

JULY 2024

# Perceptions Hub

Health perceptions research findings:  
France

# 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 France.***

# Methodology: Opinion Research

	Phase 1: Qualitative research	Phase 2: Quantitative research
Audience	<p><b>Opinion Leaders</b> Highly engaged members of the public who are:</p> <ul style="list-style-type: none"> <li>University educated</li> <li>Civically active</li> <li>Media attentive</li> <li>Personally/professionally follow news about global issues</li> <li>Voted in their country's most recent national election</li> </ul>	<p><b>General Public</b> 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"> <li>UK: London</li> <li>US: Washington, DC</li> <li><b>France: Paris</b></li> <li>Germany: Munich/Berlin</li> <li>Japan: Tokyo</li> <li>Kenya: Nairobi</li> <li>Nigeria: Lagos</li> <li>Senegal: Dakar</li> </ul>	<ul style="list-style-type: none"> <li>UK: 1,016</li> <li>US: 1,029</li> <li><b>France: 1,031</b></li> <li>Germany: 1,022</li> <li>Japan: 1,027</li> <li>Kenya: 1,020</li> <li>Nigeria: 1,014</li> <li>Senegal: 964</li> </ul>
Dates	Week of March 4, 2024	April 23 – May 13, 2024

# Key Findings (All Markets)

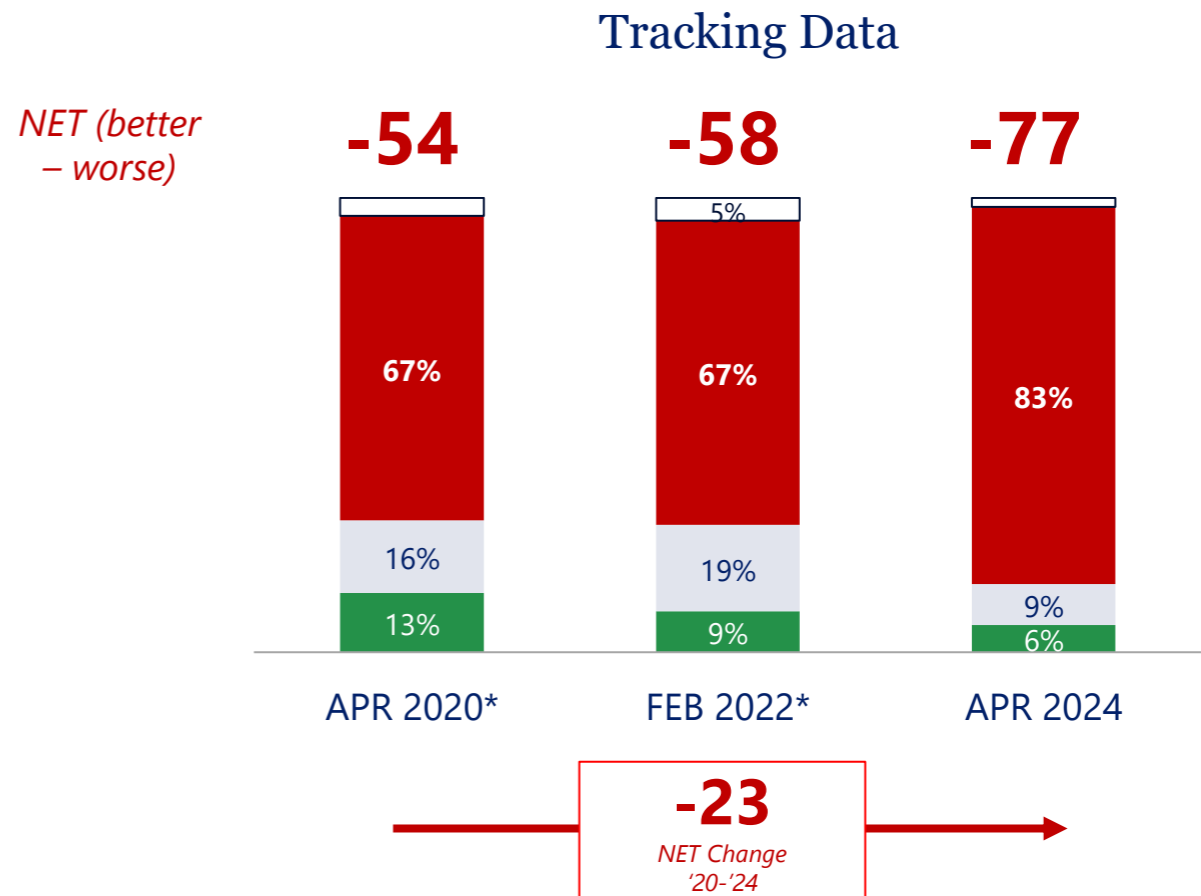
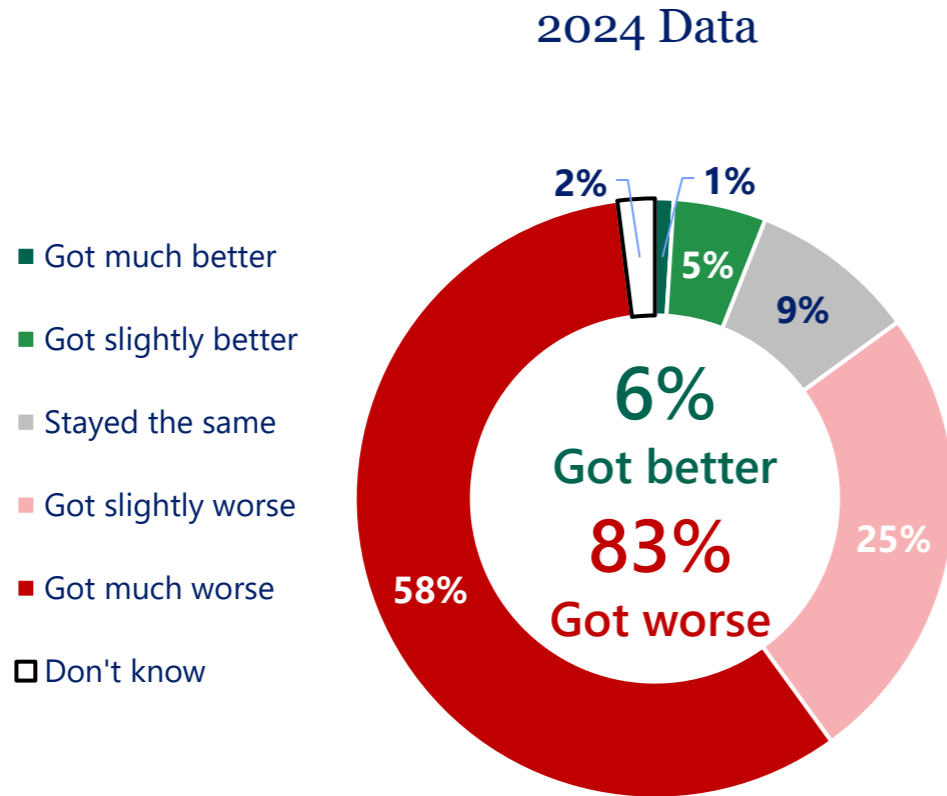
1	<p><b>The crisis of the moment is a shared global negativity and pessimism.</b></p> <ul style="list-style-type: none"><li>▪ There is a general mood of anxiety and a lack of confidence that things will get better. Global issues of concern include war and security, as well as economic and employment issues.</li></ul>
2	<p><b>In this context of negativity, pessimism, and hopelessness, there are signs health is a source of greater hope.</b></p> <ul style="list-style-type: none"><li>▪ Opinion research shows greater positivity/optimism about progress on health (vs. general global progress), with Global South countries most optimistic.</li><li>▪ 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.</li></ul>
3	<p><b>The connection between climate and health is starting to resonate, though climate change messaging is not yet cutting through.</b></p> <ul style="list-style-type: none"><li>▪ 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.</li></ul>
4	<p><b>There is a disconnect between the news media coverage and social media conversation about global health, and people's concerns – specifically on Covid-19.</b></p> <ul style="list-style-type: none"><li>▪ 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.</li></ul>
5	<p><b>There is evidence showing the value of using voices from Global South countries in donor country communications.</b></p> <ul style="list-style-type: none"><li>▪ Testing shows no preference for donor voices in donor countries + combined with higher levels of optimism in Global South countries.</li></ul>
6	<p><b>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.</b></p> <ul style="list-style-type: none"><li>▪ The strongest messaging includes "economic self-sufficiency" messaging at a micro/human level.</li><li>▪ 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.</li></ul>

# Detailed Findings: France

# Global Progress: Last 20 Years

The French overwhelmingly feel the world has got worse in the past 20 years; over half think the world has got *much* worse.

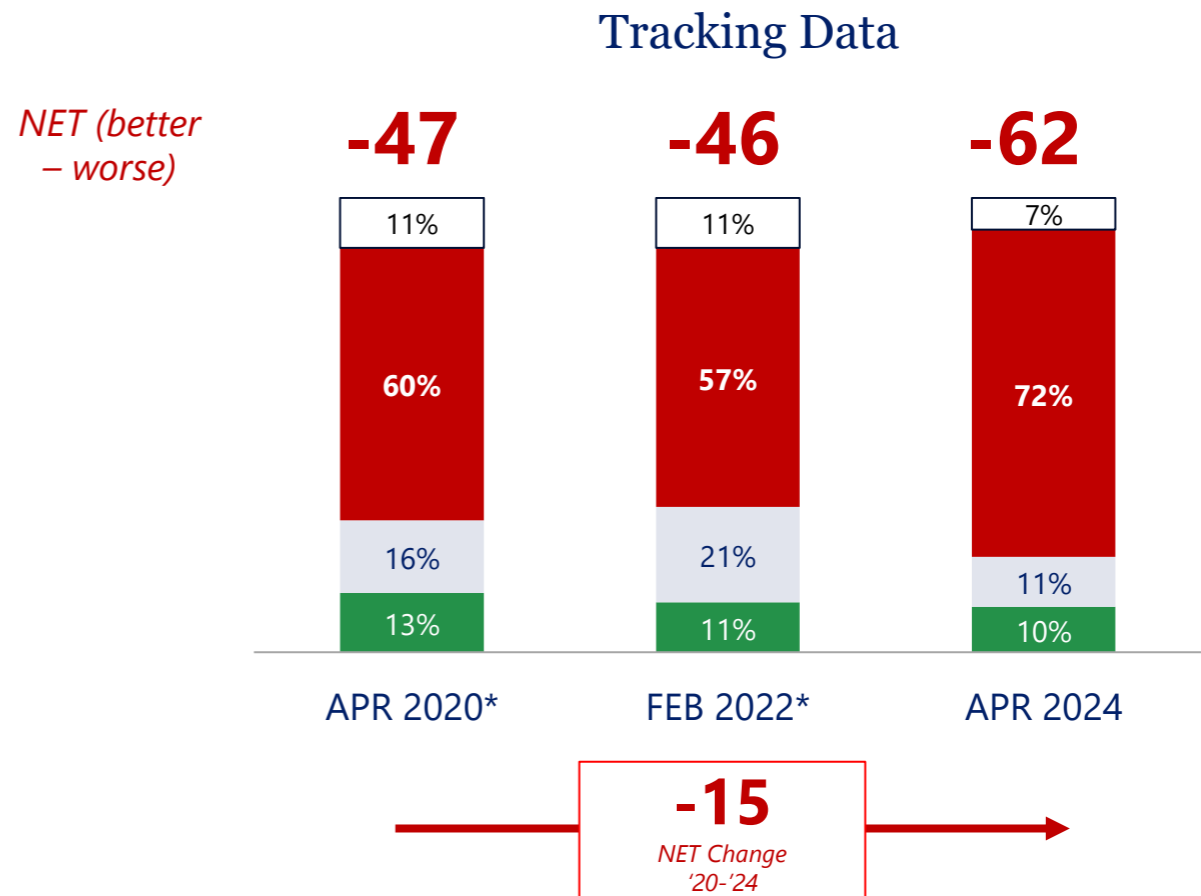
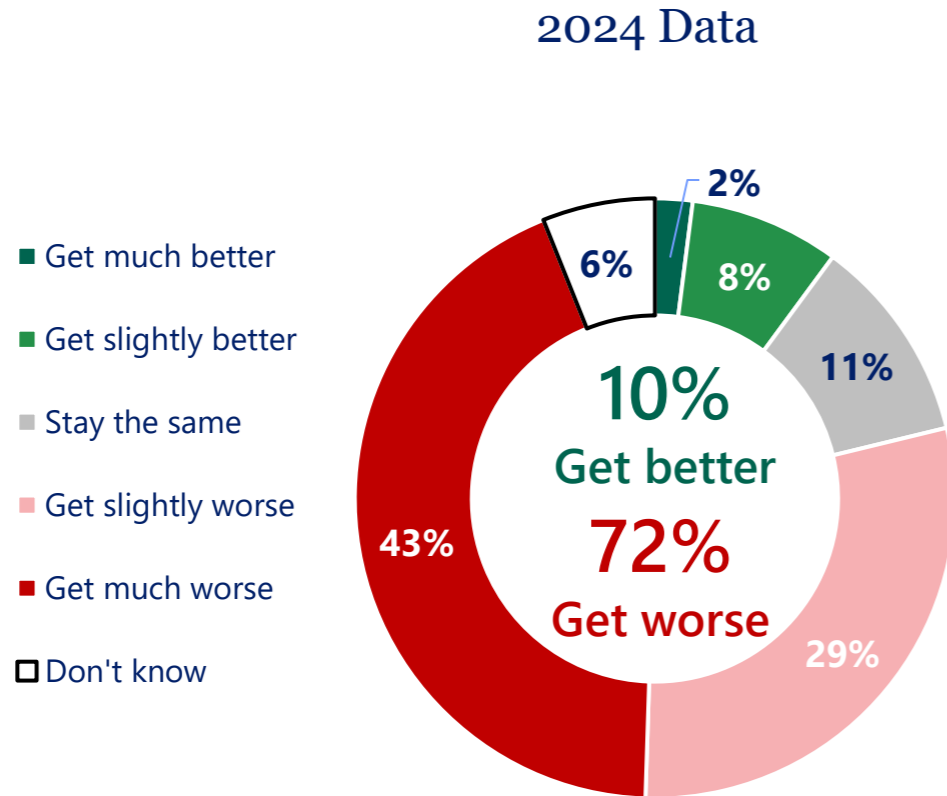
Over the **last 20 years**, has the world got better, worse, or stayed about the same?



# Global Progress: Next 20 Years

The French are even more pessimistic when looking to the next 20 years; 4 in 10 go as far as to say the world will get *much* worse.

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





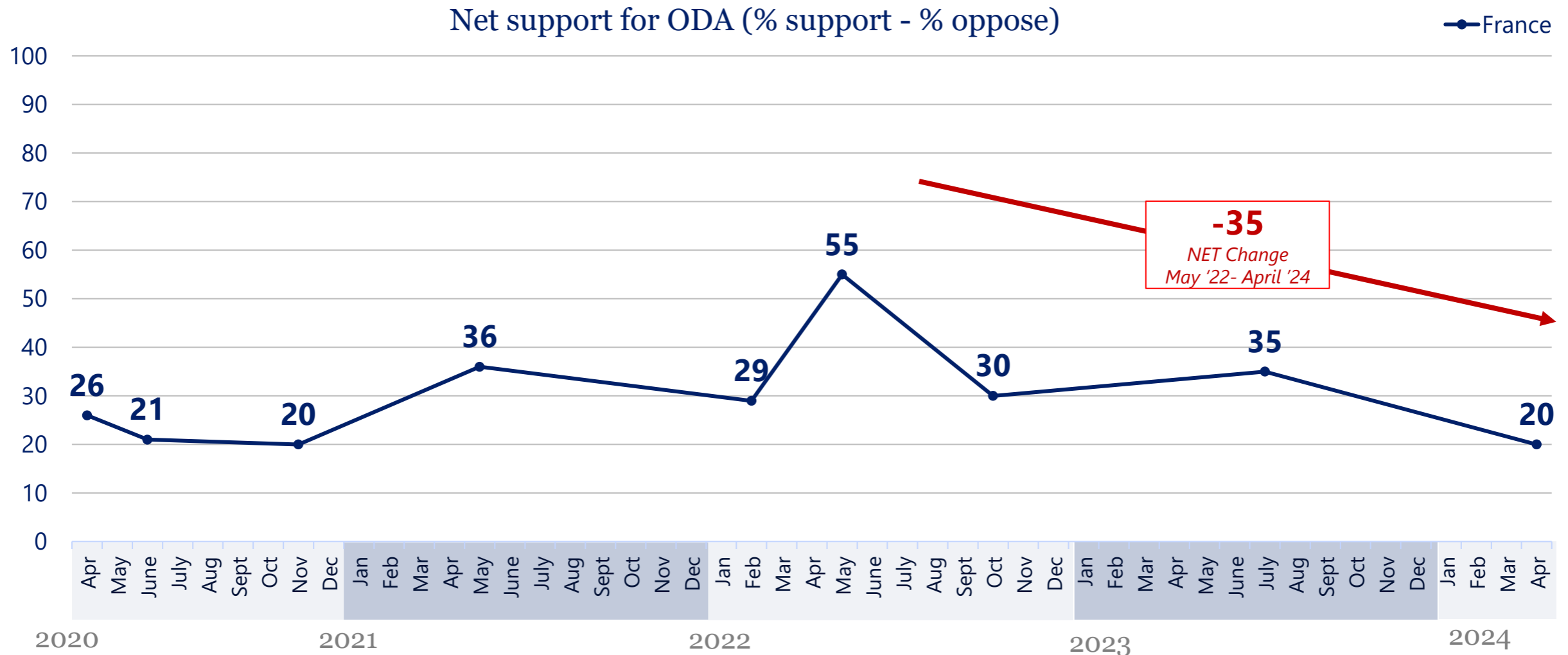
# Key Concerns for the French

French respondents primarily point to the state of public services (for example, health system funding) and the rise of extremism as creating feelings of uncertainty and anxiety.

National	Economic	National debt	Poverty
	Infrastructure & institutions	Education system funding	Health system funding
Global	Climate change / environment	Conflict (Middle East)	
	Extremism (political, religious)	Disinformation	
	Food insecurity	Pressures on Democracy	
	France's reputation as a global leader		

# Support for ODA: April 2020 – April 2024

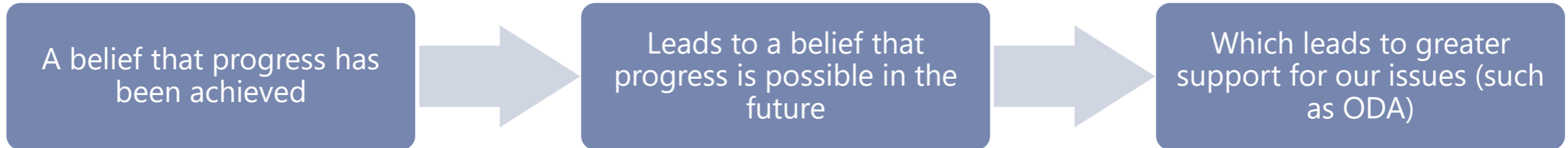
In France, support for ODA is now slightly below pre-pandemic levels.



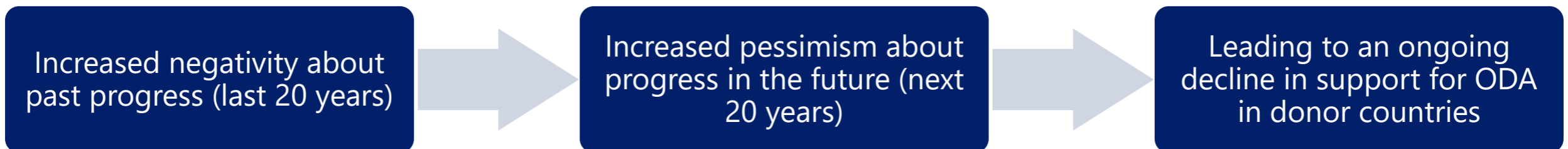
# The Relationship Between ODA Support and Views of Progress

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:



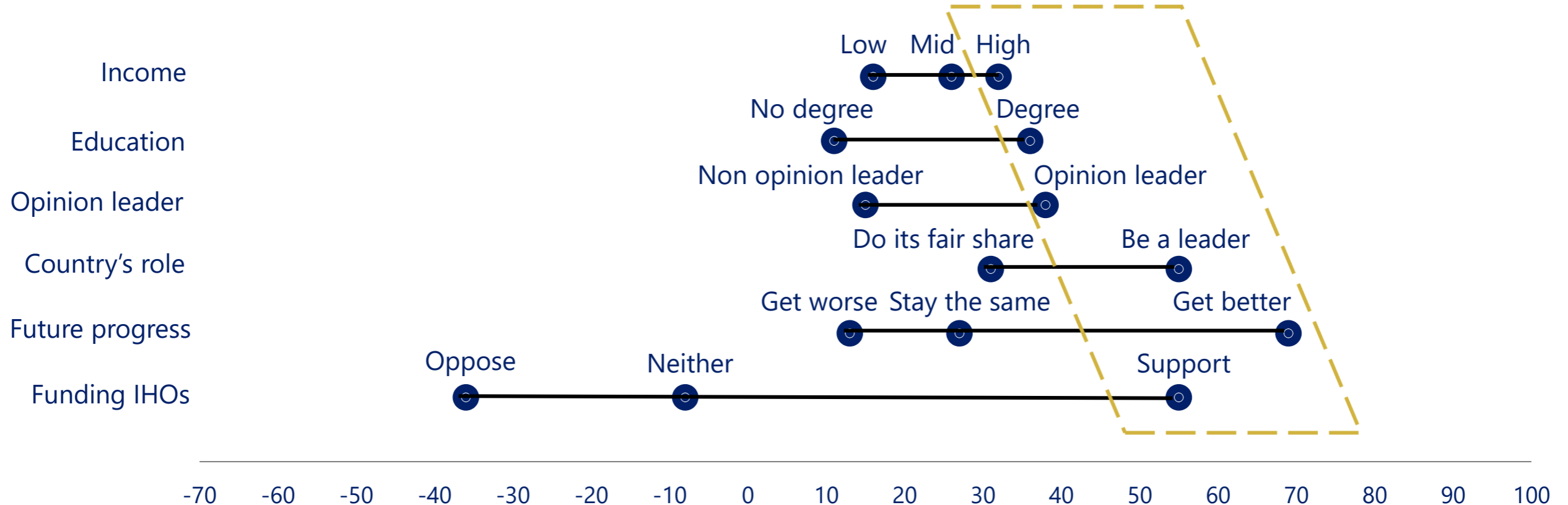
**This research** highlights the negative aspect of this correlation between mood and support for ODA:



# ODA: Net Support Among Subgroups

French ODA supporters tend to be higher educated, higher income, and opinion leaders. They also tend to be optimists on global progress.

Net support for funding ODA



# Top of Mind Associations with Global Health

French respondents primarily think of global health through the lens of availability and access, and as an issue that has a larger impact on poorer countries.

## The primary association is unequal access to healthcare

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- **Access to health** was also coupled with the acknowledgement of the **lack of barriers in accessing health** in France.
- Respondents specifically noted **whether a country requires payment** for healthcare **impacts access**.
- Other associations with global health include **climate change, AMR, and vaccine skepticism**.

## Impact of global health issues is seen through the lens of richer vs. poorer countries

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- Richer and poorer countries are seen to be impacted by global health issues, but **populations in poorer countries** – particularly women and youths – **are seen as being most impacted**.
- **Noncommunicable diseases** like diabetes, obesity and other health issues like mental health **are seen as having a larger impact on richer countries** than other health issues.

Overall, there is a sense that **progress has been made** on global health, **but mainly in richer countries**. Participants point to improved life expectancy, fast development of treatments, and once deadly diseases that now have been eradicated or can be lived with (e.g., AIDS, polio).

# Fair Share vs. Being a Leader

The French public feel France should do its fair share as it's what is morally right, but there is no desire to be at the leader on tackling health globally.

## There's strong support for France's involvement in tackling global health issues, seeing it as being the "right thing to do"

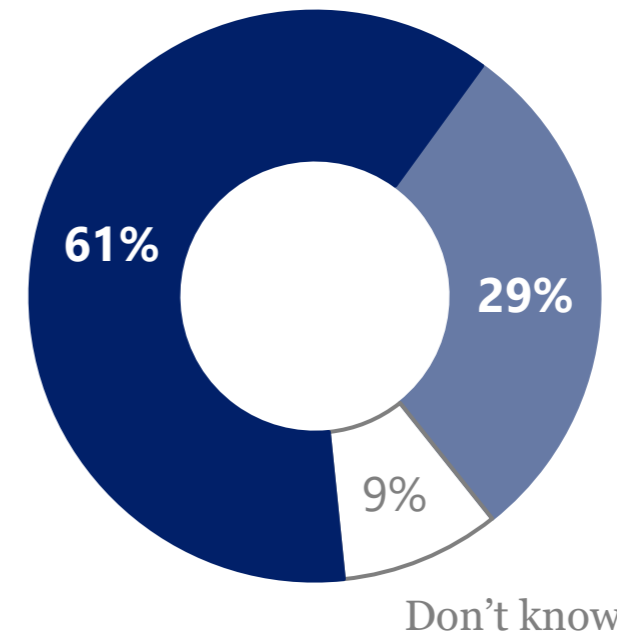
- However, there were few calls for France to be a leader or to increase the amount of support it provides.
- There's limited knowledge of current efforts, mostly assumptions that France contributes to international organizations, supports research, and provides on-ground support.

“ I think we have a certain economic power which is sufficient just by ourselves even without Europe, to provide help for the rest of the world.

– France, opinion leader

Which of the following statements do you agree with more?

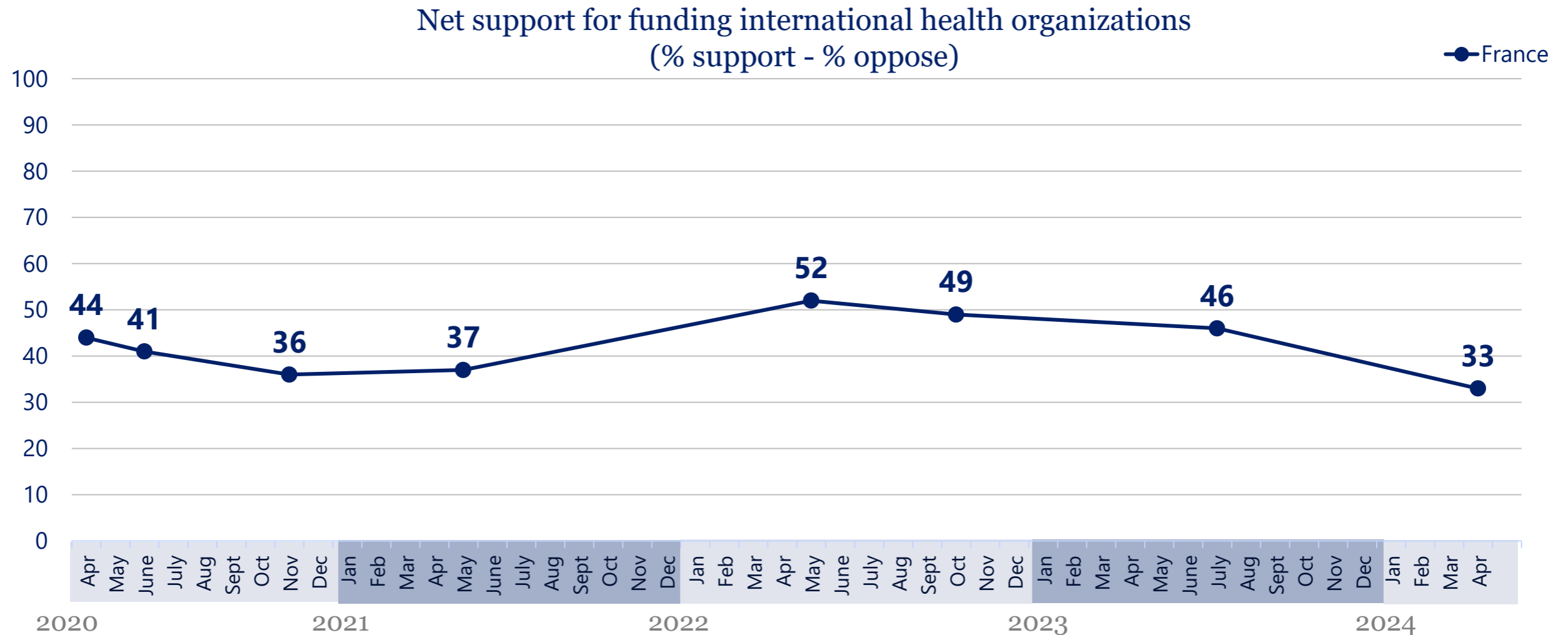
My country should do its **fair share** to help tackle health issues in developing countries



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

# Support for funding IHOs: April 2020 – April 2024

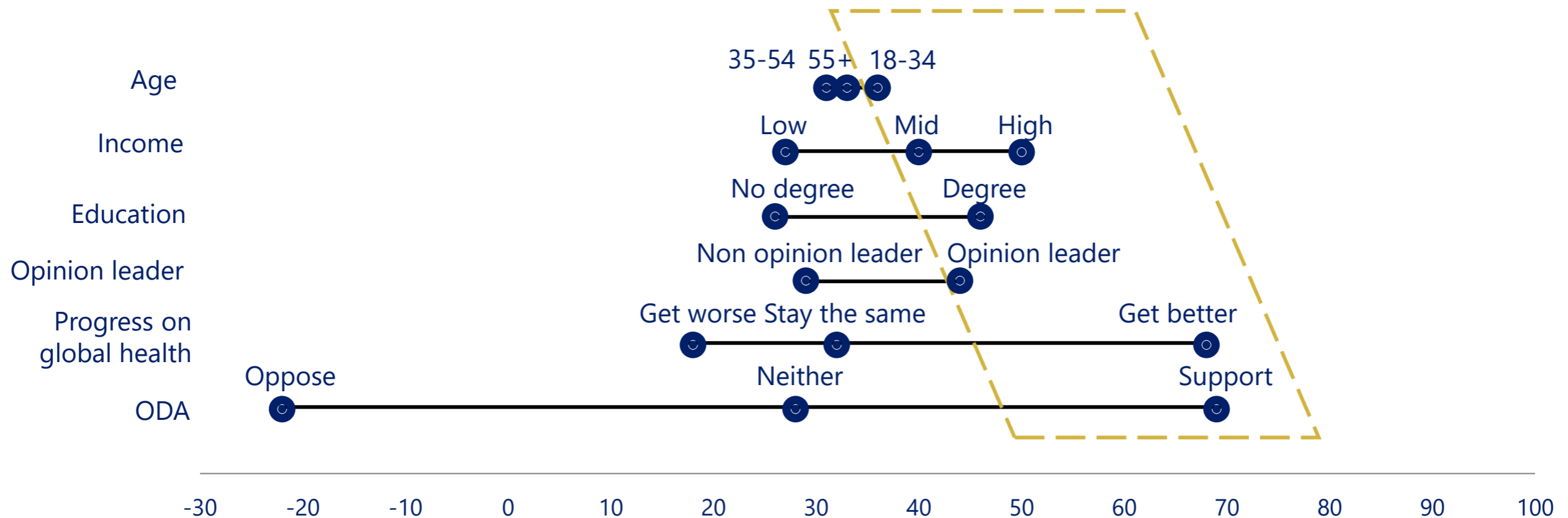
In France, support for funding IHOs is higher than support for ODA more broadly and does not show the same level of fluctuation as is seen in ODA support.



# 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)





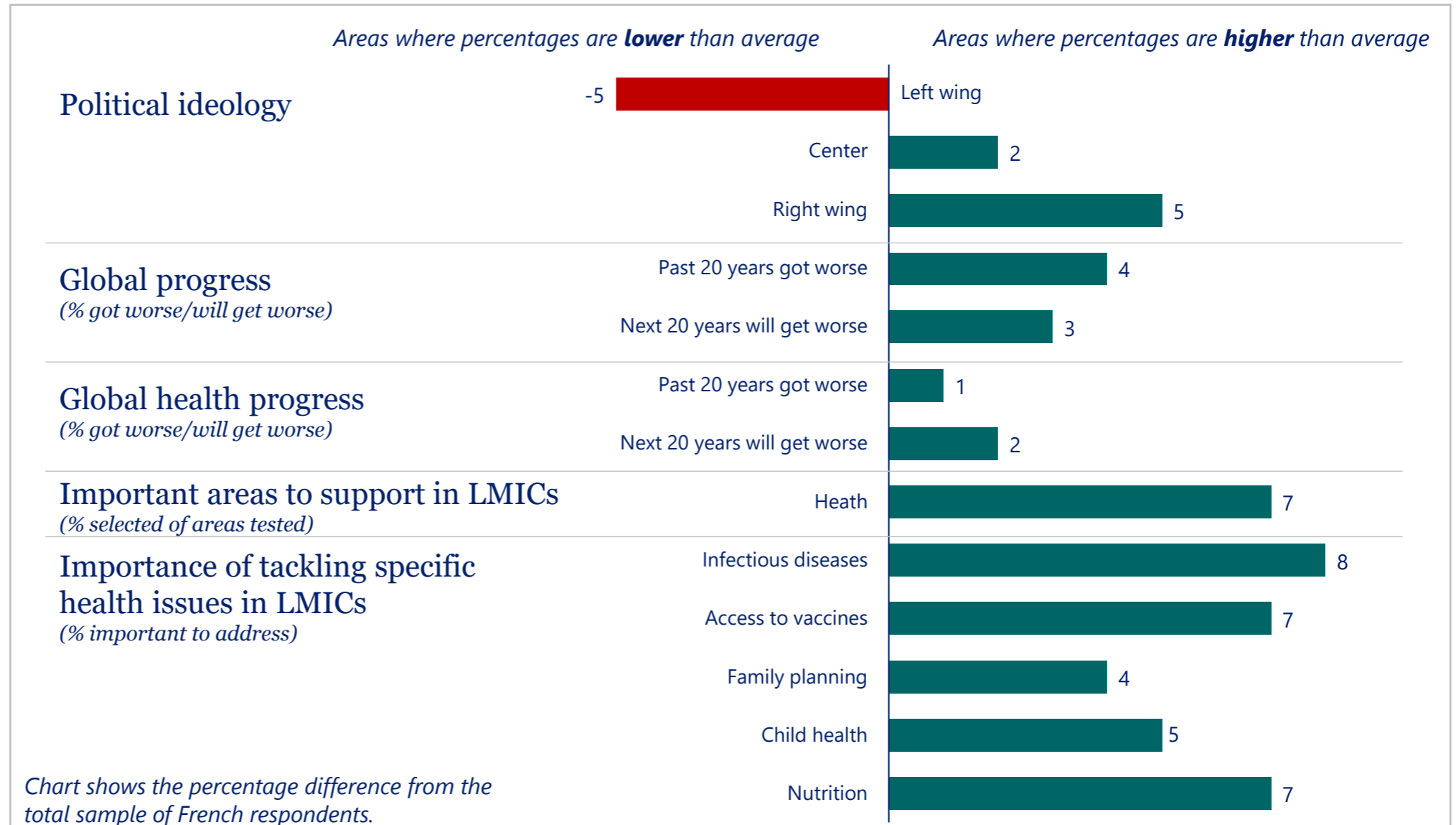
# Who are those who support funding IHOs but not ODA?

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

They are **slightly more negative/pessimistic about global progress**.




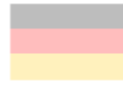




But their **views of global health progress largely align with the average** respondent.

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

The emotion (anger) message is the most compelling for French respondents.

								
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%
<b>*Emotion (Anger)</b>	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%

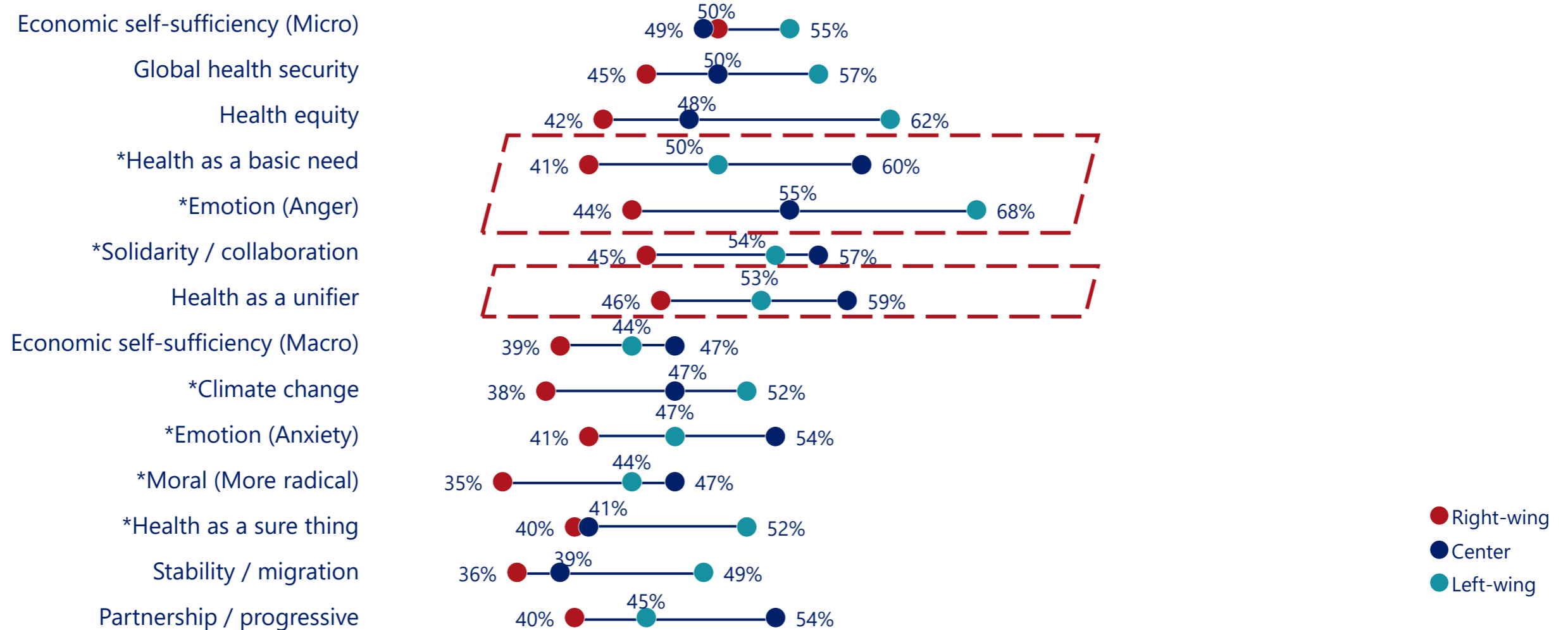
Quartiles*
4 <sup>th</sup>
3 <sup>rd</sup>
2 <sup>nd</sup>
1 <sup>st</sup>

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

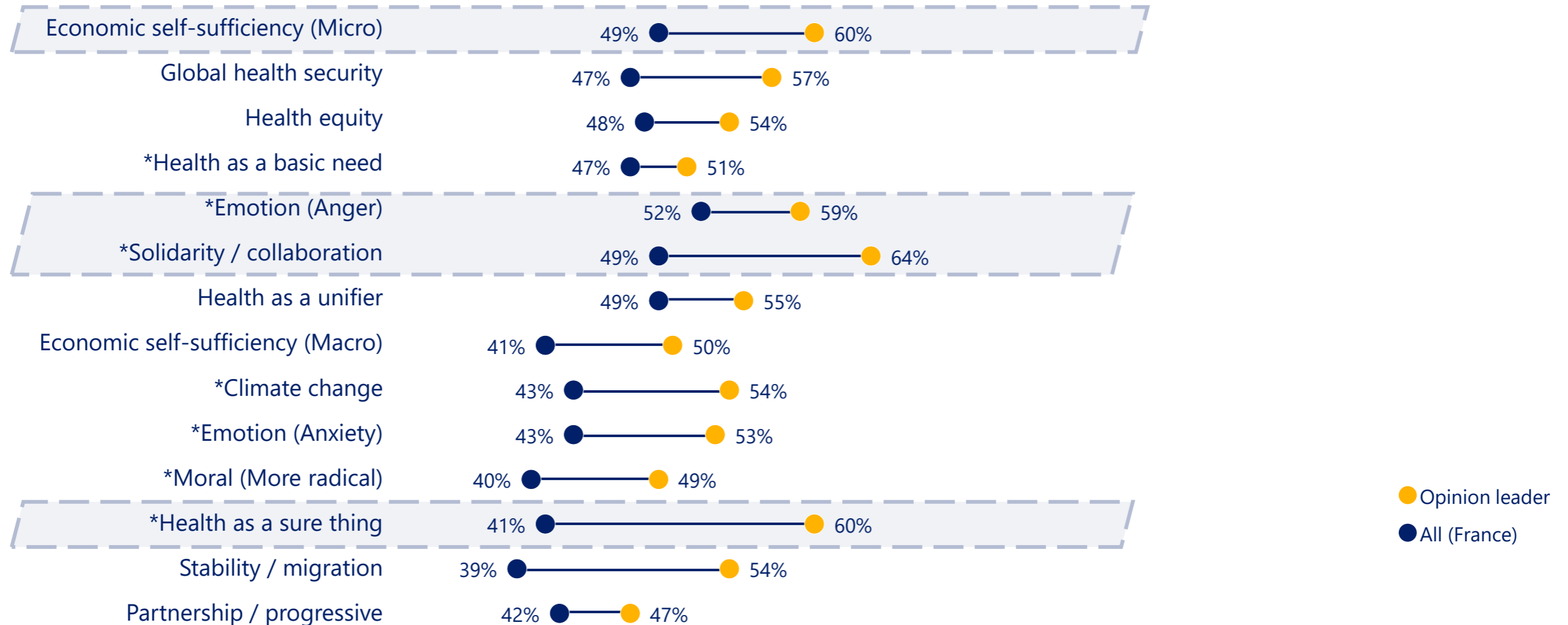
The emotion (anger) message works especially well with those on the left; the economic self-sufficiency (micro) message is strongest with those on the right.



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=90 of those in the center and c. N=200 of those on the right saw each message \*Asterisk indicates a message that is new and had not been tested before

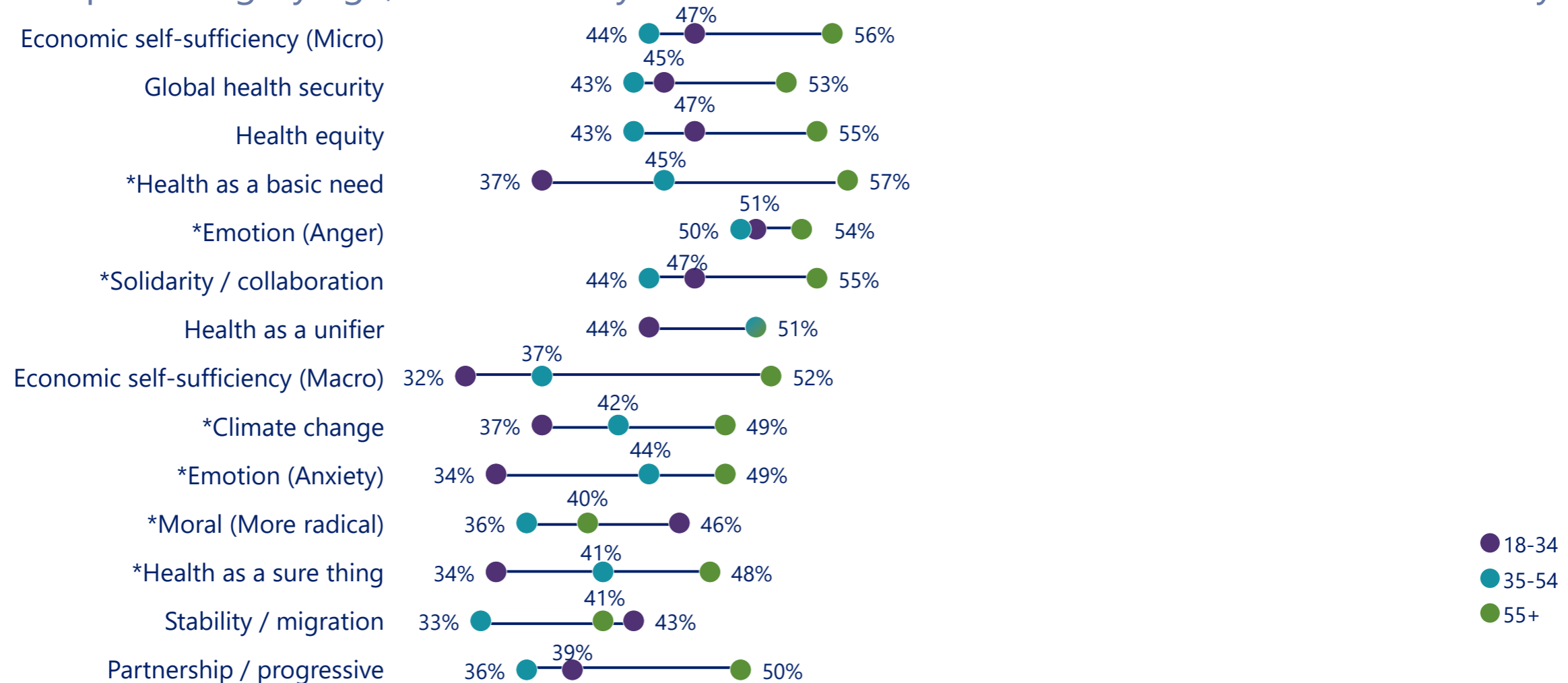
# Message Testing: Opinion Leaders

Messages that resonate particularly strongly with opinion leaders include solidarity/collaboration, economic self-sufficiency (micro), health as a sure thing, and emotion (anger).



# Message Testing: Age

Messages typically resonate more strongly with older respondents, but some stand out as being more polarizing by age, most notably health as a basic need and economic self-sufficiency (macro).



# Appendix

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

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

Frame	Message
<b>Global health security</b>	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.
<b>Moral (radical)</b>	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.
<b>Economic self-sufficiency (macro)</b>	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.
<b>Economic self-sufficiency (micro)</b>	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.
<b>Health as a unifier</b>	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.
<b>Health as a sure thing</b>	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.
<b>Health as a basic need</b>	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
<b>Solidarity / collaboration</b>	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.
<b>Emotion (anger)</b>	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.
<b>Emotion (anxiety)</b>	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.
<b>Climate change</b>	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.
<b>Partnership / progressive</b>	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.
<b>Stability / migration</b>	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.
<b>Health equity</b>	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>