



making health stick

a consumer formula

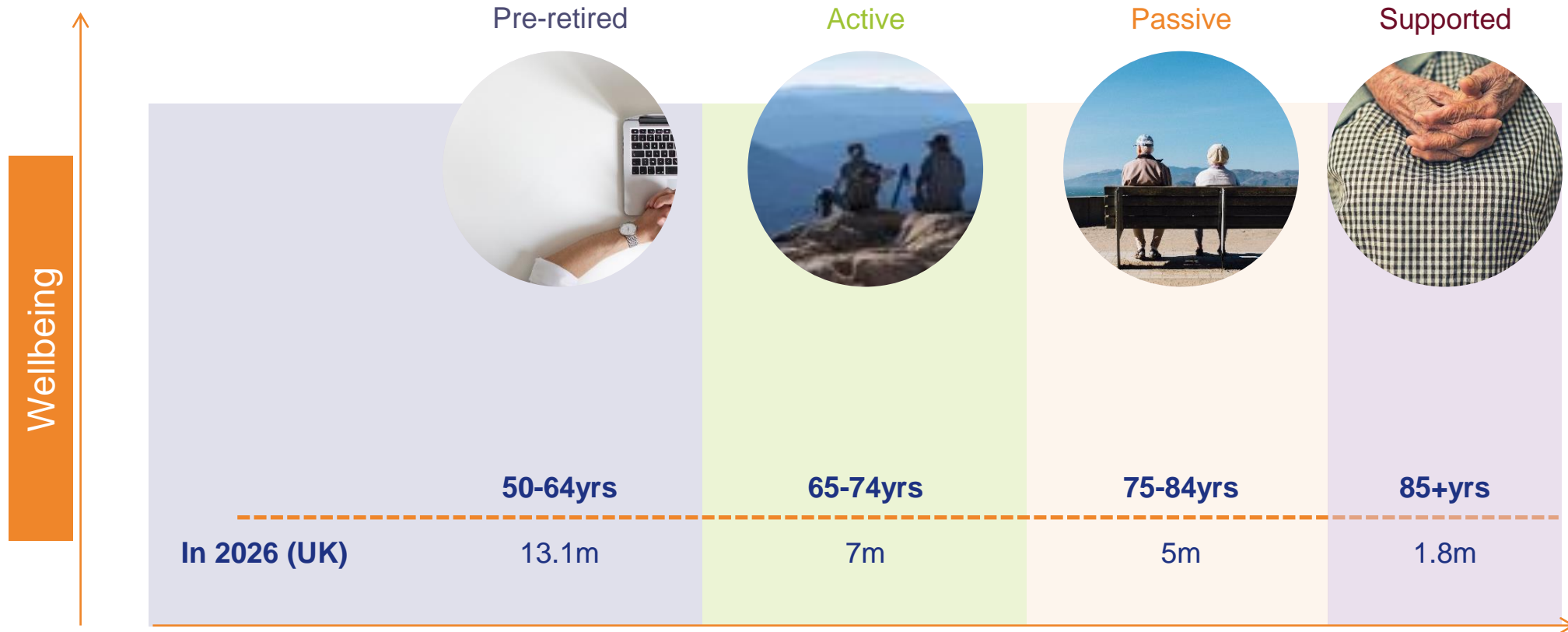
the Big Window in partnership with Saga Plc

September 2023

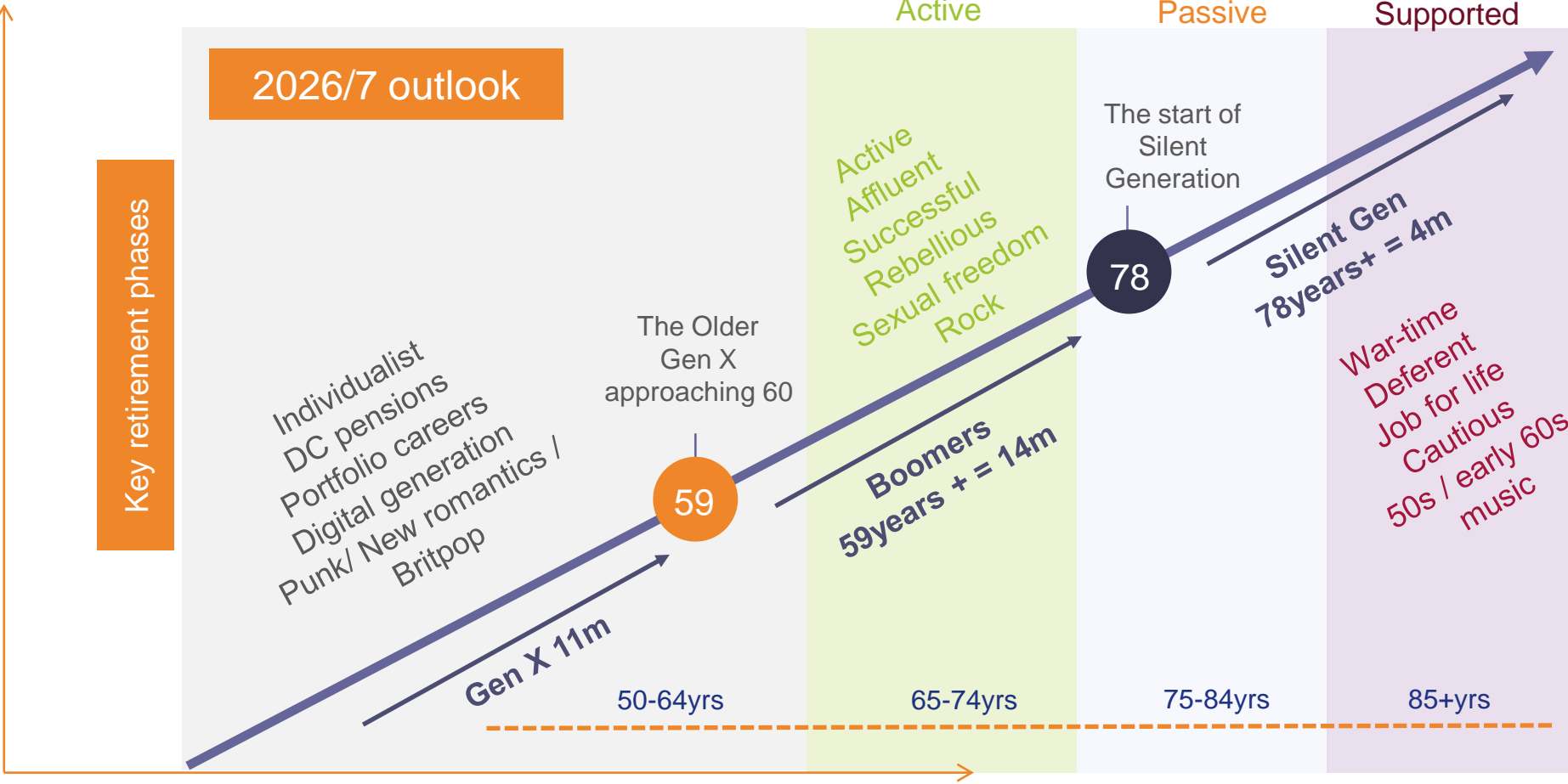


Healthy passivity in older age is no longer enough

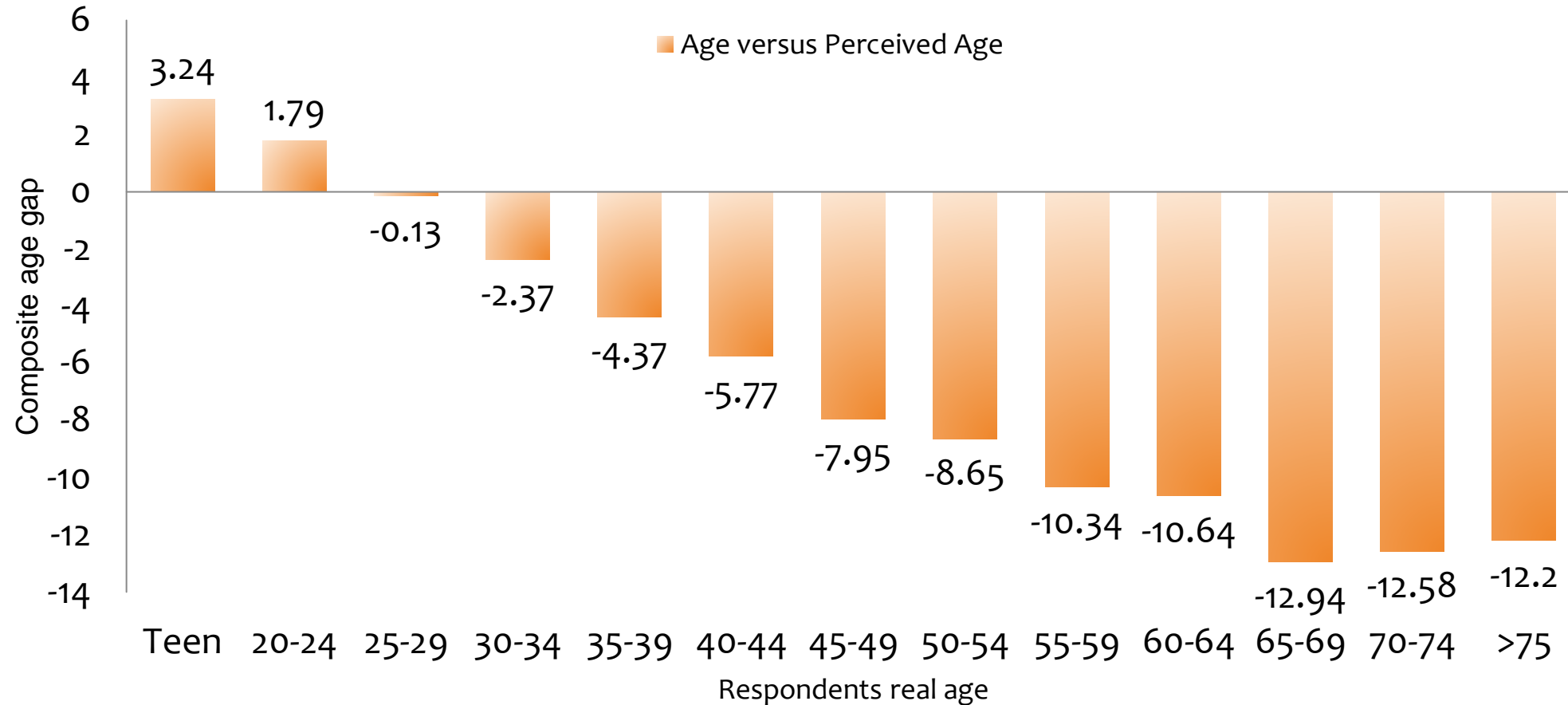
It has to be active



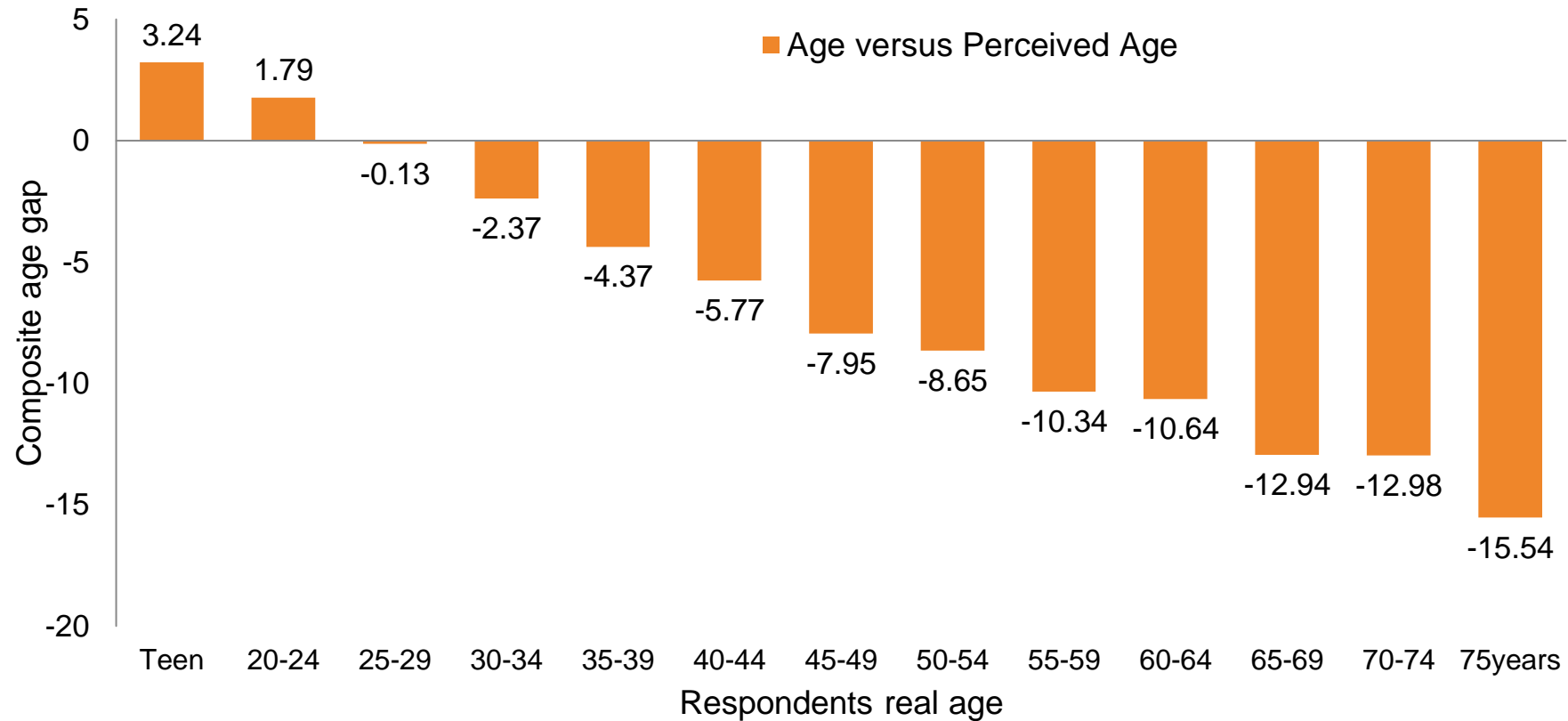
Generation experience is generation expectant



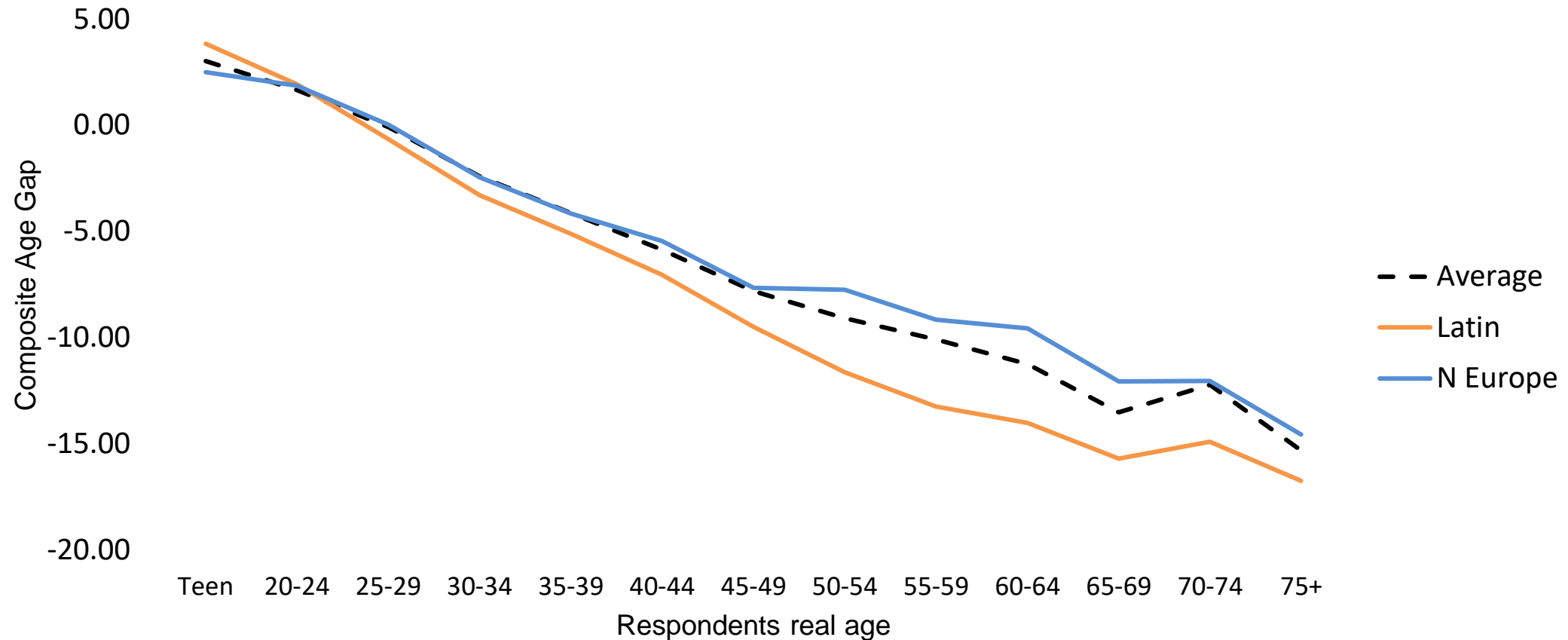
And this isn't just a UK perspective; it is a global one



People across in the UK are getting more used to feeling young for longer



With perspective on age perception less to do with affluence and more to do with outlook



Let's talk more about the '75 moment'

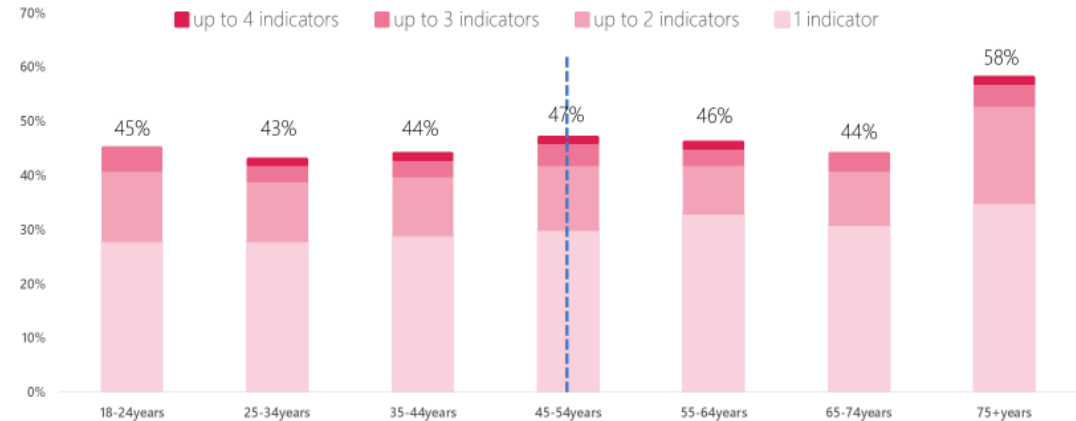
1 Gap between perceived and real age narrows

2 Likelihood of vulnerability increases

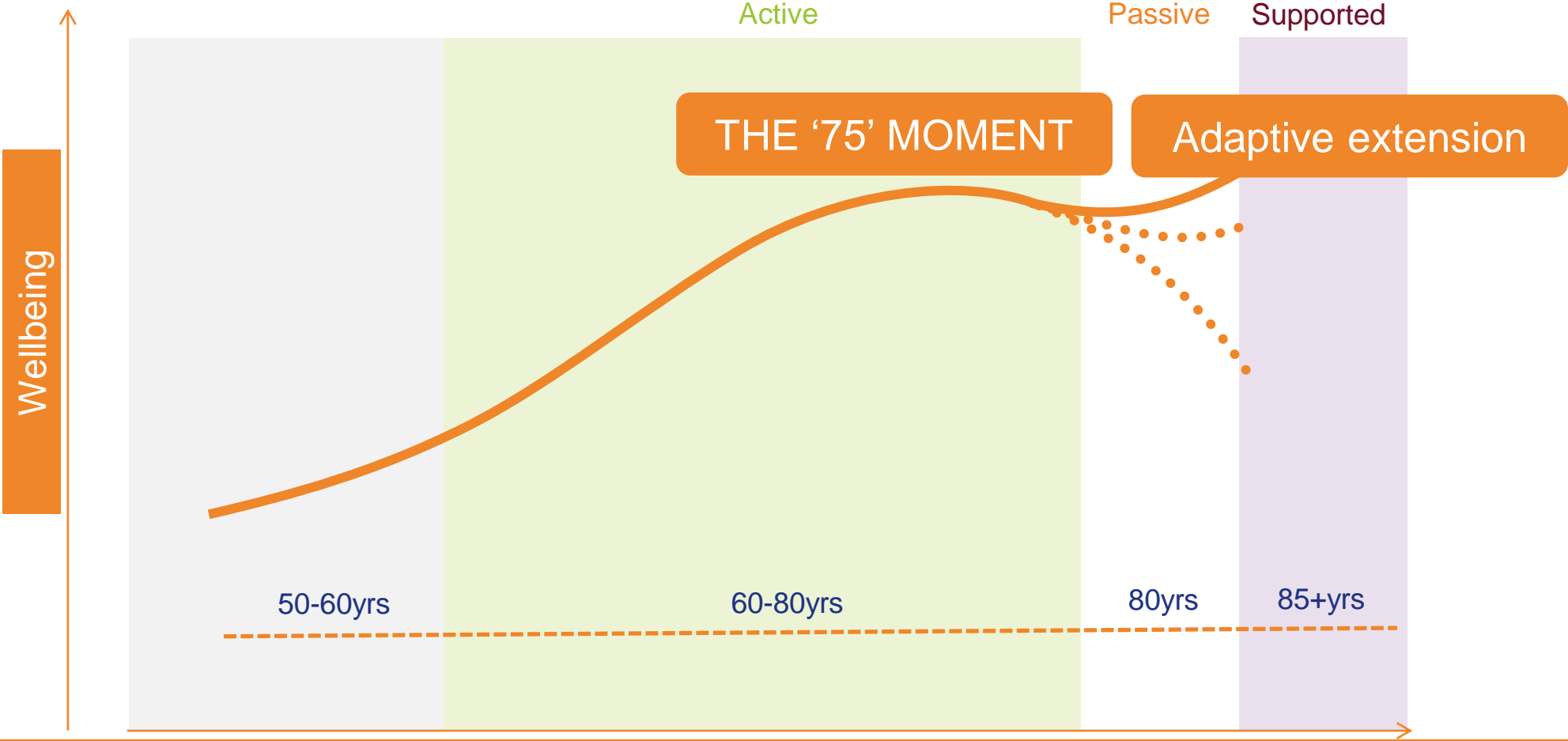
3 Engage in more 'passive' activities

4 Expect to spend much smaller proportion of retirement income

Oldest (75+ year old) age group the most likely to experience at least one of vulnerability indicators



Our role is to help kick the '75' moment into the long-grass



It's no longer about life-span

It's not even about health-span

It has to be about full-span:
Living a longer, healthier and
fulfilled older life



We know this means 3 critical C's

These are the needs we must solve for...



Actively building positive age beliefs, enabling affiliation and cementing purpose



We need to build belief that ageing can be a time to thrive and discover



We need to enable meaningful affiliation as part of discovery



We need to support a sense of purpose and value

Introducing Spaces



Gillian Monaghan (CEO, Spaces)

Playing into the generational change



To create real engagement

The pathway to sustainable engagement in health and wellbeing

1

The Triallists

Work out who will 'trial' on an emotional level



Women

2

Trial Triggers

Work out what is going to trigger the trial



Life events

3

Affiliative Glue

Work out what is going to trigger the trial



'Buddies'

4

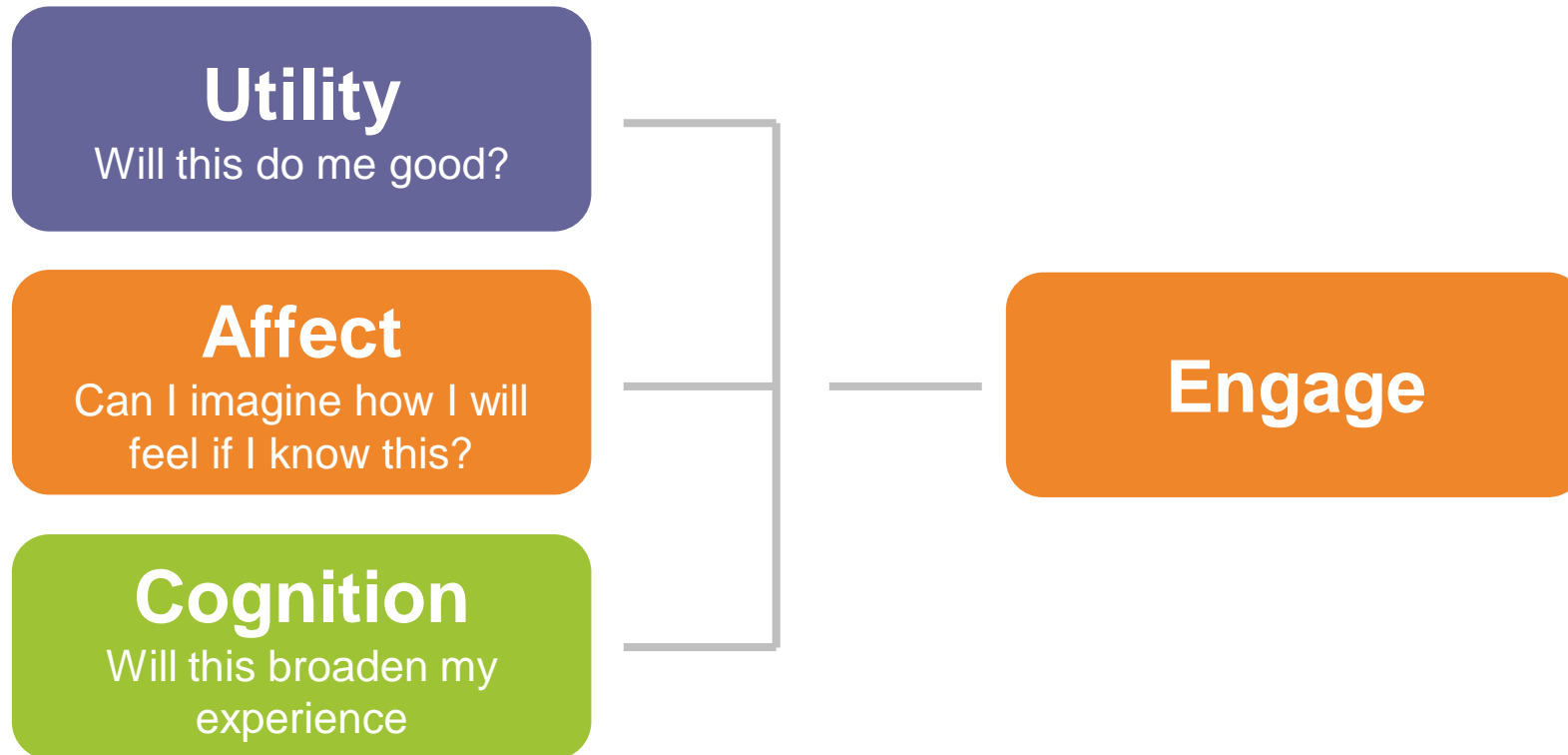
Addictive Goals

Work out what will sustain long-term behaviour



'Goal tracking'

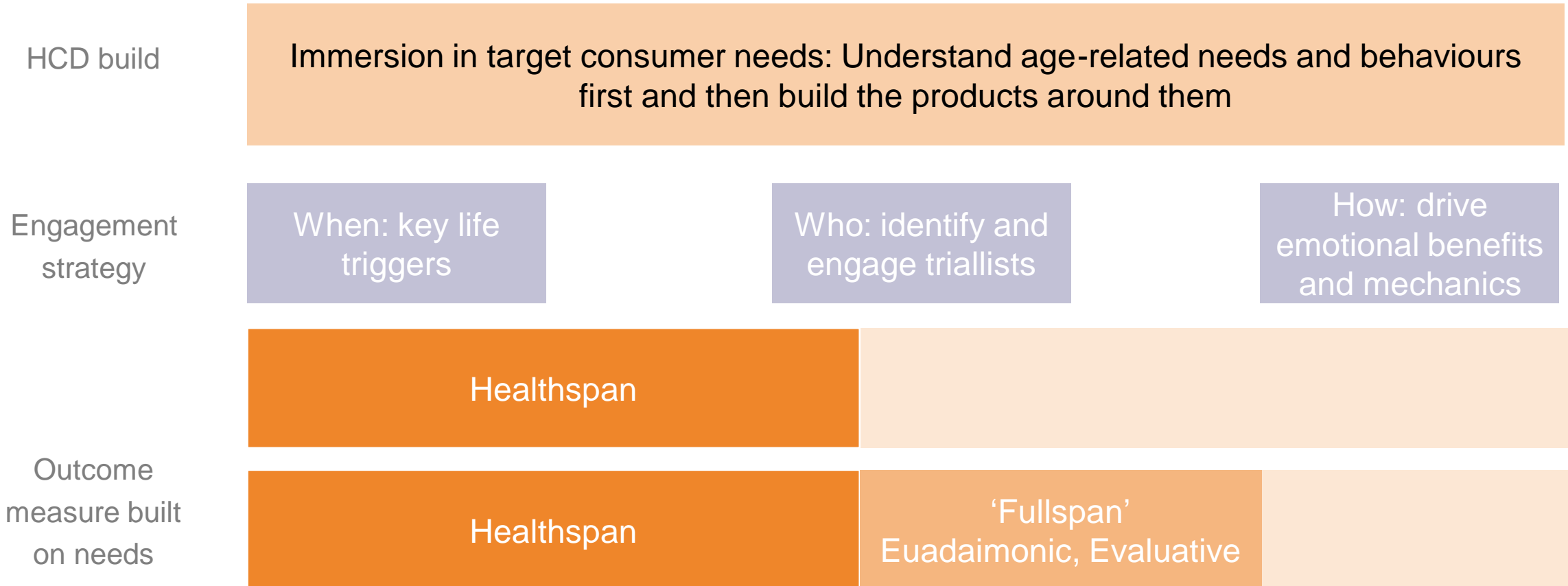
To reiterate, don't expect 'the argument' to do all the work



Making health stick, in summary

- 1 Drive initiatives to encourage engagement with health initiatives at the **individual level**. Understand them at the intra- and inter-cultural level. Use 3Cs needs criteria when designing age/age-tech solutions.
- 2 Do not depend solely on rational-only measures of health engagement, decisions to engage are also driven by **emotional projections**.
- 3 Build health solutions using **human-centred design principles** and engage consumers throughout the development life-cycle, from needs-exploration to co-creation and UX testing
- 4 Build engagement strategies that realise **who** is likely to lead good health and well-being behaviours and when their life triggers occur. Build **engagement around women** - our evidence suggests men will follow!
- 5 Focus on more than one measure of well-being, Drive towards a '**fullspan**' measure to include: eudaimonic, evaluative and QoL constructs

Making health stick, a HWB development model that is sustainable –it is built from consumer needs and behaviours



What we ask of the UN in relation to ageing

- 1 A new 'Ageing Population' sustainability goal: Understand ageing in and of its own right, not through the lens of HWB, aimed maximising the positive potential of older adult
- 2 Develop universal measures of positive ageing which go beyond healthy life-expectancy: focused on 'full-span', not lifespan or even healthspan
- 3 Focus on women to lead the 'healthy ageing' movement. We know they are the key behavioural change agents and consumption trailists. They need to be at the centre of global health initiatives
- 4 Work with commercial consumer-facing organisations to ensure health initiatives use human-centred design principles and are capable of engaging at the individual level



making health stick

a consumer formula