

# Active Scotland: Household Targeting Tool

## Example Application – Craigroyston school cluster

The Scottish Government and NHS child healthy weight target (HEAT3) requires NHS Boards to deliver family-centred weight management programmes to children aged 5 to 15 years who are overweight or obese (body mass index  $\geq$  91st centile).

### Requirement

During discussions and planning to meet this target in Lothian, professionals from NHS Health Scotland and local authorities raised concerns about potentially stigmatising children and families who could be contacted to participate in these programmes. Following agreement with the Scottish Government, NHS Lothian changed its approach in developing alternative methods to fulfil the HEAT3 target.

Working in partnership with local authorities, voluntary organisations and leisure organisations, NHS Lothian is now developing a universal family healthy lifestyle programme focused on schools/ school clusters in deprived areas. This will be backed up with targeted health coaching and specific interventions for those families struggling the most with health and weight issues.

The main thrust of much of this new direction is involving communities in developing family healthy lifestyle programmes that meet local needs.

### Solution

sportscotland, NHS Health Scotland, Scottish Natural Heritage and the Games Legacy team from the Scottish Government have worked in partnership with Experian to create a market segmentation based on national survey data and proprietary Experian citizen data. The resulting segmentation describes 11 groups within the Scottish population in terms of their demography, lifestyle, lifestage, participation in sports and outdoor recreation, health, obesity and diet.

### Outcome

The segmentation can be used to develop a broad understanding of the issues of family health and weight, participation in programs to improve these, and the barriers that are present in the community as they affect the lives of people in the Craigroyston area. While NHS Lothian are developing a universal family health programme, the segmentation contains information that can help to plan communications and approaches that are more suited to the needs of local people. The use of insight into the local community along with initiatives to involve the community in an improved family healthy lifestyle program will allow more effective and realistic health interventions to emerge.



Typical household in Group J



Typical household in Group K

## Understanding the Craigoyston schools cluster

The segmentation has been applied at postcode level to all the households in the Craigoyston area. This allows a profile to be created that shows the most numerous segments within the area, and the locations of the different segments can also be mapped to illustrate the make-up of the area.

From the table below it can be seen that 73% of the population of the area are in the segment J Unhealthy and Irregular Team Players and a further 12% are from the segment K Underprivileged & Inactive.

The segmentation provides a wealth of socio-demographic and attitudinal data to illustrate these groups' likely lifestyles.

### Group J - Unhealthy and Irregular Team Players:

This group includes a wide range of ages and families who will typically perceive their

health to be relatively poor. Their lifestyles are shaped by low levels of income, and this will be a barrier to accessing better diet as well as sporting facilities to improve their fitness

### Group K - Underprivileged & Inactive:

This segment is most likely to contain the most deprived groups of the population. Incomes and employment are low and this will impact this group's ability to access healthier diets through better shopping habits or transport issues to reach retailers offering healthier choices.

Both groups show behaviours significantly below the Scottish average in terms of their consumption of portions of fresh fruit and vegetables per day, and they have smoking rates approximately twice the national average.

By using the segmentation, the make-up of the Craigoyston area can be quantified and the sort of people who live in the area can be understood to ensure that interventions are designed around citizen need.

Percentages	Craigoyston	City of Edinburgh
A Young, Sporty and Single	0%	9%
B Affluent & Active	0%	27%
C Isolated Activity	3%	5%
D Active by Nature	0%	0%
E Aspirational & Occasionally Energetic	4%	3%
F Active Leisure Spenders	7%	20%
G Occasional Social Activity	1%	3%
H Sporting Hobbies	0%	5%
I Leisurely Pursuits	2%	4%
J Unhealthy and Irregular Team Players	73%	20%
K Underprivileged & Inactive	12%	5%

For more information on the Active Scotland Household Targeting Tool visit [www.sportscotland.org.uk/targetingtool](http://www.sportscotland.org.uk/targetingtool)

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Profile of Craigoyston and City of Edinburgh Council area by segment