

UK Health Trends: From Viral TikToks to NHS Innovations & Celebrity Vaccines

UK Health · Answer Key · 12 Questions

1. Which social media platform did the National Institute for Health and Care Excellence (NICE) first adopt to connect with young people about drug resistance and hand-washing?

- A) TikTok
- B) Snapchat**
- C) Instagram
- D) Facebook

2. What type of campaign did the British Heart Foundation use on Twitter, creatively utilizing the platform's 'heart' icon?

- A) A campaign about heart disease survival rates**
- B) A campaign promoting healthy eating
- C) A campaign for organ donation
- D) A campaign against smoking

3. Which former 'Love Island' contestant is highlighted as a significant UK healthcare influencer?

- A) Kem Cetinay
- B) Chris Hughes
- C) Dr Alex George**
- D) Dani Dyer

4. The UK government's 'Better Health' campaign, launched in July 2020, encouraged individuals to make healthier lifestyle choices. Which of these was NOT a focus of the campaign?

- A) Losing weight
- B) Quitting smoking
- C) Improving mental health awareness**
- D) Getting active

5. During the COVID-19 pandemic, which social media platforms were identified as key to reaching younger audiences for public health messaging?

- A) Facebook and Twitter
- B) LinkedIn and Pinterest
- C) TikTok and Snapchat**
- D) YouTube and Reddit

6. Which health secretary's vaccine strategy was reportedly influenced by the Matt Damon film 'Contagion'?

- A) Sajid Javid
- B) Jeremy Hunt
- C) Matt Hancock**
- D) Steve Barclay

7. A social media campaign to support the vaccine roll-out featured artwork from which beloved British children's comic?

- A) The Beano**
- B) Beano
- C) Dandy
- D) Eagle

8. Which of these is NOT a trend identified in UK health and wellness consumer insights for March 2025?

- A) Focus on gut health
- B) Growing awareness of ultra-processed foods (UPFs)
- C) Increased interest in functional foods
- D) Decline in interest in sleep patterns**

9. Pop culture has influenced healthcare innovation, with which fictional technology from 'Star Trek' becoming a practical healthcare tool?

- A) The transporter beam
- B) The tricorder (diagnostic scanner)**
- C) The holodeck
- D) The phaser

10. Which viral health fad, often seen on TikTok, involves drinking chlorophyll water?

- A) Oatzempic
- B) Chlorophyll water**
- C) Internal showers
- D) Keto diet

11. According to a March 2025 report, which infectious disease showed a significant increase in cases in England in 2024, with lower vaccine uptake in some regions?

- A) Pertussis
- B) Measles**
- C) Mumps
- D) Rubella

12. Which UK healthtech startup uses artificial intelligence to help radiologists detect cancer earlier through its 'Mia®' technology?

A) DeepMind

B) Lifebit AI

C) Kheiron Medical Technologies

D) Babylon Health