



**Norfolk**  
County Council

# Britainthinks

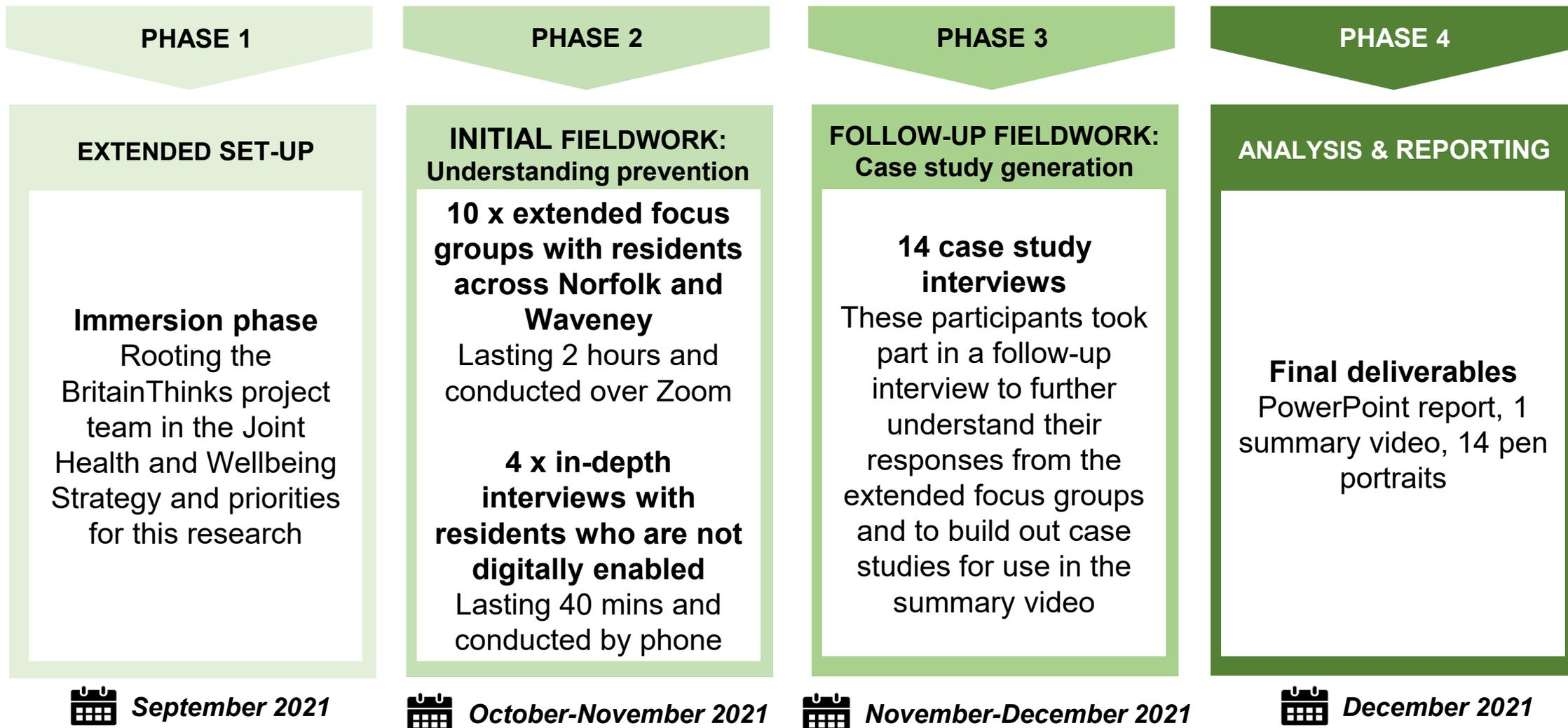
Insight & Strategy

## Prevention Research

Ellie Phillips, Analyst, Strategy and Transformation, Norfolk County Council



# Taking an iterative, four-stage approach, this research explored views of prevention with residents across Norfolk and Waveney



# The main phase of fieldwork engaged more than 60 residents in 10 extended focus groups which were divided by life stage

	Groups 1 & 2: Teens	Groups 3 & 4: Single / pre-family	Groups 5 – 8: Children living at home		Groups 9 & 10: Empty nester
Extended focus Groups	· Men / ABC1 / 16-17	· Men / C2DE / 18-34	· Men / C2DE / 18- 34	· Women / C2DE / 35-44	· Women / C2DE / 55+
	· Women / C2DE / 16-17	· Women / ABC1 / 18 - 34	· Women / ABC1 / 18-34	· Men / ABC1 / 35- 54	· Men / ABC1 / 55+
Depth interviews			· 4 x with residents who were not digitally enabled		

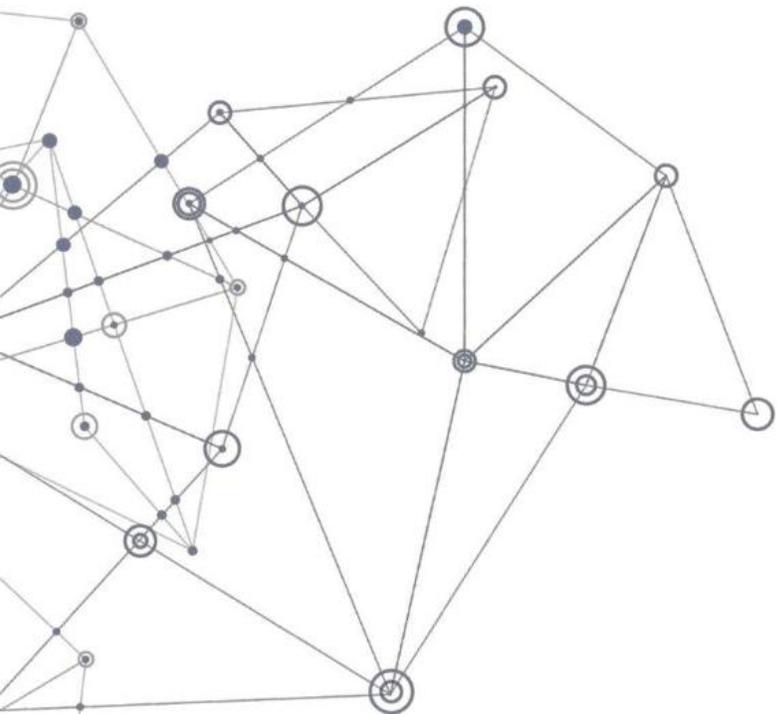
## Within the main sample, we also recruited:

- A minimum of 5 in each group who are ‘**light**’ users of health and social care services, with a maximum of 1 ‘**moderate**’ user of health and social care services
- Those with **long-term health conditions, physical and learning disabilities and mental health conditions**
- A quota of **ethnic minority participants** to be reflective of the Norfolk and Waveney region
- A **wide geographical spread**, including participants from each of the district councils across Norfolk and Waveney

In order to create the sample for the **case study interview phase**, we hand-selected a group of 14 residents who represented a range of **life stages** and a range of **levels of interaction** with **prevention services** in their local area.

**The following summary video brings  
to life the key findings identified  
from this research**

---





To create as meaningful a definition of prevention as possible for the public, our research showed that the HWB Strategy needs to:

### Broaden the public's understanding of prevention

- Prevention is most resonant when it **speaks to wellbeing as well as staying healthy**.
- **Communicate the breadth of issues it can cover** – including explicit reference to both mental and physical health.
- **Reference community activities and engagement** to increase understanding of prevention, to resonate with where residents are starting from, and to convey the benefits of preventative strategy (e.g., inclusion in community life).

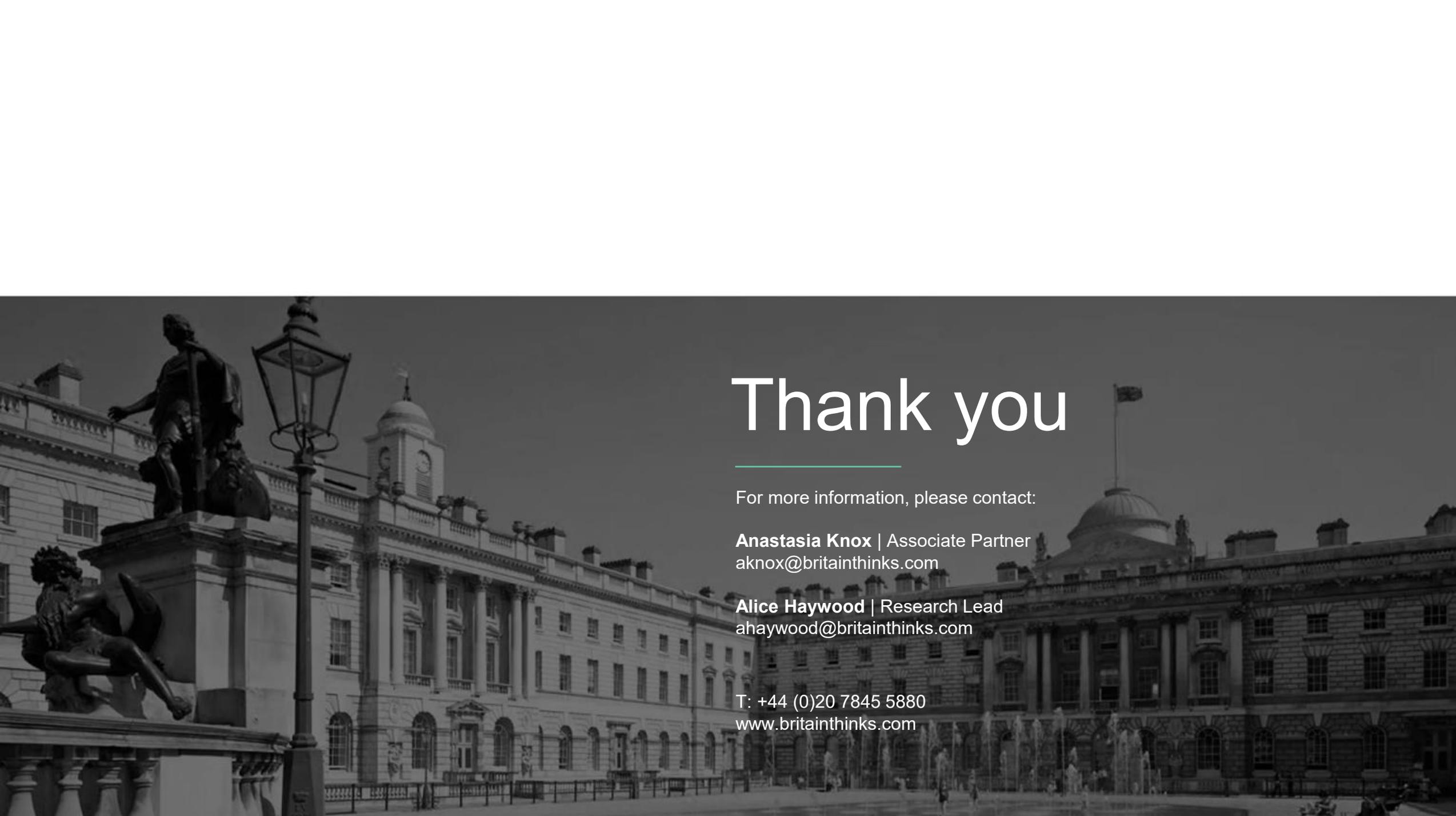
### Use specific examples to bring the idea of prevention to life

- The term 'prevention' can feel abstract to residents, so using **tangible, specific examples** can help make it feel more meaningful.
- To ensure relevance for residents, these examples should capture a **wide range of experiences, issues and elements** of prevention (i.e., not just focus on one specific audience or refer to one specific health condition).

### Emphasise the benefits of a preventative strategy to residents, not the benefit to services

- Framing prevention in terms of **helping residents to lead healthier lives** resonates more strongly than aiming to **reduce demand on local services**.
- Any definition should also consider that **short-term benefits are more resonant than long-term benefits** which can instead feel too remote/far away to be motivating and which can encounter scepticism about the extent to which prevention can help people into old age.

As noted before, there is a sense that the **onus is on residents to find out relevant preventative services**, with a significant minority in our sample **struggling to identify any support**, resources or services available locally. **Utilising information channels through which residents report learning about interventions** could help raise awareness and increase salience of preventative interventions, i.e. GP surgeries, local newspapers/magazines, noticeboards in the community.



# Thank you

---

For more information, please contact:

**Anastasia Knox** | Associate Partner  
[aknox@britainthinks.com](mailto:aknox@britainthinks.com)

**Alice Haywood** | Research Lead  
[ahaywood@britainthinks.com](mailto:ahaywood@britainthinks.com)

T: +44 (0)20 7845 5880  
[www.britainthinks.com](http://www.britainthinks.com)