

The research: sampling

- People aged 64-87 in three deprived areas of Bristol, UK



- Quota sampling
 - Male/female
 - Smokers/non-smokers
 - Users of alcohol
 - Living alone/couples
 - States of health/mobility



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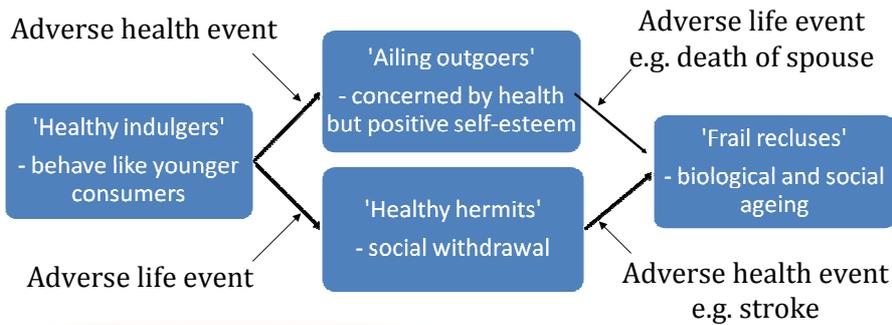
Characteristic	Sample
Hartcliffe/Southville/Southmead	5/5/5
Female/Male	11/10
Living alone/with housemate/as couple	8/1/12 (= 6 couples)
Aged 65-69	3
Aged 70-75	5
Aged 75-79	5
Aged 80-84	7
Aged 85+	1
Smoke	7
Drink occasionally/drink heavily	13/2
Poor/moderate/good mobility	5/6/10
Formal /informal/no support	2/6/7 interviews
Council accommodation/privately owned	10/5 interviews
TOTAL	21 respondents



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Results: segmentation of older people

Gerontographics - Segmentation System for Older People



Adapted from Moschis, 1996a, 1996b



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Habit and routine

"I've always done it that way, don't know why" Male, 80

- Daily and weekly routines provide predictable, methodical means of accomplishing tasks
- Particularly for those living alone or less socially active
- Cognitive shortcuts aid deteriorating memory/cognition
- Less mental effort and conscious decision making preceded by elaborate decision processes (Aarts et al., 1998)
- Disruption causes confusion and even distress
 - Indicates one off, environmental changes more ethical



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Independence and age

"A lot of old people – I don't feel old - who can't get out. I feel sorry for them. How will they get out? They'll burn to death." Female, 81

- Many fiercely proud of independence...
- ...though further probing often revealed they may not be as independent as they contended
- Closely tied to their perceptions of own 'oldness' - considering others of comparable age to be 'old'
- Messages directed at 'old' people may be screened out



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Triggers to behaviour change: portraying older people

- 1/3 of adult over age 55 boycotted products/companies because offended by how ads portrayed older people (Moschis, 2003)
 - Vulnerable
 - Cranky
 - Isolated
 - Figures of fun
- e.g. ad featuring older person lying on the floor shouting "I fell and can not get up" was taken off air after complaints



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Perceived susceptibility to fire

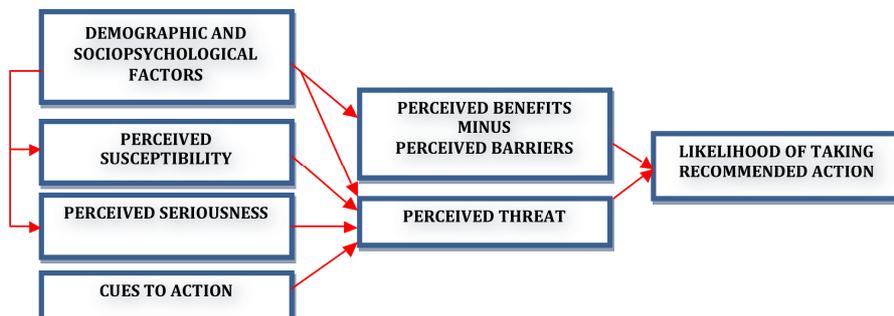
- Most considered selves unlikely to be at risk of fire
- Though many had past incidents e.g. small kitchen fires, or knew people involved with significant domestic fires
- 'That would never happen to me, I'm too careful' or 'if it did, it would an electrical fault'
- Possibly related to denying old age/loss of independence

"If the firemen found out how it started, I wouldn't like to face them. Endangering their lives because of something stupid I've done" Female, 73



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Health Belief Model



Adapted from Hochbaum et al, 1952; Rosenstock, 1966; Rosenstock et al. 1988



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Key fears of fire

"I would top myself rather than go to a home" Male, 73

- Loss of own life
- Loss of independence
- Loss of others' lives, whether loved ones, neighbours, firefighters, or pets
- Loss of irreplaceable personal possessions e.g. photos of dead relatives, mementos
- Loss of home

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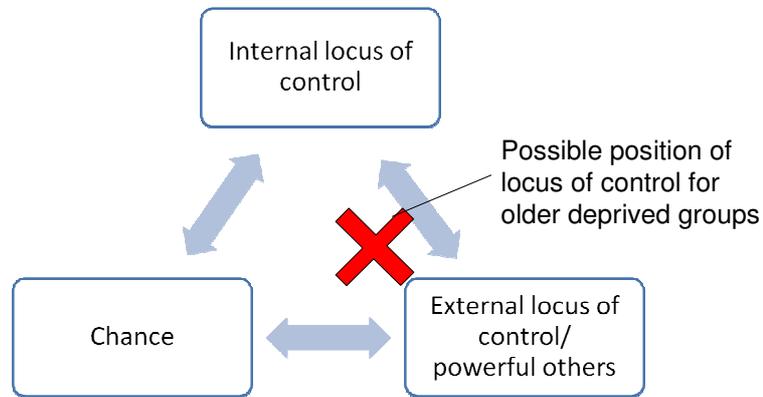
Ethical implications

- Older people no more vulnerable to fear messages (Benet *et al.*, 1993)
- However fear campaigns risk reactance, ethical issues etc.
- Older people prefer emotion to facts in communications
- And avoid negative emotions, preferring positive ones (Williams & Drolet, 2005; Labouvie-Vief & Blanchard-Fields, 1982; Isaacowitz *et al.* 2000)

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Locus of control



Adapted from Wallston et al., 1976



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Triggers to behaviour change: media

- Local media trusted
 - TV and radio better than press: eyesight
 - TV news is part of daily routine
 - Role for PR: social marketing as news
- The Fire & Rescue Services are trusted
 - Direct mail/leaflets likely to be read
 - Firefighters seen as authority figures



"I imagine if you have a fireman talking to you he stands out. He's not like just you or me. It might penetrate even if someone's mind is beginning to go" Female, 71



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