

JULY 2024

Perceptions Hub

Health perceptions research findings: UK

Health Perceptions Research

Project objectives

This research project is designed to answer the following questions:

1. What are the most salient topics in donor countries and Global South countries? What issues do people care about? And what's the current mood?
2. How does health feature in the current issue landscape? How are specific health issues perceived?
3. How are current efforts to address health issues globally perceived?
4. How can we best make the case for investing to tackle health issues globally? What messages are most effective?

About this research:

- The project is funded by the Bill & Melinda Gates Foundation.
- It is intended as a public good for use by the broader global health and development community to support improved messaging and campaigning.
- A comprehensive methodology was used (see next slide), covering both donor and Global South countries.
- This is an iterative process: this is the first round of multiple rounds of research. The focus of the work will evolve over future waves of research.

Research Inputs

This report combines opinion research with news media and social media analysis

News media analysis

- News dates: Nov 1, 2023 – Jan 31, 2024
- Global health complex keyword query
- Donor countries: UK, US, France, Germany
- Global South: Kenya, Nigeria, India, Senegal

Social media analysis

- Analysis period: Dec 1, 2023 – Feb 1, 2024
- Global health complex keyword query
- Geography: Global
- Language: English
- Target country analysis: US, UK, Nigeria, Kenya

Opinion research: Focus groups

- Fieldwork: w/c March 4, 2024
- 16 focus groups with 'opinion leaders' (highly engaged segment of the public)
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

Opinion research: Survey

- Fieldwork: April 23 – May 13, 2024
- Online general public
- Markets: UK, US, France, Germany, Japan, Kenya, Nigeria, Senegal

This report focuses on findings specific to the UK.

Methodology: Opinion Research

	Phase 1: Qualitative research	Phase 2: Quantitative research
Audience	<p>Opinion Leaders Highly engaged members of the public who are:</p> <ul style="list-style-type: none"> University educated Civically active Media attentive Personally/professionally follow news about global issues Voted in their country's most recent national election 	<p>General Public Members of the public who have internet access, aged 18+.</p> <p>Data was weighted by their respective country's census data to ensure a representative sample of the population.</p>
Method	2 online focus groups per market with 6-8 participants in each session (16 focus groups total)	1 online survey of per market (8,123 respondents total)
Markets	<ul style="list-style-type: none"> UK: London US: Washington, DC France: Paris Germany: Munich/Berlin Japan: Tokyo Kenya: Nairobi Nigeria: Lagos Senegal: Dakar 	<ul style="list-style-type: none"> UK: 1,016 US: 1,029 France: 1,031 Germany: 1,022 Japan: 1,027 Kenya: 1,020 Nigeria: 1,014 Senegal: 964
Dates	Week of March 4, 2024	April 23 – May 13, 2024

Key Findings (All Markets)

1	<p>The crisis of the moment is a shared global negativity and pessimism.</p> <ul style="list-style-type: none">▪ There is a general mood of anxiety and a lack of confidence that things will get better. Global issues of concern include war and security, as well as economic and employment issues.
2	<p>In this context of negativity, pessimism, and hopelessness, there are signs health is a source of greater hope.</p> <ul style="list-style-type: none">▪ Opinion research shows greater positivity/optimism about progress on health (vs. general global progress), with Global South countries most optimistic.▪ However, news media tends to focus on health risks, particularly compounded risks to health (e.g. from conflict). On social, digital activity linked to Global Health was predominantly constructive in Nigeria and Kenya; in English-speaking donor countries it was mainly negative.
3	<p>The connection between climate and health is starting to resonate, though climate change messaging is not yet cutting through.</p> <ul style="list-style-type: none">▪ Climate issues are a growing sub-topic in global health news media coverage, and focus groups suggested the link between climate change and (some aspects of) health is starting to resonate. However, this link is not as prominent in social media content.
4	<p>There is a disconnect between the news media coverage and social media conversation about global health, and people's concerns – specifically on Covid-19.</p> <ul style="list-style-type: none">▪ A significant proportion of news media coverage, and social media conversation relates to Covid-19. However, the focus groups and survey suggest this does not reflect people's concerns – which are more focused on other health issues.
5	<p>There is evidence showing the value of using voices from Global South countries in donor country communications.</p> <ul style="list-style-type: none">▪ Testing shows no preference for donor voices in donor countries + combined with higher levels of optimism in Global South countries.
6	<p>The strongest messaging for funding to tackle health issues globally meets people where they are: tapping into issues they care about right now, like the economy and jobs. Global Health Security messaging also still resonates.</p> <ul style="list-style-type: none">▪ The strongest messaging includes "economic self-sufficiency" messaging at a micro/human level.▪ Global Health Security is a strong messaging frame, connecting both to desires for safety, security, and protection and desire for "mutual benefit" or "win-win" arguments when it comes to spending overseas development aid.

Detailed Findings: UK

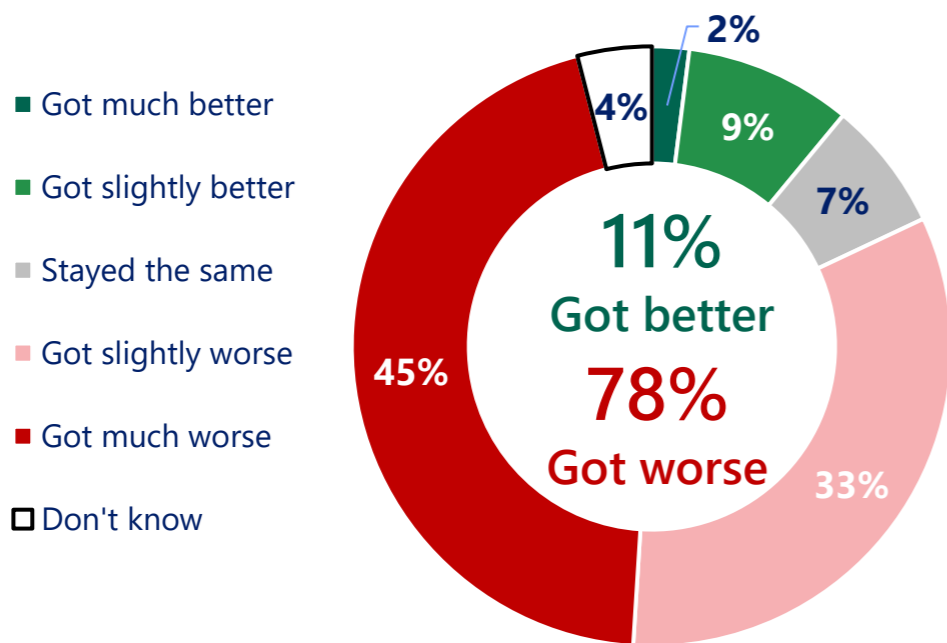


Global Progress: Last 20 Years

Britons overwhelmingly feel that the past 20 years have become worse, a marked increase in negativity since 2022.

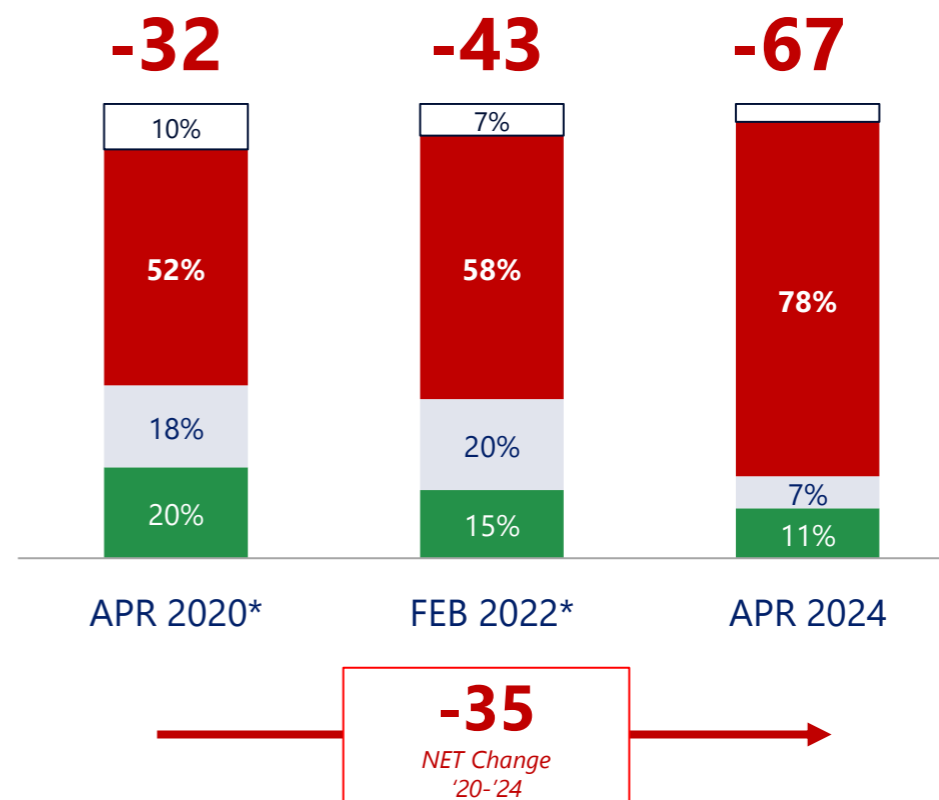
Over the **last 20 years**, has the world got better, worse, or stayed about the same?

2024 Data



Tracking Data

NET (better - worse)

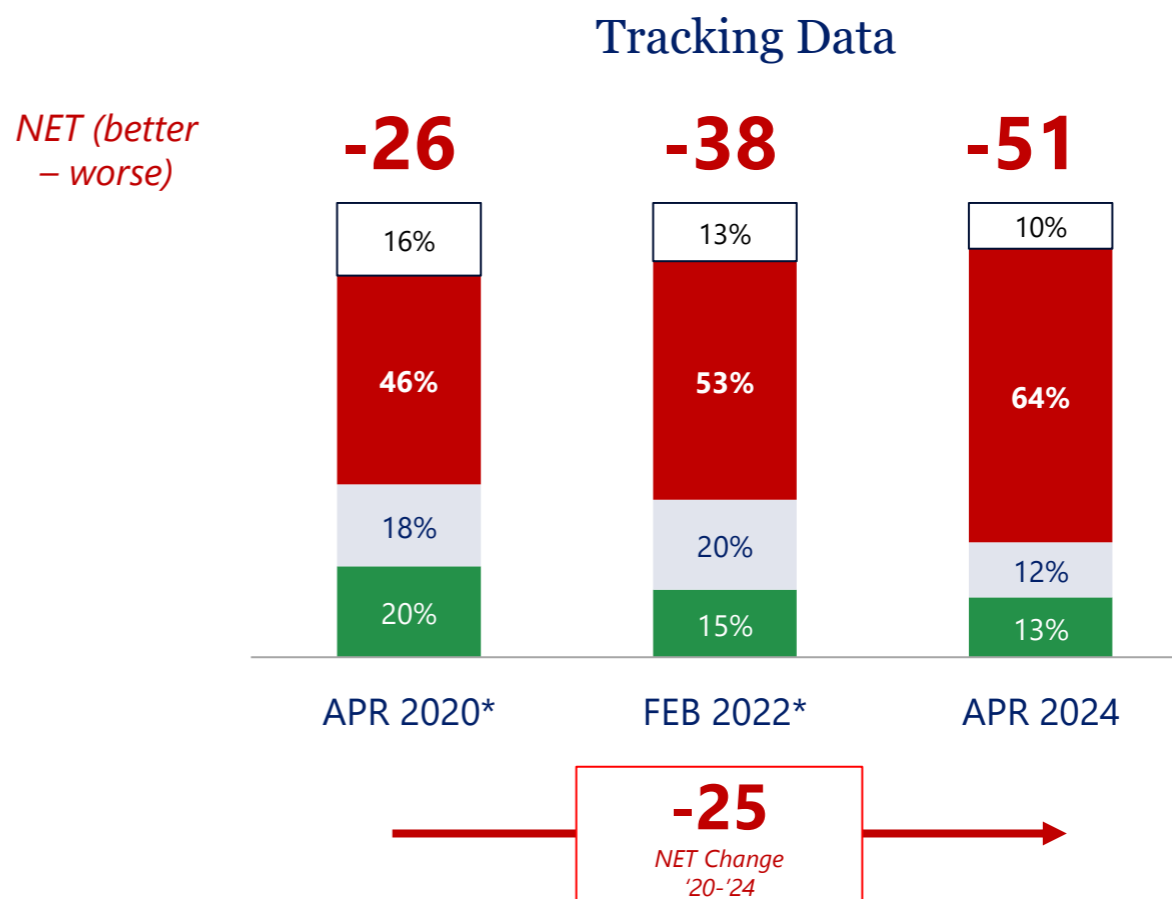
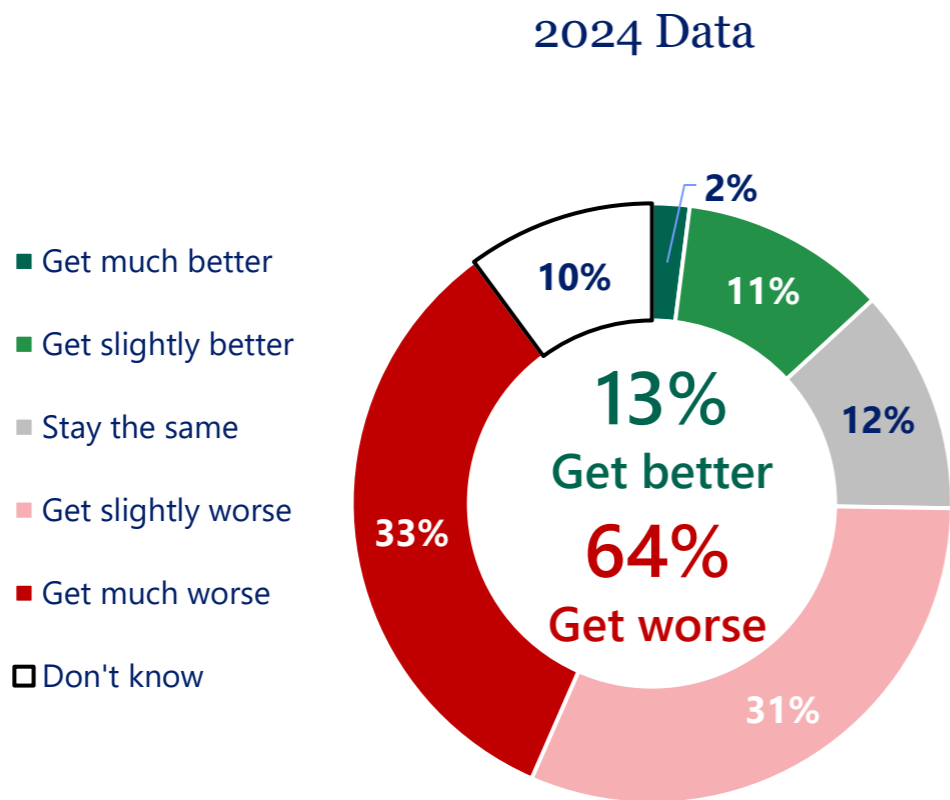




Global Progress: Next 20 Years

There is very little optimism that the next 20 years will get better, and pessimism has increased significantly since 2020.

Over the next 20 years, will the world get better, worse, or stay about the same?



Q. All things considered, over the next 20 years do you think the world will get better or worse or stay about the same? UK (2024, N=1,016); Base size differs across waves; *slightly different question scale used



Key Concerns for Britons

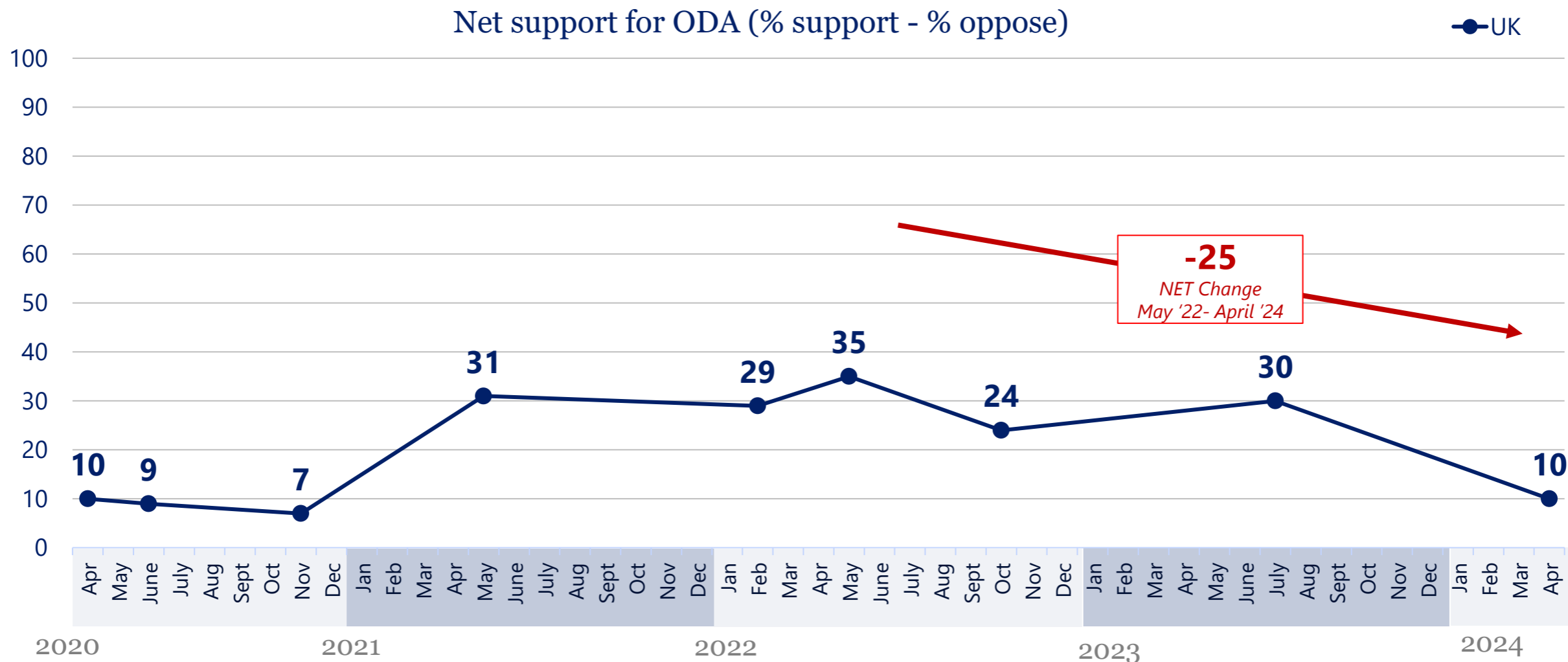
Inflation and cost of living come to mind first for Britons when thinking of most pressing concerns for the country, but several health-related concerns are also top of mind.

National	Economic	<ul style="list-style-type: none"> Inflation Cost of living Interest rates
	Infrastructure & institutions	<ul style="list-style-type: none"> NHS (i.e., wait times) Housing / Prospect of Home Ownership Public transportation Policing / Cuts to Services
	Other	<ul style="list-style-type: none"> Lasting Covid-19 effects on children / youth (i.e., missed opportunities) Civil unrest (particularly in London) Women's Health (e.g., endometriosis)
Global		<ul style="list-style-type: none"> Conflict (Russia/Ukraine, Middle East) International elections (e.g., US election) Climate change / Pollution



Support for ODA: April 2020 – April 2024

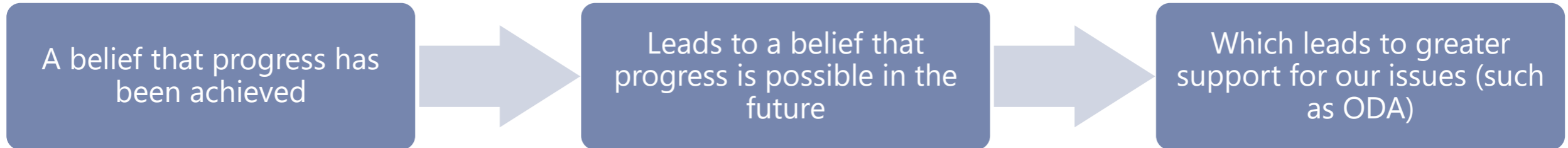
Support for ODA has declined since 2022 and has reached pre-pandemic levels.



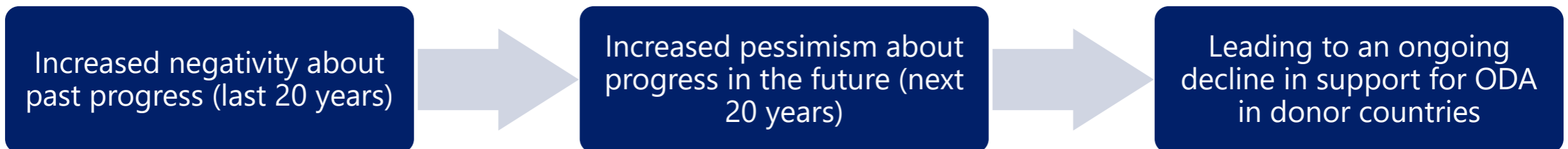
The Relationship Between ODA Support and Views of Progress

Decline in ODA support correlates with the mood of greater negativity and pessimism.

Past research (Brunswick & Gates Foundation) has consistently shown that belief in past progress fosters future optimism which enhances support:



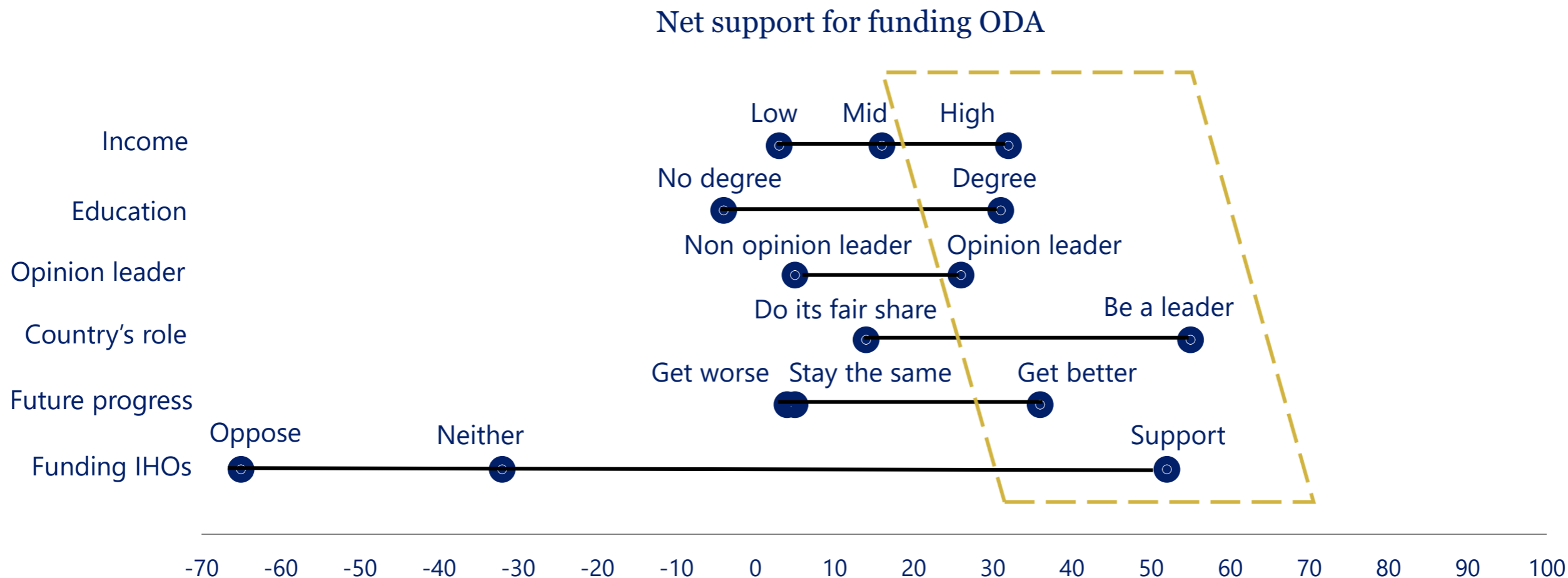
This research highlights the negative aspect of this correlation between mood and support for ODA:





ODA: Net Support Among Subgroups

ODA supporters tend to be higher educated, higher income, and opinion leaders. They are also more likely to think the UK should be a leader in addressing global health issues and be more optimistic on global progress.





Top of Mind Associations with Global Health

Britons' associations with global health are often tainted by domestic concerns and there are mixed views on the state of global health progress.

Broad associations with Global Health...

- Participants largely thought of **global health** in terms of **issues that affect countries like the UK**.
- Primary mentions were **Covid-19 and obesity**, followed by a range of other issues like **cancer, pollution-related allergies, mental health, and disease** (general).

...and broad and varied views on who is impacted the most.

- Given the breadth of health issues cited, views on the **most affected populations were also broad and varied**.
- Participants described how issues like obesity and cancer affect both rich and poor, while poorer people are more likely to be hit harder by infectious diseases.

Given the broad and varied associations, **Britons' views on global health progress vary depending on the "issues" lens** through which they are thinking about global health. They feel that **progress has been made in tackling disease** (the new malaria vaccine was cited), whereas there is a sense of **going backwards on obesity** as diets get worse.

Fair Share vs. Being a Leader

Britons have a limited knowledge of the UK government's contributions to global health, and largely feel their government should do its fair share, rather than be a leader.

Participants' knowledge of their government's involvement in tackling global health issues was limited

- Knowledge was mostly limited to the assumption that the UK contributes to international efforts, supports research, and works with pharmaceutical companies.
- A minority were more informed, with a better understanding of the role of ODA and aware of the 0.7% figure (and recent ODA cuts).

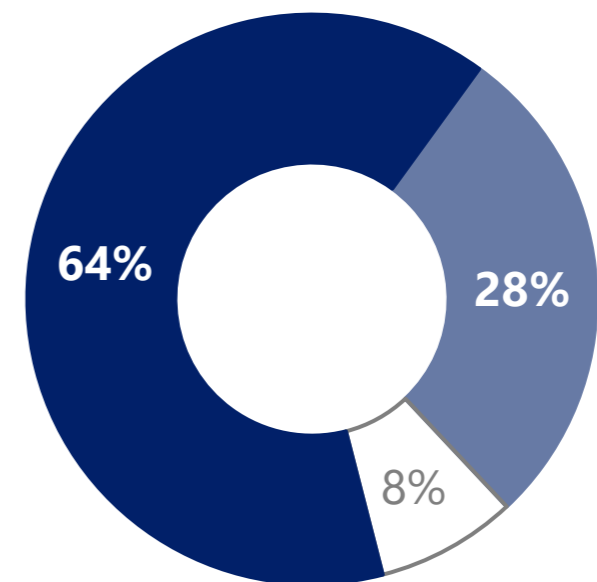
“

I don't think that the UK has to [lead] ... because other countries have these skills as well ... I think that if every country has the skills, I don't think that they necessarily have to be at the front, but they should be active.

– UK, opinion leader

Which of the following statements do you agree with more?

My country should do its **fair share** to help tackle health issues in developing countries



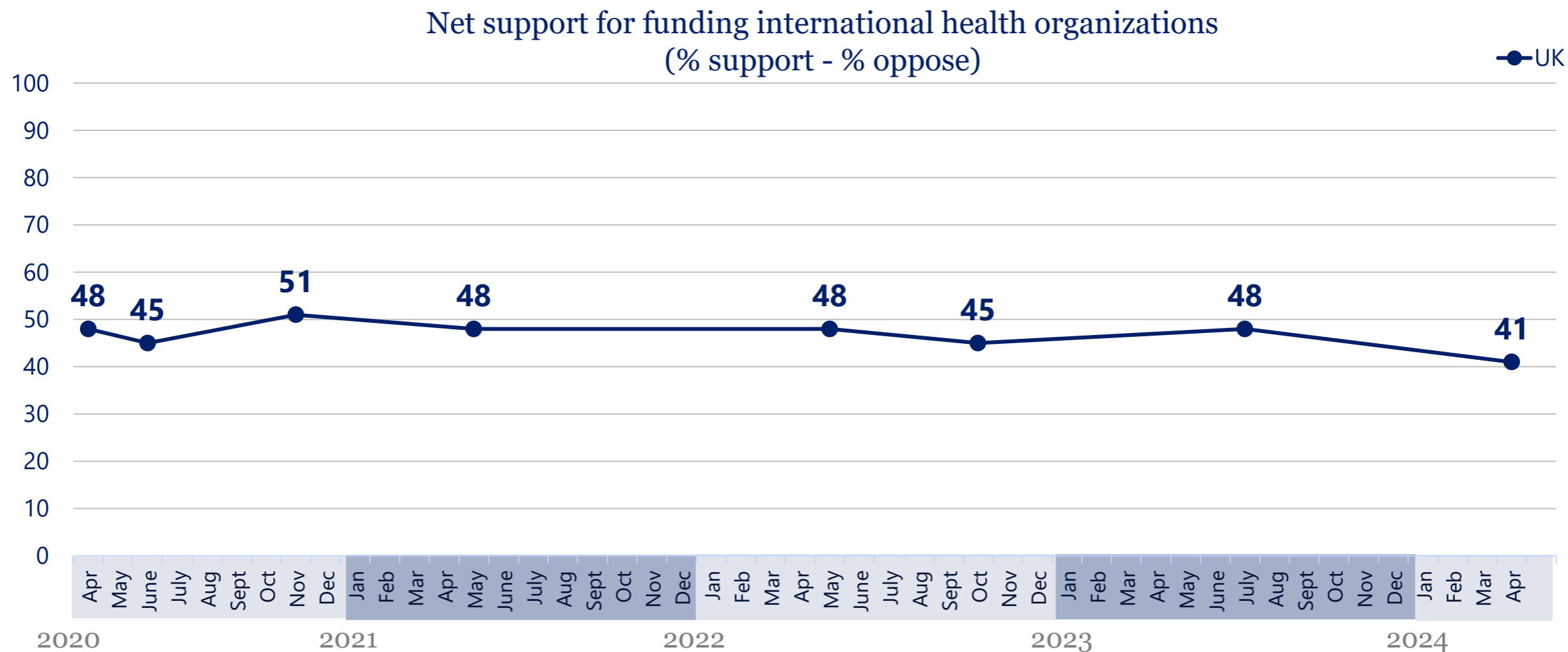
My country should **be a leader** in tackling health issues in developing countries

Don't know



Support for funding IHOs: April 2020 – April 2024

Support for funding IHOs is higher than support for ODA more broadly and does not show the same level of fluctuation as is seen in ODA support.

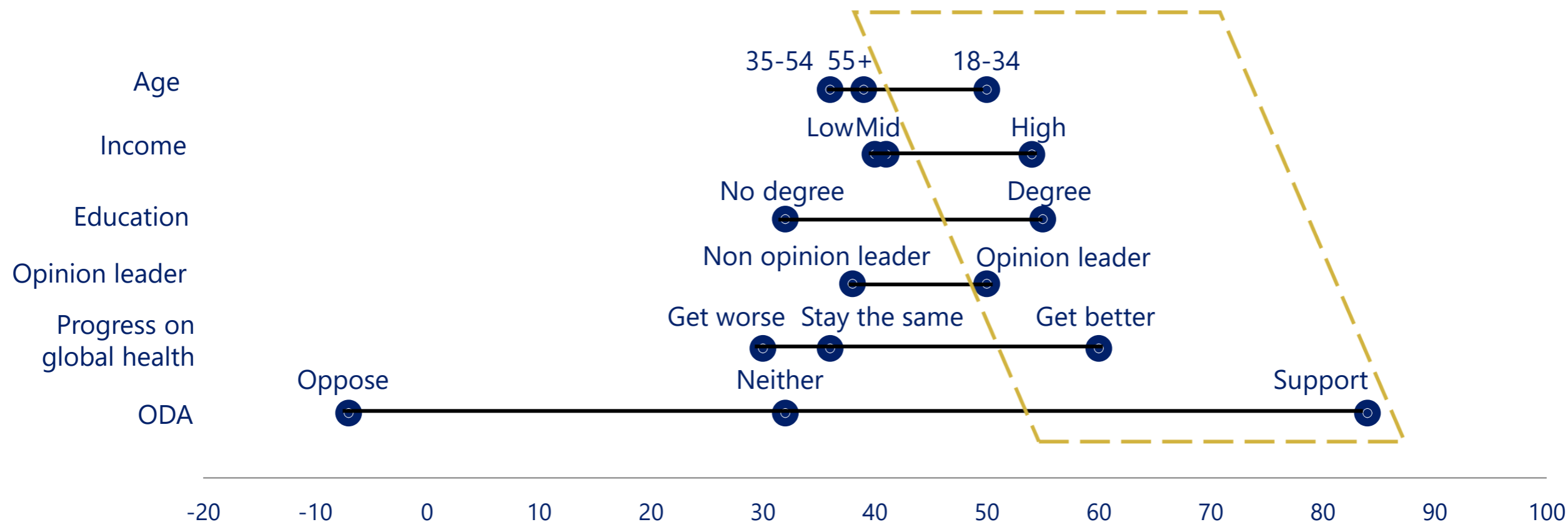




Funding IHOs: Net Support Among Subgroups

Attributes of those who support funding IHOs are broadly aligned with ODA supporters: higher income, more educated, opinion leaders, optimists on global progress.

Net support for funding international health organizations
(% support - % oppose)



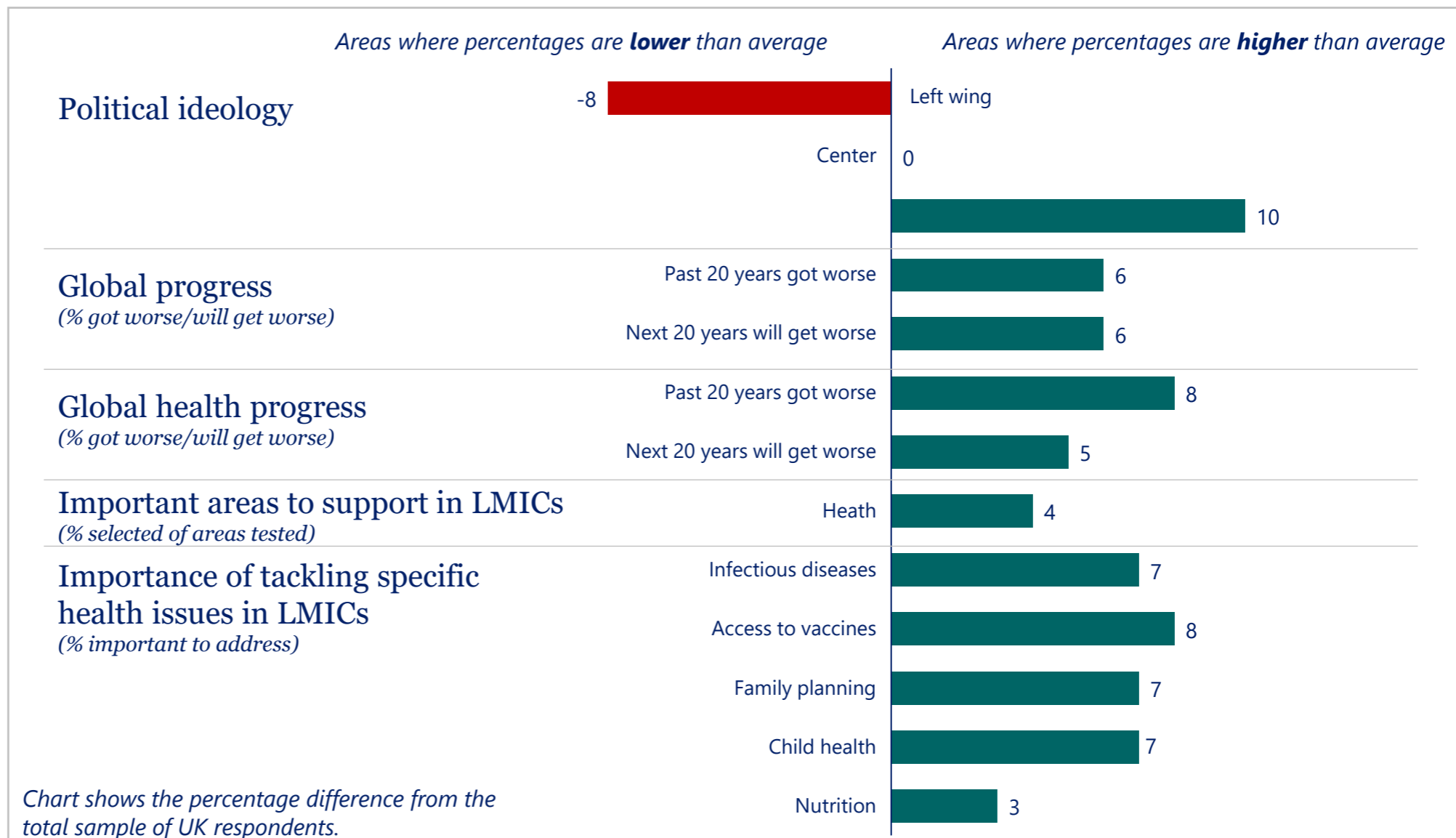


Who are those who support funding IHOs but not ODA?

They are **more likely to be right wing** – and less likely to be on the left.

They are **more negative/pessimistic about global progress** – both when thinking more **generally** and when thinking about **health** specifically.




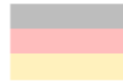




And they are **more likely to say health is an important area to support** and **place higher importance on addressing each of the specific health areas tested.**





Message Testing Summary Results

Top messages among Brits are economic self-sufficiency (micro), global health security, and emotion (anger).

								
Economic self-sufficiency (Micro)	59%	63%	49%	59%	37%	88%	87%	78%
Global health security	57%	60%	47%	50%	36%	87%	83%	73%
Health equity	50%	60%	48%	58%	35%	83%	84%	77%
*Health as a basic need	51%	59%	47%	54%	32%	86%	84%	75%
*Emotion (Anger)	54%	59%	52%	54%	35%	79%	79%	72%
*Solidarity / collaboration	47%	54%	49%	50%	29%	85%	82%	72%
Health as a unifier	39%	52%	49%	44%	34%	83%	84%	75%
Economic self-sufficiency (Macro)	47%	49%	41%	49%	31%	79%	79%	64%
*Climate change	47%	52%	43%	49%	36%	73%	72%	62%
*Emotion (Anxiety)	41%	52%	43%	41%	29%	79%	78%	64%
*Moral (More radical)	37%	47%	40%	38%	26%	79%	78%	66%
*Health as a sure thing	40%	52%	41%	43%	28%	73%	72%	63%
Stability / migration	43%	51%	39%	42%	29%	64%	70%	52%
Partnership / progressive	37%	40%	42%	39%	30%	42%	43%	63%

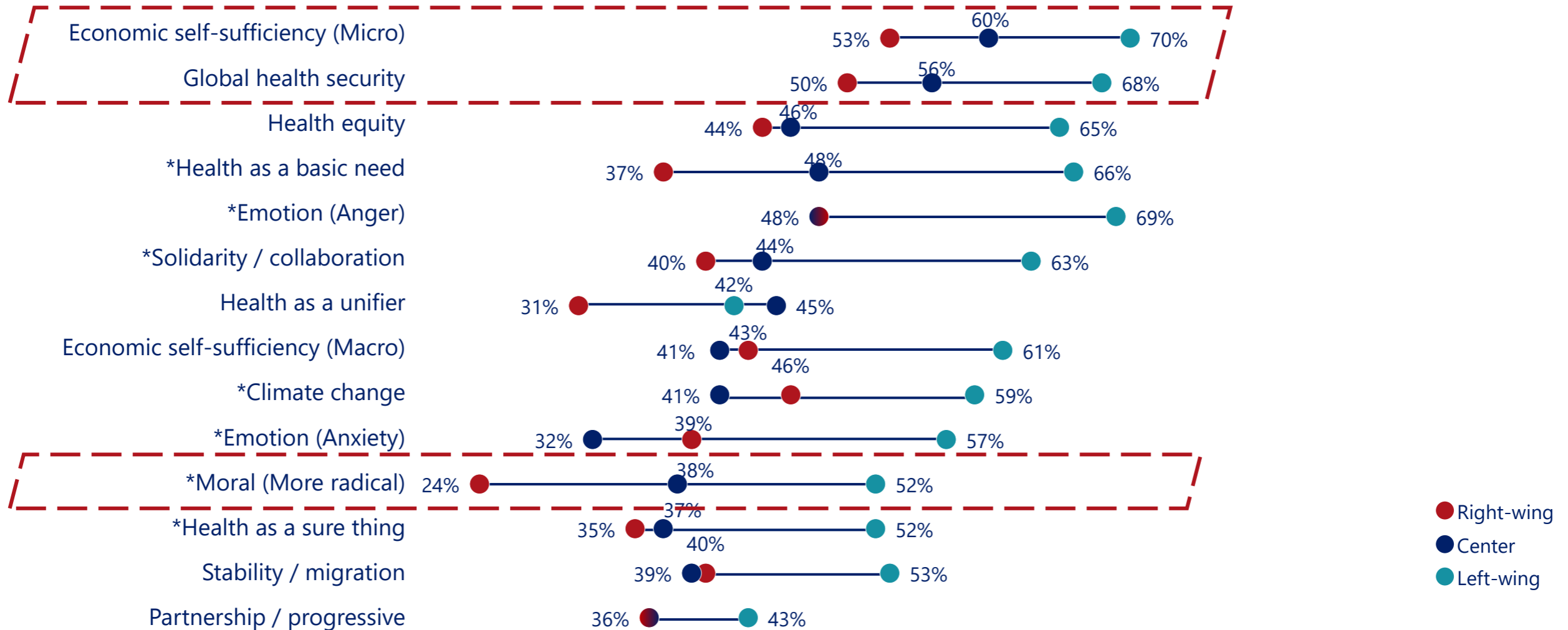
Quartiles*
4 th
3 rd
2 nd
1 st

Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Donor (N=5,125); UK (N=1,016); US (N=1,029); France (N=1,031); Germany (N=1,022); Japan (N=1,027); Global South (N=2998); Kenya (N=1,020); Nigeria (N=1,014); Senegal (N=964)

*Quartiles are scaled within each country; Japan scores are lower due to a tendency for Japanese respondents to answer survey questions in the middle of a scale when giving a positive score.

Message Testing: Political Ideology

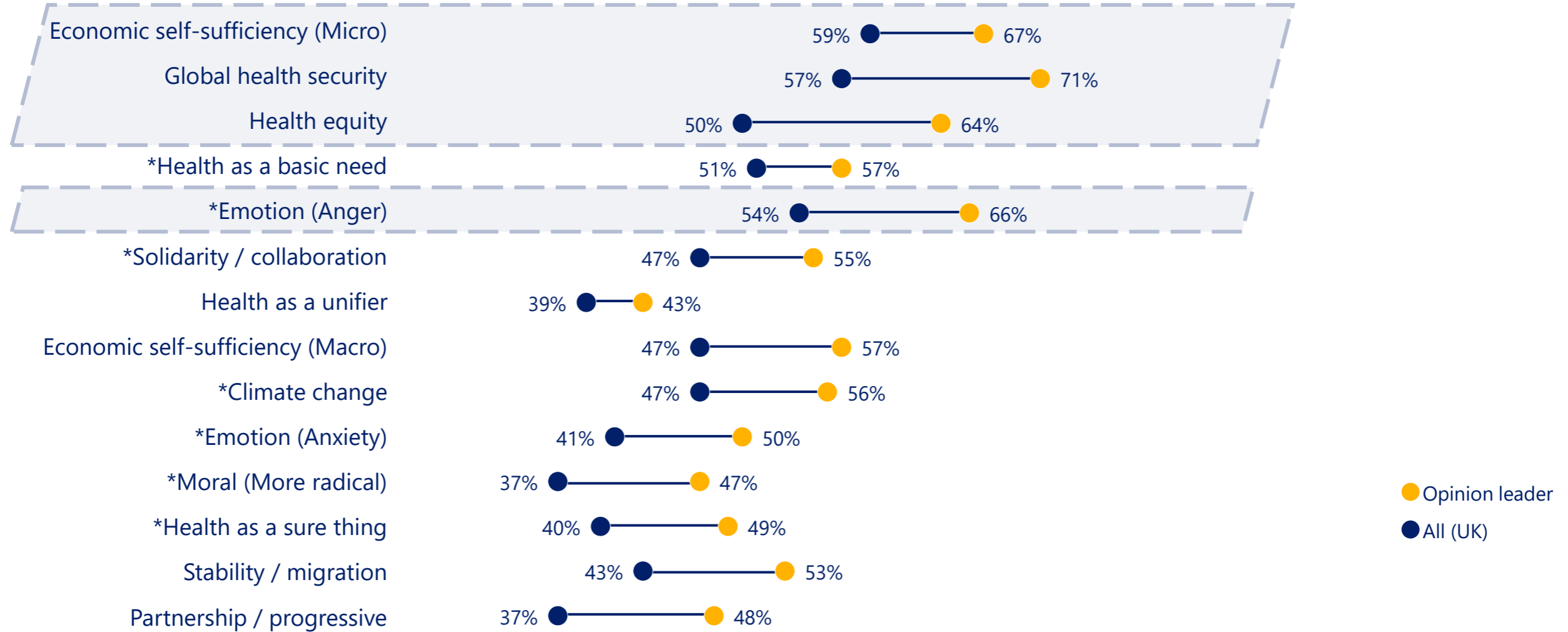
Messaging works best with those on the left; economic self-sufficiency (micro) and global health security messages work well across the spectrum, but moral (more radical) turns off the right.



Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)] Each respondent saw seven messages – c. N=150 of those on the left, c. N=160 of those in the center and c. N=140 of those on the right saw each message *Asterisk indicates a message that is new and had not been tested before

Message Testing: Opinion Leaders

All messages resonate more strongly with opinion leaders, in particular the economic self-sufficiency (micro), global health security, health equity, and emotion (anger) messages.

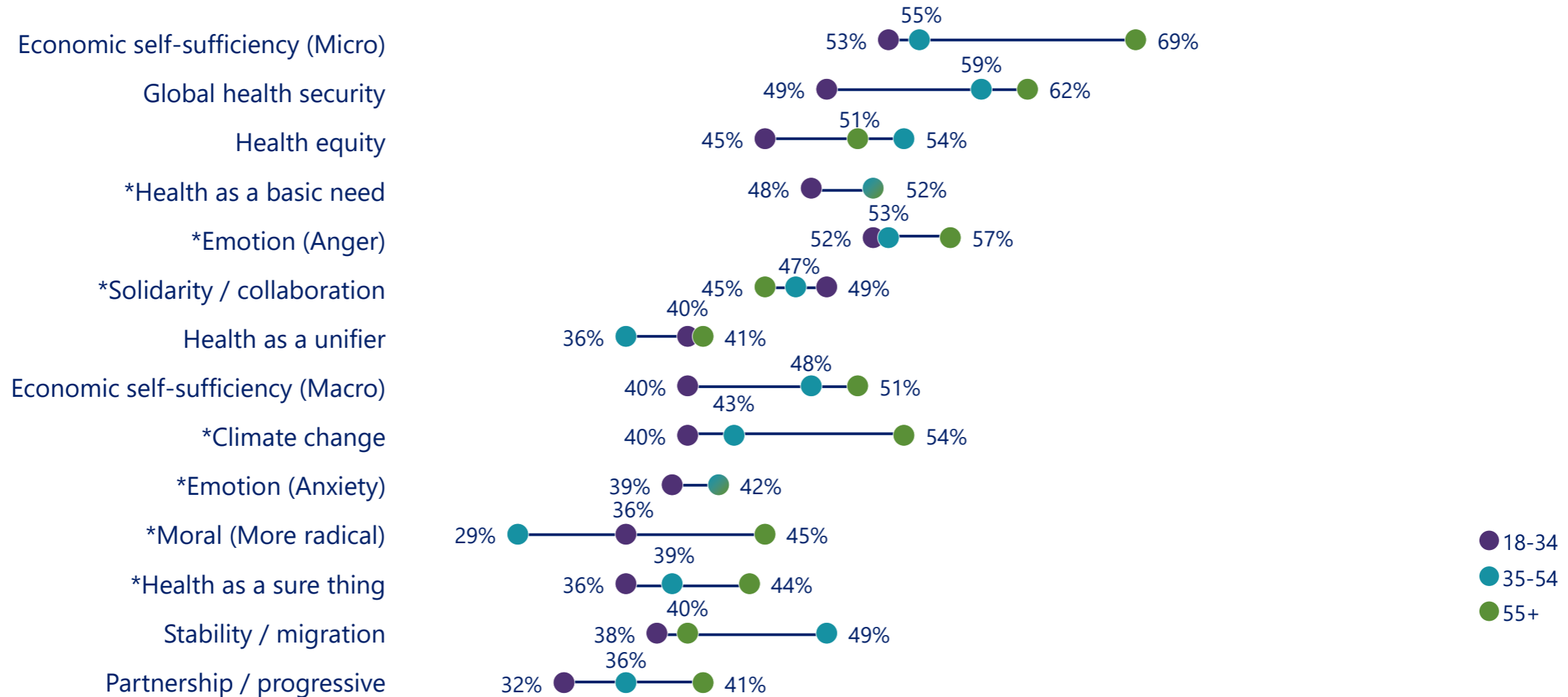


Q. How convincing, or not, do you find this statement in favor of investing in tackling health issues globally? [showing very convincing (8-10)]. Each respondent saw seven messages – c. N=120 opinion leaders and N=510 all (UK) saw each message *Asterisk indicates a message that is new and had not been tested before



Message Testing: Age

Messaging typically resonates more strongly with older Britons, especially the economic self-sufficiency (micro) and climate change messages.



Appendix

We tested a total of 14 messages (1/2)

Developed based on past messaging, focus group learnings, and new messages.

Frame	Message
Global health security	Investing in better health internationally is not just about charity, it's about making the world a safer place for everyone. As Covid-19 has shown, a health crisis somewhere can become a health crisis everywhere.
Moral (radical)	Humanity is on trial. Our generation will be judged on whether we are saving lives and improving the lives of people around the world. If we don't act, we will be failing our duty to future generations.
Economic self-sufficiency (macro)	Only countries with healthy populations can lift themselves out of poverty. Healthy adults can contribute to the economy and lead productive working lives. Investing in health is one of the smartest economic decisions we can make.
Economic self-sufficiency (micro)	Good health is vital for people to stand on their own feet. Healthy children can go to school, healthy parents can go to work and support their families. Investing in health is one of the smartest economic decisions we can make.
Health as a unifier	Good health allows us to experience life's moments, both big and small. No one should be deprived of these moments: by tackling health issues globally, we can help ensure no one misses out.
Health as a sure thing	To solve health issues globally, we need to develop innovations and get them to the people who need them. That's a challenge we know how to solve. Many of the solutions we need to save and improve millions of lives are ready now or will be soon.
Health as a basic need	We all need good health, wherever we live, it is a basic human need. By investing to tackle health issues globally, we can help ensure everyone has access to basic healthcare services, and essential medicines and vaccines.

We tested a total of 14 messages (2/2)

Developed based on past messaging, focus group learnings, and new messages.

Frame	Message
Solidarity / collaboration	Investing to tackle health issue globally is an act of solidarity, transcending borders and differences. By working together, across countries, we can ensure that everyone has access to the healthcare they need, regardless of geography or circumstance.
Emotion (anger)	It is an outrage that in 2024 millions of people are still dying from health issues we know how to treat. We cannot, and must not, stand by while this happens.
Emotion (anxiety)	At this time of global crises and instability, investing in global health is vital to building a more stable world, offering a pathway towards a safer and more secure future for all.
Climate change	Changing weather patterns are increasing the risk from many infectious diseases. For example, mosquitoes are spreading to new areas and different countries, spreading deadly disease to more people.
Partnership / progressive	Ideas of poorer countries in need of charity are outdated and wrong. Investment to tackle health problems should focus on two-way partnerships between richer countries and developing countries, not providing 'charity' to poorer countries.
Stability / migration	Poor health is a major cause of forced migration in developing countries. Investing in health globally means that people can live healthier and more prosperous lives in their native countries.
Health equity	Everyone in the world deserves the chance to lead a healthy life. By tackling health issues globally, we can provide access to basic medicines and vaccines which protect people from life-threatening and life-changing diseases.

 <http://www.perceptionshub.com>