

# Meet Leila



**Name:** Leila                      **Country:** UK  
**Age:** 51                              **Area:** residential (rural)  
**Life course:** working adult  
**Need:** generally well / good wellbeing  
**Connectivity:** broadband, smart phone

**Internet usage**                      Low  High   
**Mobile device skills**              Low  High   
**Affinity to new tech**              Low  High   
**Digital Health Literacy**            Low  High   
**Assistance (ICT use)**              No  Yes

Leila is in good health and works as manager in a senior home. She lives in a small village, 13 km from the nearest city, together with her sons, Sammy (10) who has type 1 diabetes and Ed (20), as well as Ed's girlfriend. Leila is sporty and active and does not experience any special difficulties going through menopause, but her divorce 4 years ago has complicated her life. She also provides moderate support as an informal carer to 3 elderly adults in her life: her father, who lives in a different town; her ex-mother-in-law, who has dementia and lives in a care home, and her 93-year old neighbour, who lives alone in a bungalow.

## ! What's important to Leila

- ✓ Staying in good health; attending a weekly Tai Chi class and running 2x/week, keeping a small garden in shape.
- ✓ Family-oriented but keen to become more independent (e.g. moving home once eldest son and girlfriend graduate).
- ✓ Being socially conscientious and people-focused.
- ✓ Being good at multi-tasking.

## 🏠 Daily living

- ✓ Leila balances well her multiple responsibilities.
- ✓ Leila and her family are highly dependent on her income.
- ✓ Both her job and family require her to stay healthy and mobile (able to travel).

## 🧱 Own resources & assets / support

- ✓ Leila remains economically independent until retirement age.
- ✓ Her 2 sons are helpful around the house and in the garden and she has a cleaner who comes twice a week.
- ✓ Leila, her son and his girlfriend are all able to drive.
- ✓ She is well-informed about the local care services on offer.

## 📅 Events, issues and personal concerns

- ✓ Winters can sometimes be tough, especially because of the amount of car driving Leila does. She wonders whether she could be experiencing winter depression ("Seasonal Affective Disorder – SAD") and would like to bring this up with her GP.

## ❤️ Health and lifestyle concerns

- ✓ She has no immediate health concerns, but her eyesight is potentially worsening; she had occasional back problems in the past due to work that required heavy lifting.
- ✓ She had several short-term relationships in the past. On one occasion, she experienced bladder inflammation (cystitis).
- ✓ She is menopausal but experiencing no side-effects.

## 📋 Health tests

- ✓ Regular breast cancer tests and cervical smears.
- ✓ Regular blood pressure tests.
- ✓ In the future when Leila turns 60, she will be able to have a general comprehensive health check/test.

## 💊 Treatment: medications, therapies, etc.

- ✓ Still taking oral contraceptives, which are free with her country's health service.
- ✓ Keeps a standard "first aid kit" in the house, filled with aspirin and paracetamol just in case they are needed.

## 💬 Concerns as a carer

- ✓ Leila is less concerned with the situation of her father and ex-mother-in law, but is considering getting in touch with her elderly neighbour's family about potential future care needs.
- ✓ Due to her own family responsibilities, she may overlook her own needs as an individual.

## Unmet needs

- (1) Food shopping service for herself and her neighbour.
- (2) Potential insulin training for her son, Sammy, so that he can start monitoring his insulin himself.
- (3) Information on SAD and/or potential check-up with doctor.
- (4) Because Leila is a member of the Asian community, with particular health development needs, she is aware of people close to her who are developing or who are at risk of developing diabetes.
- (5) Leila is aware of elderly members of her community who have language difficulties when talking about their health situations and needs.

*This persona was developed by Diane Whitehouse, EHTEL and Soo Hun, Public Health Agency, Northern Ireland with the kind support of the WE4AHA Blueprint and expert team.*

