

# Analysis of the One You Initiative in Kent

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**Produced by**

Wayne Gough: Business Planning and Strategy Manager ([Wayne.Gough@kent.gov.uk](mailto:Wayne.Gough@kent.gov.uk))

Gerrard Abi-Aad: Head of Health Intelligence ([Gerrard.Abi-Aad@kent.gov.uk](mailto:Gerrard.Abi-Aad@kent.gov.uk))

Trudi Godfrey: Public Health Information Officer ([Trudi.Godfrey@kent.gov.uk](mailto:Trudi.Godfrey@kent.gov.uk))

Correspondence to: Trudi Godfrey



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# **1. Executive Summary**

## **1.1 Key Findings**

### **1.1.1 One You Uptake**

- 22,529 registrations to the One You service across Kent from March 2016 to September 2017. 18,748 of these were new registrations.
- In Kent the crude rate of registrations is 15.5 per 1,000 over 18 year olds. In England the crude rate of registrations is 14.5 per 1,000 over 18 year olds.
- Across the Kent districts, uptake was significantly lower in Canterbury at 14.6 per 1,000 over 18 year olds and Tunbridge Wells at 15.0 per 1,000 over 18 year olds.
- There was a significantly higher sign up rate for females aged 18 and over (19.4) when compared with males (11.7) in the same age bracket.
- The 50-59 year old age bracket had the highest sign up rate (23.0 per 1,000). The 40-49 age bracket was also high with at 21.1 per 1,000. Uptake was lowest among the 60+ age group at 9.4 per 1,000.
- Comparisons of uptake by deprivation decile (Index of Multiple Deprivation) showed higher rates (18.2 per 1,000) in the most deprived decile when compared with the least deprived decile (14.5 per 1,000).

### **1.1.2 How are You? Quiz Score**

- 17,989 took an initial How are you? quiz. 2,351 people in Kent did a subsequent quiz using the One You service, of these people 29.3% improved their score, 52.2% remained the same and 18.5% had a worse score compared to their initial quiz score. These results are similar to the England response pattern. No meaningful differences were observed in these patterns when contrasting gender, age or deprivation.

### **1.1.3 Motivations / Health Priorities**

- Across Kent 22.1% of respondents indicated that 'having more energy' was their highest health priority. This was followed by 'avoiding aches and pains' (16.5%), and 'being there for kids and grandkids' (16.1%).
- Response profiles for Kent were very similar to England with the same rank order for the top three motivations / health priorities. There were some differences in the responses of motivations / health priorities between gender, between age and between deprivation with some of these differences being statistically meaningful.

### **1.1.4 RAG Quizzes**

#### **1.1.4.1 Eating**

- Across Kent, analysis of the eating RAG quiz showed 26.0% of respondents were eating healthily according to the Public Health England (PHE) Guidance. 69.9% of

respondents had eating habits that needed improving and 4.1% were not eating healthily. Responses for Kent and England were similar.

- People in the 18-29 age group do not eat as healthily as those in the older age groups, this was a significant difference. Eating healthily seems to improve with age.
- Comparisons by deprivation decile showed people living in the most deprived decile (20.5%) of Kent do not eat as healthily as those in the least deprived decile (30.0%).

#### **1.1.4.2 Drinking**

- In Kent 66.7% of respondents achieved green in the drinking RAG quiz, showing that they do not drink or drink within healthy limits. Of the Kent respondents 26.8% regularly drink above PHE guidance and 6.5% had harmful drinking habits. Kent is significantly higher than England (64.0%) for healthy drinking habits.
  - Males (54.8%) have significantly less healthy drinking habits compared to female (71.1%) respondents.
  - 79.7% of 18-29 year olds have healthy drinking habits and drink more sensibly than other age groups. Respondents in the 40-49 and 50-59 age bands have a significantly lower level of healthy drinking habits compared to the Kent average.
  - Comparisons by deprivation decile showed respondents living in the least deprived decile of Kent were more likely to drink, with 59.4% not drinking or drinking within healthy limits.

#### **1.1.4.3 Moving**

- Across Kent, analysis of the moving RAG quiz showed 26.3% of respondents were meeting Public Health England's criteria for moving a healthy amount. Responses for Kent and England were similar.
  - Respondents in the 60+ age band were significantly higher in Kent with 34.4% moving a healthy amount.
  - There was a significantly higher percentage of getting little or no physical activity in the 30-39 age band (24.6%) and 40-49 age band (24.1%).

#### **1.1.4.4 Smoking**

- In Kent 87.8% of respondents were a non-smoker. England results were similar with 87.5% non-smokers.
  - 76.4% of respondents in the 18-29 year old bracket do not smoke and analysis of responses by age show younger people are more likely to smoke.
  - There was a significantly higher level of smokers in the most deprived decile of Kent (23.8%).

### 1.1.5 How are You? Quiz Score

- As part of the How are you? quiz people who have signed up and complete the quiz gain an overall score out of ten, which takes in to account all aspects of their health, including the four areas covered in the RAG quizzes. A score of 7 was the most common in Kent (32.0%) and England (31.3%). Scores for Kent were not significantly different to England.

## 1.2 Call to Action

### **Eating**

Across Kent, the results indicate that younger people in the 18-29 age band do not eat as healthily as those in other age bands. Analysis has also shown that people in the most deprived areas of Kent are not eating as healthily when compared with dietary habits in more affluent areas. Further targeted campaigns for healthy eating should focus on 18-29 year olds and also on people living in the most deprived areas of Kent, which would include the 88 LSOAs in the most deprived decile.

### **Drinking**

Responses from across the county indicate that men are more likely to have harmful drinking habits. The analysis has also shown that people aged 40-59 living in more affluent areas have unhealthier drinking habits. Further targeted campaigns for safe drinking need to focus on people in areas of least deprivation and on men aged 40-59. Given the low response rate in Canterbury and Tunbridge Wells, the gradients observed above may in fact be more pronounced.

### **Moving**

More people in the 30-39 and 40-49 age bands are not engaged in the recommended level of physical activity to stay healthy. Further targeted campaigns for getting people active should target people who are 30-49 years.

### **Smoking**

People in the 18-29 age band are smoking more and those in the most deprived areas of Kent. Further targeted campaigns related to smoking must focus on 18-29 year olds and those people in the most deprived areas.

88 LSOAs in Kent have been identified as being in the most deprived decile. By targeting campaigns at those LSOAs and those areas of health where there are the largest gaps between them and the rest of Kent, a greater impact can be made on reducing health inequalities across the county. For example, smoking rates in the most deprived areas are much higher than the least deprived.

Further secondary analyses augmented by segmentation tools should be applied to better understand effective communication channel mechanisms among the groups identified above.

Consideration should be given to the merits of targeting multiple risk factors. An article by The Kings Fund<sup>1</sup> (Evans and Buck, 2018) suggests that more focused targeting of individuals with multiple risk factors could be beneficial, following research and case studies based on a range of people and areas across England. Evans and Buck comment that there is some evidence that success in changing one behaviour may be related to success in changing another. However, Public Health England guidance<sup>2</sup> indicates that for best results smoking services should be kept as a dedicated smoking cessation service.

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<sup>1</sup> The Kings Fund, Evans, H and Buck, D (2018) Tackling multiple unhealthy risk factors. Emerging lessons from practice. <https://www.kingsfund.org.uk/sites/default/files/2018-03/Tackling%20multiple%20unhealthy%20risk%20factors%20-%20full%20report.pdf>

<sup>2</sup> Public Health England (2017) Models of delivery for stop smoking services: options and evidence. [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/647069/models\\_of\\_delivery\\_for\\_stop\\_smoking\\_services.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/647069/models_of_delivery_for_stop_smoking_services.pdf)



## | 2. Introduction & Objectives

Introduced in March 2016, 'One You' is a national campaign from Public Health England to help adults across the country avoid future diseases caused by modern day life.

- 'One You' aims to encourage adults, particularly those in middle age, to take control of their health to enjoy significant benefits now and in later life. The campaign is designed to help adults move more, eat well, drink less and be smoke free. 'One You' also produced information on how people can reduce their stress levels and sleep better which can be accessed through the national 'One You' website.
- Public Health England states that around 40% of all deaths in England are related to behaviour, such as eating too much unhealthy food, drinking more than is recommended, continuing to smoke and not being active enough, and that this costs the NHS more than £11 billion a year.
- Those who register can access an online health quiz called 'How are you', which gives personalised recommendations based on the results and directs people to tools and advice to help them to act where it is most needed.<sup>3</sup>
- It encourages people to reappraise their lifestyle choices and do something about their own health, grounded in the ideas that by making small lifestyle changes such as eating well, drinking less alcohol, quitting smoking or being more active can double your chances of being healthy at 70 and beyond.

Analysis of uptake of the 'One You' Initiative in Kent is required to inform inequalities research and planned targeted preventive action.

The analysis seeks to explore:

- How uptake and quiz responses for each of the individual areas of smoking, eating, moving and drinking varies based on gender, age and deprivation.
- Whether motivations to improve health differ by gender, age or deprivation.
- Whether there are differences between uptake and quiz responses for the lower deprivation decile in Kent by district.
- How uptake in Kent compares with peer authorities.

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<sup>3</sup> Public Health England (2018) <https://www.nhs.uk/oneyou/#YcRAAHkd6TLo5UIs.97>

### 3 Public Health England Background Information

On the Public Health England, One You website<sup>4</sup> information is given about health guidelines and risk factors for each of the four key areas that the One You service looks at, eating, drinking, movement and smoking.

Below is a summary of the information related to these;

**Eating** – Public Health England (PHE) states that by eating too many foods that are high in fat and sugar, and if you are not as active as you should be, you are more likely to put on weight. Becoming overweight or obese increases your risk of getting type 2 diabetes, heart disease and some cancers. Consequently, PHE recommends limiting dietary sugar, saturated fat and salt.

**Drinking** – The guidance from PHE is that men and women are advised not to drink more than 14 units of alcohol a week. This is the same as 6 pints of average strength beer a week. PHE states that drinking more than 14 units a week regularly can increase the risk to your health.

**Moving** – PHE states to stay healthy or to improve health, you need to do two types of physical activity each week: aerobic and strength exercises. In the PHE report, Health matters: getting every adult active every day<sup>5</sup>, it states that adults in England should aim to take part in at least 150 minutes of moderate intensity physical activity each week, in bouts of 10 minutes. Moderate intensity physical activities include things such as brisk walking or cycling, causing adults to get warmer and breathe harder, but so that they can still carry on a conversation.

**Smoking** – The guidance from PHE is that smoking damages your body in many ways. From the day-to-day effects on the heart and breathing, to longer term smoking-related diseases such as heart disease, cancer and stroke. PHE states that if you smoke, quitting is one of the best things you'll ever do for your health.

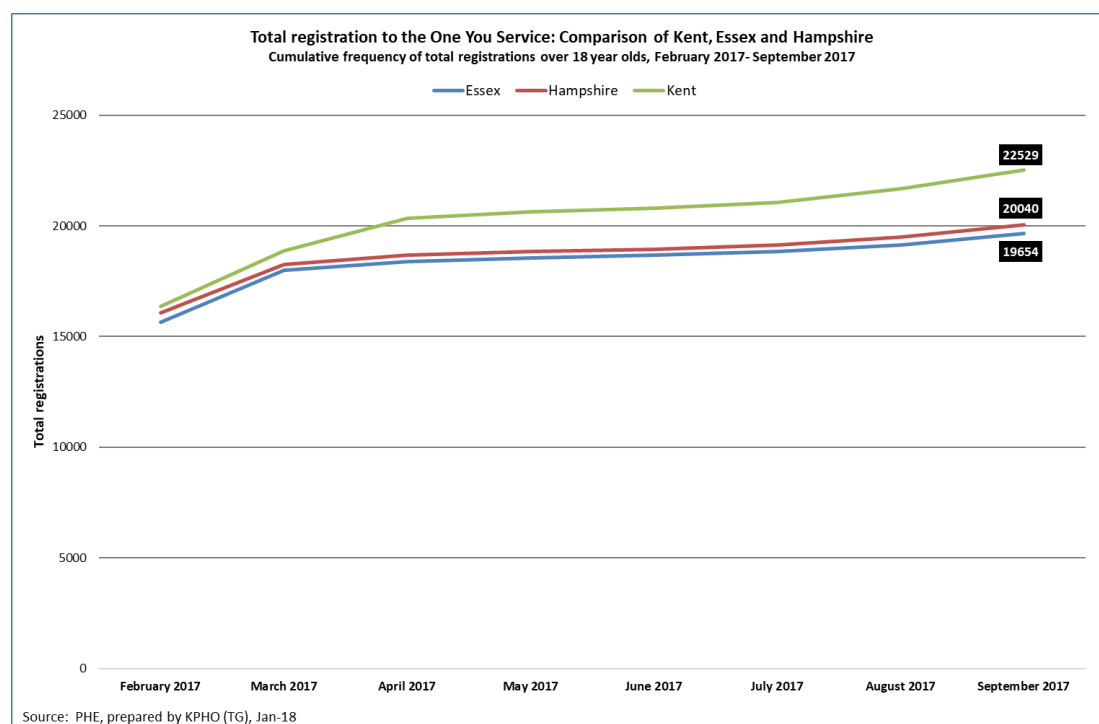
<sup>4</sup> Public Health England (2018) <https://www.nhs.uk/oneyou/#kwxAK3UkRFWeC56p.97>

<sup>5</sup> Public Health England (2016) Health matters: getting every adult active every day. <https://www.gov.uk/government/publications/health-matters-getting-every-adult-active-every-day/health-matters-getting-every-adult-active-every-day>

## 4 One You

22,529 registrations to the One You service across Kent from March 2016 to September 2017. 18,748 of these registrations were new registrations. Only people who registered for email support are included in this report; those who completed the quiz or downloaded the app but did not register are not included.

The following chart shows the number of sign ups across Kent over time.



The following table shows the number of registrations in Kent by district from March 2016 to September 2017.

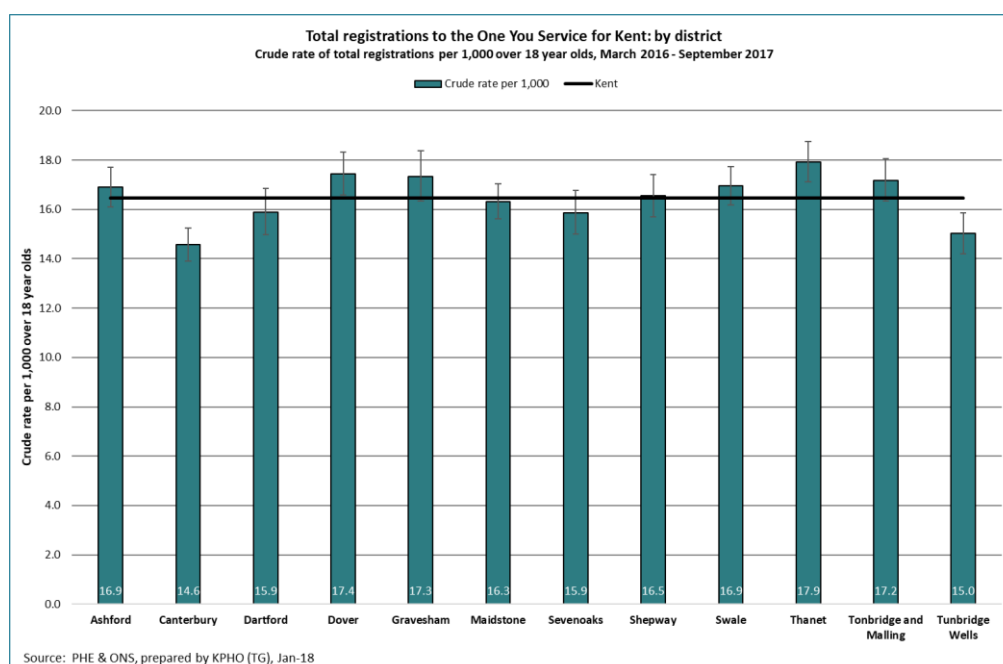
	New registrations	Repeat registrations	Total Registrations
Ashford	1680	319	1999
Canterbury	1873	342	2215
Dartford	1149	229	1378
Dover	1590	320	1910
Gravesham	1146	232	1378
Maidstone	2071	390	2461
Sevenoaks	1275	257	1532
Shepway	1466	337	1803
Swale	1845	348	2193
Thanet	1839	414	2253
Tonbridge and Malling	1557	328	1885
Tunbridge Wells	1257	265	1522
Kent	18748	3781	22529

Uptake has been analysed as a crude rate based on the over 18 year old population of the area. In Kent the crude rate of registrations is 15.5 per 1,000 over 18 year olds. For England the crude rate of new registrations is 14.5 per 1,000 over 18 year olds.

## 4.1 Uptake by District

Across the Kent districts, uptake varied slightly:

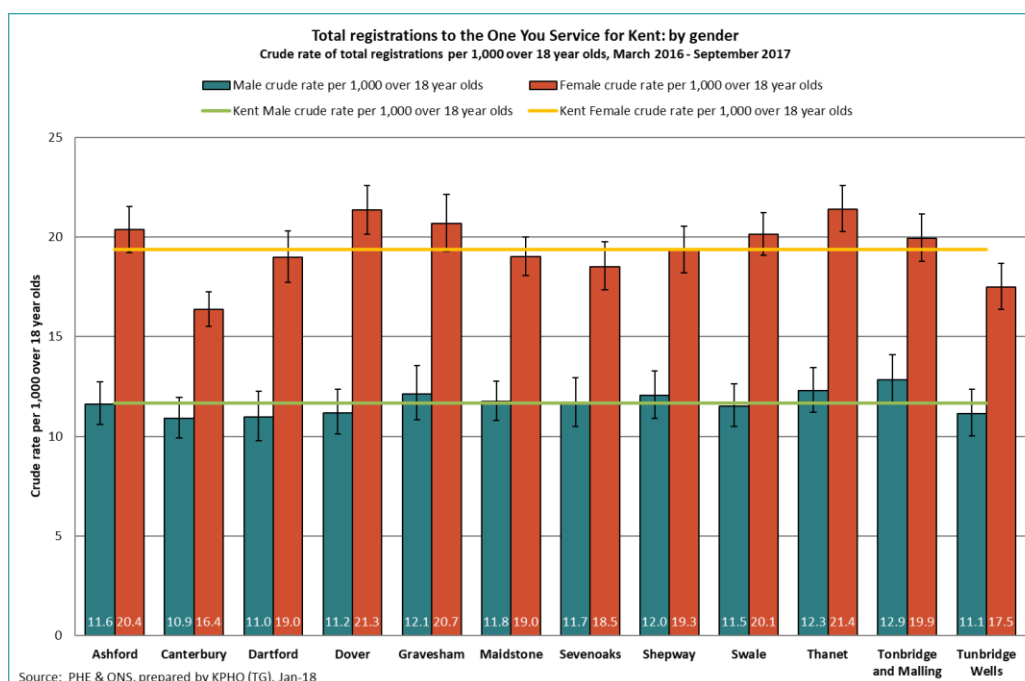
- Uptake was lower than the Kent average in Canterbury at 14.6 per 1,000 over 18 year olds and Tunbridge Wells at 15.0 per 1,000 over 18 years olds.



## 4.2 Uptake by Gender

Gender uptake was also explored for the whole of Kent and by district. More females than males have signed up to the One You service. There was a significantly higher sign up rate for females aged 18 and over (19.4) when compared with males (11.7) in the same age bracket.

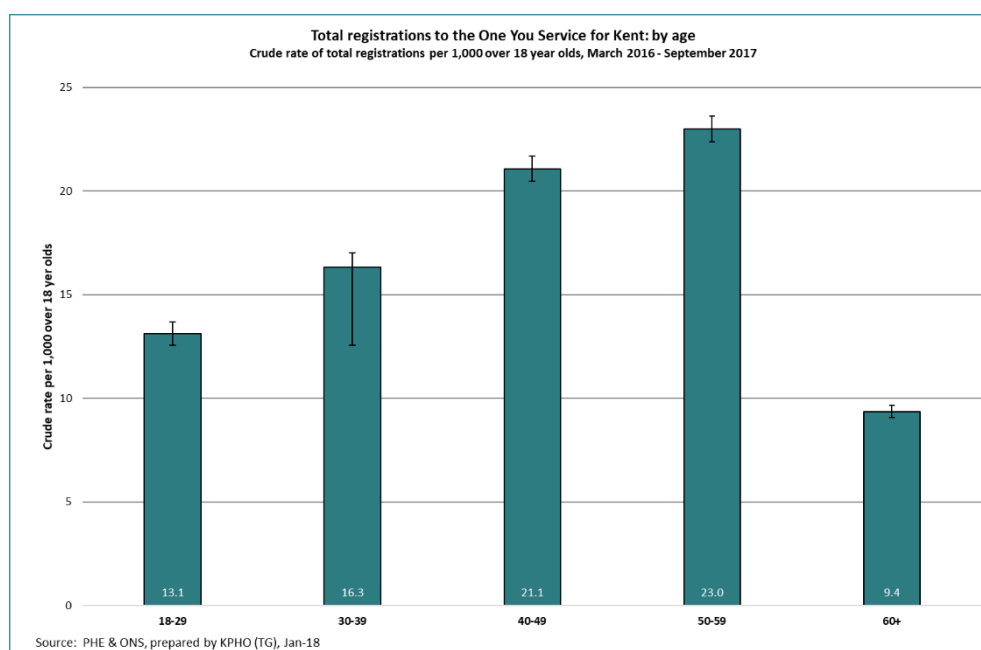
- Uptake varied again by district, although female uptake varied more than men.
- Uptake was lower than the Kent average for female sign ups in Canterbury at 16.4 per 1,000 over 18 year olds and Tunbridge Wells at 17.5 per 1,000 18 year olds.

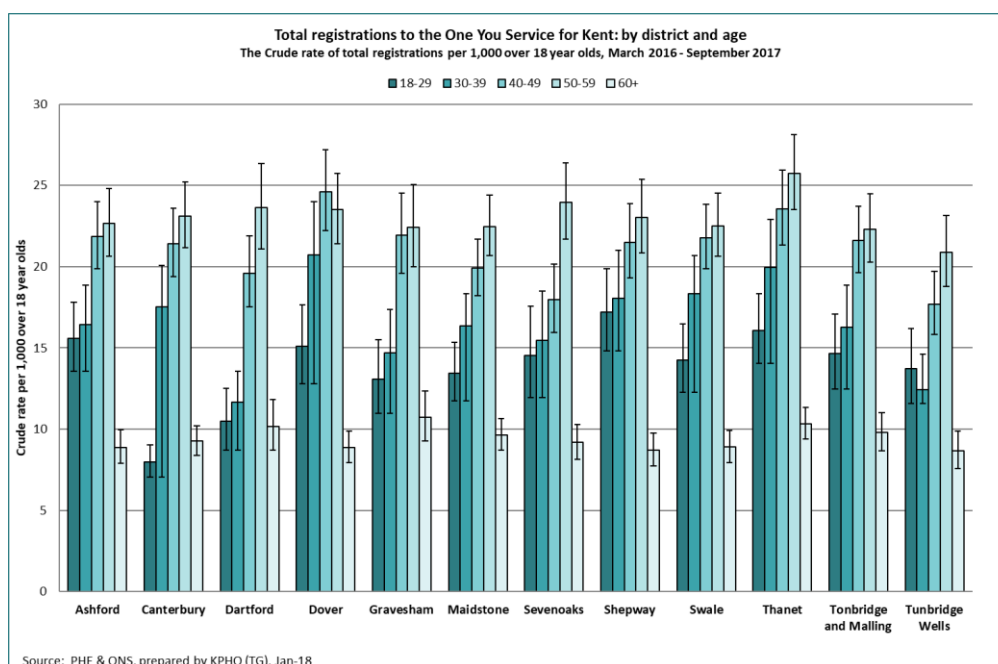


### 4.3 Uptake by Age

The 50-59 year old age bracket had the highest sign up rate (23.0 per 1,000). The 40-49 age bracket was also high with at 21.1 per 1,000. Uptake was lowest among the 60+ age group at 9.4 per 1,000.

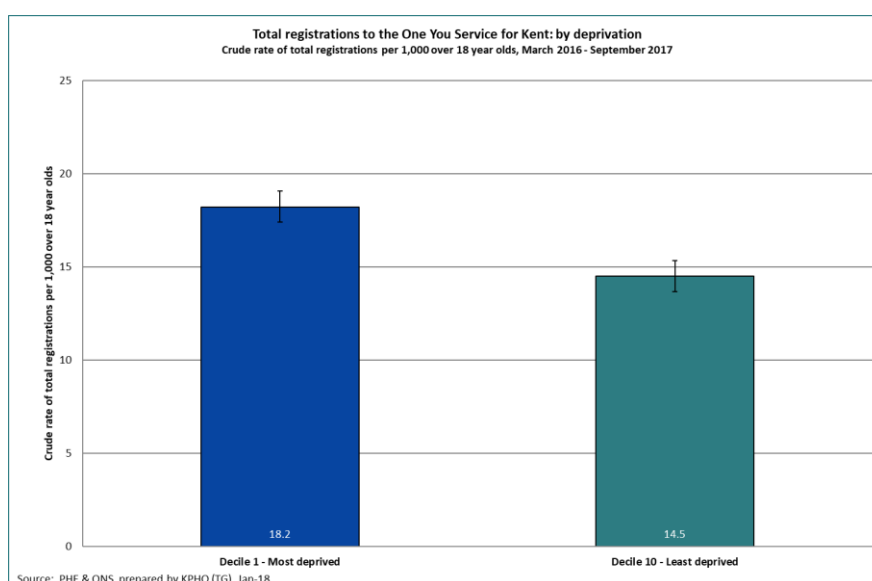
Comparisons of uptake by age by district showed no meaningful differences.





#### 4.4 Uptake by Deprivation

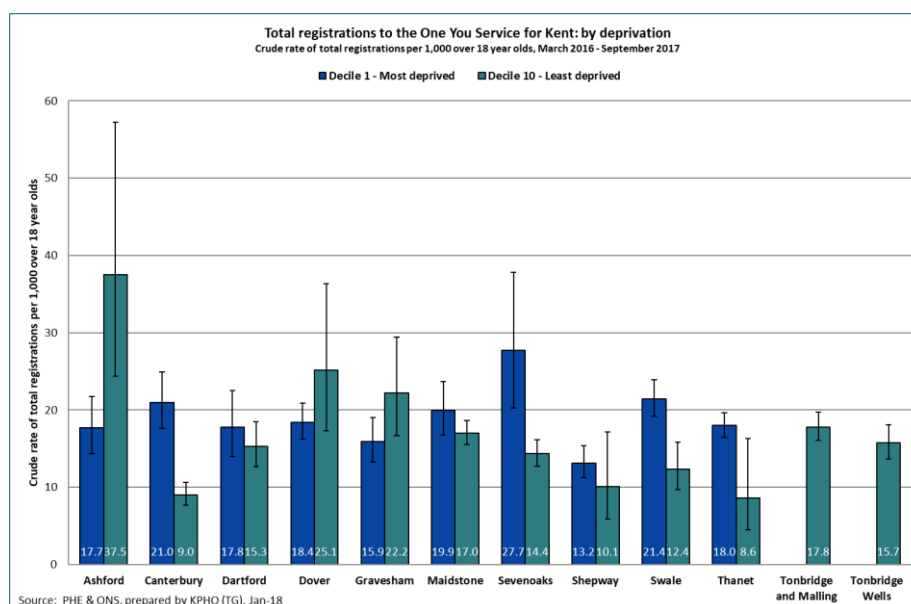
Comparisons of uptake by deprivation decile (Index of Multiple Deprivation) showed higher rates (18.2 per 1,000) in the most deprived decile when compared with the least deprived decile (14.5 per 1,000).



Despite there being more uptake from those in the most deprived decile throughout Kent, there is some variation when looking at districts.

- Ashford, Dover and Gravesham districts have higher signs up rates from the least deprived LSOAs, however this is only significantly higher in Ashford.
- Canterbury, Sevenoaks and Swale have significantly higher sign up rates from the most deprived areas than least deprived areas.

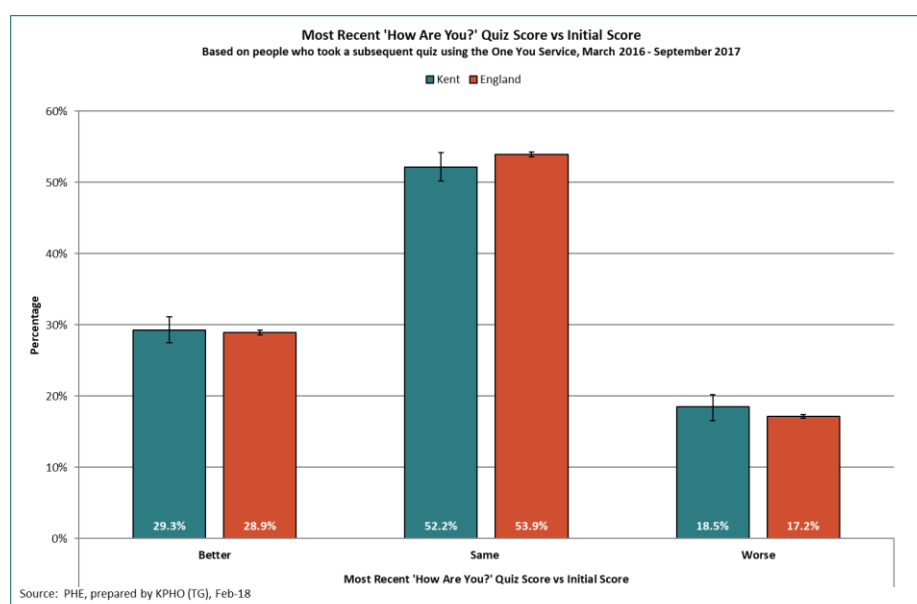
- Tonbridge and Malling and Tunbridge Wells district have no lower super output areas (LSOAs) in Decile 1.



## 4.5 How are You? Quiz score difference

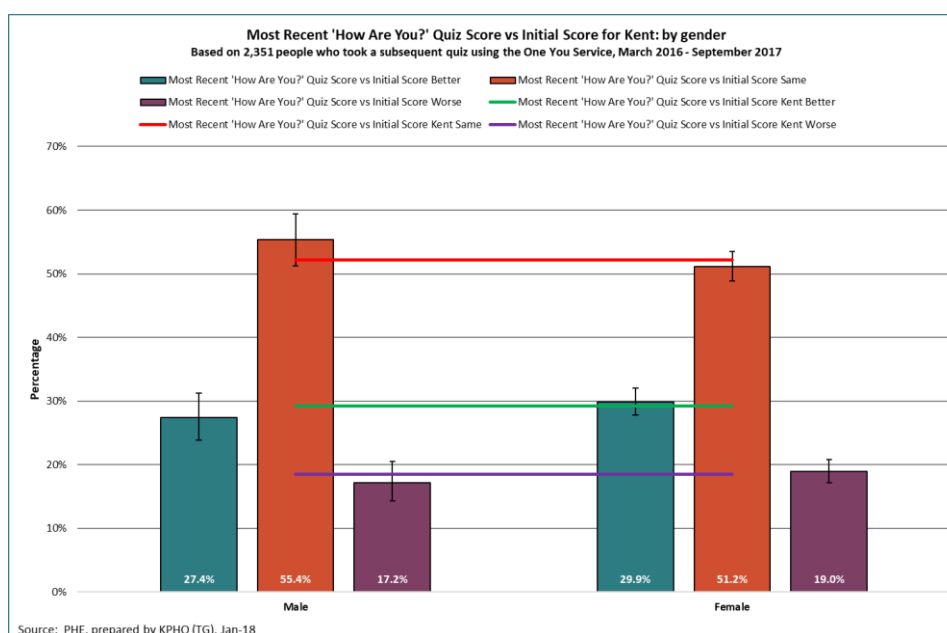
As part of the How are you? quiz people are asked how they are feeling on that particular day, complete questions on four main health areas: eating, drinking, moving and smoking. This then generates a personalised score. Upon sign up to the One You service, registered individuals are invited to take the quiz again and based on this information it can be seen whether someone's score has improved, stayed the same or got worse.

17,989 people took an initial How are you? quiz. 2,351 people in Kent did a subsequent quiz using the One You service, of these people 29.3% improved their score, 52.2% remained the same and 18.5% had a worse score compared to their initial quiz score. These results are similar to the England response pattern.



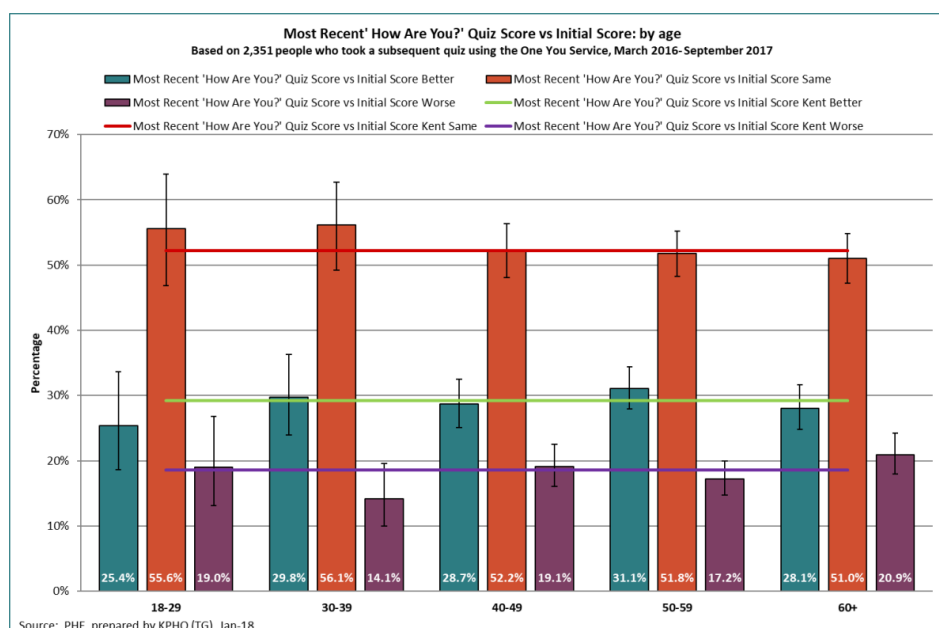
#### 4.5.1 How are You? Quiz score difference by Gender

There is no meaningful difference in the observed results by males and females. 27.4% of males improved their score compared to 29.9% of females.



#### 4.5.2 How are You? Quiz score difference by Age

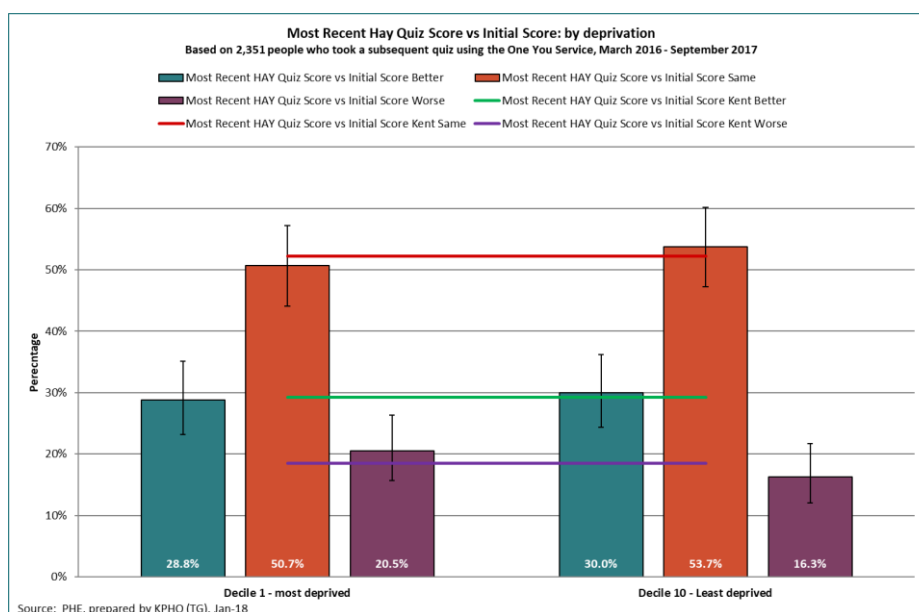
There is no significant difference in the observed results across the age bands.



#### 4.5.3 How are You? Quiz score difference by Deprivation

Analysis showed no meaningful difference in the observed results by deprivation.



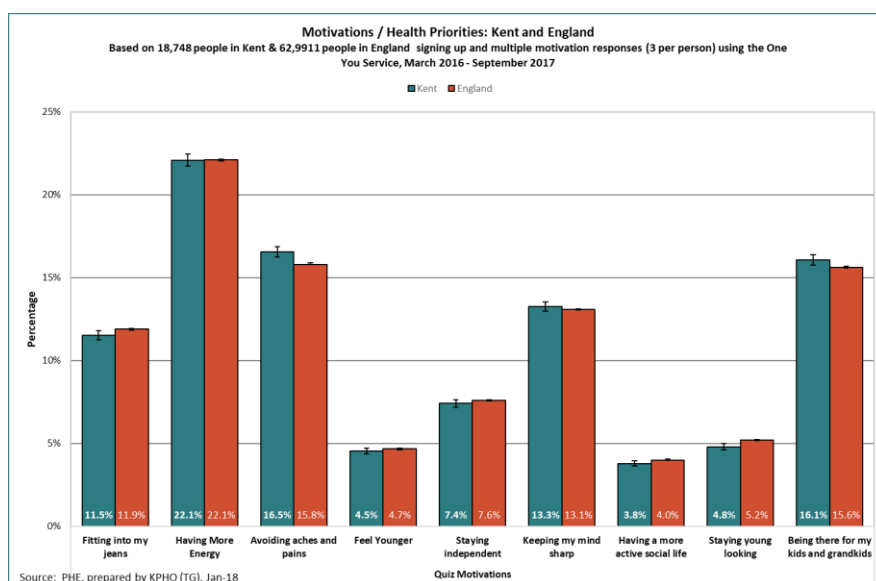


## 4.6 Motivations / Health Priorities

As part of the How are you? quiz people are asked “Apart from not getting ill, what are your top 3 health priorities?”. Individuals can select three motivations from nine options of;

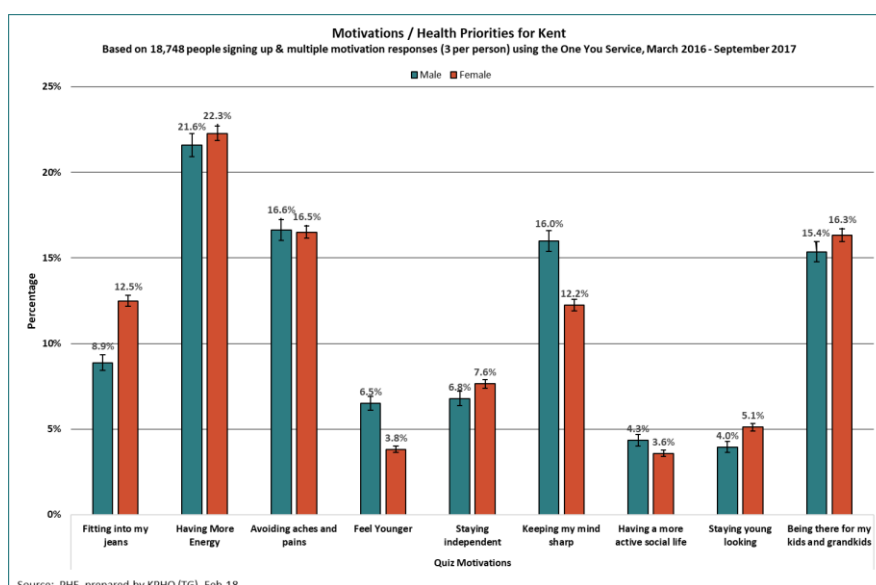
- Fitting into my jeans
- Having more energy
- Avoiding aches and pains
- Feeling young
- Staying independent
- Keeping my mind sharp
- Having a more active social life
- Staying young looking
- Being there for my kids and grandkids

Across Kent 22.1% of respondents indicated that ‘having more energy’ was their highest health priority. This was followed by ‘avoiding aches and pains’ (16.5%), and ‘being there for kids and grandkids’ (16.1%).



#### 4.6.1 Motivations / Health Priorities by Gender

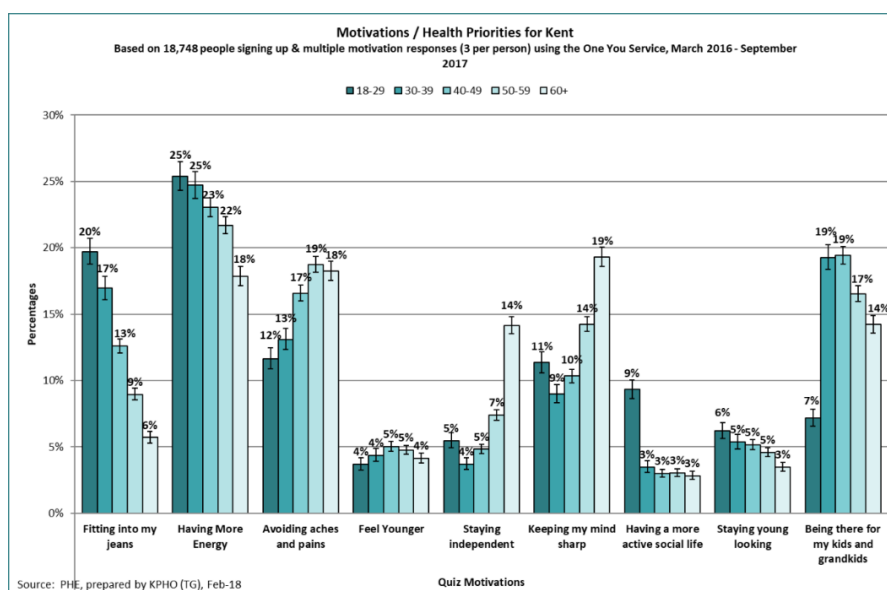
Comparisons of motivations by gender showed many similar responses by males and females. Out of the nine motivations, there were three motivations that showed gender differences. These were 'fitting into my jeans', 'feeling younger' and 'keeping my mind sharp'. Significantly higher responses were shown by females (12.5%) than males (8.9%) for selecting 'fitting into my jeans', males (6.5%) were significantly higher than females (3.8%) for selecting 'feeling younger' and males (16.0%) were significantly higher than females (12.2%) for selecting 'keeping my mind sharp'.



#### 4.6.2 Motivations / Health Priorities by Age

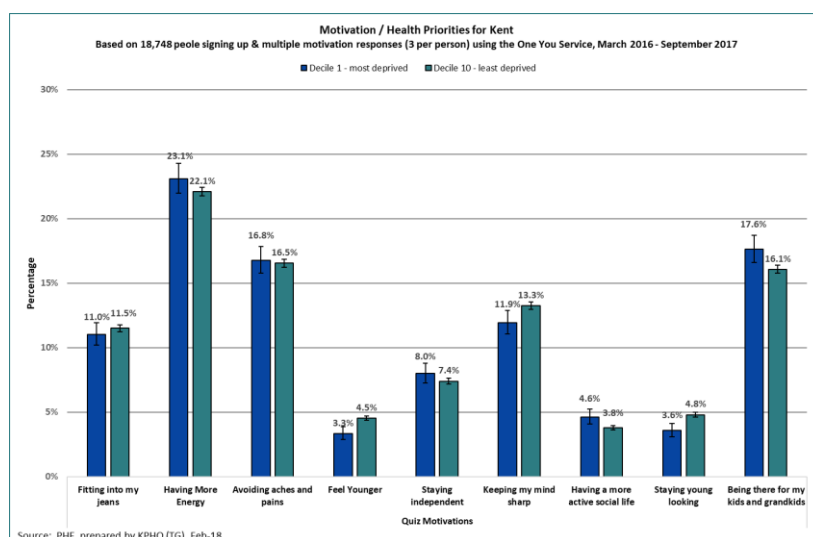
Comparisons of responses for motivations by age band showed some differences. 'Fitting in to jeans' is less important as age increases. Responses for 'having more energy' also decrease with age. Responses for 'avoiding aches and pains' is more important with those in the older age bands. 'Staying independent' was significantly more important to those in

the 60+ age band. 'Keeping the mind sharp' was generally more important in the older age bands, 19% of respondents in the 60+ band stating this. This was the highest response for the 60+ band. 'Having a more active social life' was much more important to the 18-29 age band compared to other ages. 'Being there for my kids and grandkids' was not so important to the 18-29 age band, however this may be due to the wording of the question as people in this age band may not have 'kids or grandkids', whereas if it had been listed as family, then a higher response may have been obtained. Responses for 'Feel Younger' and 'Staying young looking' are similar for all ages.



#### 4.6.3 Motivations / Health Priorities by Deprivation

Out of the nine motivations that the user could select, there were two motivations that were significantly different for the most and least deprived deciles of Kent, these were 'feel younger' and 'staying young looking'. 'Feel Younger' was significantly higher for the respondents in the least deprived decile (4.5%) when compared to the most deprived decile (3.3%). 'Staying young looking' was significantly higher for the least deprived decile (4.8%) compared to the most deprived decile (3.6%).

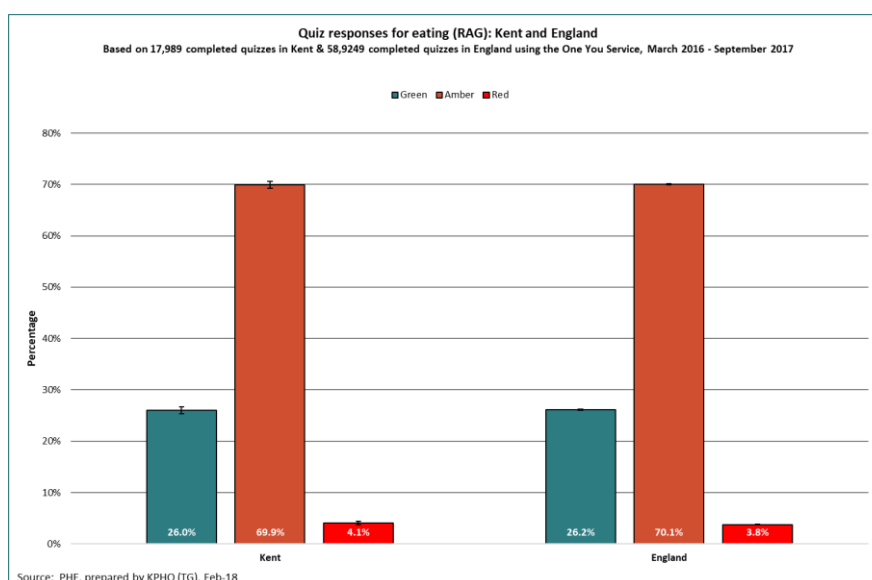


## 4.7 RAG Quizzes

The How are you? quiz provides the user with RAG (Red, Amber, Green) scores for four areas of their health; Eating, Drinking, Moving and Smoking. These colour coded scores are based on the answers that the user gives to a range of questions. There are varying amounts of questions depending on the health area, with some areas calculated on several questions and other health areas on 1 or 2 questions. It relies on the user giving honest answers and this is a snapshot of the user's health on the day they sign up. The user is then given feedback and tips on how to improve each health area.

## 4.8 RAG Quiz – Eating

Across Kent analysis of the eating RAG quiz showed 26.0% of respondents were eating healthily according to the Public Health England (PHE) Guidance. 69.9% of respondents had eating habits that needed improving and 4.1% were not eating healthily. Responses for Kent and England were similar.

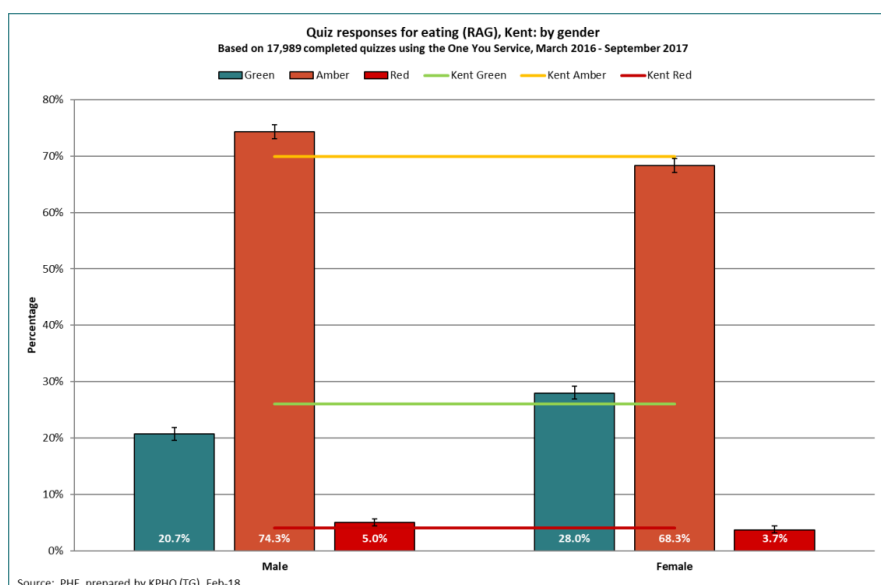


### 4.8.1 RAG Quiz – Eating by Gender

Comparisons of the eating RAG quiz responses shows a significant difference between males and females, with females (28.0%) eating more healthily than males (20.7%).

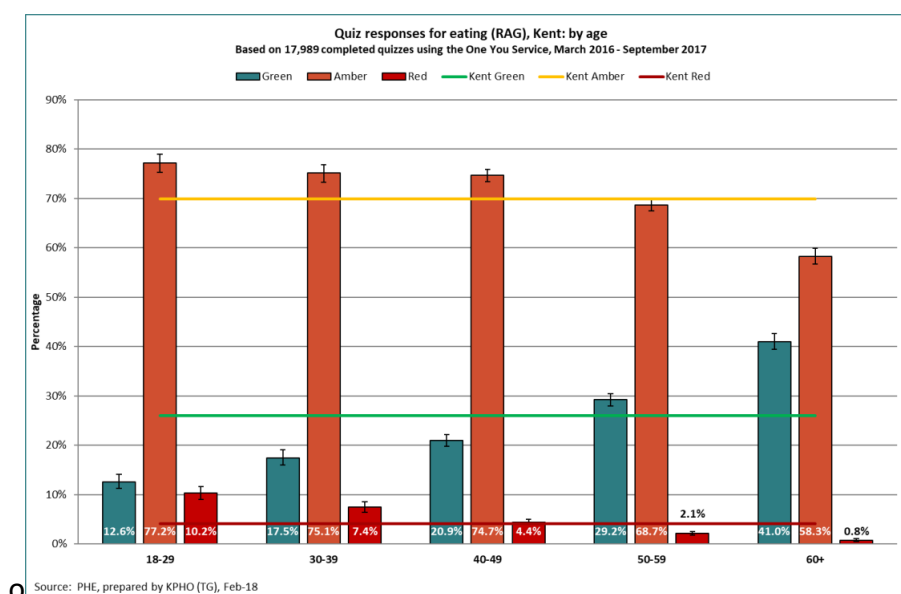
The NHS Digital, Health Survey for England, 2016<sup>6</sup> found that for the whole of England 24% of men and 28% of women ate five or more portions of fruit and vegetables a day. The adult figures in the Health Survey for England are for people aged 16 and over, whereas the One You data is for people aged 18 and over.

<sup>6</sup> NHS Digital (2017) Health Survey for England 2016, Summary of key findings.  
<https://digital.nhs.uk/catalogue/PUB30169>



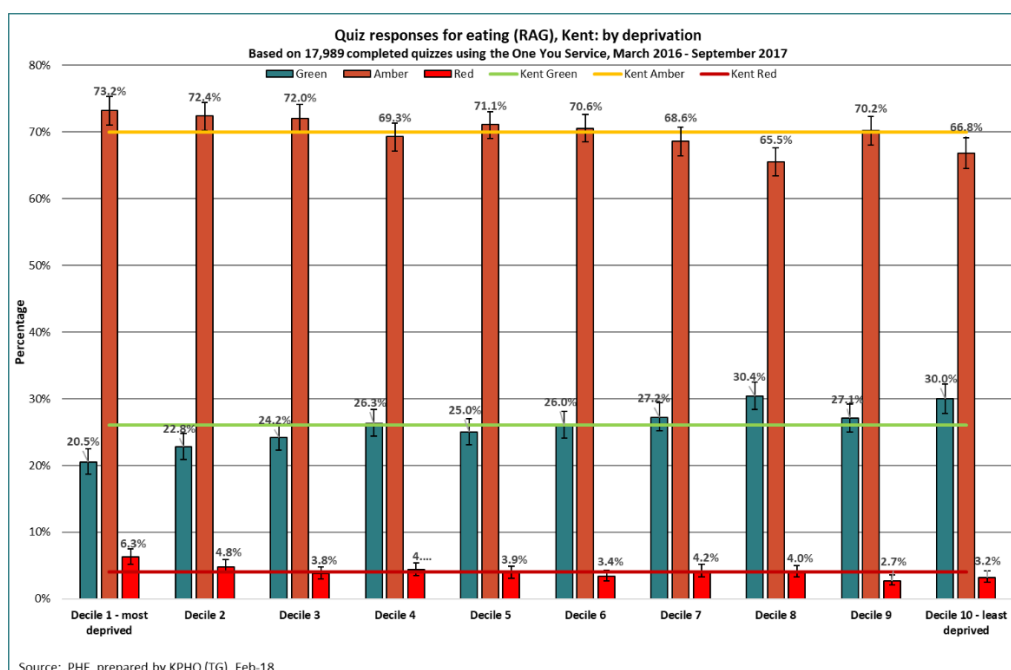
#### 4.8.2 RAG Quiz Eating by Age

People in the 18-29 age group do not eat as healthily as those in the older age groups, this was a significant difference. Eating healthily seems to improve with age.



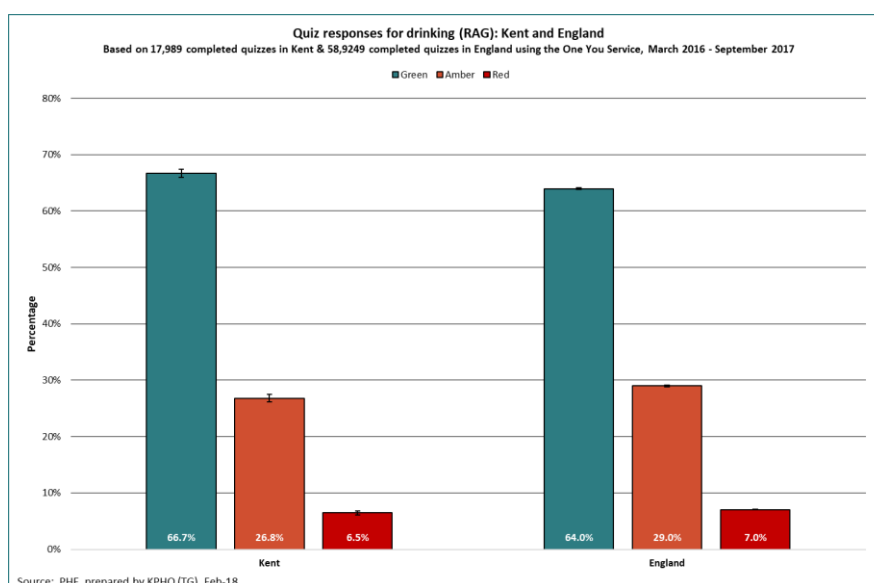
#### 4.8.3 RAG Quiz - Eating by Deprivation

Comparisons by deprivation decile showed people living in the most deprived decile (20.5%) of Kent do not eat as healthily as those in the least deprived decile (30.0%).



## 4.9 RAG Quiz – Drinking

In Kent 66.7% of respondents achieved green in the drinking RAG quiz, showing that they Of the Kent respondents 26.8% regularly drunk above PHE guidance and 6.5% had harmful drinking habits. Kent is significantly higher than England (64.0%) for healthy drinking habits.

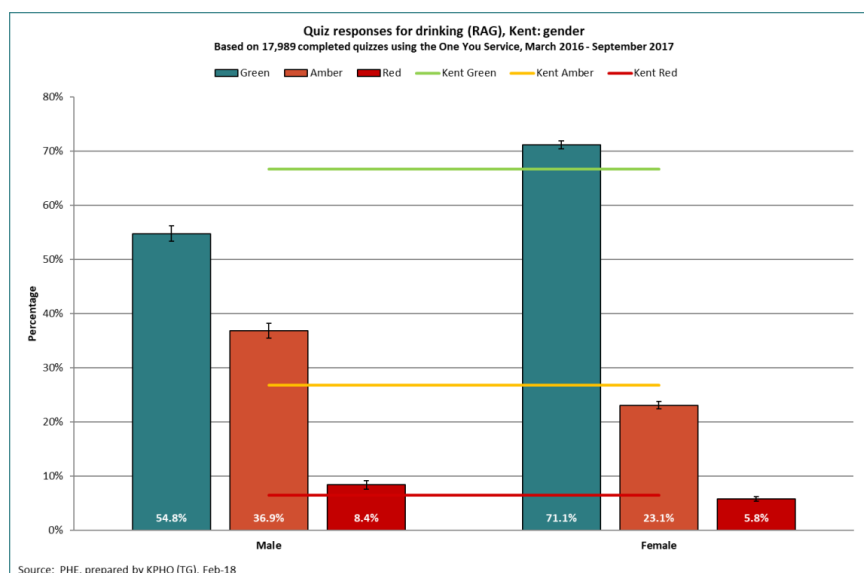


### 4.9.1 RAG Quiz – Drinking by Gender

Males (54.8%) have significantly less healthy drinking habits compared to female (71.1%) respondents. The Health Survey for England, 2016<sup>7</sup> found that for the whole of England 31% of men and 16% of women usually drank at increased or higher risk of harm in 2016 (i.e. more than 14 units of alcohol in a typical week). The proportion of both men and women

<sup>7</sup> NHS Digital (2017) Health Survey for England 2016, Summary of key findings.  
<https://digital.nhs.uk/catalogue/PUB30169>

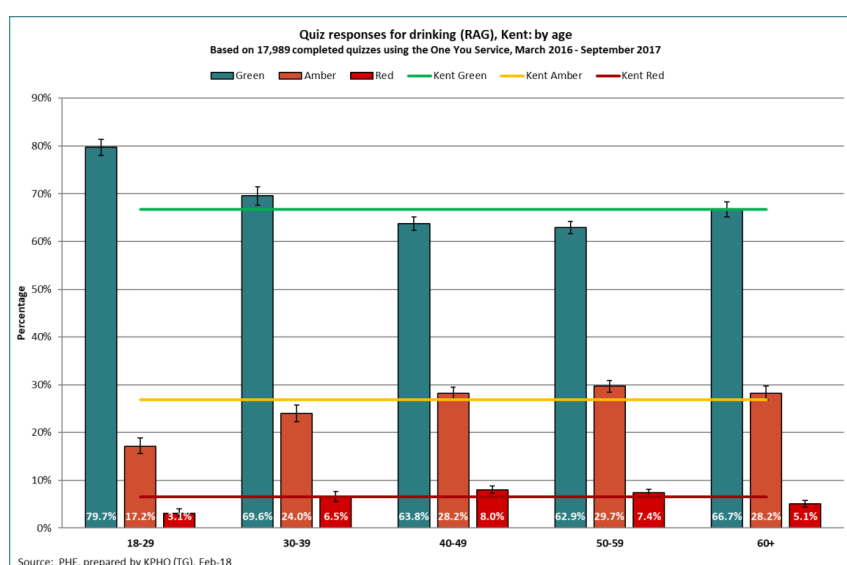
drinking at increased or higher risk of harm had decreased between 2011 and 2016 (from 35% to 31% of men, and from 18% to 16% of women). The adult figures in the Health Survey for England are for people aged 16 and over, whereas the One You data is for people aged 18 and over.



#### 4.9.2 RAG Quiz – Drinking by Age

Comparison of the responses from the drinking RAG quiz showed significant differences between the age bands. 79.7% of 18-29 year olds have healthy drinking habits and drink more sensibly than other age groups. Respondents in the 40-49 and 50-59 age bands have a significantly lower level of healthy drinking habits compared to the Kent average.

The Health Survey for England, 2016<sup>8</sup> found that for England, the declining trend in the proportion of adults who have drunk alcohol in the last week varied by age, with the biggest drop among young people aged 16 to 24. This fell from 65% in 1998 to 46% in 2016.

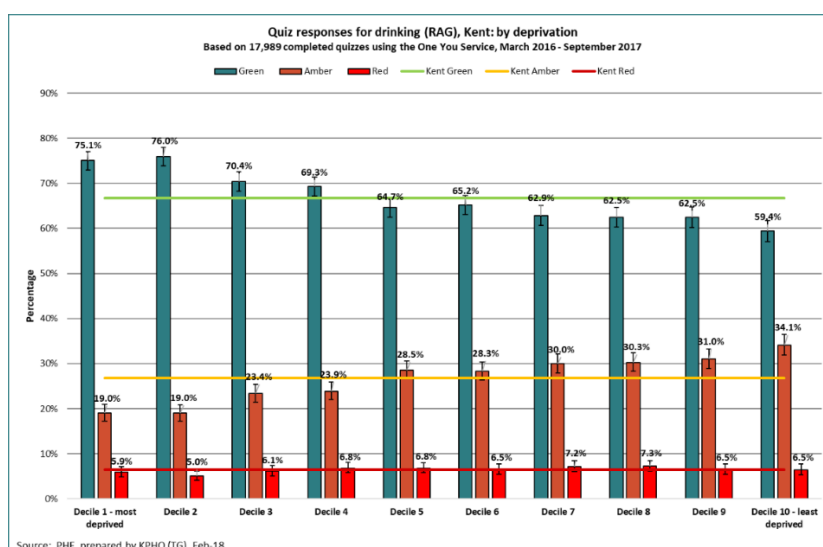


<sup>8</sup> NHS Digital (2017) Health Survey for England 2016, Alcohol.

<http://healthsurvey.hscic.gov.uk/data-visualisation/data-visualisation/explore-the-trends/alcohol.aspx>

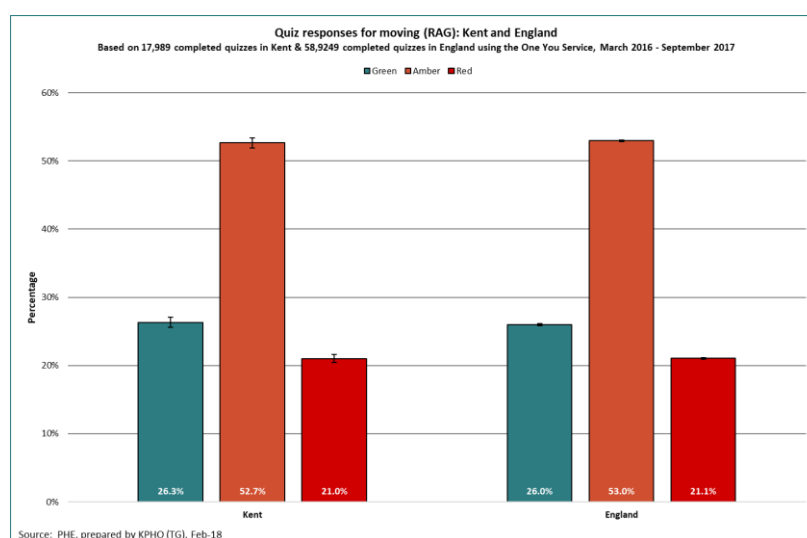
### 4.9.3 RAG Quiz – Drinking by Deprivation

Analysis of the responses from the drinking RAG quizzes shows that there is a significant difference between drinking habits in the most and least deprived deciles of Kent. Comparisons by deprivation decile showed respondents living in the least deprived decile of Kent were more likely to drink, with 59.4% not drinking or drinking within healthy limits. Respondents living in decile 1 (75.1%) and decile 2 (76.0%) did not drink or drink within healthy limits. There are no meaningful differences in the levels of harmful drinking (red responses) whatever the deprivation.



### 4.10 RAG Quiz – Moving

Across Kent analysis of the moving RAG quiz showed 26.3% of respondents were meeting Public Health England's criteria for moving a healthy amount. 52.7% of the people in Kent were individuals who have some exercise but not at the recommended level (amber response) and 21.0% were getting little or no exercise. Responses for Kent and England were similar.

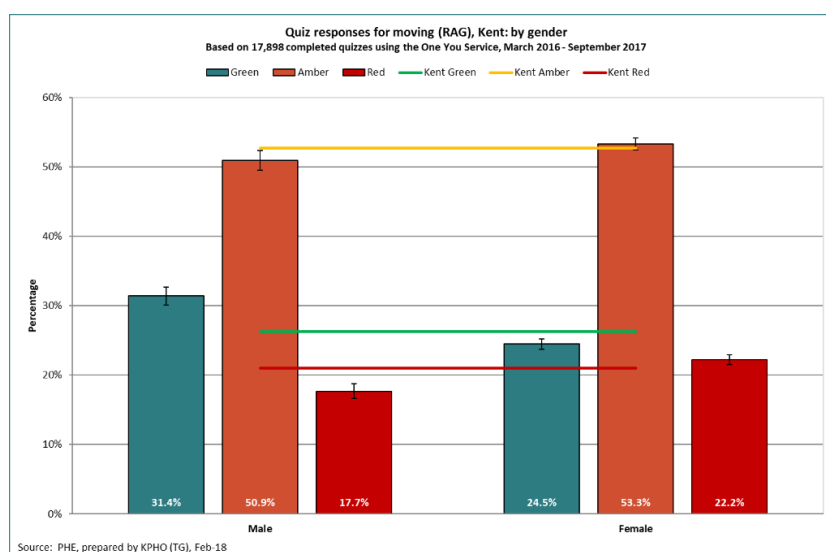




#### 4.10.1 RAG Quiz – Moving by Gender

Comparison by gender for the moving RAG quiz showed that males (31.4%) were significantly higher for completing the required amount of exercise compared to females (24.5%).

The Health Survey for England, 2016<sup>9</sup> found that for the whole of England 66% of men and 58% of women aged 19 and over met the aerobic activity guidelines of at least 150 minutes of moderate activity or 75 minutes of vigorous activity per week or an equivalent combination of both, in bouts of 10 minutes or more. This is much higher than the findings from the One You analysis within Kent, but still shows the trend that males are significantly more active than females.



#### 4.10.2 RAG Quiz – Moving by Age

Respondents in the 60+ age band were significantly higher in Kent with 34.4% moving a healthy amount. There was a significantly higher percentage of getting little or no physical activity in the 30-39 age band (24.6%) and 40-49 age band (24.1%).

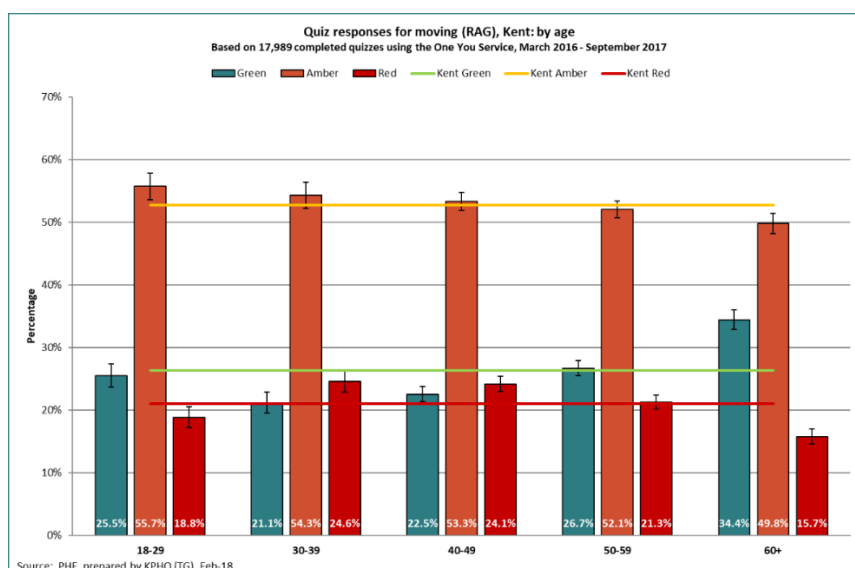
The Health Survey for England, 2016<sup>10</sup> found that the proportion of people meeting both the aerobic and muscle-strengthening guidelines decreased with age, with adults in the 16-24 age band meeting the guidelines more than those in the other age bands. This is different to the results found in the One You analysis.

<sup>9</sup>NHS Digital (2017) Health Survey for England 2016, Summary of key findings.

<https://digital.nhs.uk/catalogue/PUB30169>

<sup>10</sup> NHS Digital (2017) Health Survey for England 2016, Summary of key findings.

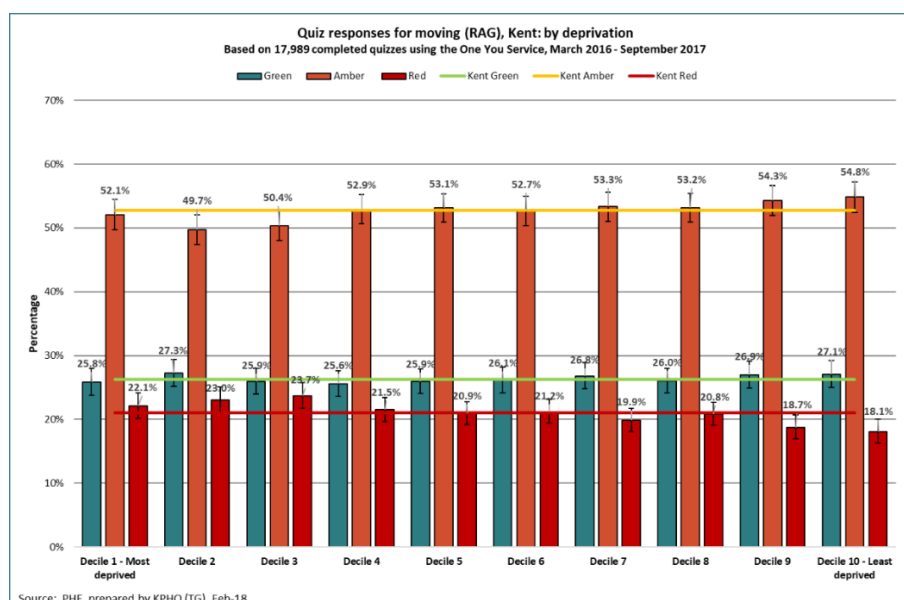
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#### 4.10.3 RAG Quiz – Moving by Deprivation

There is no significant difference when comparing the moving RAG quizzes by deprivation deciles.

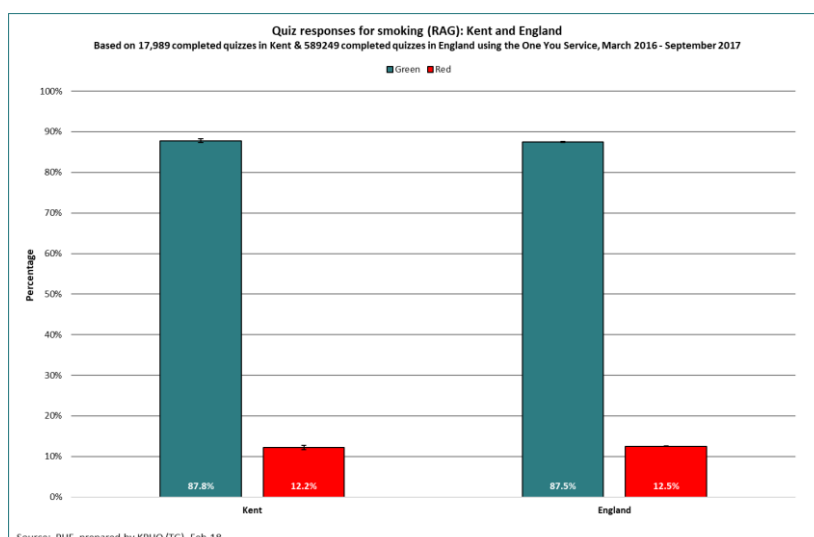
Although no significant differences were observed in Kent, The Health Survey for England, 2016<sup>11</sup> found that within England, the proportion of adults aged 16 and over who met the guidelines for aerobic activity varied by quintiles of the Index of Multiple Deprivation (IMD), ranging from 50% in the most deprived quintile to 68% in the least deprived quintile.



#### 4.11 RAG Quiz – Smoking

In Kent 87.8% of respondents were a non-smoker. England results had 87.5% non-smokers. There is no significant difference between Kent and England results.

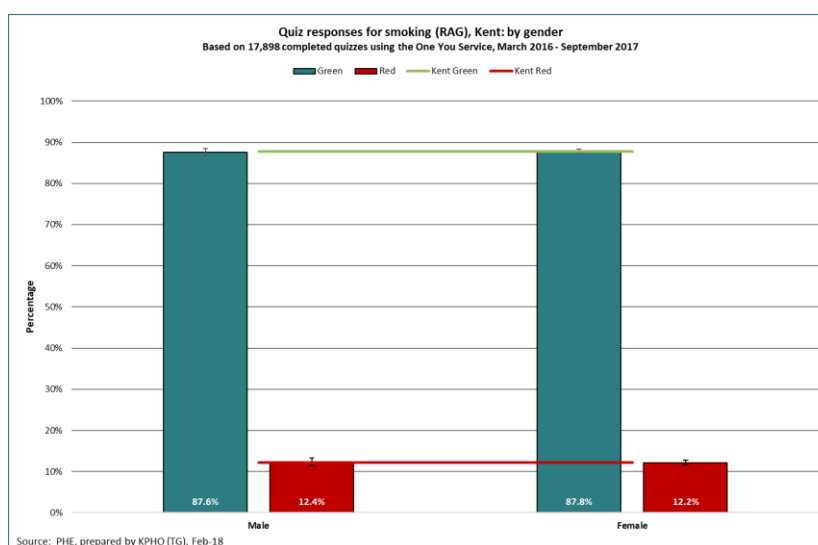
<sup>11</sup> NHS Digital (2017) Health Survey for England 2016, Summary of key findings.  
<https://digital.nhs.uk/catalogue/PUB30169>



#### 4.11.1 RAG Quiz – Smoking by Gender

12.4% of males and 12.2% of female respondents in Kent smoke. These differences are not significantly different.

The Health Survey for England, 2016<sup>12</sup> states that since 1993 there has been a steady decline in the proportion of men and women who were current smokers, from 28 per cent to 20 per cent in 2016 among men, and from 26 per cent to 16 per cent among women. The One You analysis has shown smoking to be similar in men and women and at a lower percentage.

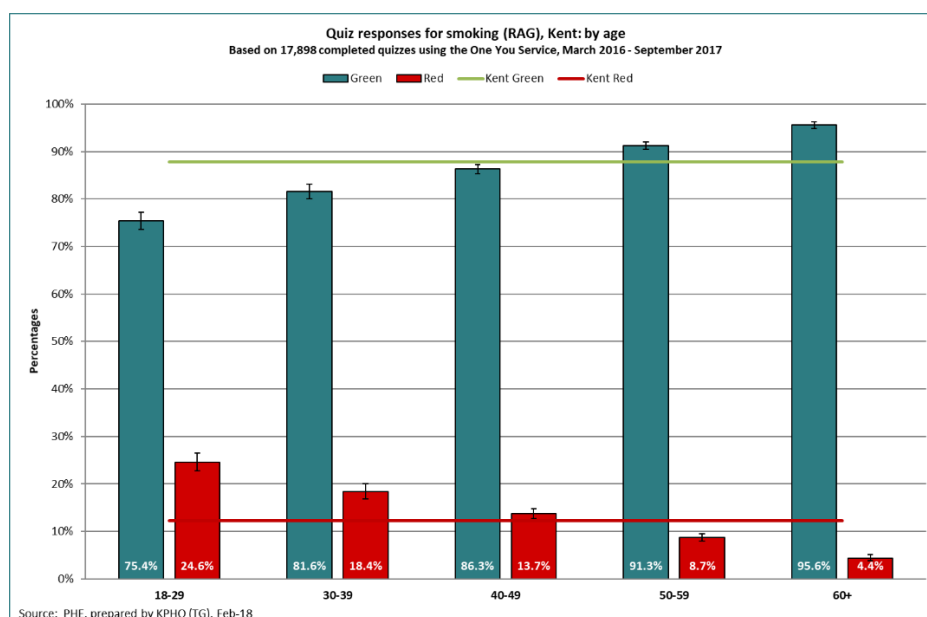


#### 4.11.2 RAG Quiz – Smoking by age

76.4% of respondents in the 18-29 year old bracket do not smoke compared to 95.6% in the 60+ age bracket, this is significantly different and analysis of responses by age show younger people are more likely to smoke.

<sup>12</sup> NHS Digital (2017) Health Survey for England 2016, Summary of key findings.  
<https://digital.nhs.uk/catalogue/PUB30169>

Findings from the Health Survey show that in 2016<sup>13</sup>, 9% of 65+ were smokers compared to 22% of adults aged 25-44 year olds and 19% of 16-24 year olds. This is similar to what was found from the One You analysis.



#### 4.11.3 RAG Quiz – Smoking by deprivation

Analysis of the responses from the smoking RAG quizzes show that there was a significantly higher level of smokers in the most deprived decile of Kent (23.8%).

The Health Survey for England, 2016<sup>14</sup> found that the proportion of smokers was higher among those with lower incomes (using 2015 household income): 29% of adults in the lowest income quintile were current smokers, almost three times as many as in the highest income quintile where 10% were current smokers.

## 4.12 How are You? Quiz Score

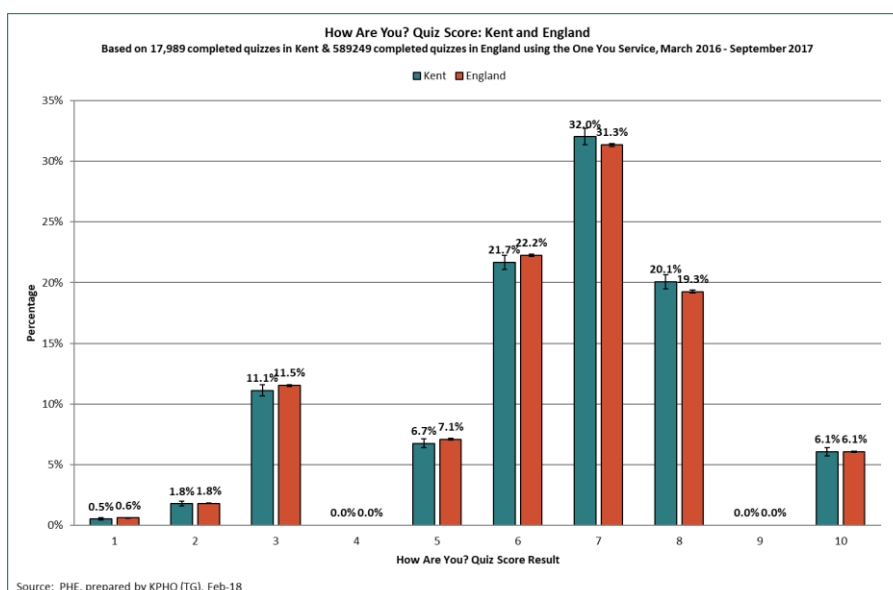
As part of the How are you? quiz people who have signed up and complete the quiz gain an overall score which takes in to account all aspects of their health, including the four areas covered in the RAG quizzes. This score is out of ten. A score of four or nine was not able to be achieved on the system. A score of 7 was the most common in Kent (32.0%) and England (31.3%). Scores for Kent were not significantly different to England.

<sup>13</sup>NHS Digital (2017) Health Survey for England 2016, Smoking.

<http://healthsurvey.hscic.gov.uk/data-visualisation/data-visualisation/explore-the-trends/smoking.aspx>

<sup>14</sup> NHS Digital (2017) Health Survey for England 2016, Smoking.

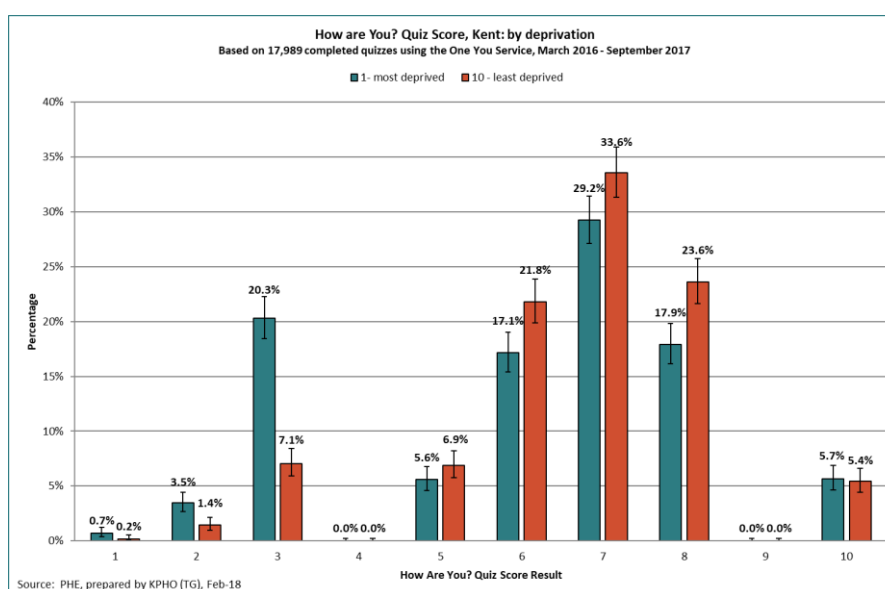
<http://healthsurvey.hscic.gov.uk/data-visualisation/data-visualisation/explore-the-trends/smoking.aspx>



#### 4.12.1 How are You? Quiz Score by Deprivation

Although there was little variation between the How are You? quiz scores by deprivation, respondents in the most deprived decile (20.3%) had a significantly higher percentage of scoring a 3 compared to those in the least deprived decile (7.1%).

It is unclear as to how the score is generated and whether there is a weighting on certain health aspects, for example smoking. If smoking is weighted more this may account for a score of 3 being a more likely score in the most deprived decile as there is a higher rate of smoking in the most deprived decile.

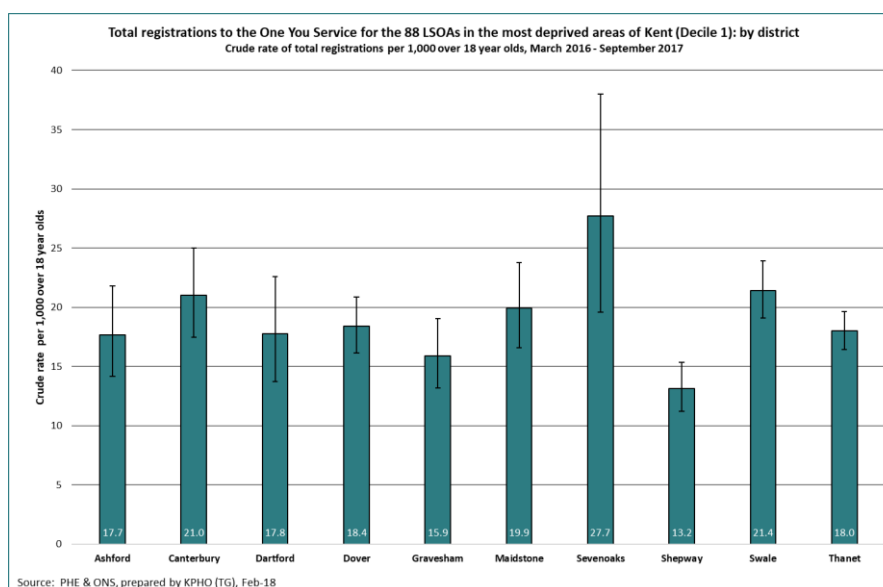


## 4.13 Comparison of Decile 1 by District

Within Kent, 88 lower super output areas (LSOAs) are in the most deprived decile (Decile 1) of Kent. Of these, none are in the districts of Tonbridge and Malling and Tunbridge Wells. A map of the 88 LSOAs in Decile 1 can be found in Appendix A. Analysis explored the One You service data of the decile 1 LSOAs by the district.

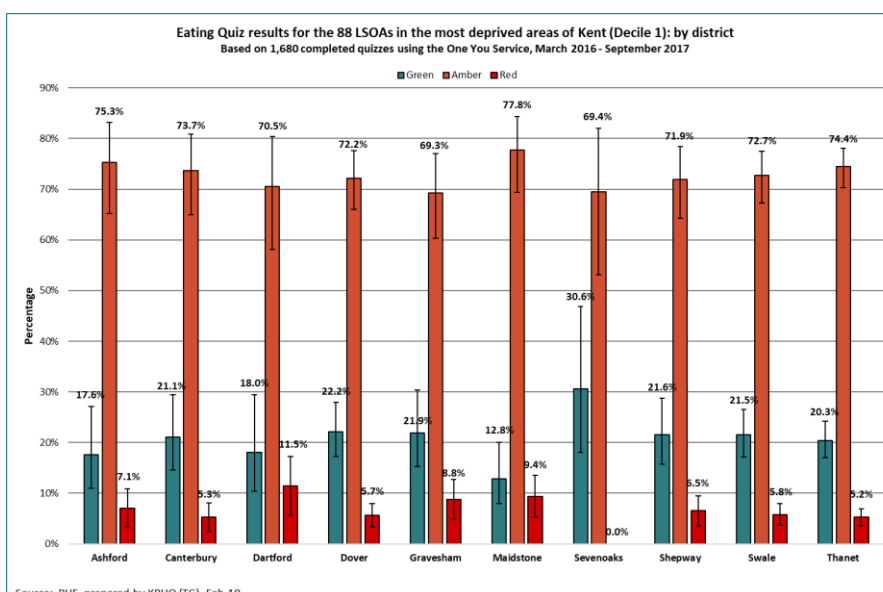
### 4.13.1 Uptake

Comparisons of uptake of Decile 1 by district showed some differences in rates of sign up but these differences were not statistically meaningful. Crude rates of registrations for Decile 1 are 18.2 per 1,000 over 18 year olds.



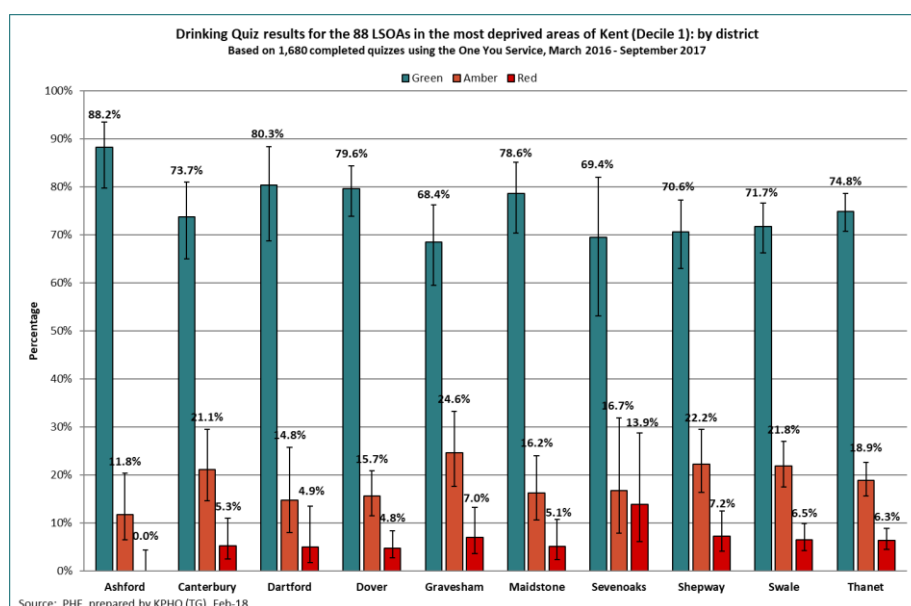
### 4.13.2 RAG Quiz – Eating

Analysis of the RAG quiz for eating for respondents living in the most deprived area of Kent by district showed there is no significant differences between eating habits.



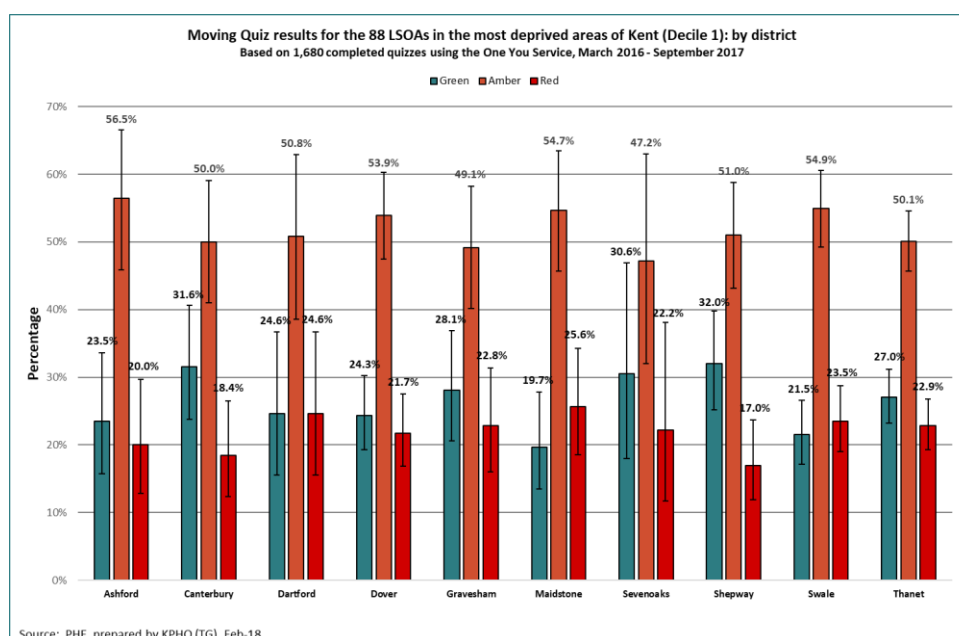
### 4.13.3 RAG Quiz – Drinking

Comparisons of drinking habits for people living in the most deprived decile of Kent show some variation although there are no significant differences.



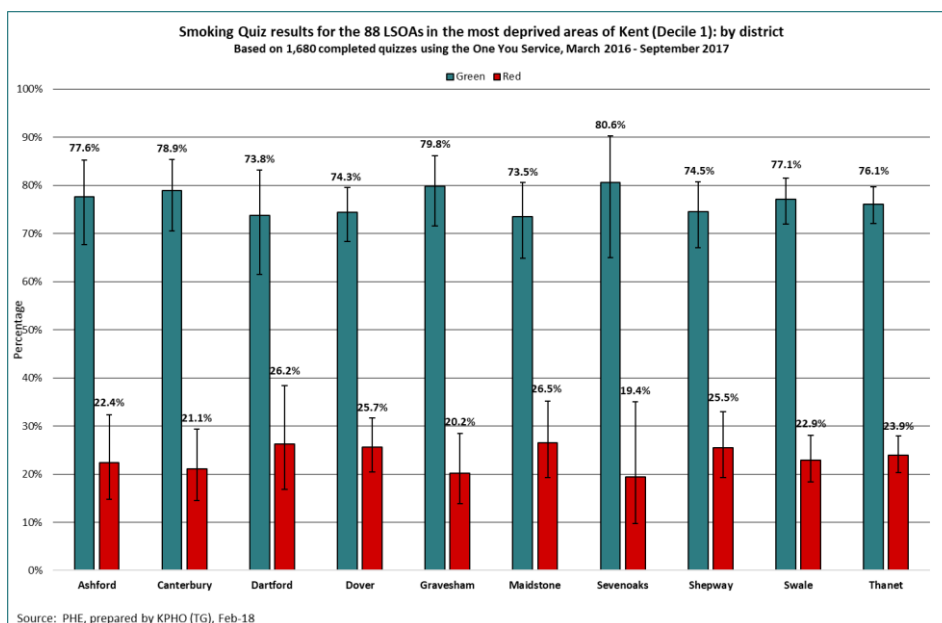
### 4.13.4 RAG Quiz – Moving

No significant differences were observed when comparing responses for the moving RAG quiz by most deprived decile.



### 4.13.5 RAG Quiz – Smoking

Comparisons of smoking habits for people living in the most deprived decile of Kent show some variation although there are no significant differences.





## Appendix A

Map showing the 88 LSOAs in Decile 1, the most deprived decile, in Kent

