



Walking for Health Qualitative Research Findings

Make Sport Fun and DJS Research

September 2014

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1. Research approach

Research approach

- 6 focus groups
- People living with and beyond cancer
- Over 55
- Lower socio-economic groups
- No experience of Walking for Health
- Inactive
- Various stages of treatment
- Two were from Macmillan's CRM – classed as warm
- Four with no contact with Macmillan – classed as cold

What we already knew

- Marketing plan for each of our target segments
 - Key benefits of Walking for Health
 - Key barriers to getting active
 - Marketing styles of our audience



2. The envelope

The envelope

1



2



3



4



5



General feedback on the envelope

- Style of envelope is key
- All were dismissed as junk mail
- Problem is graphics
- Many felt text was useful
- Macmillan logo is positive
- Logos lost amongst the noise

I don't think, to be honest I would look twice at it. I think I would just discard it as the everyday junk mail. (Sheffield cold)

*Same
(Sheffield
cold)*

*Same
(Sheffield
cold)*

*Same, yes
(Sheffield
cold)*

Envelope 1



**Picture yourself
feeling better
today**



Envelope 1 Image

- Image excludes many people
- Healthy image was considered insensitive



“The last thing you want to see if you have lost your hair in chemotherapy is someone with long blond hair.” (Sheffield Warm)

“I don’t like the woman because I don’t relate to her and I don’t think men would relate to her.” (Brighton cold)

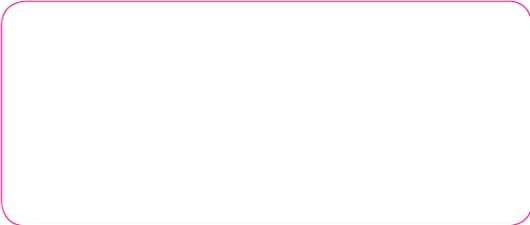
Envelope 1 Text

- Language considered “patronising” and “teachy”
- Highlights their negative outlook – feels accusatory
- Doesn’t mention walking or health



*“If you’ve got a problem body image, as lots of people with neck cancer have then you don’t want to think about picturing yourself.”
(Sheffield warm)*

Envelope 2



Discover
how walking
changes you

Spic ileum
mantovi,
spetia batum



Spic ileum
mantovi,
spetia batum



Spic ileum
mantovi,
spetia batum

Envelope 2 Image

- Feet best image – but still widely misunderstood



*"I think it's to do with babies."
(Birmingham cold)*

*"I don't know, it reminds me more of a chiropodist."
(London cold)*

"I am looking at that and all I can think is Athletes foot!"

Envelope 2 Text

- Facts grab attention
- Doesn't explain that it's a walking group
- Facts were too narrow – e.g. breast and bowel cancer rather than talking about all cancer
- Facts needed validation



Envelope 3



**Discover how
tea tastes better
with new friends...**



Envelope 3 Image

- Image doesn't explain campaign to most people (didn't recognise signposts)
- Social side is positive but secondary to health benefits



*"It's almost saying a cup of tea will make you feel better, per se It's nothing to do with the fact that you're trying to improve your life, your health style. That isn't conveyed in any way at all, from the envelope."
(London cold)*

"Fresh air, tea, chat, that's having a cup of tea, it's not about going for a walk and it's not about getting better health." (Brighton cold)

Envelope 3 Text

- Disconnect with key aim
- Promoting social not walking for health
- Doesn't mention walking or health



"I can't see any connection between having a cup of tea with your friends and joining a walking group." (Birmingham warm)

"I wouldn't even think that it was asking me to go walking, I would think that was asking me to go to a coffee morning." (Sheffield warm)

Envelope 4



**The freedom
to feel better
is inside**



Envelope 4 Image

- Image unclear to most people (don't recognise signposts)



*“Add better health this way,
or something like that to the
signpost so you know what it
is.” (Sheffield warm)*

Envelope 4 Text

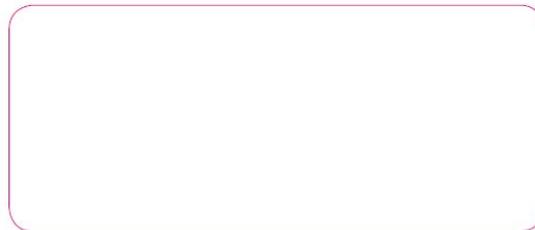
- Good that it's positive language
- But too big of a promise
- Too slogany, corny, condescending, trivialising
- Not clear it's about walking or health



*"You don't need to be reminded that you have a psychological issue when you have physical issues."
(Brighton cold)*

*"I would be very reluctant to open that because I think it sounds wishy-washy."
(Birmingham warm)*

Envelope 5



We have
free and friendly
walking groups
near you



Envelope 5 Image

- Image of feet was best one, but widely misunderstood
- Some people suggested trainers or walking boots images



*"It isn't giving me much of a message, you need the percentages like the other one."
(Brighton cold)*

*"I think it's to do with the feet."
(Brighton cold)*

Envelope 5 Text

- Free and friendly appealed to people
- Doesn't mention health or cancer



*“This immediately tells you that it’s offering something and it’s free.”
(Sheffield warm)*

*“I would still want to see something to do with health, if I just saw free and friendly walking group I wouldn’t be interested, I need to see it connected.”
(Sheffield cold)*

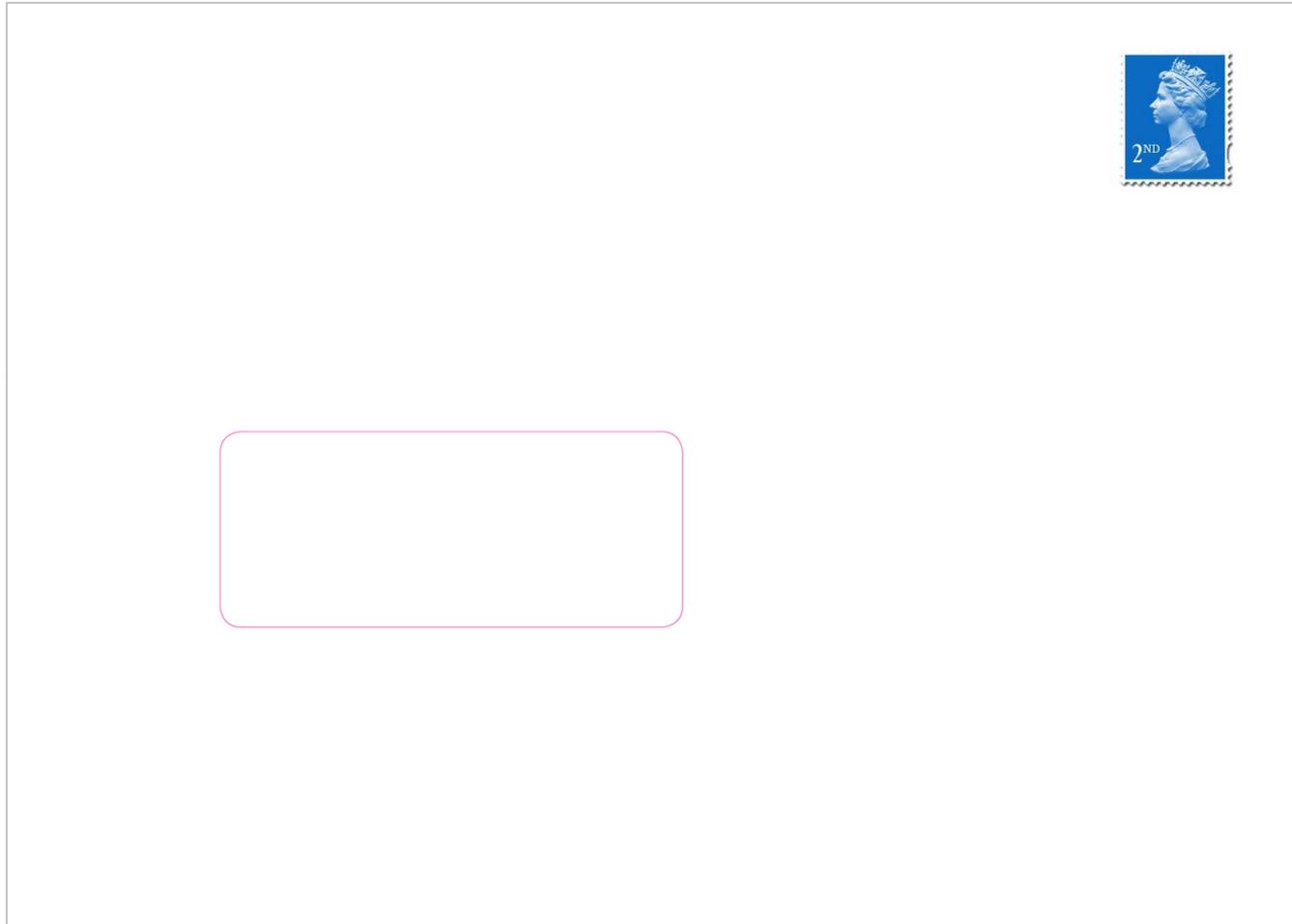
Avoid being seen as junk mail

- Have to work hard not to be seen as junk mail
- Macmillan logo helped, but got lost
- If graphics and text used must be very clear
 - Use of words cancer, health and walking groups important
- Don't criticise their current actions or emotions
- Language must be very clear and simple for our target audience

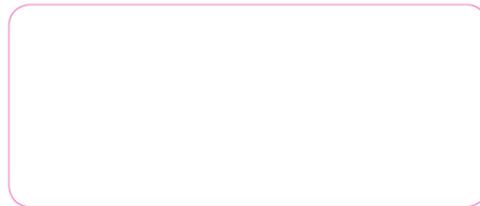
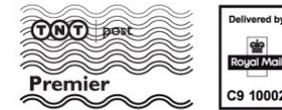


*"I think Macmillan, along with Walking for Health needs to be emphasised on the envelope -and just your name, no images."
(Sheffield cold)*

Recommended option – option 1



Recommended options – option 2





3. The letter

Letter 1

Change the way you see things (at least for the afternoon)...

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnimus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiuntem apide veligent, quostiissin prem quasperum faccus

It wasn't what I'd call 'hardcore hiking' – it was relaxed and fun.

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnimus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiuntem.

It was then I heard about Walking for Health – a local walking club that helps people get healthier at their own pace.

Apide veligent, quostiissin prem quasperum faccus quos sitendam volo ipsapic ipsandelias aut aborepe liquaes tinihicit ant pratios nobit eosant voluptaectia eostium voluptasit, que dipsum debit moditas asi is serovitat quo ipsandi ciminctaquas seque dipiend ipitae assitat.

It felt like a new beginning

Volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnimus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiuntem.

Join a free local health walk in your area today. Send back the reply form below and we'll call you to find the best walk for you.

Best wishes,

XXXXXXXXXXXXXXXXXXXXX
WFH Case study person

Letter 1

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WFH Case study person

- **Headline not clear**
- **Headline focuses on negative and is patronising**
- **The image is not seen to be relevant to walking**

*"It doesn't come across as being at all friendly to say 'change the way you see things', I found that very patronising."
(Sheffield Warm)*

*"The core message has to be about walking and health and I think that's getting lost."
(Sheffield warm)*

Letter 2

The fact is – walking can help you feel better

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnibus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiuntem apide veligent, quostiissin prem quasperum faccus

Cancer survivors can reduce their risk of cancer specific death and recurrence by up to 50% by staying active.

Molupidenes sitibusa eaque lantur re ommolupta quibus audam, consedis niaectorpor si sam quasitas se optassunt eat et earumque eos autem que porporum que il expelit quamus.

Thousands of people are joining one of their local health walks

Mo dis ipsa volorep erendam, quatus molupidenes sitibusa eaque lantur re ommolupta quibus audam, consedis niaectorpor si sam quasitas se optassunt eat et earumque eos autem que porporum que il expelit quamus.

Do as much or as little as you want.

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnibus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt.

Did you know it's safe during and after cancer treatment?

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XXXXXXXXXX
Macmillan Expert

Letter 2

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XXXXXXXXXX
Macmillan Expert

- Facts appreciated by most
- Doesn't explain that it's walking groups clearly enough
- Facts needed substantiating
- Talk about death strongly disliked

"...that first blue sentence, I think, is horrendous because it contains the word 'death' and I do not want to see the word 'death' in anything to do with cancer. I strongly object to that word being included in anything." (Sheffield warm)

*"I didn't know that walking could lower the risk of cancer coming back."
(Sheffield cold)*

Letter 3

How a cup of tea with friends changed everything...

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnibus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatuntem apide veligent, quostiissin prem quasperum faccus

I felt that cancer was trapping me inside every day - so I looked at the world through my window

Mo dis ipsa volorep erendam, quatus molupidenes sitibusa eaque lantur re ommolupta quibus audam, consedis niaectorpor si sam quasitas se optassunt eat et earumque eos autem que porporum que il expelit quamus.

But then I joined a Walking for Health group

Volorep erendam, quatus molupidenes sitibusa eaque lantur re ommolupta quibus audam, consedis niaectorpor si sam quasitas se optassunt eat et earumque eos autem que porporum que il expelit batem.

It changed my life.

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnibus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatuntem.

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WFH Case study person



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XXXXXXXXXXXXXXXXXXXXXXXXX
WFH Case study person

*"I think this ones too specific to one persons situation, cancer trapping me inside everyday – it's very specific."
(Sheffield warm)*

- Cup of tea won't change things
- Walking too far down
- Teabags feels "gimmicky"
- Negative language not liked
- Contact cards well received

*"This is losing focus of what it is trying to achieve which is the message about walking, with a group, will be good for your mental and physical health, not having a cup of tea."
(Sheffield cold)*

Letter 4

Discover the **freedom** Walking for Health can give you

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnimus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt.

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Well now there's a way you can get outside and **feel more free.**

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnimus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiuntem.

And it's free for you to join a group in your area today.

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnimus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiuntem.

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You've the **freedom** to come along whenever you feel like it

Join a free local health walk in your area today. Send back the reply form below and we'll call you to find the best walk for you.

Letter 4

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And it's free for you to join a group in your area today.

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnibus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiumtem.

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Join a free local health walk in your area today. Send back the reply form below and we'll call you to find the best walk for you.

- Double use of freedom got mixed reactions
- Freedom isn't most important thing for them – feeling better is
- Free price is very important
- Flexibility is also important

*"I'm not so mad about the headline - I don't think of it as freedom."
(London cold)*

*"You are never going to be free once you have cancer diagnosed, it feels a bit simplistic."
(Brighton cold)*

Letter 5

We have free walking groups near you. Register today for more details

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnibus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt, ullatiuntem apide veligent, quostiissin prem quasperum faccus

Walking and getting active offer great health benefits to cancer survivors

Molupidenes sitibusa eaque lantur re ommolupta quibus audam, consedis niaectorpor si sam quasitas se optassunt eat et earumque eos autem que porporum que il expelit quamus.

Our walking groups are free and friendly

Mo dis ipsa volorep erendam, quatus molupidenes sitibusa eaque lantur re ommolupta quibus audam, consedis niaectorpor si sam quasitas se optassunt eat et earumque eos autem que porporum que il expelit quamus.

We have short walks if you're just getting started or getting active again

Am in ea volupta simodi doluptate nos qui occatasperi velis ex eium evero tet omnibus eosandaecea del eostibus quiam am evelicte ea consedi osapidis in conecte iunt.

Register today and someone will call you back

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Walking for Health

Letter 5

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XXXXXXXXXX
Walking for Health

- Explains clearly it's walking groups
- Reassures people about health benefits
- Any facts in health paragraph need substantiating
- Reassures people they don't need to do too much

*"Focus on local, great health and cancer survivors and just getting started again, inferring post treatment."
(Brighton cold)*

*"I think a lot of people don't understand that walking helps you with just about everything."
(London cold)*

Summary of feedback

- Free and friendly
- Facts are attention grabbing, but must be substantiated
- Images must be inclusive
- Language should be positive – highlighting the benefits
- No difference in messages to be used whether someone's in treatment or post treatment
- Facts needed include:
 - Benefits of walking
 - What's on offer (simple, jargon free explanation)
 - Reassurance it's not too hard
 - How they can easily sign up (freepost reply form)

Summary of feedback

- Don't talk about other conditions (e.g. dementia, depression) as this distracted people

“Are you heading this at the cancer fraternity or are you doing this as a general let's get healthy wellbeing thing? In which case the first part has lost its significance...are we talking about general health and well-being in which case let's throw in Parkinson's ... and then lets add it to ingrowing toe nails and I mean where are we really going to go with it? What message to what fraternity are we trying to get across here?” (Birmingham warm).

Summary of feedback

- Talk about cancer in general
- Don't mention specific cancer types

*“And I agree with you about the breast and bowel cancer statement but I think that sentence would be much better if you just left out the risk of breast and bowel cancer and said ‘Physical activity reduces the risk of cancer coming back’.”
(Sheffield warm)*

Contact options – current paragraph

Register today and someone will call you back

Nam nulla nulla, facilisis sit amet sollicitudin ac, interdum eu mi. Maecenas dictum nunc pretium, tincidunt mauris eget, iaculis dui. Vivamus nisl nisl, molestie non viverra ut, venenatis a turpis.

Join a free local health walk in your area today. Send back the reply form below and we'll call you to find the best walk for you.

Contact options

- Variety of contact/ registration options
- Call back well received
- Options for contacting Walking for Health themselves
- Website, email, phone, post

*“There are times when you feel down and cannot summon up the energy, being contacted wouldn’t be such a bad idea because it might get you out of yourself.”
(Sheffield warm)*

*“I’d like the option to fill in the reply or email them.”
(Brighton cold)*

Recommended contact options paragraph

Register today and someone will call you back

Fill in the form at the bottom of this letter and send it back in the freepost envelope provided, or call our freephone number 0808 XXX XXXX and leave your name and phone number. Once you've registered, one of our Walking for Health advisors will call you up and find you a walking group that's on a day and time that you're available and at a level that's right for you.

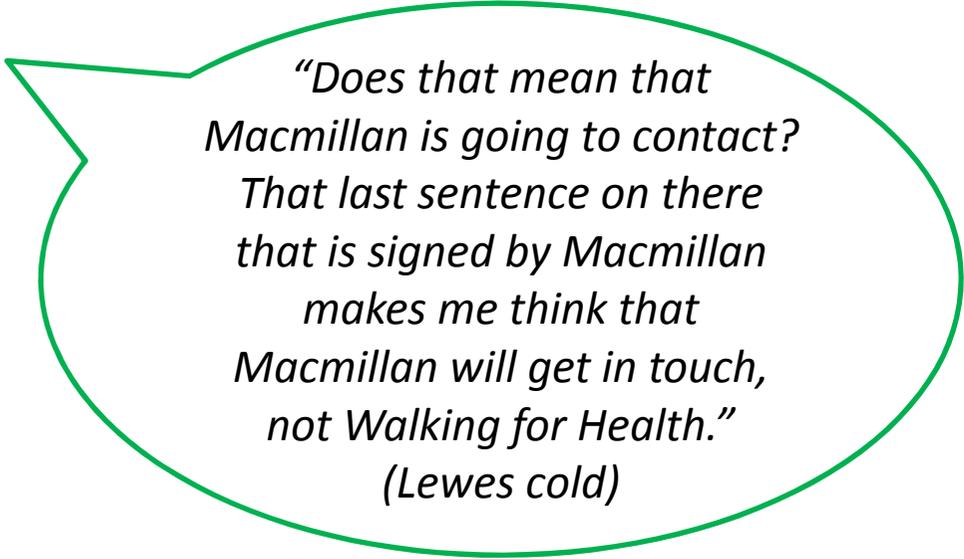
Or you can find a walk yourself at www.walkingforhealth.org.uk/walkfinder.

Letter signature – cancer survivor option

Although there is a certain empathy from a letter being signed by a fellow cancer sufferer; the language required for the letter needs to be more direct than an individual story, so the case study is better suited as an insert.

Letter signature – Macmillan option

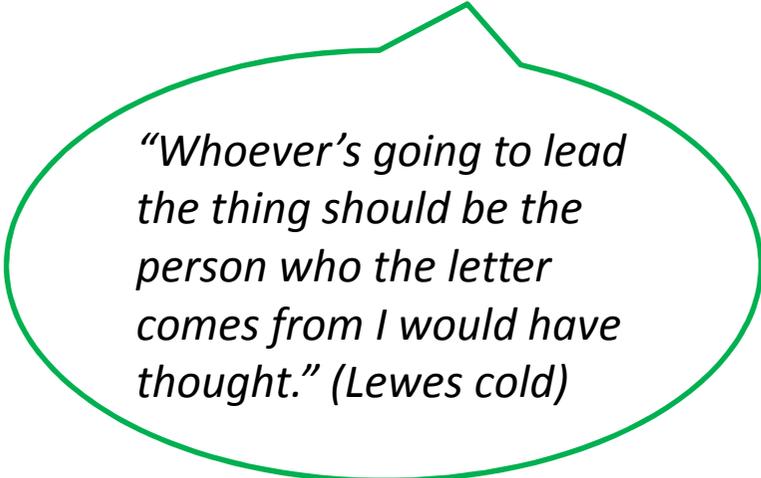
- People like to know Macmillan is involved, but they find it clearer if whoever will contact them is the person sending the letter



*“Does that mean that
Macmillan is going to contact?
That last sentence on there
that is signed by Macmillan
makes me think that
Macmillan will get in touch,
not Walking for Health.”
(Lewes cold)*

Letter signature – Walking for Health option

- With the Macmillan brand being so familiar, particularly to cancer patients, it makes sense for their inclusion to be noticed, particularly when so few have heard of Walking for Health.
- Any confusion over who Walking for Health are just adds doubt on any facts and what is being offered. Including the Macmillan signatory can go some way to counteract this.
- **However, the expectation is that the signatory organisation will be the one that has contact with the recipient .**



“Whoever’s going to lead the thing should be the person who the letter comes from I would have thought.” (Lewes cold)

Letter signature - Ramblers

- Don't mention the Ramblers as this confused people
- People were unclear about the roles that each organisation played
- The Ramblers is not cancer specific so the focus on cancer is diluted.
- Some had preconceptions that Ramblers walks are too challenging, so this put them off reading further

"We do have a local ramblers group . . . But some of their so-called rambles are quite hard work." Birmingham cold

"It looks as though it's supporting the Ramblers Association. Promoting the Ramblers Association, rather than cancer survivors...The link with cancer is lost ." London cold

Letter signature – preferred option

- As our audience like things to be simple and clear the letter should be from Walking for Health
- Therefore we would recommend it be signed by Walking for Health, with confirmation of the partnership with Macmillan
- Include Macmillan name and possibly logo at the end

“People recognise Macmillan and I think that would carry much greater weight with me if that was built more into the general telling of the message.” (Sheffield cold)

Letter signature

Jane Ashridge

Stockport Walking for Health project manager

Walking for Health is run by Macmillan and the Ramblers



**WE ARE
MACMILLAN.
CANCER SUPPORT**

Recommended letter



Mr James Probert
17, ~~Armiton~~ Villias
Stockport
LANCS
ST23 4TF

We have free health walking groups near you. Register today.

Walking and getting active offer great health benefits to cancer survivors

Most of us have lots of reasons for wanting to get active. Macmillan Cancer Support's research says getting active can reduce some side effects of cancer treatment, help us feel better, improve our fitness, reduce fatigue, reduce joint pain, improve flexibility and get back to normality. It's also a great way to have fun and socialise with others.

It's safe to walk during and after treatment

Macmillan's research shows that it's safe to walk during and after treatment. A lot of cancer survivors tell us that it's hard to get started getting active, so our walks are in flat areas, they start from 10 minutes, and someone will walk with you at your own pace. There are lots of benches along the way, so if you need to stop to catch your breath then that's not a problem.

Our walking groups are local, free and friendly

Macmillan runs Walking for Health with the Ramblers so our walking groups are always free. And everyone at our groups is friendly and welcoming, so you'll be introduced to everyone when you turn up. Our groups are open to everyone – so you can also bring a friend or family member along with you, and many people do. Our walks start and finish at a café so you can have a cup of tea and get to know everyone. We've got lots of walks in your area, so we'll almost certainly have one near you on a day and time that's good for you.

Register today and someone will call you back

Fill in the form at the bottom of this letter and send it back in the freepost envelope provided, or call our freephone number 0808 XXX XXXX and leave your name and phone number. Once you've registered, one of our Walking for Health advisors will call you up and find you a walking group that's on a day and time that you're available and at a level that's right for you.

Jane ~~Ashtidge~~
Stockport Walking for Health project manager

Walking for Health is run by Macmillan and the Ramblers

Recommended letter

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Jane Ashridge
Stockport Walking for Health project manager

Walking for Health is run by Macmillan and the Ramblers

- Clear headline that explains immediately that it's about health walking groups
- Highlights the health benefits which is most people's biggest interest. Substantiates facts by saying "Macmillan's research found"
- Explains that walking is safe and how Walking for Health overcomes their main barriers – concerns about safety and not being able to manage the walk
- Addresses barriers of not knowing anyone, and talks about secondary benefit of social aspect
- Clear call to action with multiple options for replying
- Signed by someone from Walking for Health
- Also got reference to Macmillan



4. The insert

Insert 1

- Not a fantastic reaction
- People felt images should represent urban and rural
- People of different ages and abilities
- Should be of a walking group



*"I noticed 'Health' on there. So I would like to be involved in that myself."
(Birmingham cold)*

Insert 2

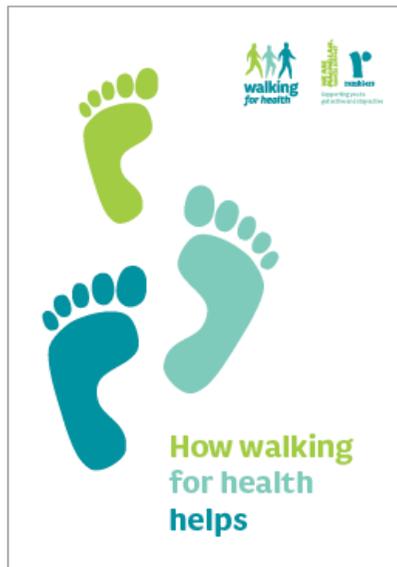
- Like idea of useful information inside
- Needs to relate to cancer survivors
- Could back up facts from envelope if that option is used
- Facts need backing up with sources or some kind of evidence



*"I think that's quite good,
"Five Facts You Might Not
Know". You want to
discover what they are."
(Sheffield Warm)*

Insert 3

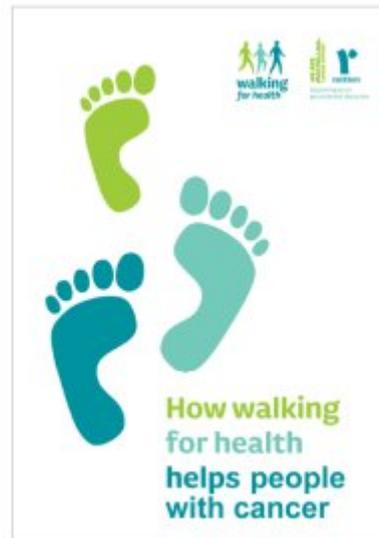
- Very similar to concept 4
- Not as effective
- Bit too vague



*“Yes, well it doesn't say anything very direct. It leaves me a little bit confused about what it is really going to offer, but I'm not sure if that is tempting me to open it.”
(London cold)*

Insert 4

- Confirms it's for people with cancer
- Mentions cancer, walking and health – good reaction from people
- Footprints have mixed reaction



*"It's all very well saying that, but says who? Who's made that up?"
(Sheffield warm)*

*"It doesn't assume that you're wrong in what you know already."
(Sheffield warm)*

An additional insert could provide an emotional case study along with facts to strengthen the view on activity

Respondents liked both elements and would be encouraged by both

Five facts you might not know about walking

The 5 facts of walking or How Walking for Health helps people with cancer.

Important to include any links to substantiate facts, even if the recipient never chooses to confirm the facts, exclusion of sources can create doubt

Case study

- Positive review about getting walking
- Exclude any negativity about cancer journey
- Keep general to maximise the number of people that can relate to it (rather than specific cancer type)

Feedback summary

- No clear winner
- Slight preference for title of Insert 2 (five facts you might not know about walking)
- Concept 4 attracted people because it mentioned walking, health and cancer

Recommended option – option 1



**WE ARE
MACMILLAN.
CANCER SUPPORT**

**How walking
for health
helps people
with cancer**



Recommended option – option 2



**Five facts you
might not know
about walking**

Aspects of the individual concepts that were well received

- Clear explanation in letter 5
- Facts in letter 2 – especially knowledge it's safe to walk
- Social aspect from letter 3
- Contact cards
- Factual insert – number 2 or 4
- Case study

Images

- Photo of an attractive area
- Include men and women walking
- Include range of ages and abilities
- Make sure area does not have difficult terrain
- Make sure the photo can be recognised as being local – maybe a park with a café
- Maybe include two images – urban and park

General conclusions

- Walking for Health seen very positively
- Everyone understood general benefits of walking
- Less understood the cancer related benefits of walking
- Macmillan's connection should be made very clear
- Need an informative, factual approach
- Make connection with cancer very clear – don't talk about associated issues such as depression as this did make participants feel that the mailshot was not necessarily aimed towards them.
- Backed up by reassurance
 - Emphasising the support
 - Telling them it's safe
 - Demonstrating that it is manageable for them



5. Timing

Timings

- Some would like to hear at beginning of cancer journey
- Some a year after treatment
- Most felt mailing should be a year after treatment

“Through treatment, some of the days you are just washed out, you haven’t got the energy so the last thing you need is something like that.”
(Sheffield cold)

“You've got to be in the mindset. Then when you have the chemo you feel, “Oh God I can't do this.” You know eventually you have to build yourself up to get out there.”
(London cold)

Timing

Feelings, thoughts and abilities expressed

Diagnosis

- Overwhelmed with information
- Emotional turmoil

Treatment

- Potential physical inability
- Testing mental and physical health

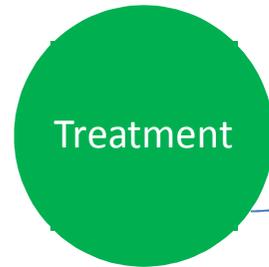
Beyond treatment

- Daunting period trying to get life on track as professional support is seen to drop away
- Emotional and physical support still required
- Desire for a healthy life

Three stages and strands of communications suggested, with the mailshot towards the end of treatment



*Leaflets available from GP,
Hospital, support groups*



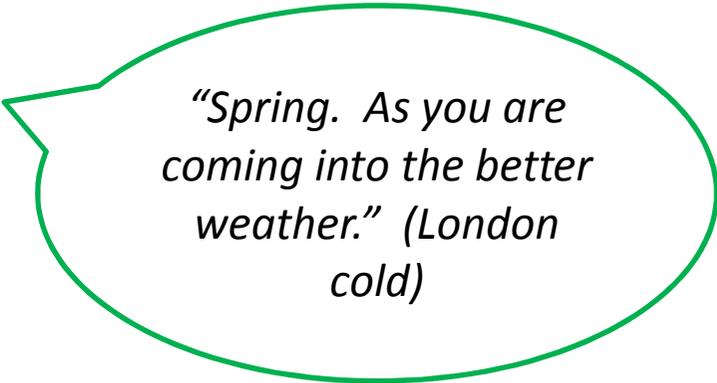
*Benefits of physical activity mentioned by
medic/support point of contact, directing to
WFH as a possibility*



Mailshot

Time of year

- The consensus was that spring was the best time of year to send the mailing (March – June)
- Our experience elsewhere has shown that July and August are poor months to get a response from this audience as many are on holiday or looking after grandkids
- December is a poor month as people are getting ready for Christmas
- So September – November might be another good option



“Spring. As you are coming into the better weather.” (London cold)



6. Motivation and overcoming barriers

What will motivate people to join?

- All were familiar with the benefits that walking could bring to their general health.
- Many were surprised that walking could be used specifically to overcome cancer.
- The main benefits of walking were the health benefits
- The main benefits of it being an organised walking group were seen to be:
 - The opportunity to meet and spend time with other people in a similar situation, who could really understand what they were going through and provide often the most useful advice.
 - Because the event was a scheduled event, they were more likely to make the effort to attend.
 - They would feel more confident knowing that there was someone with them who would be able to help if they fell into difficulty.
 - That they are free and available locally.

Supporting quotes

“Well if you know that you have to meet that group on a Tuesday at 3 o’clock...you would make the effort whereas you might just sit home and put the TV on.” (Birmingham warm)

“I would feel safer with a group of people...that are in the same situation...you have got someone there that knows what you are going through and can cope with the situation.” (Birmingham warm)

“Not only would you be walking to help your health but you would also be with people in the same situation...We all know its good to talk and especially to people who are going through the same thing.” (Birmingham cold)

“There was a point when I came out of my cancer treatment where I wasn't that motivated and couldn't walk that far it would have been helpful to have a group because you are meeting people and it gives you that push.” (Sheffield cold)

Barriers to joining

- Most concerned it will be too hard
- Most concerned about whether it's safe for them
- Many with concerns about getting there
- All these need reassurance and explanation in the text of the letter

*"If they had walks in parks with a café you could say do one lap and take a rest and then do another so you are not stranded on your own."
(Sheffield cold)*

*"That's a question I would want answering when I first started do you know if it is safe to go on walks during your treatment?"
(Birmingham warm)*

Views on support needed to overcome the barriers highlighted

Lower confidence levels

Let them know a friend/ family member can come with them

Required ability levels

Reassure them it's at their own pace

Transport

Emphasise local walks

Is it safe?

Reassure them in letter.
Get CNSs to mention in person

Comments about barriers

*"Are you the same as me
even now dubious about
going out on your own?"
(Birmingham warm)*

*"I think some people
might be scared to go
out and find these
groups or be
apprehensive about
joining them."
(Birmingham cold)*

*"I think you should invite relatives
because my mum wouldn't have
gone on her own but if she could
have invited her family she may
have done."
(Sheffield warm)*



7. Advice

Advice from the professionals

- Participants were not being told that walking could help by healthcare professionals
- They were therefore surprised (and some were even sceptical) that walking could help so much

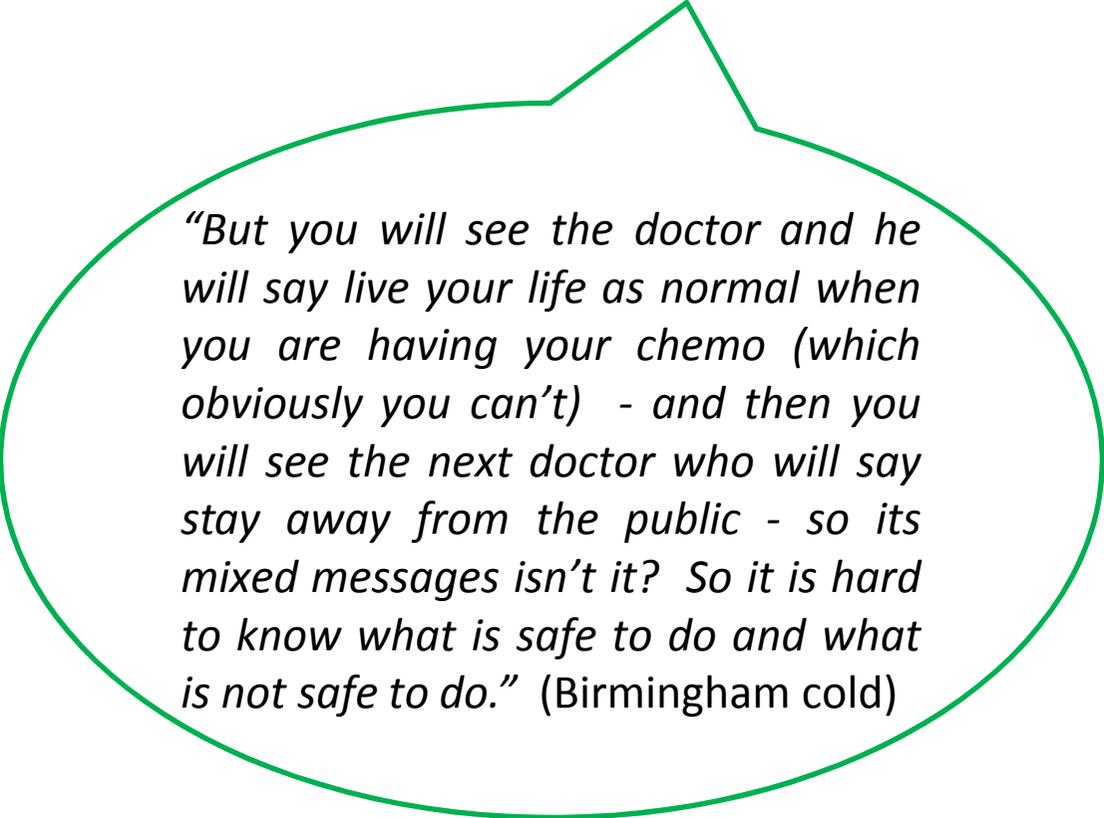
"I work in cancer, also having had cancer, but I didn't realise how big an impact that walking and exercise had."
(Sheffield cold)

"I felt that they could kick you out of the hospital and that was it. That's how I felt."
London cold

"Nobody advised me to do this as a result of cancer... the nurses or oncologists, they tend not to advise you on either things like diet or exercise." Sheffield warm

Advice from professionals

- Some were subject to mixed messages which simply led to confusion



“But you will see the doctor and he will say live your life as normal when you are having your chemo (which obviously you can’t) - and then you will see the next doctor who will say stay away from the public - so its mixed messages isn’t it? So it is hard to know what is safe to do and what is not safe to do.” (Birmingham cold)

Advice from elsewhere

- The strongest advocates of activity (although not necessarily walking) were other people with cancer
- Family and friends tended to want them to rest

“I think for your family, they’re sort of there whatever you’re going through. My mother still wants to wrap me in cotton wool, actually in fact she still buys me a TV choice, and that’s because I’m poorly.” (Sheffield cold)



8. Points about Walking for Health

Understanding Walking for Health

- A very small number were already aware of Walking for Health
- After looking at the first concept there was still confusion over exactly what Walking for Health is. Queries were raised:
 - Was it a government initiative?
 - Was the NHS involved?
 - Was it a charity?
 - Would the letter go just to people with cancer, or to the general public?

"I say that it is another government initiative of some sort."
(Birmingham cold)

"It's another organisation that is out there to keep people active."
(Lewes cold)

"What surprises me about all of this is there is no mention anywhere to the NHS's involvement in this. The NHS don't appear anywhere." (Sheffield cold)

Understanding Walking for Health

- People's assumption was that the walking groups were just for people who'd had cancer, but this could have been influenced by the fact the focus groups were just for people who'd had cancer
- We might want to mention that the groups aren't just for people who've had cancer, to manage expectations. But this is probably best done when someone contacts them by phone later.

Macmillan's involvement is important

- Without the name of Macmillan on the envelope the letter will be thrown away before it is even opened
- The fact that Macmillan supports Walking for Health is vital
- People trust Macmillan and are therefore much more receptive to Walking for Health
- Their already positive feelings towards Macmillan are re-enforced by Macmillan's involvement

"The key thing on this is Macmillan. Anybody, whether they have cancer or not sees something that says Macmillan, they recognise it instantly and the chances are that they might read it." (Birmingham warm)

"They (Macmillan) have done all of the research and they are advising me that walking is good for me, I would believe it." (London cold)

Aspects of the scheme that will appeal to the target audience

- ✓ The walks are FREE (this was especially important as some will not be working).
- ✓ The fact that they would incur no cost was also viewed as a positive when participants were asked about the request for contact form to be included with the letter.
- ✓ The walks are LOCAL
- ✓ That walking is SAFE. This is something that was not explained to participants by the health experts. In addition, some family members tended to treat participants with kid gloves and encouraged them to rest.
- ✓ The groups will be SUPPORTIVE in that other people on the walks can understand what they are going through
- ✓ This can be a way to make friends and extend the support network
- ✓ People are more likely to attend an organised event.
- ✓ For some (especially those feeling isolated) this will be something to look forward to
- ✓ HOPE. Whilst the messages and images used should be aspirational, they should not be unrealistic as this could dishearten the recipient.

All of these are over and above the physical benefits that were fully appreciated by participants.