

# Living and Eating for Health Segments (LEHS) and Social Media Use: Implications for Improving Healthy Eating Practices

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## BACKGROUND



- Young adulthood (18-24 yr olds) presents with diverse challenges and concerns surrounding health and healthy eating
- Previous interventions targeted at this group have been unable to resonate with them, reducing their effectiveness at changing behaviour
- The ability to reach and persuade audiences relies on segmenting the population beyond demographic characteristics. The consideration of psycho-behavioural characteristics allows messages to be tailored to the needs of the young adult population
- With 95% of young Australian adults using social media daily, social media presents as a potential platform for which health promoters may engage and tailor messages to sub-groups of the population

## AIM



To determine whether the Living and Eating for Health Segments (LEHS), previously developed during a qualitative data collection, affiliate with a nationally representative sample of young adults and how each segment is reflected through differences in health beliefs and healthy eating perceptions.

The LEHS developed include:

1. Lifestyle Mavens
2. Health Conscious
3. Aspirational Healthy Eaters
4. Balanced All-rounders
5. Contemplating Another Day
6. Blissfully Unconcerned

## METHODS



A sample of 2,019 young adults completed the survey

The survey asked participants to nominate a LEHS that best represented the healthiness of their lifestyle

### LEHS



Demographic characteristics, quality of life, self-efficacy, attitudes towards healthy eating and physical activity were also determined

Social media use was measured via; type of digital device, frequency of social media use, engagement with food and health-related info, attitudes towards online health info and intention to search for healthy eating and food related info



## RESULTS



### KEY FINDINGS

#### Lifestyle Mavens (15.4%)

- Reported higher quality of life
- More physically active than their peers

#### Aspirational Healthy Eaters (27.5%)

- Less physically active than their peers
- Highest users of social media, with extensive use of Facebook (40.8%), YouTube (45.9%) and Instagram (43.2%)
- Most frequent users of Apple devices

#### Balanced All-rounders (21.4%)

- Greatest positive attitudes towards food and eating a healthy diet
- Highest self-efficacy
- Most likely to use laptops, with extensive use of Facebook (39.2%) but did not use Twitter (56%)

#### Health Conscious (21.1%)

- Reported higher quality of life
- More physically active than their peers
- Did not find it difficult following a healthy diet

#### Contemplating Another Day (11.2%)

- Less physically active than their peers
- Extensive use of YouTube (48.7%) but least use of Instagram (17.7% did not use the platform)

#### Blissfully Unconcerned (3.4%)

- Lowest self-efficacy
- Less physically active than their peers
- Only group not intending to search for health/food information online
- Most extensive users of Android Smartphones

- All LEHS's agreed the internet was 'helpful to see other peoples' health-related experiences'
- Searches were primarily for recipes (65.7%-83.2%) than content by friends & family or commercial brands.
- Reading recipes on blogs/Instagram was utilised more than 'How-to-videos' and commercial content
- However, reading recipes did not always result in using/following them
- Comments were more likely to be made on friends and family's content than other content.

## CONCLUSION

Our findings suggest young adults are diverse in how they perceive health/healthy eating and utilise social media. These findings support the need for messaging, creating strategies and designing tools that are appropriate for different segments of the young adult population