionals, protect our environment and plan and invest in a healthy future

Importance – 1st tier of importance (%)



It is less important the government influence placement of fast food outlets, unhealthy food in public spaces

Importance – 2nd tier of importance (%)



Campaigns shown to respondents:



Campaign 1 – Keep CBR Safe and Strong (“comparison campaign”)



Campaign 2 – Healthier Work Program (**Healthy Ageing**)



Campaign 3 – It's Your Move (**Enabling Active Living**)



Campaign 4 – Fresh Tastes (**Healthy Eating**)



Campaign 5 – Healthier Choices Canberra (**Healthy Eating**)



Campaign 6 – Refill Canberra (**Healthy Eating**)



Campaign 7 – FARE Campaign – Reduce your risk



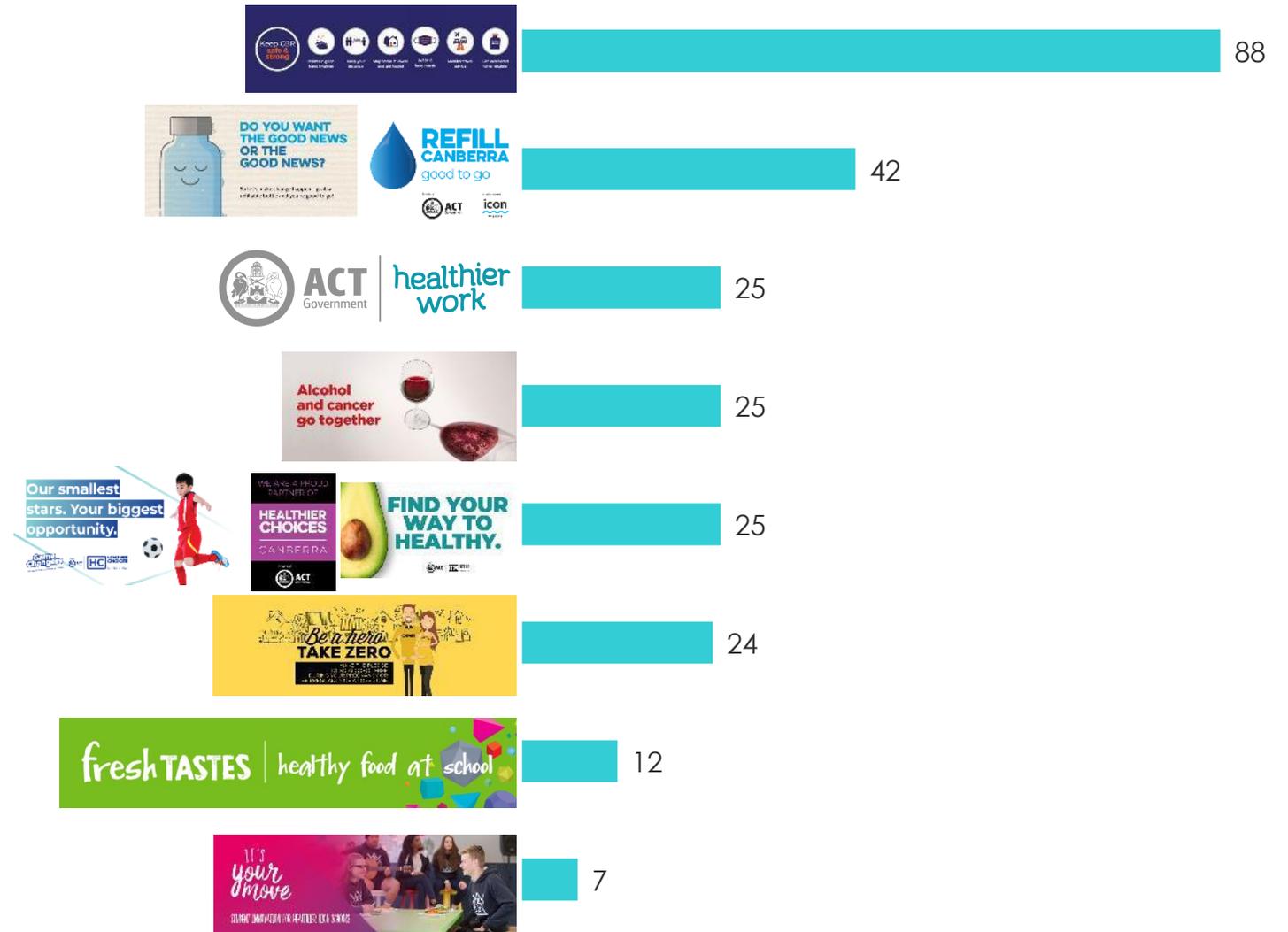
Campaign 8 – FARE Campaign – Pregnant Pause

Nearly all Canberrans have seen the 'Keep Canberra Strong' campaign

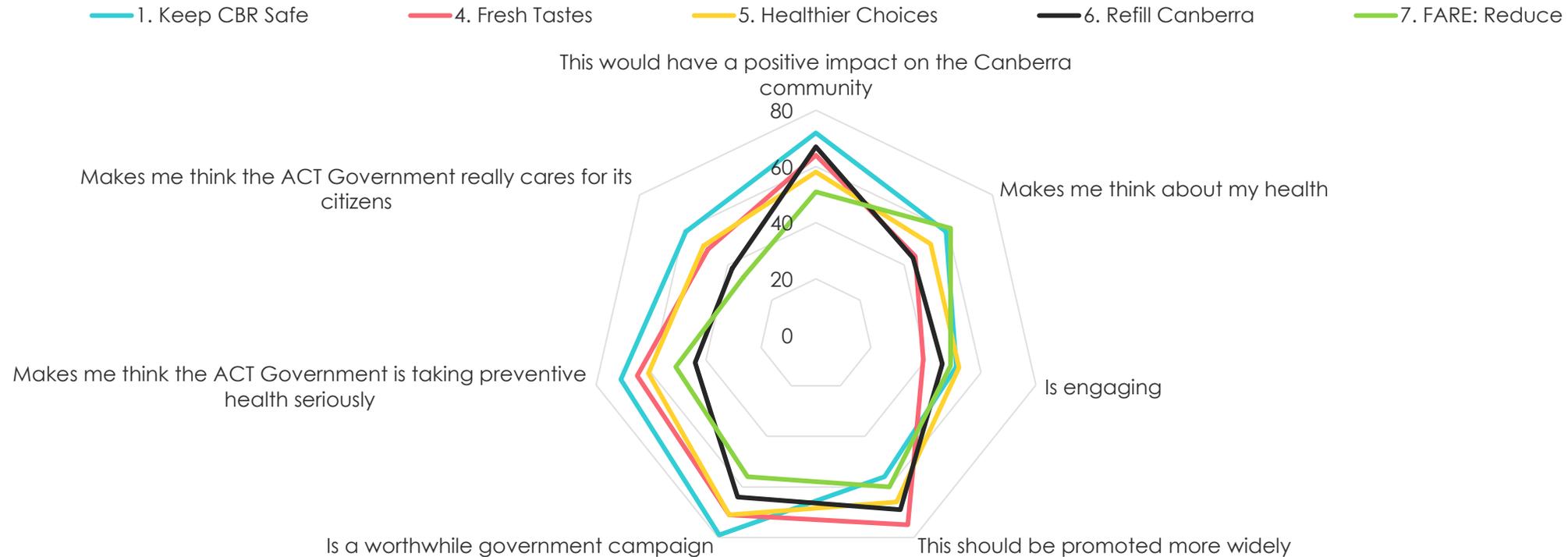
Close to half have seen 'refill Canberra', with a quarter recognising 'healthier work', 'alcohol and cancer', 'healthier choices' and 'take zero'

Low recognition for 'fresh tastes' and 'it's your move'

Ad recognition (%)

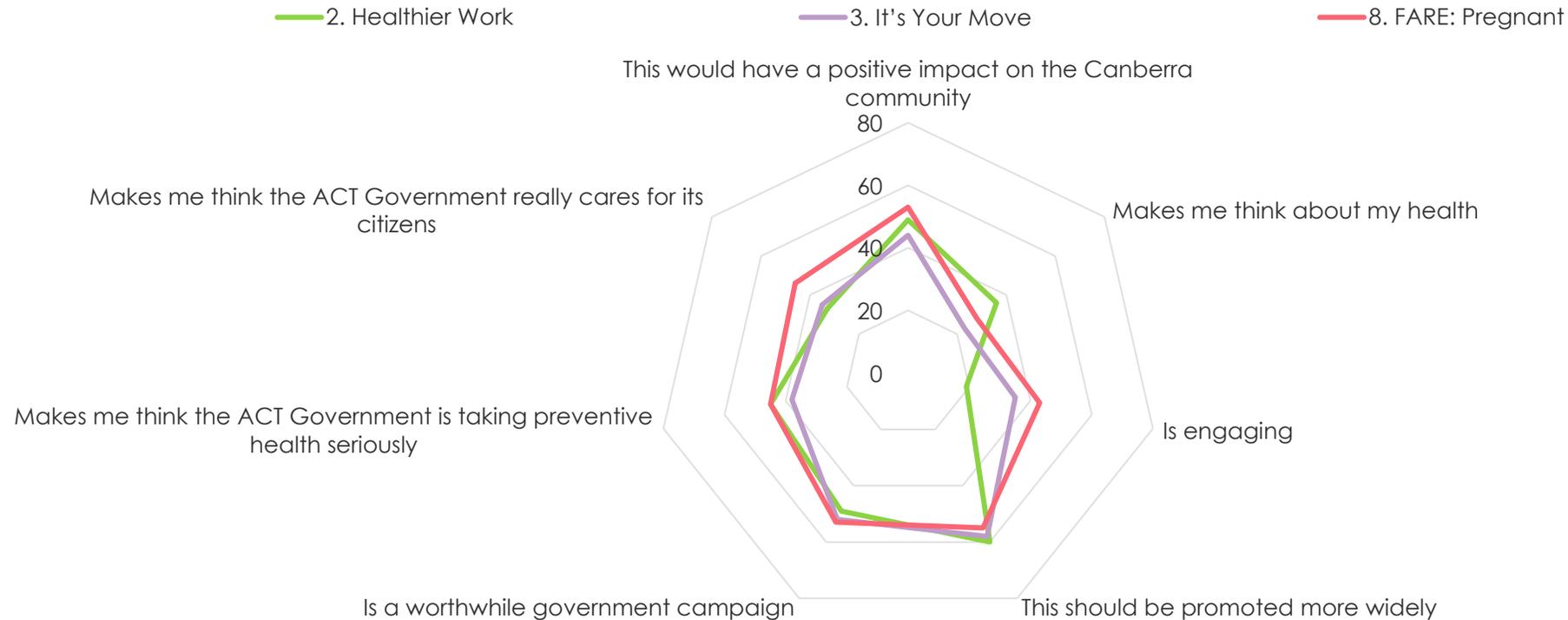


Diagnostically, campaigns 1,4,5,6 & 7 perform the strongest, particularly 1. Keep CBR Safe followed by 5. Healthier choices



Canberrans rate campaigns 1 and 5 as highest for demonstrating the ACT Government really cares for its citizens, with campaign 1 is seen as the most worthwhile

Campaigns 2,3 and 8 are less likely to have an impact on Canberrans and less likely to have a positive halo effect on the ACT Government

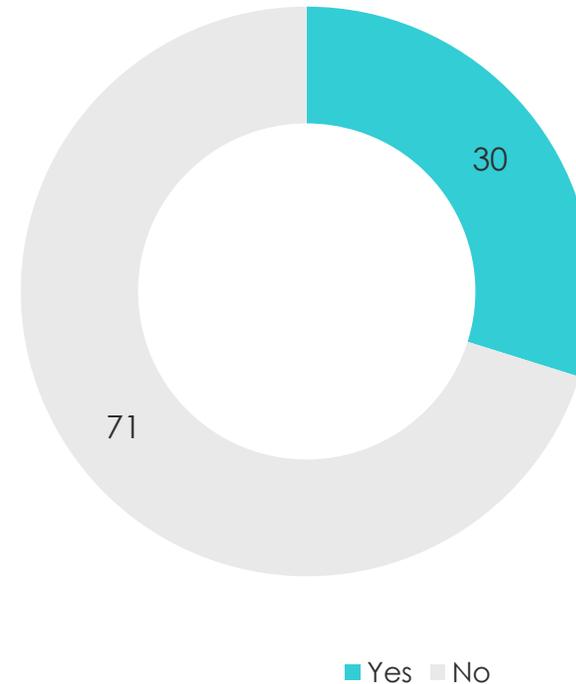


While not as high performing, there is still the belief these ads should be promoted more widely

1 in 3 Canberrans
admit to being
impacted by the
advertising

But the impact may
be more than 1 in 3,
as people don't
always admit to
being impacted by
advertising

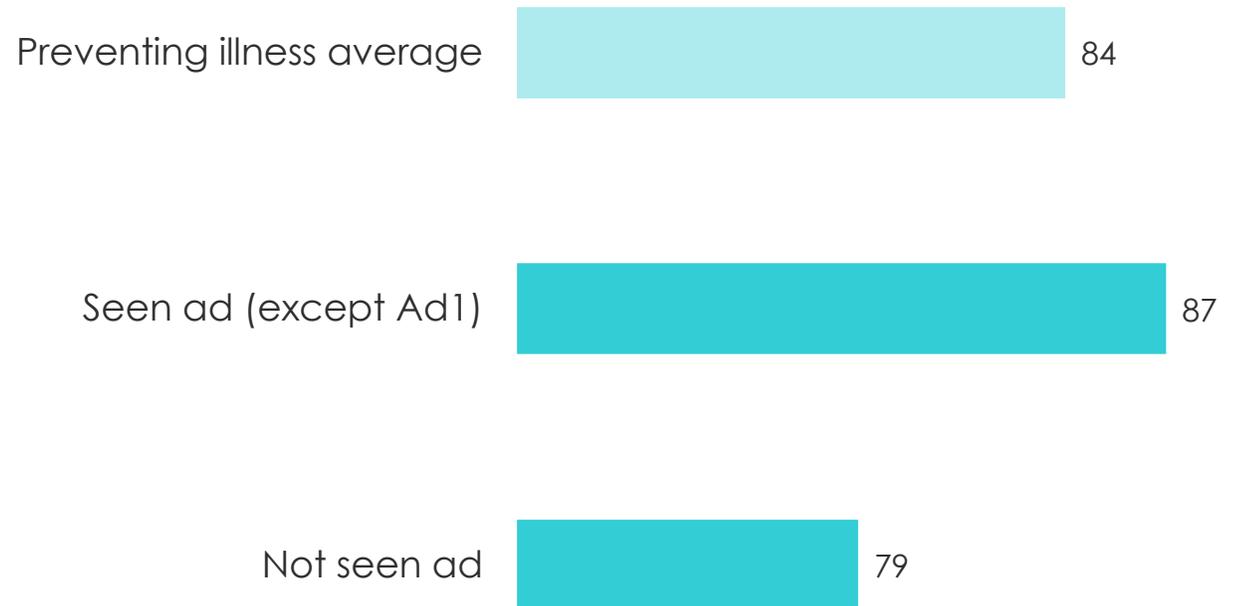
*Do you feel differently about health prevention
having done this survey / seen these examples?*



Deriving impact:

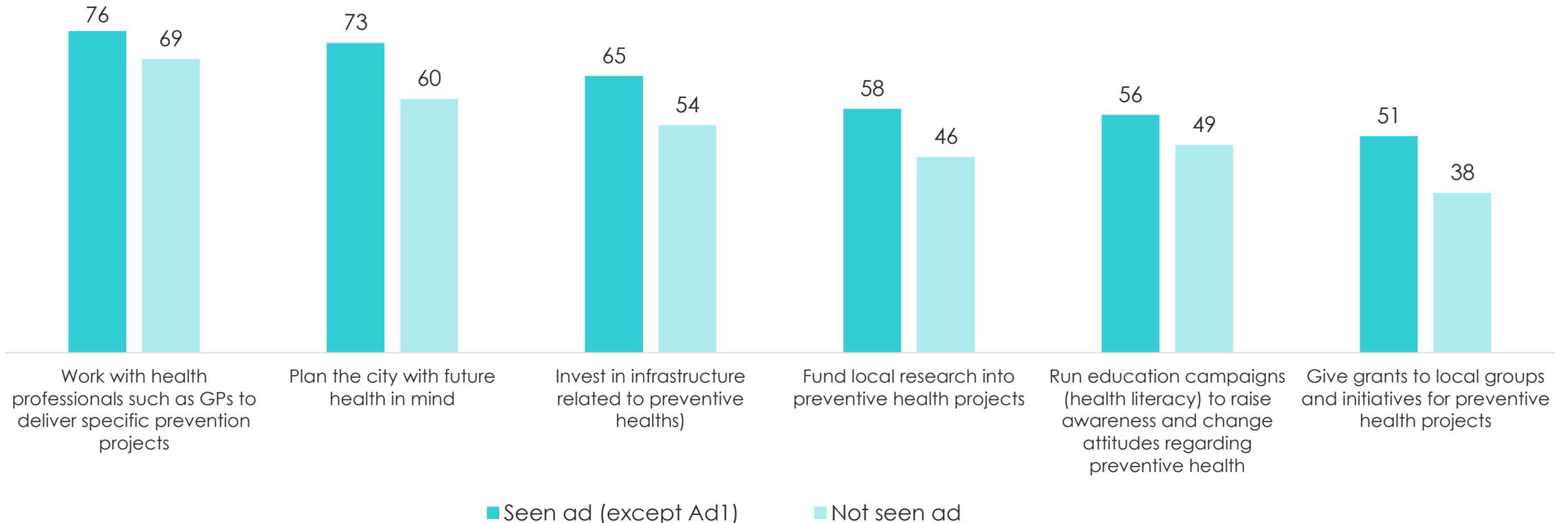
Those who have seen the advertising are significantly more likely to rate preventive illness as important than those who have not seen the advertising

Importance of preventing illness (%) – T2B



Deriving impact: Those who have seen the advertising rate several areas as more important than those who have not seen the advertising

Importance of areas (seen vs. not seen ads – excl. Ad1)



6

Summary and
recommendations

There is near universal support for increasing expenditure towards prevention among Canberrans

Conclusions and recommendations

Areas of focus

Canberrans rate promotion of health ageing and supporting children and families in the early years as the most important

- However, it is critical to note the balance of importance across the 5 areas: all priority areas are important

Mental health issues and access to health care services are the clear top concerns of Canberrans

- Obesity and diabetes and Climate change are issues 3 & 4, however there is a significant difference between the top 2 issues, and issues 3 & 4

Roles and responsibilities

Canberrans see individuals themselves as the most responsible regarding engagement with preventive health activities

- ACT and Federal Government are tied second, with the small businesses and NFPs less expected to be doing more than they are currently doing

Canberrans want the ACT Government to work with health professionals, protect our environment and plan and invest in a healthy future

- There is lower agreement with the ACT Government being involved in processes that restrict freedom of choice

With recognition of the importance of preventive health, ACT Government have permission to push for more spending

Conclusions and recommendations

Campaign advertising

Campaign recognition ranges from few (7%) to nearly half (42%) having seen preventive health-associated campaign materials

- Nearly all of Canberra have seen the Keep CBR Safe campaign

All campaigns have performed relatively well at driving consideration of positive behaviour and positive sentiment toward the ACT Government regarding preventive health activities

- Keep CBR Safe and Healthier Choices are the most well-rounded campaigns,
- Healthier Work, It's Your Move and FARE: Pregnant could benefit from a review prior to future media support

ACT Government advertising in this space is welcomed, with most Canberrans agreeing these messages should be promoted more widely



Thank you

Pollinate

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Pollinate used third party suppliers to provide sample for this project.

<u>Supplier</u>	<u>Sample N=</u>
Take2 Research	648

As part of the project you will have on file the final version of the following documents...

1. Our Proposal, outlining our approach, sample size and costings
2. The Discussion Guide outlining the discussion flow of the research (if applicable)
3. The Questionnaire (Quantitative) or Recruitment Schedule & Screener (Qualitative), with the questions used to qualify participants and if relevant, a schedule with incentive amounts, research dates and times of the fieldwork
4. Our Debrief presentation, the final presentation with our findings from this project

If for some reason you don't have one of these documents or would like us to resend any of them to you, please ask one of the Pollinate team.

As the project is now complete, we'll start our process of closing it. This process involves the following...

1. De-identifying all respondent information (i.e. contact details on all documentation, including but not limited to spreadsheets, pretasks and sign in sheets)
2. Collating all project materials, keeping only those we deem as relevant and archiving these for a period of 12 months. If you have any specific requests in terms of what you'd like us to keep, please let us know within 4 weeks of the date of this Debrief and we will ensure these are included with our archived material (for 12 months).
3. If applicable, we will retain on file all video related to this project for a period of 2 years. After 2 years from the date of this debrief we will delete any project related video that's not included as part the final debrief document. If you'd like us to retain any video for longer please let us know within 4 weeks of the date of this Debrief date and we will ensure these records are retained for an additional 12 months (for a total of 3 years).

If you have any questions relating to the above, please contact our Chief Operating Officer, Nathan Saville, on 0410 402 068 or email nathan@pollinate.com.au