



Says

What have we heard them say?  
What can we imagine them saying?

focus on  
improving  
health

we observed  
stress,depression  
&anxiety

Health  
care  
quality and  
making

focus on  
improving  
health care  
quality and  
making

we heard  
about  
symptoms  
they have?

habits and  
information  
adout the  
have



Does

What behavior have we observed?  
What can we imagine them doing?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

I its not surprising  
that a majority  
see mental illness  
as a serious  
public health  
problem

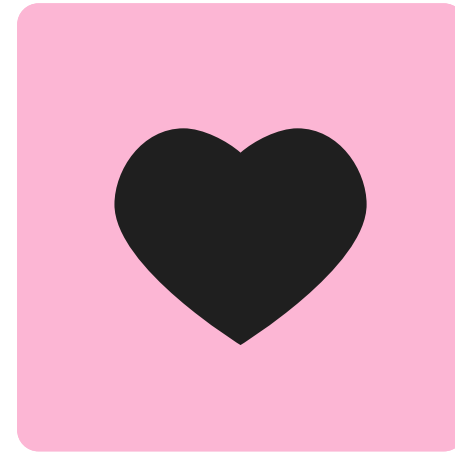
Emotional &mental  
health is important  
because its vital  
part lise& impacts  
thoughts  
behaviours  
&emotions

People are  
becoming more  
accepting of mental  
health problems  
and more  
supportiveof people  
issue

ongoing illness is  
affecting a growing  
number of older  
people especially  
those who are poor  
&belong to ethnic

Even through  
providers can have  
deficits in knowledge  
& confidence face  
time constraints &find  
care coordination  
challenge

A recent reviews  
summarised  
evidence on  
interventions self  
manage long term  
conditipn



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



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Short summary of  
the persona