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Healthy Foundations life-stage segmentation model toolkit: An effective tool for public health interventions?

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1. Background
A lifestyle survey elicited baseline health data from four Healthy Halifax wards (pop: 52,438), areas within the most deprived national quintile based on indices of Multiple Deprivation (MDQ) (1) Healthy Foundations Life-stage segmentation model (2) was incorporated into survey design to categorise individuals into five age segments.

2. Aims
- Enhance understanding of health attitudes and behaviours in 4 local populations experiencing greatest health inequalities.
- Contract findings with Healthy Foundations model and synthetic estimates.
- Interpret data for public health planning.

Methods
The instrument incorporated previously validated and standardised measures of nutrition, smoking, alcohol and exercise. Segmentation was generated using the Healthy Foundations algorithm based on responses to 13 questions from the Healthy Foundations toolkit (4). Data was collected in two phases in March-May (random sample) and October-November (quota sample based on ward demographics) by locally recruited staff. Online completion was offered in addition to the paper.

3. Respondent profile
- Respondents based on four wards of Halifax (pop: 2108) Healthy Foundations algorithm identifying health status and lifestyles.
- Ethnicity profile: Calderdale estimate does not differ greatly from the national profile.

4. Ethnicity profile
- Ethnicity profile: Calderdale estimate does not differ greatly from the national profile.
- Generalising from national synthetic estimates and even a local sample to smaller specific populations may be an exciting area of opportunity to capture the specific local profile and local needs.

5. Healthy Halifax segmentation profile differs from Calderdale, deprived quintile and national profiles.

6. Healthy Halifax ward level segmentation profiles differ from deprived quintile

Discussion
- Synthetic estimates may under-represent deprivation and ethnicity in the generated profiles.
- Categorisation by origin or ethnicity represent local lifestyle and deprivation.
- LFT segmentation profile by specific ethnicities to the national profile, suggesting further views between within the model cannot be generalised to local populations.

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