



artemis  
STRATEGY GROUP

# Healthful Is the New Healthy



MOTIVATIONS ASSESSMENT PROGRAM™

Our MOTIVATIONS ASSESSMENT PROGRAM™ (MAP) health survey results have implications for health communicators and marketers. Find out why the personal values–health behavior connection is important for persuading your audience to act.



**MOTIVATIONS ASSESSMENT PROGRAM™**

## **THE ARTEMIS STRATEGY GROUP MOTIVATIONS ASSESSMENT PROGRAM™**

The Artemis Strategy Group MOTIVATIONS ASSESSMENT PROGRAM™ (MAP) is an initiative based on proprietary primary research to develop insights and practical tools to help marketing leaders in public and private roles develop communications that persuade their audiences to act. Artemis Strategy Group is a marketing research firm specializing in Motivation Research and communications strategy. We provide research and consulting to a range of public and private sector clients.



## AN EVOLUTION

Americans' views about their health and how to manage it have steadily evolved over the past several decades. Until the mid-1900s, most Americans viewed personal health primarily as ailments and diseases requiring traditional medical care from doctors and hospitals.

In later decades, significant numbers of Americans adopted new behaviors to improve their health rather than just mitigate poor health.

Beginning in the 1960s, growing popular awareness of the unhealthy effects of smoking and excessive alcohol consumption and nascent concerns over the impact of agricultural chemicals fueled a trend toward preventing illness and disease rather than dealing with them after the fact.

This trend evolved in the '70s and '80s, decades marked by the rise of regular exercise, physical workouts, gym memberships and running. Sports and athletic activities designed to entice and fulfill individuals of every shape, size and degree of interest emerged.

Throughout the '90s and into the '00s, interest in specific healthy activities grew and was augmented by a much richer understanding of nutrition and diet among the general population. To these physical manifestations of healthy behavior came greater interest in the emotional and psychological dimensions of personal health. No longer the domain of crystal healers and Zen masters, activities such as yoga and meditation went mainstream, becoming vital, everyday components of health for millions of ordinary Americans.

Until relatively recently, people's health-enhancing behaviors operated more like silos of healthy activity than as interconnected patterns of a healthful lifestyle. A new survey of 1,500 Americans using **Artemis Strategy Group's MOTIVATION RESEARCH™** approach reveals a new trend. A large number of survey respondents report connecting multiple dimensions of healthy activities to create a more holistic lifestyle of healthfulness. They are driven by a desire not just to be healthy for the sake of not being unhealthy, but by the desire to lead an active, enjoyable and rewarding life. The evolution of personal health seems now to have reached a new stage we call "healthfulness."

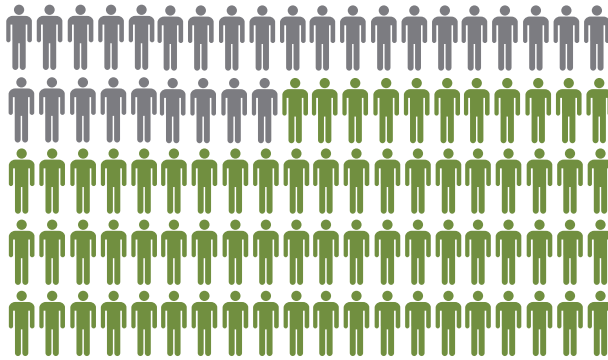


## SIX THINGS WE LEARNED ABOUT HEALTHFULNESS





When we dig into Americans' attitudes, beliefs and behaviors around healthfulness, six big insights surface:

### **1** The vast majority of Americans are doing at least one important thing to become and remain healthful.

In our survey, **71 percent of Americans** report regularly engaging in at least one major activity to improve their health.



#### Major activities include:

-  Monitoring diet and nutritional intake.
-  Participating in exercise or physical activity.
-  Undertaking and maintaining serious behavior modification such as quitting smoking or reducing alcohol consumption.
-  Engaging in activities to promote emotional balance and mental health.

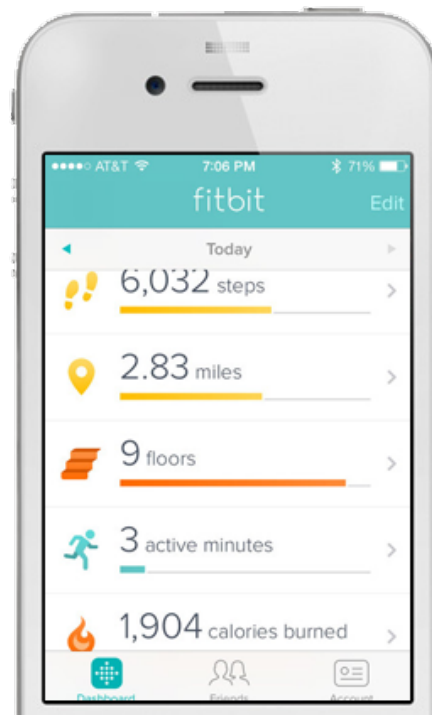
**2****A growing number of Americans do multiple important things in concert with each other to become and remain healthful.**

More than 50 percent of Americans regularly engage in more than one important activity.

The most popular combination is monitoring diet and nutrition while also regularly exercising. More impressive, almost one in five Americans (17 percent) regularly engage in all four important health behaviors, strongly suggesting a growing group of healthful lifestyle devotees.

**3****Most Americans increasingly take the initiative on their health; they seek information, form goals and fulfill healthy regimens on their own rather than at the direction of others such as doctors or fitness experts.**

The vast majority of Americans proactively seek out information about each of the four major health-related activities, but from a wider array of sources and in a more self-directed manner than in the past. The Internet, including topical websites and healthful lifestyle blogs, complements more traditional sources of information including friends, family and healthcare providers. Nearly **7 in 10 Americans at least occasionally use some form of personal technology to measure, monitor and record their health activities.**



## 4 Americans view healthful lifestyles as the key to attaining many important life values.

What does it mean that Americans consciously engage in behaviors to improve their health? We examine the specific activities and the emotional underpinnings, or *motivations*, that drive people to act. To do this, we use **MOTIVATION RESEARCH™** to map the linkages between rational and emotional thoughts, and shows how these align with people's core values.

As a testament to the prominence of healthfulness in people's lives, personal decisions associated with health and healthfulness consistently are regarding five significant personal values:

- Self-preservation
- Self-esteem
- Life enjoyment
- Control (achieving life balance)
- External affirmation

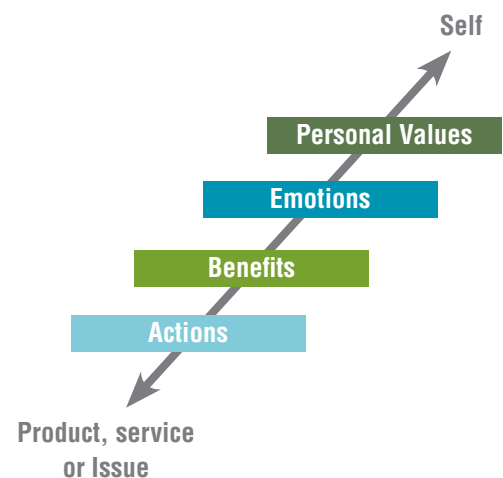
Of these, **life enjoyment** (for both the youngest and oldest respondents) and **control** (for those in between) are top motivating values for most Americans when planning, engaging in and measuring their health-oriented activities. While personal values tend to develop over a long period, they can be influenced. The recognition by Americans that we are living longer enhances the significance of living an enjoyable life long into the future through mobility, energy and engagement free from debilitating conditions. Public policy and technology provide incentives and tools to manage one's healthful behaviors, and, as a result, a greater opportunity to achieve the values of control and life balance.

## What Are Personal Values?

We describe them as the internal guiding aspirations that shape how people evaluate and make decisions about the range of ideas, products and services they encounter in their lives.

### Personal Values

1. Are shaped by culture, geography and demography, family expectations, beliefs and personal experience
2. Affect decision-making
3. Are unique for every person
4. Come into play according to circumstances and decisions; values that shape decisions about buying laundry detergent are different than those that shape decisions about financial affairs or personal health.



### Healthfulness Thought-Action Orientations

**Healthy Habits:** Adoption of healthy nutrition and exercise patterns in order to attain an active, enjoyable life – 24%

**Scale Sensation:** A focus on the actions that will lead to weight loss and improved appearance to raise internal and external esteem – 21%

**Determined Diet:** An educated focus on health via specific foods and controlled intake to achieve a longer and more enjoyable life – 17%

**Medical Management:** Medical treatment for specific ailments to improve outcomes and enable a more active and fulfilling life – 12%

**Improved Immunity:** Consumption of specific foods to improve the immune system, resulting in a confident sense of control – 11%

**Mellow Mindfulness:** Seeking a more harmonious life through mindful practices such as meditation and yoga and greater understanding of the holistic nature of physical and mental health – 9%

**Cost Corner Cutters:** Undertaking major behavioral changes in an effort to reduce the cost of health insurance to attain a sense of control – 5%

## 5

### Americans display several distinct thought-action orientations in pursuit of their healthfulness values.

We use the term *thought-action orientation* to describe the pattern of connections people perceive between their specific health behaviors, the physical benefits derived directly from those behaviors, and the related emotions and personal values they associate with those physical benefits. When it comes to healthfulness, we have identified seven distinct orientations, each involving a unique combination of activities, intervening benefit-feeling states and personal values (see sidebar).

Although people often hold several orientations, depending on the specific activity or decision involved, most have one dominant orientation. That allows us to estimate the strength of each thought-action orientation.

Three orientations representing variations of nutrition/exercise mindsets are the dominant thought patterns for nearly two thirds (62%) of Americans. These range from the most general Healthy Habits orientation to a more nutritionally focused Determined Diet orientation, with a self-esteem-driven Scale Sensation orientation involving a similar mix of healthfulness activities.

The remaining four orientations comprise individuals with more niche interests and/or needs such as the need to recover from a specific health event or develop a better capacity to resist disease.

## 6 Healthfulness Is a Journey

As many people have learned, trying doesn't always mean succeeding. Ironically, in light of all the evidence that Americans have become more knowledgeable about health, and as millions become more active and take more responsibility for their health, self ratings of their health are anemic at best. **In our survey, respondent ratings of satisfaction with their physical health averaged just 4.8 on a 1 (Extremely Dissatisfied) to 7 (Extremely Satisfied) scale.** This is significantly lower than self ratings on other important personal areas such as family life and work-life balance. And it is almost a full point lower than the average self rating on emotional health (5.5 on the same 7-point scale).

There's plenty of evidence that many Americans have been failing to achieve healthfulness; government reports on rates of obesity continue to show we are going the wrong way as a country. Another interpretation of these less than laudatory self ratings may lie in the fact that people now know so much more about so many different health dimensions like nutrition, diet and exercise that they have become more critical graders as they have become more knowledgeable.

However, Americans have a better sense of why they seek healthfulness, and they are attuned to taking action. They just need help getting there. Programs from health providers and insurers like Kaiser's "Thrive" and United Healthcare's "Know Your Numbers" illustrate some of the approaches now under way that focus on this.





## Summing Up: How Does Healthful Living Differ from Being Healthy?

This examination of Americans' motivations and decision orientations toward health frames a mindset we call healthfulness.

### Healthfulness:

- Involves taking personal responsibility for having a healthy lifestyle rather than occasionally engaging in a healthy activity.
- Combines a range of personal behaviors to fulfill important personal values.
- Relies less on medication to fix problems and more on nutrition and exercise to avoid them.
- Is increasingly self-directed, aided by information and technology tools.
- Is a holistic, self-directed way of living that is becoming more widespread as Americans look forward to living longer lives in greater comfort.

## FOUR IMPLICATIONS FOR HEALTH COMMUNICATORS AND MARKETERS

We expect that health, nutrition and exercise marketers will find a number of points in this research that either corroborate current strategies or raise interesting possibilities. We draw several lessons from this confirmation of Americans' drive toward a more holistic, self-directed, healthful life for anyone responsible for marketing a health product, service, insurance plan or public policy idea. Several of the most important are:

- 1 The overall lesson is products, services, policies and ideas need to position within an ecosystem of goals, attitudes and behaviors, each playing a supporting role in concert or conflict with others.
- 2 Marketers may want to shift away from promising a complete solution to a single health issue/ challenge toward promising to be a constructive part of a more holistic strategy to attain a more complex goal.
- 3 Marketers can position their wares against the desired end-state of being healthful rather than as a step in the health transformation process. In addition, marketers can frame their product's role more like a confidence-enhancing companion, helper or partner that supports the consumer's self-directed journey to healthfulness rather than as a catalyst, enabler or badge that claims more credit for the outcome at the expense of assigning credit to the consumer.
- 4 Marketers can leverage a wider array of personally driven consumer needs, desires, beliefs, behaviors and aspirations in service to their health marketing goals.



MOTIVATIONS ASSESSMENT PROGRAM™

To learn more about how our MOTIVATIONS ASSESSMENT PROGRAM™ can help you or to download our other eBook, “Don’t Just Talk to Your Audience; Persuade Them: Research for Effective Brand Positioning,” contact Artemis Strategy Group.

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