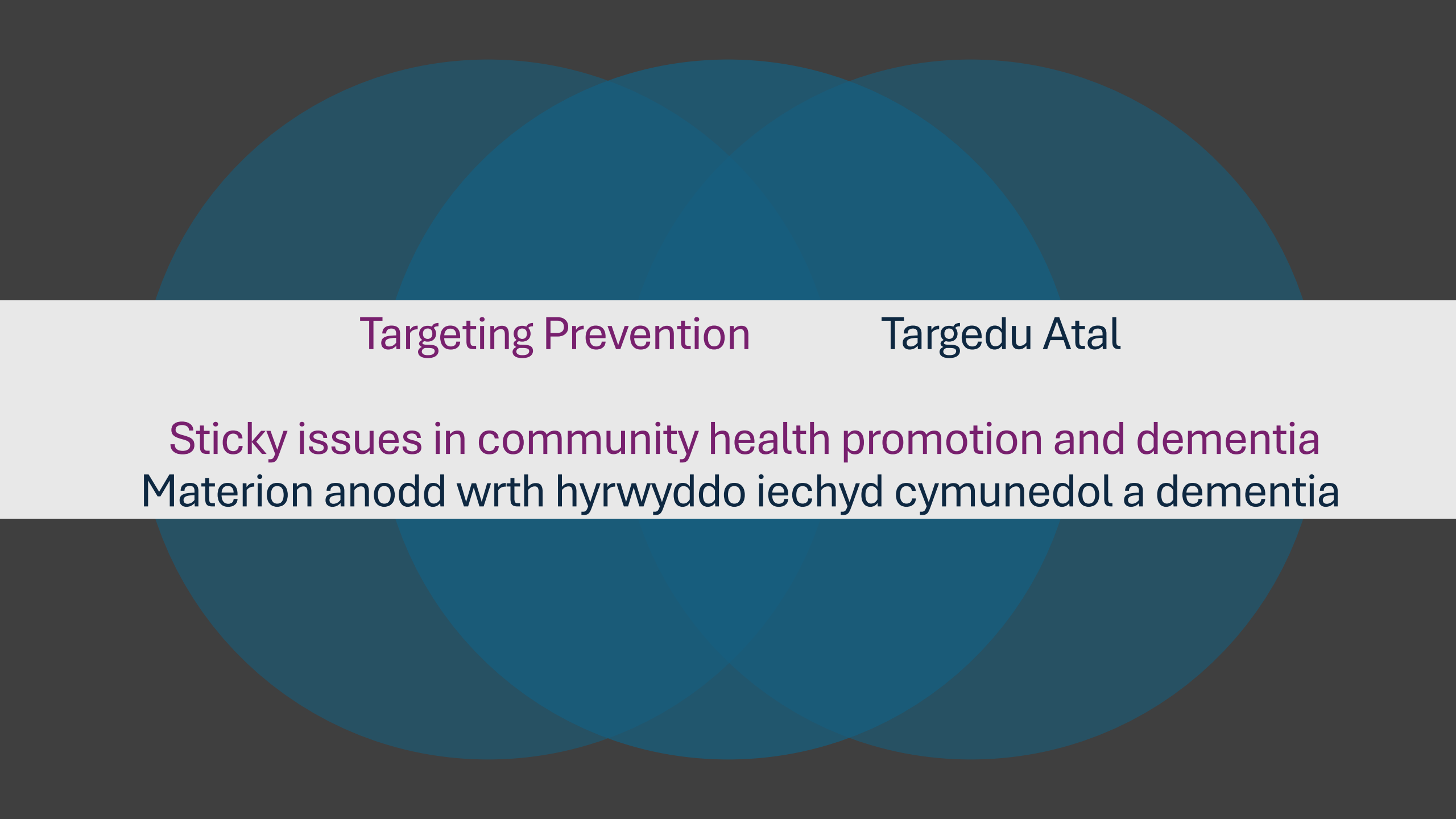


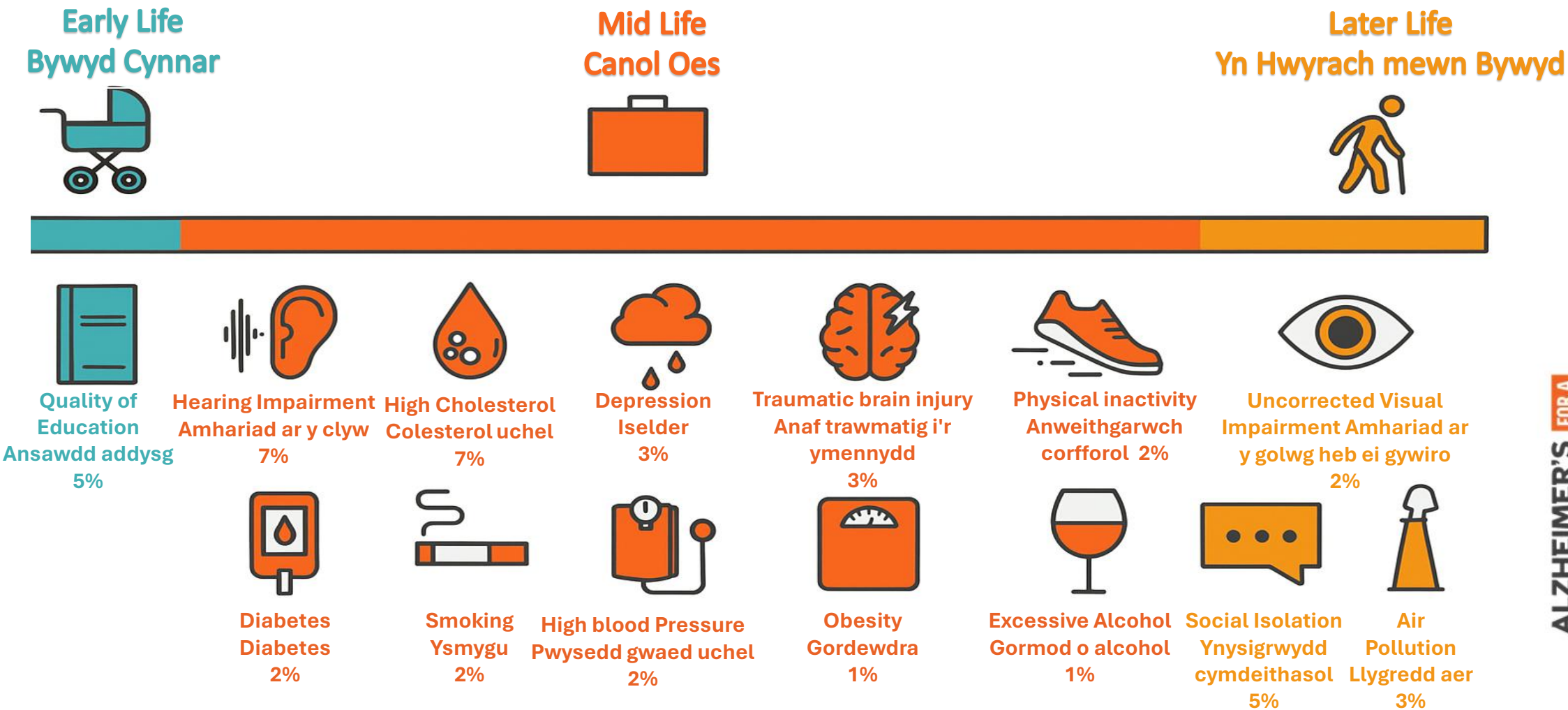


Targeting Prevention

Targeddu Atal

Sticky issues in community health promotion and dementia  
Materion anodd wrth hyrwyddo iechyd cymunedol a dementia

# Factors Linked to Dementia Risk / Ffactorau sy'n gysylltiedig â datblygu Risg o Ddementia



The percentage figure refers to the reduction in worldwide cases if this risk factor were eliminated. In the UK a 1% reduction = 10,000 people  
Mae'r ffigur canrannol yn cyfeirio at y gostyngiad mewn achosion ledled y byd pe bai'r ffactor risg hwn yn cael ei ddileu. Yn y DU gostyngiad o 1% = 10,000 o bobl

Adapted from the Lancet standing commission on dementia prevention, intervention and care, 2024.  
Addaswyd o gomisiwn sefydlog y Lancet ar atal, ymyrryd a gofal dementia, 2024.



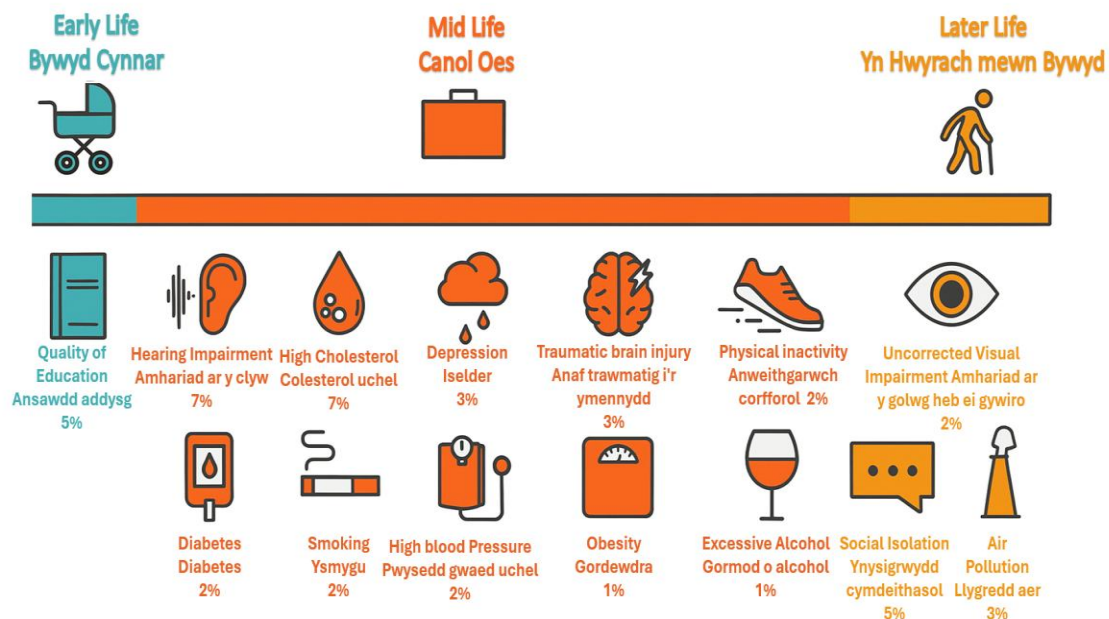
# Preventing the seemingly inevitable across Welsh Communities

## Atal yr hyn sy'n ymddangos yn anochel ar draws Cymunedau Cymru

- **Rising prevalence.** Cyffredinrwydd cynyddol.
- **Commercial determinants an unstoppable force?** Penderfyniadau masnachol yn rym na ellir ei atal?
  - Which prevention methods are priority? Pa ddulliau atal sy'n flaenoriaeth?
  - Which are evidence based? Pa rai sy'n seiliedig ar dystiolaeth?
  - Are they acceptable? Ydyn nhw'n dderbyniol?
  - Are they deliverable? Ydyn nhw'n dargedau i'w cyflawni?
- **Targeting Prevention:** Targeddu Atal:
  - Which communities? Pa gymunedau?
  - Which ages? Pa oedrannau?
  - Which level of prevention? Pa lefel o atal?



## Factors Linked to Dementia Risk / Ffactorau sy'n gysylltiedig â datblygu Risg o Ddementia

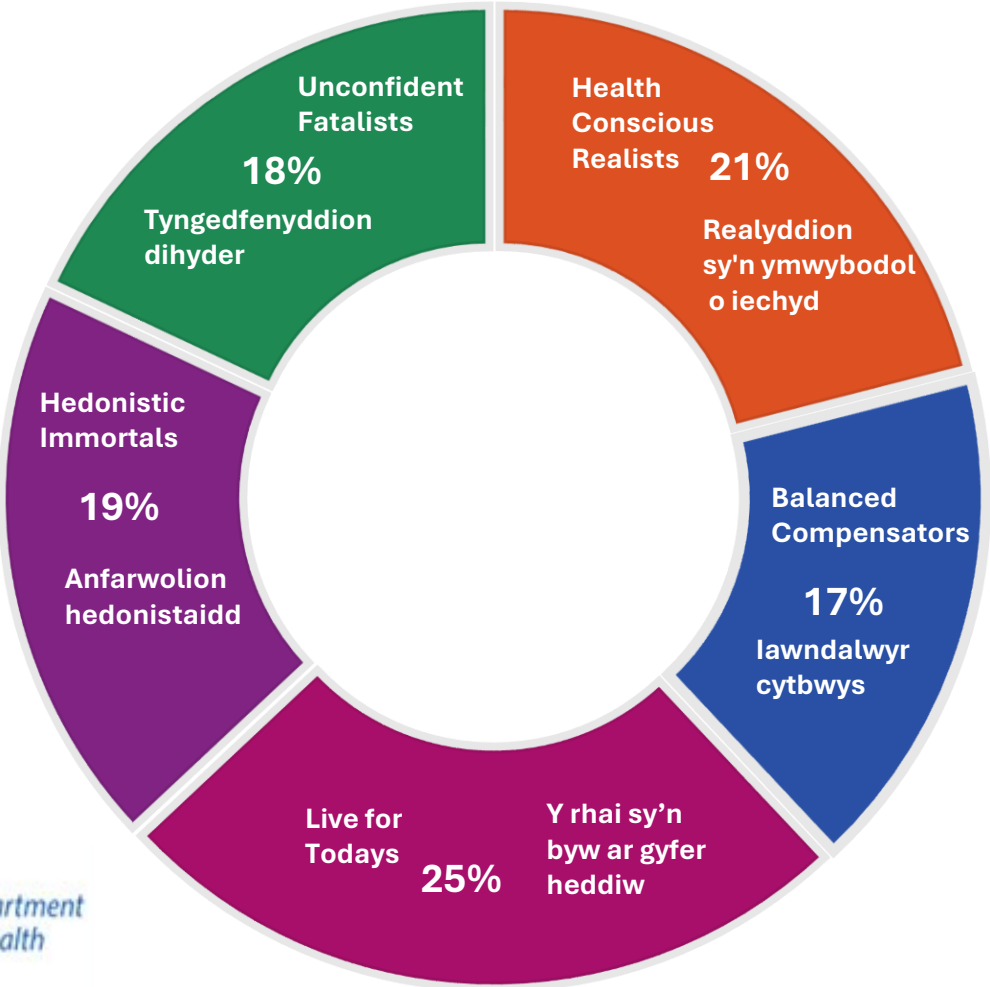


Getting your attention  
on prevention  
Denu eich sylw at atal

Healthy Foundations aims to capture the complex dynamics between:  
An individual's personal motivation to live healthily (the motivations dimension), and  
How these vary within the context of their social and material circumstances (the environmental dimension)

Nod Sylfeini Iach yw dal y deinamig cymhleth rhwng:  
Cymhelliant personol unigolyn i fyw'n iach (y dimensiwn cymhellion), a  
Sut mae'r rhain yn amrywio yng nghyd-destun eu hamgylchiadau cymdeithasol a materol (y dimensiwn amgylcheddol)

Breakdown of Motivational Segments  
Dadansoddiad o segmentau ysgogol:



The **Healthy Foundations Life-stage Segmentation** is a model developed by the Department of Health in England to understand how people's motivations, social circumstances, and life stages influence their health behaviours.

It was one of the biggest demonstrations of social marketing so far in the UK.

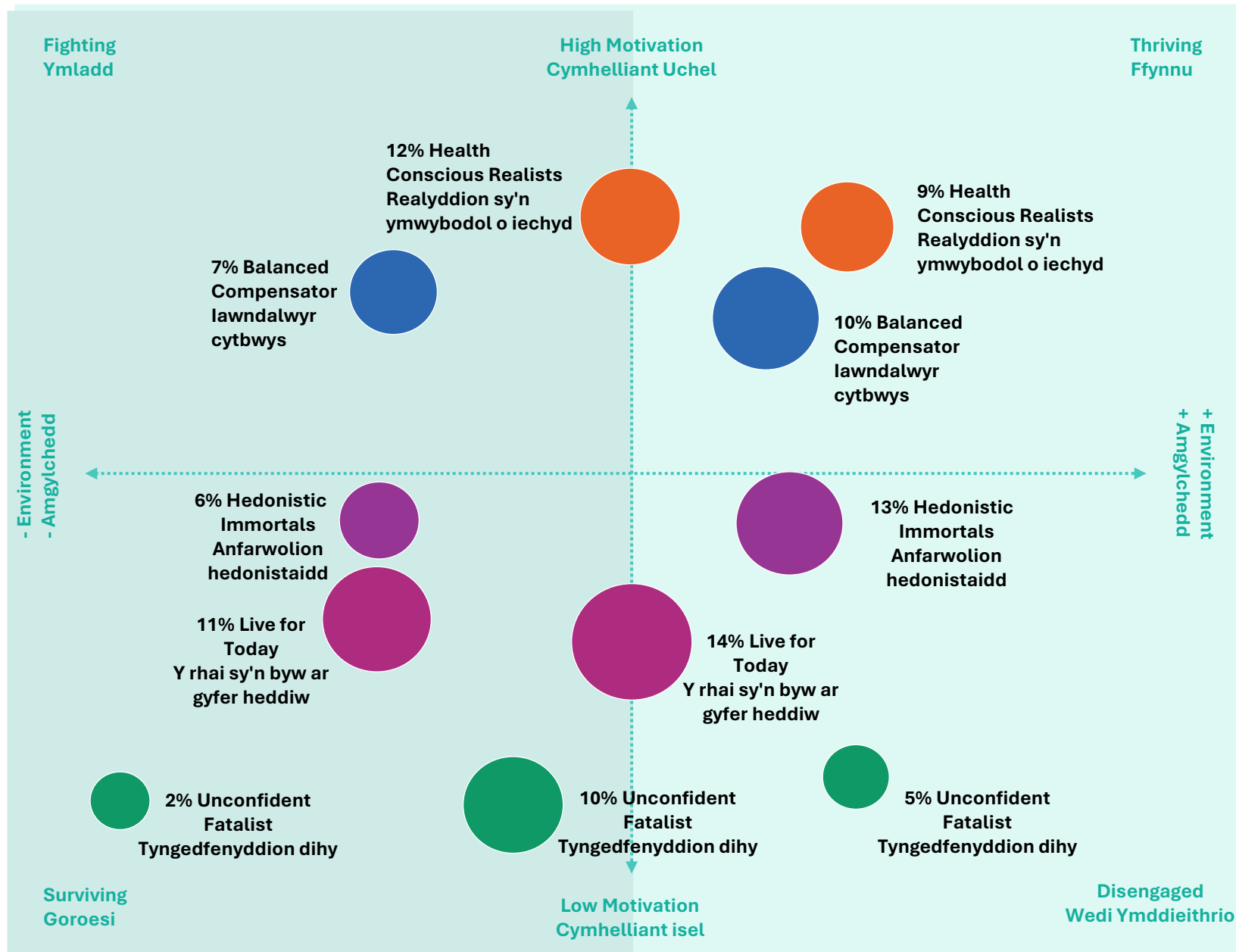
It categorizes the population into distinct segments based on these factors, allowing for more targeted and effective public health interventions.

Mae'r adroddiad ar **Segmentu Cyfnodau Bywyd Sylfeini Iach** (Health Foundations Life-stage Segmentation) yn fodel a ddatblygwyd gan yr Adran Iechyd Lloegr i ddeall sut mae cymhellion, amgylchiadau cymdeithasol a chyfnodau bywyd pobl yn dylanwadu ar eu hymddygiadau iechyd.

Roedd yn un o'r esboniadau mwyaf o farchnata cymdeithasol hyd yn hyn yn y DU.

Mae'n categoreiddio'r boblogaeth yn segmentau penodol yn seiliedig ar y ffactorau hyn, sy'n caniatáu ar gyfer ymyriadau iechyd y cyhoedd sydd wedi'u targedu'n fwy penodol ac effeithiol.

|                                                                                          | Health conscious<br>realists<br>Realyddion sy'n<br>ymwybodol o<br>iechyd | Balanced<br>Compensators<br>lawndalwyr<br>cytbwys | Live for Today<br>Y rhai sy'n byw ar<br>gyfer heddiw | Hedonistic<br>Immortals<br>Anfarwolion<br>hedonistaidd | Unconfident<br>Fatalists<br>Tyngedfenyddion<br>dihyder |
|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------|------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
| Value health<br>Gwerthfawrogi iechyd                                                     | High<br>Uchel                                                            | High<br>Uchel                                     | Med<br>Can                                           | Low<br>Isel                                            | Med<br>Can                                             |
| Control over health<br>Rheolaeth dros iechyd                                             | High<br>Uchel                                                            | High<br>Uchel                                     | Med<br>Can                                           | Med<br>Can                                             | Low<br>Isel                                            |
| Healthy lifestyle is easy / enjoyable<br>Mae ffordd iach o fyw yn hawdd / yn<br>bleserus | High<br>Uchel                                                            | High<br>Uchel                                     | Low<br>Isel                                          | Med<br>Can                                             | Low<br>Isel                                            |
| Health Fatalism<br>Tyngheddiaeth iechyd                                                  | Low<br>Isel                                                              | Med<br>Can                                        | High<br>Uchel                                        | Low<br>Isel                                            | High<br>Uchel                                          |
| Risk Taking<br>Cymryd risgiau                                                            | Low<br>Isel                                                              | High<br>Uchel                                     | Med<br>Can                                           | High<br>Uchel                                          | Med<br>Can                                             |
| Short Termism<br>Tymor byr                                                               | Low<br>Isel                                                              | Med<br>Can                                        | High<br>Uchel                                        | Low<br>Isel                                            | High<br>Uchel                                          |
| Self Esteem<br>Hunan-barch                                                               | High<br>Uchel                                                            | High<br>Uchel                                     | Med<br>Can                                           | High<br>Uchel                                          | Low<br>Isel                                            |



Dividing the motivation segments by IMD (indices of multiple deprivation)

Rhannu'r segmentau cymhelliant yn ôl IMD (mynegeion amddifadedd lluosog)

# Healthy Foundations Source Material

## Deunydd Ffynhonnell Sylfeini Iach



[https://www.thensmc.com/sites/default/files/301846\\_HFLS%20Report%20No1\\_ACC.pdf](https://www.thensmc.com/sites/default/files/301846_HFLS%20Report%20No1_ACC.pdf)

### The Healthy Foundations Lifestages Segmentation

Segmentu cyfnodau bywyd sylfeini iach

*Research report No. 1: Creating the segmentation using a quantitative survey of the general population of England*

*Adroddiad ymchwil Rhif 1: Creu'r segmentu gan ddefnyddio arolwg meintiol o boblogaeth gyffredinol Lloegr*

[https://thensmc.com/sites/default/files/HFLS%20Report%20No2\\_ACC.pdf](https://thensmc.com/sites/default/files/HFLS%20Report%20No2_ACC.pdf)

### The Healthy Foundations Lifestages Segmentation

Segmentu cyfnodau bywyd sylfeini iach

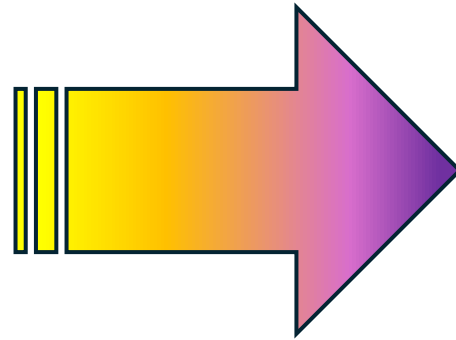
*Research report No. 2: The qualitative analysis of the motivation segments*

*Adroddiad ymchwil Rhif 2: Y dadansoddiad ansoddol o'r segmentau cymhelliant*

# Some major shift in beliefs and perspective are needed

## Mae angen newid mawr mewn credoau a safbwyntiau

- Fatalistic  
Tyngedfenyddol
- Health actions a struggle or punishment  
Camau iechyd yn frwydr neu'n gosb
- Fear of dementia  
Ofn dementia
- Living for today  
Y rhai sy'n byw ar gyfer heddiw
- Not valuing health or self  
Ddim yn gwerthfawrogi iechyd na'ch hun



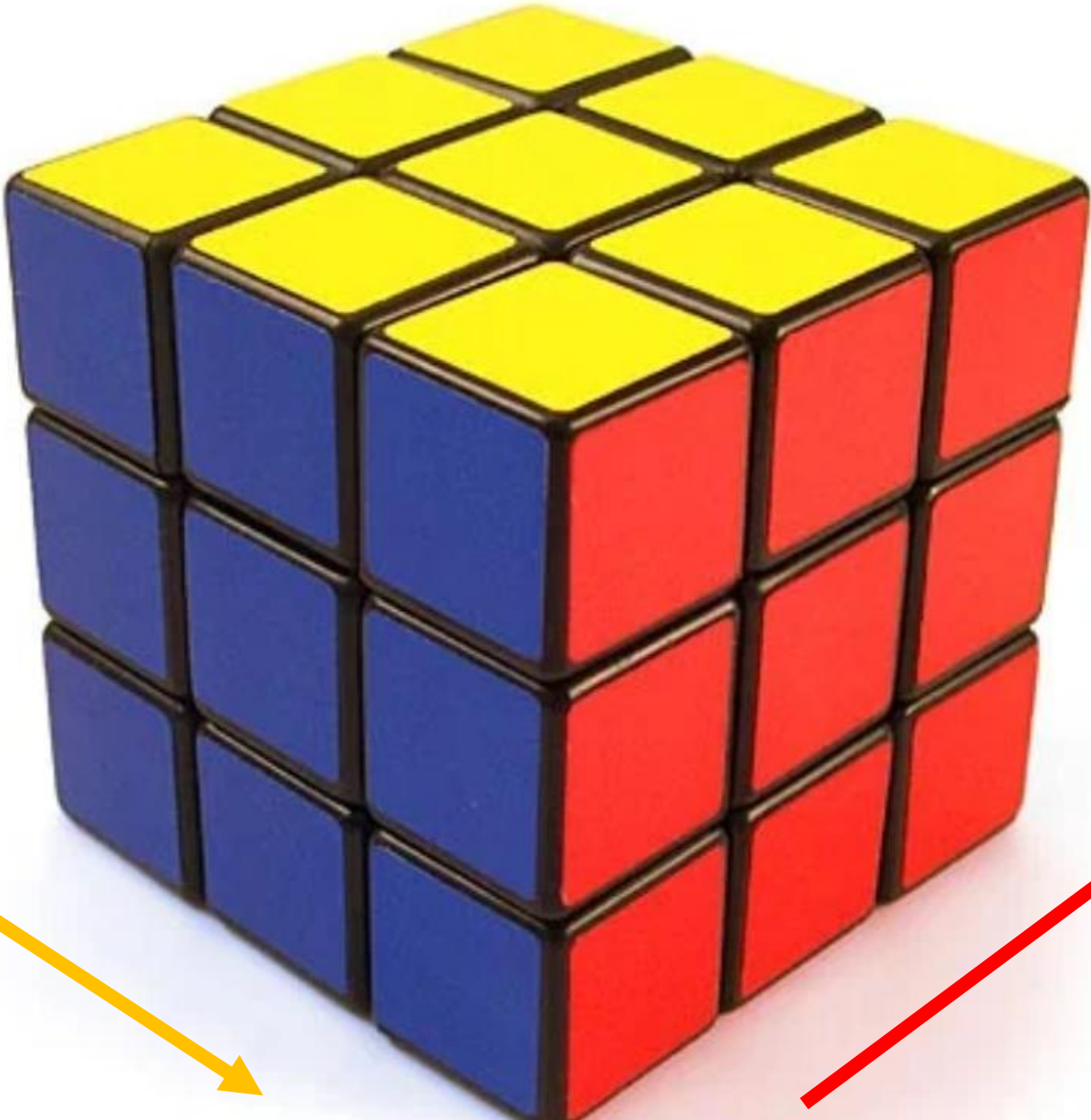
- Empowered and Coherent  
Grymus a Chysylltiedig
- Working towards wellbeing fun and rewarding  
Mae gweithio tuag at lesiant yn hwyl ac yn werth chweil
- Dementia as part of life and living  
Dementia fel rhan o fywyd a byw
- Investing in the future  
Buddsoddi yn y dyfodol
- You're OK and You Can !! (share the social love)  
Rydych chi'n lawn a Gallwch Chi!!  
(rhannwch y cariad cymdeithasol)

**In Summary: The dementia prevention challenge at community level is inevitably complex**  
**I Grynhoi: Mae'r her atal dementia ar lefel gymunedol yn anochel yn gymhleth**

Primary  
Secondary  
Tertiary  
Quaternary

Sylfaenol  
Eilaidd  
Trydyddol  
Cwaternaidd

Lifecycle Stage  
Cyfnod Cylch Bywyd



Health Motivation  
Segment  
Segment Cymhelliant  
Iechyd



Dementia Prevention: Let's make it sticky !  
Atal Dementia: Pethau i'w Cofio!



# Attention Please Sylw

- Policy Shapers
- Educators
- Brief Interventionists
- Associated wellbeing programmes
- Individuals' families' communities
- Carers
- **EVERYONE**
- Llundwyr Polisi
- Addysgwyr
- Ymyraethwyr Cyfnodau Byr
- Rhaglenni llesiant cysylltiedig
- Cymunedau teuluoedd unigolion
- Gofalwyr
- PAWB

---

**YOU can control your FATE**

---

**The future is already here**

---

**Inaction is counter-productive**

---

**Surf the challenge**

---

**Treat prevention like your Health and Wellbeing Piggy Bank**

---

**Gallwch CHI reoli eich TYNGED**

---

**Mae'r dyfodol eisoes yma**

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**Mae diffyg gweithredu yn wrthgynhyrchiol**

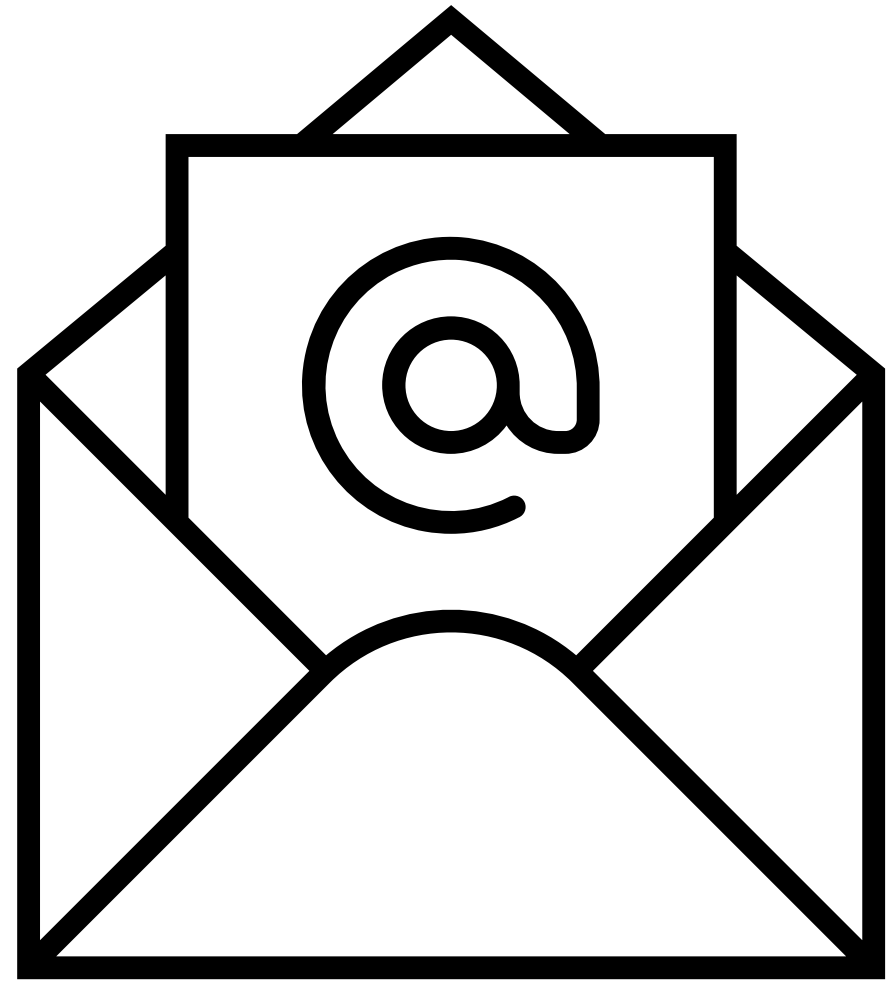
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**Wynebu'r her**

---

**Trin atal fel eich Blwch Cynilion Iechyd a Llesiant**

For more information  
please email:  
Am ragor o wybodaeth  
anfonwch e-bost at:



[PHW.ImprovementCymruDementia@wales.nhs.uk](mailto:PHW.ImprovementCymruDementia@wales.nhs.uk)

# Supplementary Slides

## Sleidiau Atodol

For added texture and detail

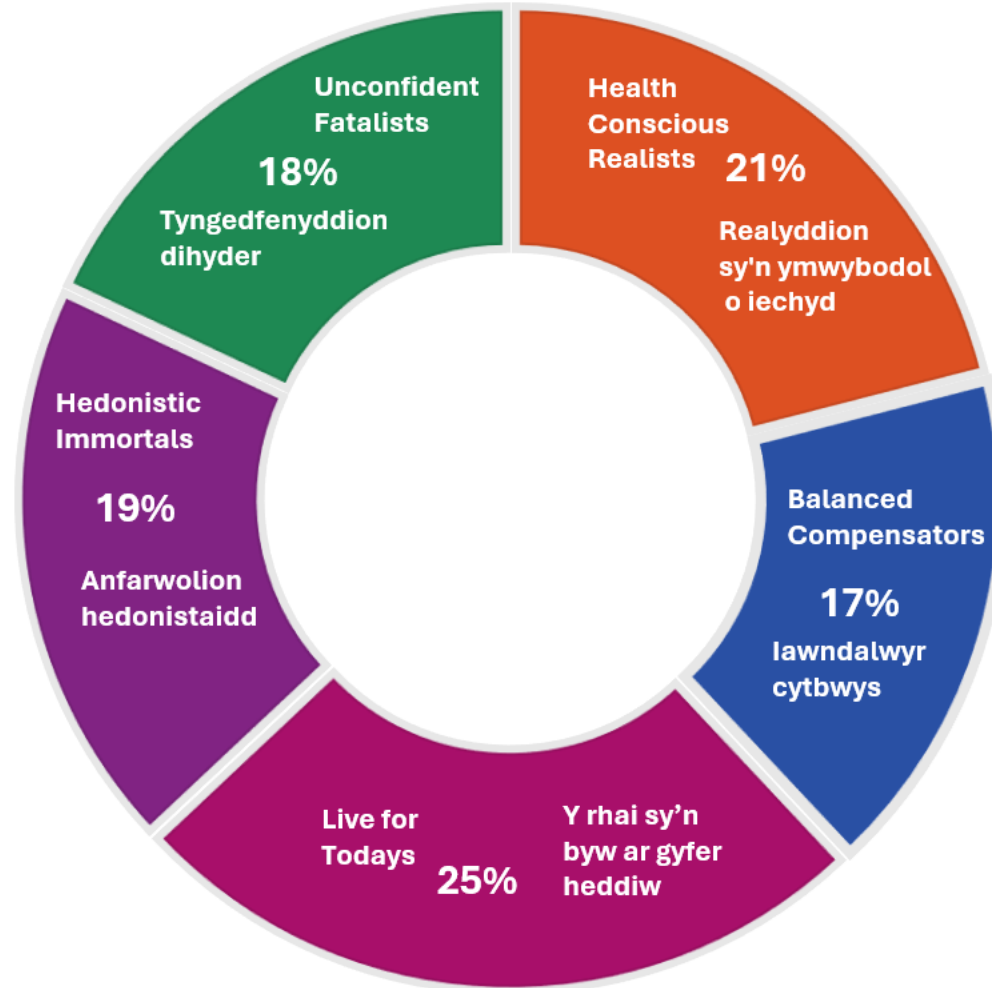
Am wead a manylion ychwanegol

There is now evidence that a legacy of the pandemic has been a further stretching of these segments

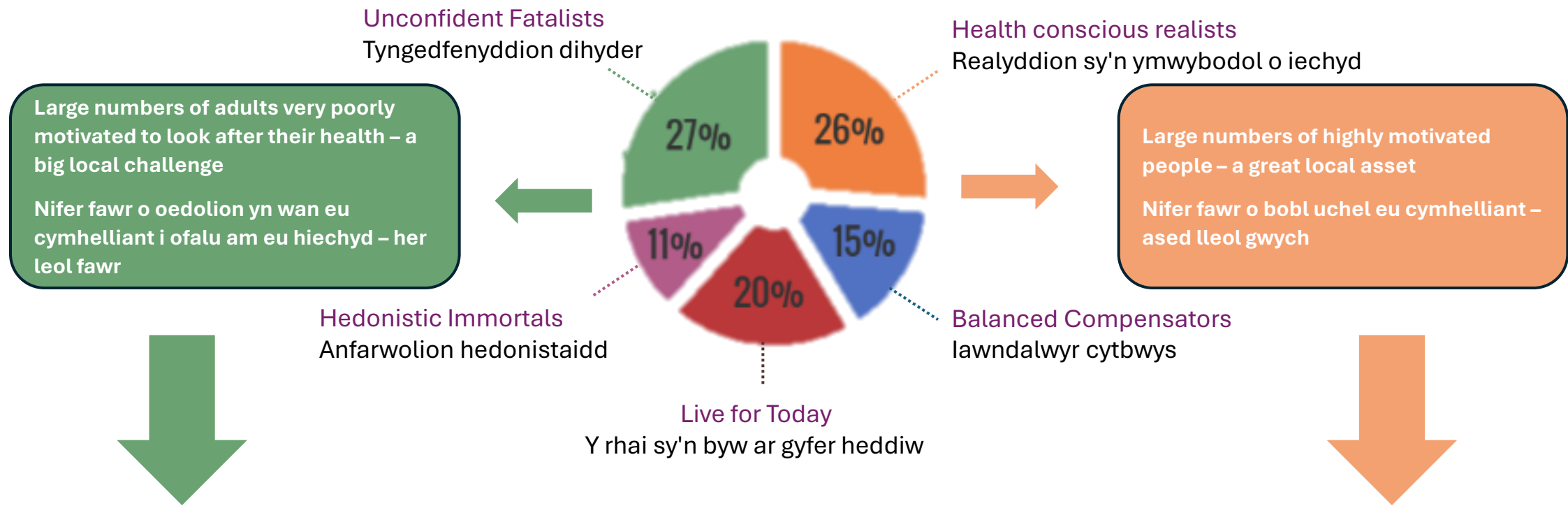
Mae tystiolaeth bellach bod gwaddol y pandemig wedi ymestyn y segmentau hyn ymhellach.

- Personal freedom  
Rhyddid personol
- Big brother  
Brawd mawr
- Common sense v science  
Synnwyr cyffredin yn erbyn gwyddoniaeth
- Rebellion and sedition for seditions sake  
Gwrthryfel ac annog terfysgaeth dim ond er mwyn terfysgaeth

Infodemic  
Inffodemig



- Those with health agency able to recognize and rebuff incongruent new information – already doing this in relation to other issues (eg food)  
Y rhai sydd â rheolaeth iechyd yn gallu adnabod a gwrthod gwybodaeth newydd anghydnaws – sydd eisoes yn gwneud hyn mewn perthynas â materion eraill (e.e. bwyd)



### What is Healthy Foundations?

Healthy Foundations is a segmentation model originally developed for the Department of Health to provide insights for social marketing to improve the effectiveness of health policy, campaigns and interventions. It is built on the three themes of motivations, environment and life stage. It identifies five distinct segments which differentiate people based on health attitudes and beliefs.

### So what?

Different interventions and communication approaches are needed for each segment. This will be more effective than a 'one size fits all' approach. There are people who are highly motivated to look after their health living in all parts of Kirklees. In more deprived areas these individuals can act as 'health champions.'

### Beth yw Sylfeini Iach?

Mae Sylfeini Iach yn fodel segmentu a ddatblygwyd yn wreiddiol ar gyfer yr Adran Iechyd i ddarparu mewnwelediadau ar gyfer marchnata cymdeithasol i wella effeithiolrwydd polisi, ymgyrchoedd ac ymyriadau iechyd. Mae wedi'i adeiladu ar y tair thema sef cymhellion, amgylchedd a chyfnod bywyd. Mae'n nodi pum segment gwahanol sy'n gwahaniaethu pobl yn seiliedig ar agweddau a chredoau iechyd.

### Pam bod hyn y bwysig?

Mae angen ymyriadau a dulliau cyfathrebu gwahanol ar gyfer pob segment. Bydd hyn yn fwy effeithiol nag 'un dull i bawb'. Mae yna bobl sydd â chymhelliant mawr i ofalu am eu hiechyd yn byw ym mhob rhan o Kirklees. Mewn ardaloedd mwy difreintiedig gall yr unigolion hyn weithredu fel 'hyrwyddwyr iechyd'.

Unconfident fatalists  
Tyngedfenyddion dihyder

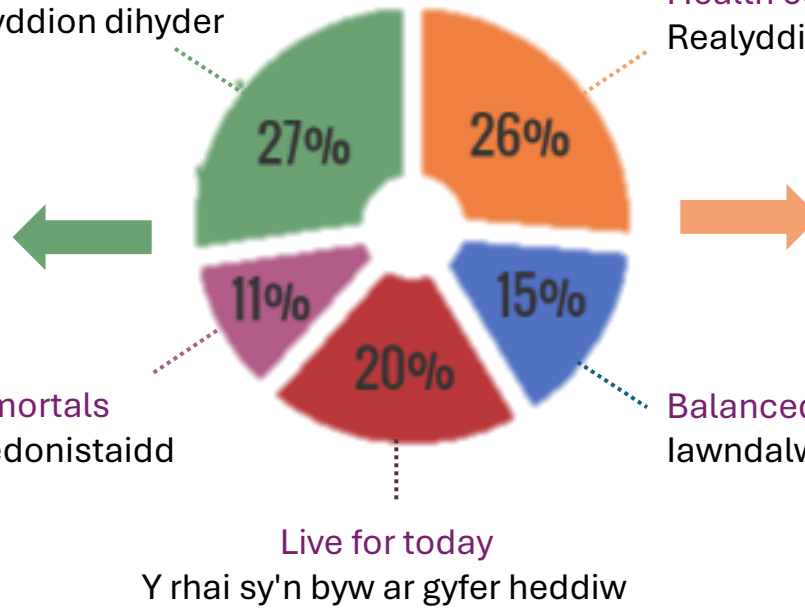
Health conscious realists  
Realyddion sy'n ymwybodol o ieched

Large numbers of adults very poorly motivated to look after their health – a big local challenge

Nifer fawr o oedolion yn wan eu cymhelliant i ofalu am eu hieched – her leol fawr

Large numbers of highly motivated people – a great local asset

Nifer fawr o bobl uchel eu cymhelliant – ased lleol gwyb



Hedonistic immortals  
Anfarwolion hedonistaidd

Balanced compensators  
lawndalwyr cytbwys

Live for today  
Y rhai sy'n byw ar gyfer heddiw

### Unconfident fatalists (91,000 adults):

Oldest age profile, tend to live in most deprived areas, largest proportion of workless (under 65s), similar ethnicity profile to Kirklees overall

#### Behaviours, motivations & risk factors:

Negative perceptions of a healthy lifestyle, often fatalistic about their own health, multiple negative health behaviours (apart from alcohol), poor social connectedness

### Tyngedfenyddion dihyder (91,000 o oedolion):

Proffil oedran hynaf, yn tueddu i fyw yn yr ardaloedd mwyaf difreintiedig, cyfran fwyaf o bobl ddi-waith (dan 65 oed), proffil ethnigrwydd tebyg i Kirklees yn gyffredinol.

#### Ymddygiadau, cymhellion a ffactorau risg:

Canfyddiadau negyddol o ffordd iach o fyw, yn aml yn dyngedfenyddol ynglŷn â'u hieched eu hunain, nifer o ymddygiadau ieched negyddol (ar wahân i alcohol), cysylltedd cymdeithasol gwael

### Health-conscious realists (88,000 adults):

Middle aged profile, tend to live in less deprived areas, smaller than average proportion of workless (under 65s)

#### Behaviours, motivations & risk factors:

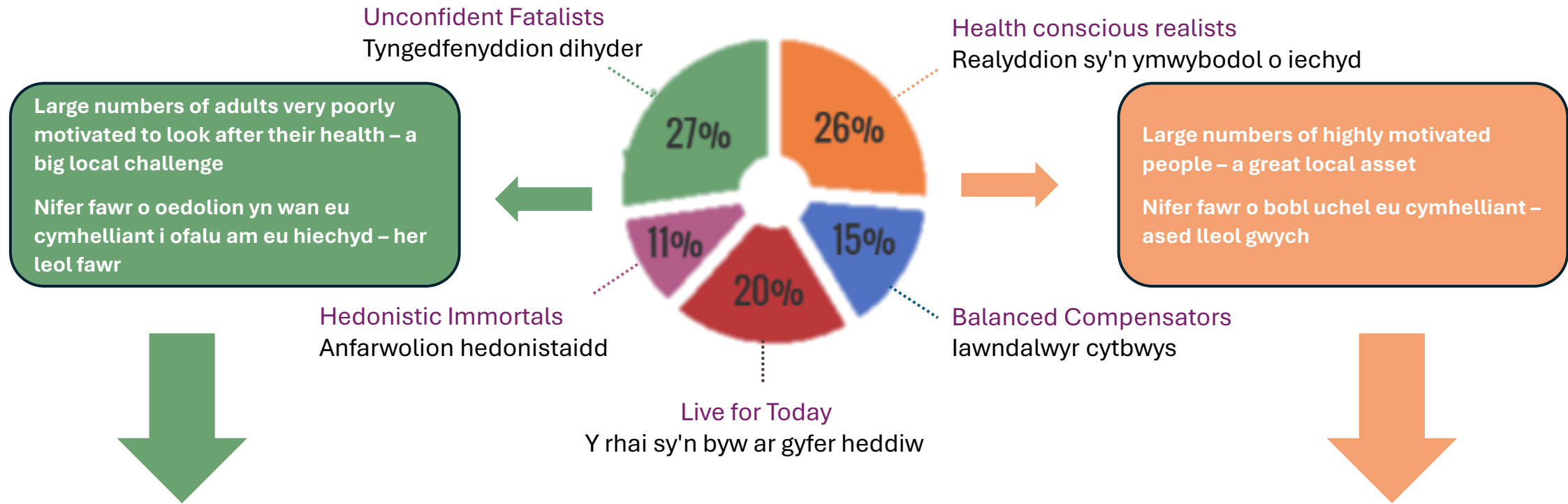
Highly motivated, in control of their lives and their health, positive health behaviours, better than average health & wellbeing, better than average social connectedness

### Realyddion sy'n ymwybodol o ieched (88,000 o oedolion):

Proffil canol oed, yn tueddu i fyw mewn ardaloedd llai difreintiedig, cyfran lai na'r cyfartaledd o bobl ddi-waith (dan 65 oed)

#### Ymddygiadau, cymhellion a ffactorau risg:

Cymhelliant uchel, mewn rheolaeth o'u bywydau a'u hieched, ymddygiadau ieched cadarnhaol, ieched a llesiant gwell na'r cyfartaledd, cysylltedd cymdeithasol gwell na'r cyfartaledd



**Hedonistic immortals (37,000 adults):**  
Youngest age profile, tend to live in less deprived areas, smallest proportion of workless (under 65s), smallest proportion of BME groups

**Behaviours, motivations & risk factors:**  
Motivated by enjoyment and risk, lack of concern for health & wellbeing, higher-than-average alcohol consumption and incidence of drug taking, better than average social connectedness

**Anfarwoliaid hedonistaidd (37,000 o oedolion):**  
Proffil oedran ieuengaf, yn tueddu i fyw mewn ardaloedd llai difreintiedig, cyfran leiaf o bobl ddi-waith (dan 65 oed), cyfran leiaf o grwpiau Pobl Dduon a Lleiafrifoedd Ethnig (BME).

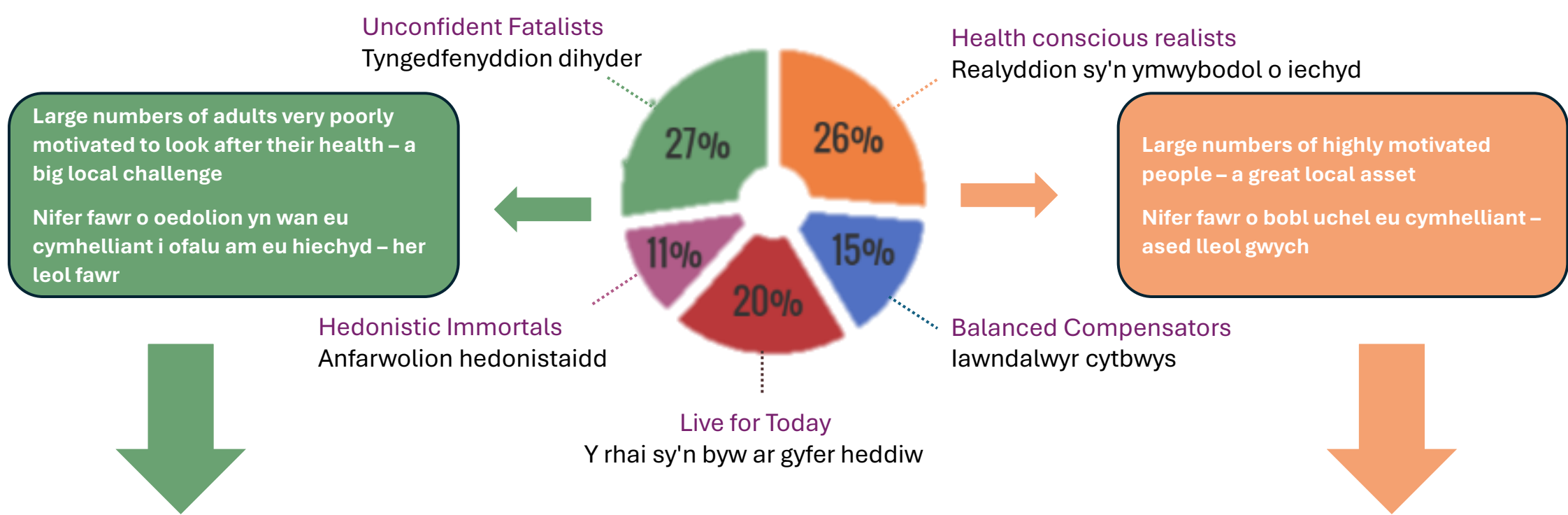
**Ymddygiadau, cymhellion a ffactorau risg:**  
Wedi'u hysgogi gan fwynhad a risg, diffyg pryder am iechedd a llesiant, defnyddio alcohol a chymyd cyffuriau uwch na'r cyfartaledd, cysylltedd cymdeithasol gwell na'r cyfartaledd

**Balanced compensators (51,000 adults):**  
Very similar to overall Kirklees age profile, tend to live in less deprived areas, smaller than average proportion of workless (under 65s), similar ethnicity profile to Kirklees

**Behaviours, motivations & risk factors:**  
More motivated to look after health, generally positive health behaviours, better than average health & wellbeing, better than average social connectedness

**lawndalwyr cytbwys (51,000 o oedolion):**  
Yn debyg iawn i broffil oedran cyffredinol Kirklees, yn tueddu i fyw mewn ardaloedd llai difreintiedig, cyfran lai na'r cyfartaledd o bobl ddi-waith (dan 65 oed), proffil ethnigrwydd tebyg i Kirklees.

**Ymddygiadau, cymhellion a ffactorau risg:**  
Mwy o gymhelliant i ofalu am iechedd, ymddygiadau iechedd cadarnhaol yn gyffredinol, iechedd a llesiant gwell na'r cyfartaledd, cysylltedd cymdeithasol gwell na'r cyfartaledd



**Live for todays (68,000 adults):**  
Younger than average age profile, tend to live in more deprived areas, average workless profile, large proportion of Asian BME groups

**Behaviours, motivations & risk factors:**  
Multiple negative health behaviours, fatalistic & hold short-term view of life, little concern for their future wellbeing, more likely to smoke or drink heavily, average social connectedness

**Y rhai sy'n byw ar gyfer heddiw (68,000 o oedolion):**  
Proffil oedran iau na'r cyfartaledd, yn tueddu i fyw mewn ardaloedd mwy difreintiedig, proffil di-waith cyfartalog, cyfran fawr o grwpiau BME Asiaidd

**Ymddygiadau, cymhellion a ffactorau risg:**  
Nifer o ymddygiadau ieched negyddol, tyngedfenyddol ac yn dal golwg tymor byr ar fywyd, ychydig o bryder am eu llesiant yn y dyfodol, yn fwy tebygol o ysmegu neu yfed yn drwm, cysylltedd cymdeithasol cyfartalog