NHS AT 70

5

PREVENTION & RESPONSIBILITY
The public think keeping healthy is the individual’s responsibility, but that the government could also do more
The public think that we, as individuals, have the most responsibility for ensuring that we lead healthy lives

How much responsibility, if any, do you think each of the following has in making sure people lead healthy lives?

<table>
<thead>
<tr>
<th></th>
<th>A great deal</th>
<th>A fair amount</th>
<th>Not very much</th>
<th>Not at all</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>73%</td>
<td>92%</td>
<td>19%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Industry</td>
<td>41%</td>
<td>80%</td>
<td>40%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>The government</td>
<td>35%</td>
<td>79%</td>
<td>44%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Employers</td>
<td>14%</td>
<td>60%</td>
<td>46%</td>
<td>30%</td>
<td>9%</td>
</tr>
</tbody>
</table>

For a lot of people, keeping healthy is a choice not a necessity. A lot of people have that choice and choose not to.”

Base: 1,709 adults 15+ in England, 2017

Survey source: Ipsos MORI / PHE 2017
Qualitative source: The King’s Fund / Ipsos MORI
However, the public recognise that there are barriers that prevent individuals achieving a healthy lifestyle

Now looking at these statements, to what extent do you agree with each?

I know I can find the right information to make my own decisions and choices about my health

And there are concerns that the cost of living a healthy lifestyle is too high.

“*You always find that the healthier food is more expensive.*”

Base: c.1,000 adults 16-64 in the UK, 2016

Survey source: Ipsos MORI Global Trends Survey 2016
Qualitative source: The King’s Fund / Ipsos MORI
These concerns lead to recognition that the government has an important role to play in helping people achieve healthy lifestyles

How much responsibility, if any, do you think the government has to address the following health issues?

<table>
<thead>
<tr>
<th>Activity</th>
<th>A great deal</th>
<th>A fair amount</th>
<th>Not very much</th>
<th>Not at all</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing vaccines to prevent infectious diseases</td>
<td>55%</td>
<td>88%</td>
<td>33%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Promoting awareness of health conditions such as cancer, heart disease, and diabetes</td>
<td>42%</td>
<td>86%</td>
<td>44%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Working with industry to make food or drink healthier</td>
<td>43%</td>
<td>79%</td>
<td>36%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Encouraging people to have healthier lifestyles including healthier diets and more exercise</td>
<td>28%</td>
<td>76%</td>
<td>48%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Supporting employers to help their employees lead healthier lives</td>
<td>23%</td>
<td>66%</td>
<td>43%</td>
<td>25%</td>
<td>7%</td>
</tr>
</tbody>
</table>

The government has a duty of care regarding pollution, the sale of alcohol...and should run public information adverts regarding health matters.”

Base: 1,709 adults 15+ in England, 2017

Survey source: Ipsos MORI / PHE 2017
Qualitative source: The King’s Fund / Ipsos MORI
And half think the government does too little to help people lead healthy lifestyles.

Would you say the government does too much, too little, or does the right amount to help people lead healthier lifestyles?

- 53% think the government does too little
- 36% think the government does the right amount
- 16% think the government does too much
- 9% think the government does somewhat too little
- 3% think the government does somewhat too much
- 2% don’t know

Base: 1,709 adults 15+ in England, 2017

Survey source: Ipsos MORI / PHE 2017
There’s a fine balance to be struck between government intervention and individual responsibility

“It’s difficult... We all know what we shouldn’t do but getting people to actually take responsibility in practice is difficult. If you smoke, are you responsible for your cancer, and the treatment? It’s a slippery slope if you take that view.”

“Both parties have to play a part. The individual has to make positive choices, but know that the NHS is there to support you when needed. Not used because it is free.”

“I don’t see how it could really be enforced but I do think people need to take accountability for their own health and shouldn’t be able to rely on the NHS time and time again if they don’t help themselves. It should be there for people that need it and have real reasons for using it.”
And government intervention is more welcome in some areas of health than others

To what extent do you support or oppose government intervention in the following areas of public health?

The introduction of a ban on e-cigarette usage in public spaces
- 33% Strongly support
- 21% Tend to support
- 24% Neither support nor oppose
- 13% Tend to oppose
- 9% Strongly oppose

Limiting of fast food outlets in areas that are near to schools
- 39% Strongly support
- 31% Tend to support
- 19% Neither support nor oppose
- 7% Tend to oppose
- 4% Strongly oppose

The introduction of a tax on soft drinks containing added sugar (sugar tax)
- 34% Strongly support
- 29% Tend to support
- 18% Neither support nor oppose
- 12% Tend to oppose
- 8% Strongly oppose

A minimum price for alcohol across the UK
- 29% Strongly support
- 25% Tend to support
- 24% Neither support nor oppose
- 13% Tend to oppose
- 9% Strongly oppose

Base: 2,083 adults 15+ in the UK, 11 – 29 May 2018

Source: Ipsos MORI / the Health Foundation 2018
The fight against obesity highlights some of the dilemmas and contradictions in prevention and responsibility
Concern about childhood obesity is high, and the majority think it is going to get worse

Now thinking about childhood obesity in England, how big a problem, if at all, do you think it is nowadays?

- A very big problem: 34%
- A fairly big problem: 51%
- Not a very big problem: 9%
- Not a problem at all: 1%
- Don't know: 4%

And do you think the level of childhood obesity will increase, decrease or stay the same over the next few years?

- Increase a lot: 29%
- Increase a little: 5%
- Decrease a little: 4%
- Decrease a lot: 23%
- Stay about the same: 38%
- Don't know: 1%


Source: Ipsos MORI / DH Perceptions of the NHS Tracker 2016
The NHS is seen to be doing the most to tackle childhood obesity – and local councils the least

How much action, if any, do you think each of the following is taking to tackle childhood obesity in England?

- The NHS: 8% A great deal, 49% A fair amount, 27% Not very much, 4% None at all, 12% Don’t know
- The Government: 6% A great deal, 39% A fair amount, 39% Not very much, 7% None at all, 8% Don’t know
- Individuals: 13% A great deal, 29% A fair amount, 47% Not very much, 5% None at all, 7% Don’t know
- The food and drinks industry: 8% A great deal, 21% A fair amount, 49% Not very much, 20% None at all, 3% Don’t know
- My local council: 4% A great deal, 20% A fair amount, 40% Not very much, 19% None at all, 1% Don’t know


Source: Ipsos MORI / DH Perceptions of the NHS Tracker 2016
...although less than half think this is enough, and half think individuals could be doing more

To what extent do you agree or disagree that each of the following are doing enough to tackle childhood obesity in England?

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Neither agree nor disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The NHS</td>
<td>4%</td>
<td>39%</td>
<td>26%</td>
<td>20%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>The Government</td>
<td>2%</td>
<td>22%</td>
<td>26%</td>
<td>36%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Individuals</td>
<td>4%</td>
<td>18%</td>
<td>24%</td>
<td>37%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>The food and drinks</td>
<td>2%</td>
<td>13%</td>
<td>16%</td>
<td>37%</td>
<td>29%</td>
<td>3%</td>
</tr>
<tr>
<td>My local council</td>
<td>1%</td>
<td>14%</td>
<td>24%</td>
<td>33%</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>


Source: Ipsos MORI / DH Perceptions of the NHS Tracker 2016
And there are myths, misinformation and different views about adult obesity and how to address it.

Out of every 100 people [aged 20 years or over], how many do you think are either overweight or obese?

Average guess = 44

Actual number = 62

"I think if you were overweight to a certain point, they shouldn’t operate on you."

Survey source: Ipsos MORI Perils of Perception 2015
Qualitative source: The King’s Fund / Ipsos MORI