

Data Driven Health: Empowering families with healthy steps

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Department
of Health &
Social Care

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Data-Driven Health: Empowering Families with Healthy Steps

24th September



PARAGON

We combine leading-edge technology and exceptional people to deliver solutions and services that achieve enhanced performance for our customers.



30bn

Digital
Communications
Sent



6bn

Physical Communications
Sent



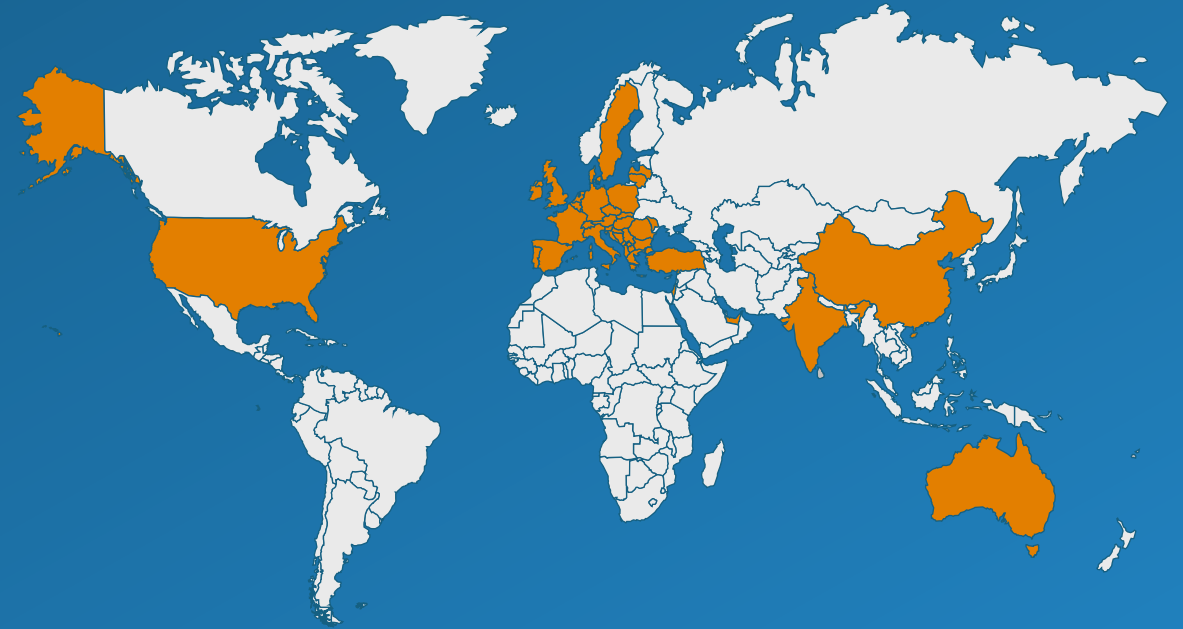
70%

of the investment
management
industry work with us



15+ Years

Years average client
relationship



€1.2 billion

Turnover



175 locations

26 countries



Stephen Lester

Chief Technology Officer, Paragon

- 20 years of experience in the technology and product development industry
- Extensive experience in managing and leading cross-functional teams in large and complex organisations
- Ability to identify and approach emerging technologies, and for his deep understanding of technical strategy and architecture.



Orla Hugueniot

Head of Early Years Marketing Programmes
Department of Health and Social Care

- 25 years of experience in public health promotion, including on major Government campaigns such as Change4Life and Better Health
- Public health nutritionist, marketer and Government spokesperson on nutrition



The Challenge



The challenge: Tackling childhood obesity

The Government's ambition to halve childhood obesity by 2030

In the last year of primary school, on average, six children out of a class of 30 are obese

A further four are overweight

Childhood obesity disproportionately affects children in sleep deprived areas

Campaign objectives

Encourage and support families to adopt healthy lifestyle behaviors

Targeting families with school-age children, especially in lower socio-demographic groups and deprived areas

Focus on nutrition, physical activity, family wellbeing, and parental health

The Solution



Better Health
LET'S DO THIS

NHS

Department of Health & Social Care



Strategy and targeting direction



Highly targeted email campaign



Creative proposition and brand wrapper



Acquisition strategy



Sign up method and data capture



Deep dive analysis

PARAGON

The Result



75%

Of participants said there was an overall improvement to their family's health and well-being

86%

Said the programme was useful

90%

Said they would recommend the programme



Better
Health

LET'S
DO THIS

NHS

Department
of Health &
Social Care

What's next

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Q&A



Thank you