

# Implementing the Public Health Reforms Exclusive Polling for Open Road

July 2012



## Research objectives

Open Road commissioned exclusive research into the Government's public health reforms in order to understand:

- The extent to which the Government's argument for the reforms is valid
- The potential for political expediencies to interfere with commissioning decisions, and
- The opportunities and challenges for healthcare stakeholders presented by the new structure.

***Populus surveyed 4,079 people online over the weekends of 22 – 24 June and 29 June – 1 July.***



## Key findings

### ■ 1. Public Health will become an important factor for local government

There is some evidence that the Government's desire to 'democratise' public health will be effective.

In total, 58% of people agree that local councils should be responsible for public health matters, and half of those surveyed say it is 'likely' that a candidate's stance on public health would influence their vote during an election.

### ■ 2. 'Minority' groups and concerns could lose out

However, there is also evidence to support concerns that the new system could skew commissioning decisions.

When asked to rank their public health priorities, respondents prioritised 'mainstream' issues – e.g. cancer prevention, drug and alcohol misuse and obesity – over things such as dealing with STIs that might be regarded as minority concerns.

### ■ 3. GPs are the real winners

The new system gives local GPs greater influence and control.

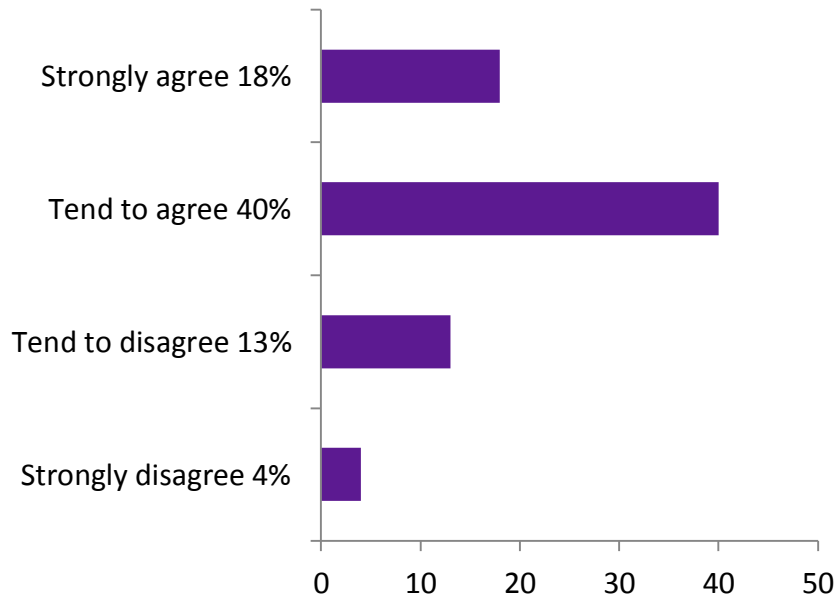
By some distance, they are the people trusted to provide reliable and honest information about public health. In contrast, people are sceptical about the information offered by the media, charities and private companies at both a local and a national level.

# Public Health will become an important factor for local government

Your local council has been given greater responsibility for the promotion and protection of health and well-being, the prevention of ill-health among the public, and increasing life expectancy in your area. This is known as public health.

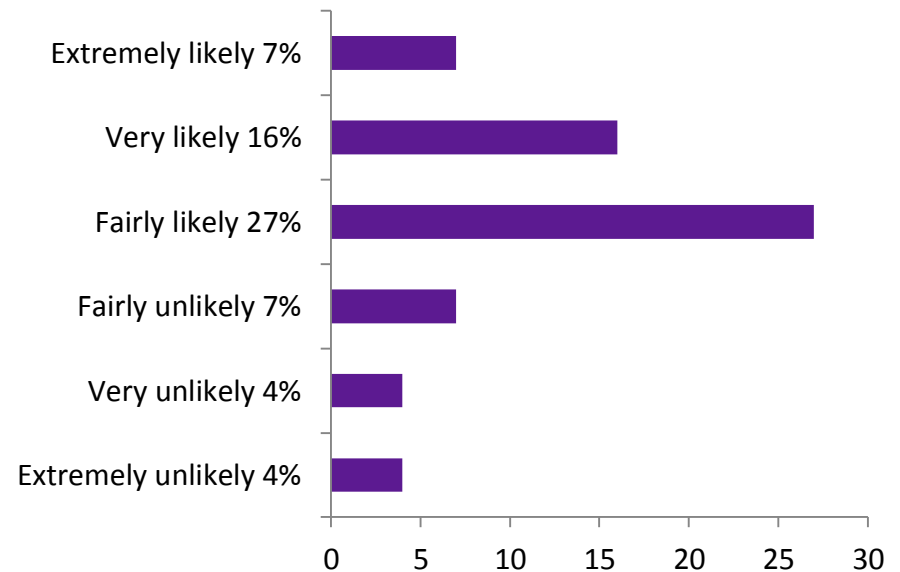
Net Agree: 58%

To what extent do you agree or disagree that local councils should be responsible for these issues?



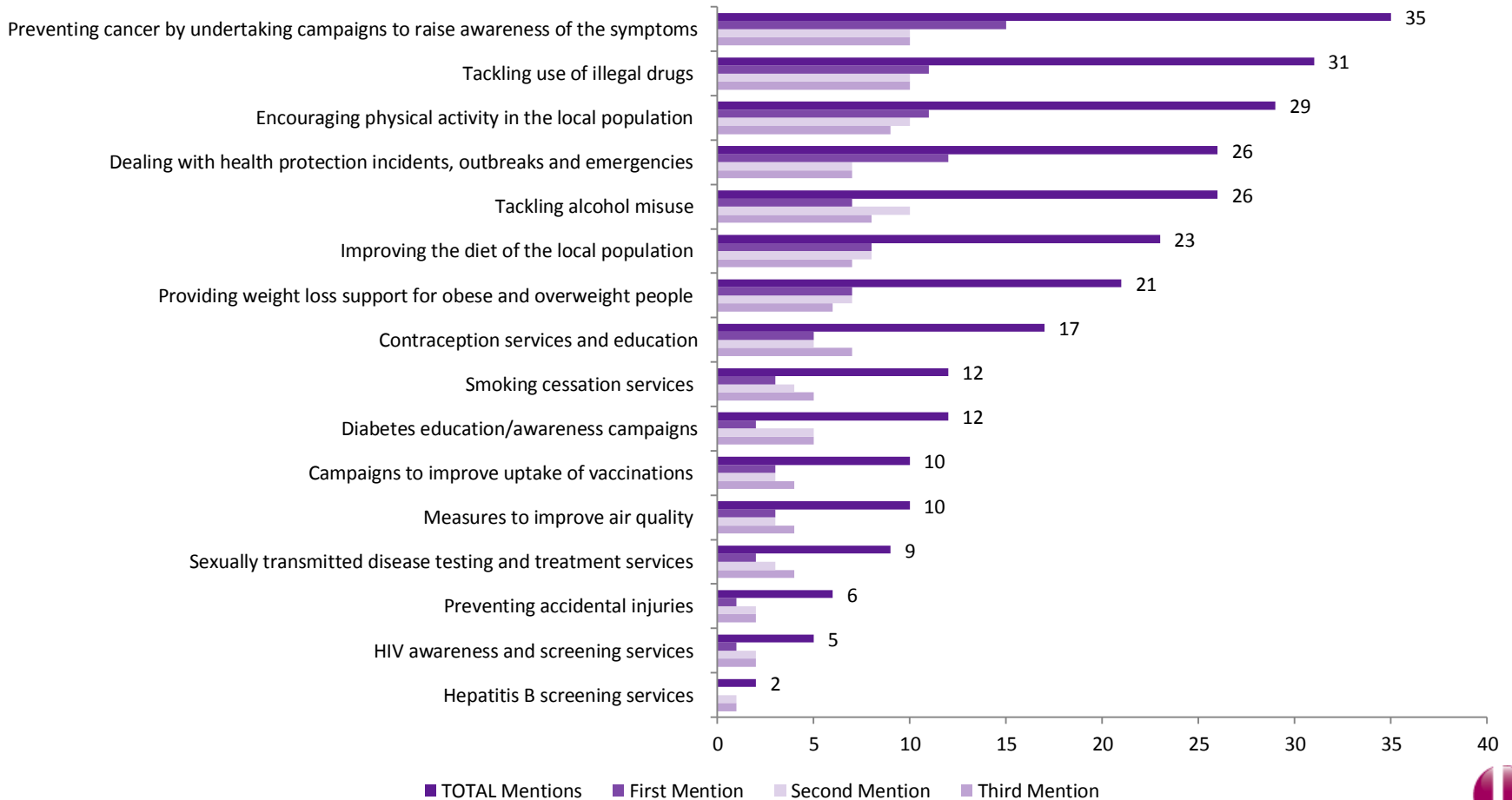
Net Likely: 50%

How likely or unlikely is it that a candidate's stance on these issues would influence how you vote in a local election?



# 'Minority' groups and concerns could lose out

Imagine you have been put in charge of allocating funding to public health projects in your area. What would be your top 3 priorities? Please select 3 from the following list, ranking them in order 1, 2, 3 where 1 is the most important.



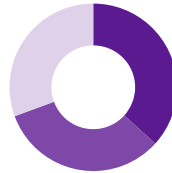
# Top 3 priorities by region

## North East



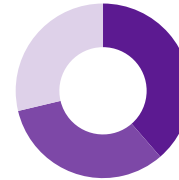
■ Cancer ■ Drugs ■ Alcohol

## North West



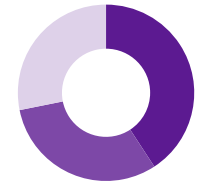
■ Cancer ■ Drugs ■ Activity

## Yorks/Humber



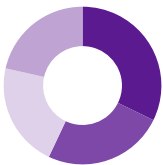
■ Drugs ■ Cancer ■ Emergencies

## West Mid



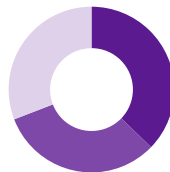
■ Cancer ■ Drugs ■ Emergencies

## East Mid



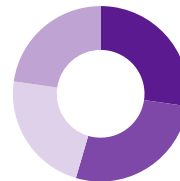
■ Cancer ■ Activity  
■ Drugs ■ Obesity

## Eastern



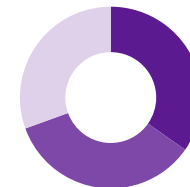
■ Cancer ■ Drugs ■ Activity

## London



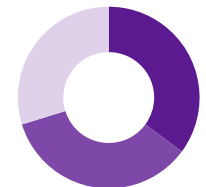
■ Cancer ■ Activity  
■ Emergencies ■ Alcohol

## South East



■ Cancer ■ Drugs ■ Activity

## South West



■ Cancer ■ Activity ■ Drugs



## GPs are the real winners

- When it comes to public health in your area, where do you tend to get your information from? (Tick all that apply)
- How likely or unlikely are you to trust the information about public health that you get from the following sources? (1-5 scale)

