



The American Health Values Survey: Findings and Implications

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Our Work: Background and Goals

The American Health Values Survey (AHVS)

- RWJF interest: develop typology of U.S. adults based on their health values and beliefs
- Goal was to build typology built on enduring values and beliefs
- Goal is to understand how Americans differ
- A byproduct: insights about audience segmentation + message and strategy development for communicators focused on RWJF Culture of Health (CoH) vision

AHVS Continued

- AHVS fielded in 2015-2016
- Sample of 10,500 national of U.S. adults
- Survey content based on Area 1 of the RWJF CoH Action Model
- Health values and beliefs about:
 - Importance of equality of opportunity, health equity and social solidarity
 - Existence of health care disparities and importance of social determinants
 - Support for government activism in health: generally + at Federal and community levels

- Health values and beliefs about:
 - Personal health importance: attention to prevention and appropriate care seeking
 - Self-efficacy for personal health: prevention, care seeking and condition management
 - Civic engagement in health
 - Collective efficacy: possibility of affecting change by working together

Follow-on Work (2016-2018)

- In-depth qualitative research with AHVS respondents to understand underlying perceptions and attitudes
- Advanced quantitative analysis of AHVS data to identifying drivers of values and beliefs
- Surveys of 5 RWJF CoH Sentinel Communities of explore typology variation across the country
 - Stockton, CA
 - Maricopa County, AZ.
 - Mobile AL
 - North Central Nebraska (9 county region)
 - Baltimore, MD

Current Work (2018-2020)

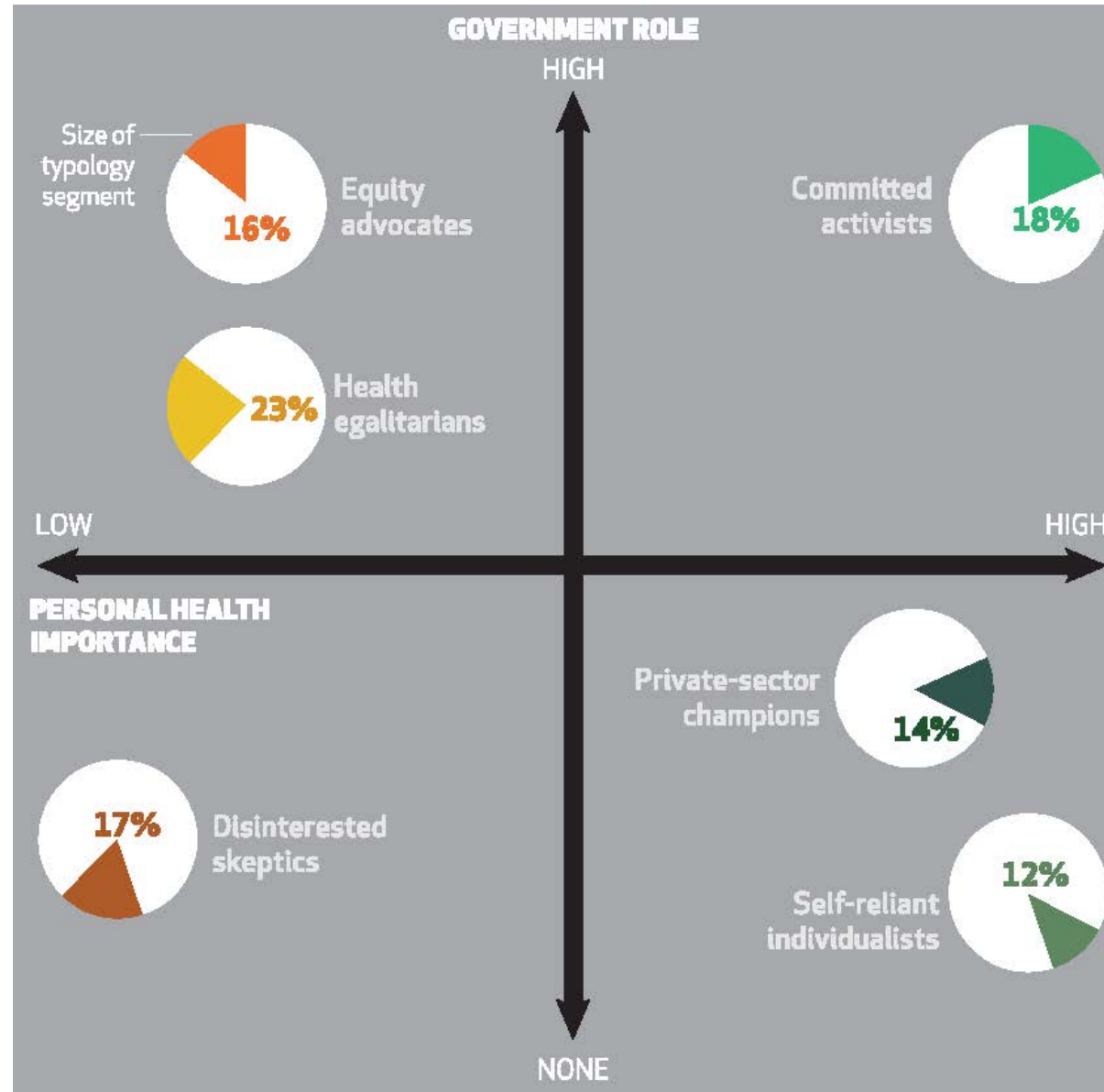
- Synthesize insights from the Sentinel Community Surveys: what did we learn about how local value and belief patterns may vary
- Map regional differences in health values and beliefs across the entire U.S. to build upon the 5 initial Community Surveys
- Develop a typology of rural America to meet the needs of practitioners focused in these areas

Current Work (2018-2020)

- Append media usage, lifestyle and other Claritas PRIZM data to our AHVS dataset to make group profiles more multi-dimensional and improve targeting utility
- Identify usable communications applications from the work

Overview of the AHVS Typology

American Health Values Survey: Segments



American Health Values Survey: Segments

Health Egalitarians (23%)

- Support active gov't role in health
- More concern about health equity but less about disparities and social determinants
- More concern about health at community level and favor gov't responsibility
- Less civically engaged
- Less interested in health in personal life
- Female, younger, lower-SES, slightly more White
- Least likely to vote; more politically moderate
- Slightly more Democratic and Independent

American Health Values Survey: Segments

Equity Advocates (16%)

- Support active gov't role
- Equality of opportunity + solidarity+ health equity + disparities (but not social determinant) concerns
- Civically engaged, less collective efficacy
- Less interested in health in personal life
- Equal gender split
- More African American, slightly more non-White
- More highly educated, up-scale liberals; live in big cities and suburbs

Committed Activists (18%)

- Down-the-line support for equity/population health agenda including active gov't role
- “Movement vanguard”
- Civically engaged, high collective efficacy
- More interested in health in personal life; less healthy
- Most female, most non-White, lower SES; live in areas of high minority concentrations
- More likely Democrats, liberals

Self-Reliant Individualists (12%)

- Highly skeptical about the agenda + active gov't role; less concerned about equity, solidarity, disparities and social determinants
- Less likely to care about community health but more likely to favor private sector responsibility
- More interested in health in personal life
- Male, slightly older, higher SES
- Most White, Republican, conservative and likely to vote

Disinterested Skeptics (17%)

- Highly skeptical about agenda including on role of gov't; less concerned about equity, solidarity, disparities and social determinants
- Less likely to care about community health but more likely to favor private sector responsibility
- Lowest civic engagement + collective efficacy
- Least personally health conscious
- Most male of groups; slightly younger
- More Republican and conservative

Private Sector Champions (14%)

- Conflicted about agenda including on role of government
- More likely to care about community health; most in favor of private sector responsibility
- Least trust in science and health care system
- More interested in health in personal life
- Oldest of groups; female, lower SES
- More Republican and conservative

The Top 8 Strategic Communications Insights from AHVS

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1. The majority of Americans are supportive

- **Committed Activists** hold values and beliefs completely aligned with the CoH vision; they can be targeted and mobilized
- Other supportive groups are driven by equity/solidarity values (**Equity Advocates**) or health equity alone (**Health Egalitarians**)
- These 3 groups are 57% of Americans

The Top 8 Strategic Communications Insights from AHVS

2. But some Americans are skeptical

- Almost 1 in 5 Americans are disinterested in health and more skeptical about population health/equity agenda (**Disinterested Skeptics**)
- About 1 in 10 Americans are highly skeptical because of personal responsibility ethos and support for limited government (**Self-Reliant Individualists**)
- Some who feel strongly about personal responsibility and limited government care about aspects of the agenda and can be reached (**Private Sector Champions**)
 - A key to reaching them: focus on health at the community level and involve non-governmental actors

The Top 8 Strategic Communications Insights from AHVS

3. The Role of Government in Health: Support is broadest at the community level

- Vast majority of Americans believe building healthier communities is very important
- Majorities of those interested in this say government should be responsible for the work either alone or in partnership with private sector
- Support for government action at this level is very broad
 - Also includes some who generally profess support for limited government

The Top 8 Strategic Communications Insights from AHVS

4. Equity and solidarity values are big drivers of other values and beliefs

- Large numbers of Americans agree equality of opportunity, health equity, and social solidarity are important
- Equity and solidarity values are the most powerful drivers of belief in the importance of social determinants
- In the case of social solidarity, solidarity values also drive health-related civic engagement

The Top 8 Strategic Communications Insights from AHVS

4. Equity and solidarity values are big drivers of other values and beliefs, cont'd.

- Health equity is a foundational value even for some of those with a strong belief in individual responsibility and limited government
- Political conservatives care about social solidarity
 - Appeals in this area will be credible from religious and ethics leaders

The Top 8 Strategic Communications Insights from AHVS

5. Equity and solidarity values are sometimes not aligned with beliefs about disparities

- People who care about equity and solidarity are convinced disparities exist, social determinants are important, and government should be active
- Except on health care disparities, the reverse is also true:
 - Those who care about equity and solidarity also see disparities and believe in importance of social determinants and government activism
- The disparities exception is important: it indicates the need for more education about health care disparities

6. Vast Majority Believe In Social Determinants

- In general, views about the social determinants do not seem to be politically polarized
- Conservatives seem predisposed to care more about community safety than Americans generally
 - This provides a possible opening to communicate with Conservatives

The Top 8 Strategic Communications Insights from AHVS

7. Lots of Americans are civically-engaged and believe in collective efficacy

- Large numbers of Americans are already civically engaged around health issues—even in advocacy activities
- Vast majority of Americans have a high sense of collective efficacy
- Result: it should be possible to mobilize significant numbers of groups and individuals in CoH building efforts

The Top 8 Strategic Communications Insights from AHVS

8. Audiences do not segment the same way everywhere

- The following groups, or ones very similar, seem to be quite common across the nation:
 - Committed Activists
 - Self-Reliant Individualists
 - Disinterested Skeptics
 - Private Sector Champions
- Despite these similarities, many local typologies will differ significantly from national one and from one another

8. Audiences do not segment the same way everywhere, cont'd.

- Centers of gravity within some local typologies will be different
- Result: a one-size-fits-all strategy will not work everywhere

Thank You!



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