



Research Proposal

Kirklees PCT Additional evaluation of a programme to reduce obesity among the FE student population

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Contents

The Research Programme	3
Introduction	3
Objectives.....	3
Methodology	4
Analysis & Reporting	5
Working Together	5
Timescales	5
Costs	6
About Enventure	7
Past Project Experience.....	8
The Project Team.....	11
Quality Control	12
Proposal Acceptance Form.....	13

The Research Programme

Introduction

The Department of Health publication, Ambitions for Health, has set out the important role social marketing is seen to have in improving health and in the policy making process.

Kirklees has focussed its efforts on changing behaviour that contributes to obesity in students aged 16-24. The programme ultimately aims to increase the number of students involved in healthy eating, physical activity, drinking alcohol in moderation and identifying potential risks in their lifestyles.

Kirklees PCT commissioned Enventure to conduct an evaluation to enable decisions to be made as to whether the approach should be rolled out more widely, or sustained for this group. Enventure is currently conducting this evaluation which includes assessing the impact of individual interventions targeted at students. In addition to this, the Department of Health has requested that an additional intercept survey be conducted with students in order to further evaluate the programme.

This document contains Enventure's proposals for conducting the intercept survey with students.

Objectives

The social marketing objectives of the programme are to achieve:

- A halt in the year on year rise in overweight and obesity levels within 16-24 year olds
- Movement of the target group from sedentary behaviour to more active behaviour
- Exchange of unhealthy food for quick and healthy food options.

The specific evaluation objective is to understand whether the campaign has reached a wider audience thereby achieving these social marketing objectives.

Methodology

We recommend that an intercept survey of the student population is conducted. Ideally the survey would be conducted once all of the interventions are complete, which we envisage would be May 2009. However, it should be noted that this is during the examination period in the College, therefore, there might be fewer students about so there is a possibility that fieldwork will need to be extended.

We recommend that a total of 185 interviews take place with students at Huddersfield New College. Including the separate sample taken from the University (see separate proposal) this would provide an overall sample of 370 giving results that are accurate to approximately +/- 5% at the 95% confidence interval. Assuming a sample of 370, with a result of 50% we can be 95% sure that if we had interviewed all students within the College and the University, then the actual result would have been between 45%-55%.

Interviewers would be located in areas of high footflow on the College campus and would approach target respondents based on pre set quotas on gender.

The questionnaire would be agreed with the Kirklees PCT, however, at this stage we envisage it covering the following:

- Self report BMI (assessed by collating data on height and weight)
- Physical activity in daily lives
- Consumption of fruit, vegetables, alcohol and a number of other unhealthy foods
- Confidence in shopping for food on a budget
- Confidence in preparing meals from basic ingredients
- Cooking and eating with others
- Behavioural changes in the last six months, including food & alcohol consumption and physical activity, eg would you say you cook more than/less than/about the same as you did six months ago?
- Awareness of UpForIt
- Perceptions of UpForIt
- Awareness of the individual interventions in Kirklees
- Participation in the individual interventions Kirklees
- Perceptions/experiences of the individual interventions in Kirklees
- Awareness and use of the Healthy Bytes website
- Awareness of national campaigns, Change4Life, Know your Limits, 5 a Day
- Impact of national campaigns
- Demographic and living arrangements.

We have assumed in our costs, that each interview would be no longer than 15 minutes.

Analysis & Reporting

Enventure would provide a final report presenting the evaluation findings, including conclusions and clear recommendations. The report would include overall findings. Where sub group is sufficiently large, we would provide findings by age, gender and weight.

We strongly believe in delivering actionable findings and welcome the opportunity to discuss the findings face-to-face at a debrief presentation.

Working Together

Kirklees PCT will be provided with a main contact, Sophie Withnall from Enventure for the duration of the project, and also a secondary contact, Claire Henshall from Enventure in the case of absence from the office.

Enventure would co-ordinate all aspects of the research, however, all research materials such as questionnaires would be approved by Kirklees PCT prior to any fieldwork taking place.

Timescales

We estimate the following timescales from commissioning to final debrief for this initial evaluation. Timescales can be adjusted if necessary to fit with Kirklees PCT's requirements.

Table 1: Project Time Plan

Project Component	Timing
Additional evaluation commissioned	2 nd March 2009
Questionnaire drafted	9 th March 2009
Questionnaires agreed	16 th March 2009
Fieldwork takes place	20 th May – 3 rd June 2009
Analysis	8 th June 2009
Final report submitted & presented	12 th June 2009

Costs

The cost for conducting 185 fifteen minute interviews with students would be **£4,975+VAT**. This cost includes:

Costs include:

- Design questionnaire (final approval by Kirklees PCT)
- Organisation of fieldwork and project management
- Manage fieldwork (assumes quotas for gender only)
- Data capture
- Data analysis
- Comprehensive final report
- Final presentation of findings at client premises

About Enventure

Enventure was initially established in 1997 and subsequently became a consultancy in 2003. We work solely with public sector clients across the UK to support their consultation and research needs.

We constantly strive to bring new ideas to research and particularly pride ourselves on being flexible in our approach to meet any changing circumstances. Our dedicated research and support staff work closely with clients from initial inception and planning of projects, right through to the final delivery and report. We specialise in the following areas:

- Social marketing
- Consultation with residents
- Research with hard-to-reach groups
- Stakeholder consultations
- User evaluations
- Campaign evaluation
- Communications campaigns
- Community engagement

Team members have particular experience in engaging with hard-to-reach groups. This has included work in deprived areas, research with Black and Minority Ethnic groups (BME), non-English speaking residents, young offenders and the Lesbian, Gay, Bisexual & Transgender (LGBT) community. As such, we have a clear understanding of ethical and equalities issues and are committed to these in all of the work we carry out.

Past Project Experience

Outlined below are a selection of projects that Enventure and has recently undertaken and clients they have worked with:

Social Marketing Scoping: Insight into Obesity – NHS Kirklees

The Kirklees Partnership, representing all the main partner organisations in Kirklees had identified obesity as a major health challenge for the area. An Obesity Programme Plan had been developed to ensure there is a coordinated set of actions in place to tackle obesity. The plan recognised that the partners must invest in social marketing approaches to ensure that local interventions reflect the needs of the target groups. Social marketing has been identified as an approach to improve the effectiveness of interventions that aim to change behaviour.

NHS Kirklees, on behalf of the Council and its partners, commissioned qualitative research to assist in the development of a marketing and communications strategy, focussing specifically on people living in Kirklees - both adults and children.

Enventure conducted the scoping stage of the social marketing campaign. The research aimed to explore the behaviours and motivational issues related to weight management with both adults and children in order to inform current and future weight management provision in Kirklees.

Focus groups, mini-groups, depth interviews, peer sessions and parent & child interviews were conducted.

The research findings were used to inform the development of weight management provision in Kirklees and communication with the target audience, thus encouraging participation in appropriate weight management activity.

The client's view:

"I have been extremely pleased with the work that we have commissioned from Enventure and would happily work with them again in the future. They brought a high degree of knowledge, skills and professionalism to the 'qualitative insight' work that they undertook for us and have produced high quality work that will help to inform our service redesign. Throughout the process they have been in contact and have been to discuss the results and feedback in person."

Tim Fielding, Public Health – Obesity Lead, NHS Kirklees

Social Marketing Scoping: Insight into Employee Attitudes to Obesity – NHS Leeds

NHS Leeds wished to ensure that front line staff are equipped and supported to work effectively with families wanting to adopt healthier lifestyles, thus contributing to the delivery of the 'Can't Wait to be Healthy' strategy in Leeds.

Enventure were commissioned to undertake research to scope front line staff's experiences, perceptions and personal beliefs about obesity.

In-depth interviews were conducted with school nursing teams, practice nurses, members of health visiting teams and children's centre staff.

The research findings will be used to inform the planning and delivery of professional development.

Social Marketing Scoping: Insight into Smoking Cessation – NHS Salford & Corporate Culture

NHS Salford are working on a health intervention aimed at improving the city's poor health indicators, including smoking prevalence and is conducting research to gain valuable insights which will develop targeted interventions to address the smoking population. Enventure was commissioned to help deliver research insight to inform the development of a social marketing campaign and to make recommendations for an appropriate intervention that would reduce the smoking prevalence across the area.

Primary research was carried out to understand the personal motivations, cultural differences, local barriers and underlying issues that are preventing the target audiences from attempting to quit smoking. To this end, in-depth interviews were conducted in four deprived areas of Salford with both the general smoking population and pregnant smokers.

The findings from this scoping stage were used to finalise the strategy and refine and develop the recommended solutions or methods mix to achieve the intervention's objectives.

Evaluation of Training to Deliver Brief Interventions Re Alcohol Misuse – Safer Communities Bradford

Enventure conducted a year long evaluation of a training programme to enable 900 front line health workers to deliver effective brief interventions regarding alcohol misuse. The evaluation included an e-survey intended to track the number of brief interventions conducted at various intervals throughout the year both prior to and after completion of training. We also conducted in-depth telephone interviews with the recipients of the training.

Childcare Sufficiency Assessment – Bradford Early Years & Childcare Service

Following the development of the draft Childcare Sufficiency Assessment Area Profiles, there was a need to understand how well the profiles matched parents' perceptions of childcare. In order to evaluate this, Enventure conducted both qualitative and quantitative research with parents throughout the District.

This included a street survey of 560 parents, 14 in-home interviews and seven focus groups with parents at Children's Centres throughout the District to ascertain sufficiency of childcare in the District.

The findings from the research were used to modify and improve the Childcare Assessment document by ensuring that parents' perceptions match the Area Profiles.

The Project Team

The dedicated team allocated for this project are shown below. Team members have been selected for their experience; knowledge and understanding of health & social issues and the social marketing approach.

Sophie Withnall, Research Manager (BA Hons, MA, AMRS)

Sophie would have overall responsibility for the evaluation and would be your main contact. Sophie has 10 years experience working on a wide variety of public sector research, including work with health commissioners and providers (NHS Kirklees, NHS Salford, Bradford & Airedale Teaching PCT, NHS Leeds and South West Yorkshire Mental Health NHS Trust), local and central government and education and training providers.

Sophie recently led on the scoping stage of a large scale social marketing project into obesity for NHS Kirklees. This involved working with children & young people, their parents and users and non-users of weight management programmes.

Sophie joined Enventure in 2007, having worked for social research agencies, Heist and RBA Research. She has extensive experience in working with harder-to-reach groups including children and young people, ethnic minorities, people with disabilities and the LGBT community.

Sophie is highly experienced in both qualitative and quantitative research and has worked extensively carrying out research with residents for local authorities and other public bodies.

Sophie is a graduate of the universities of Kent and Sheffield. She holds the MRS Certificate in Research. She is also a member of the Association for Qualitative Research.

Claire Henshall, Senior Research Executive (BSc Hons, PG Dip, AMRS)

Claire would also work on the evaluation. Claire has eight years of experience specialising in public sector and market research.

Prior to joining Enventure, Claire held the post of Portfolio Manager: Public Health Intelligence, within the Public Health directorate for NHS Kirklees. Preceding this post, Claire was a Research Officer for Kirklees Partnership working on joint projects across NHS Kirklees and Kirklees Council.

She has led on the scoping and evaluation stages of social marketing projects and health and social care evaluation projects across the partner agencies, consulting with a range of stakeholders.

Prior to this, Claire spent five years working for The Leadership Factor, a research agency specialising in customer satisfaction measurement.

Claire obtained her first degree from the University of Leeds and is currently completing work for her Masters degree in Social Research & Evaluation at the University of Huddersfield. Claire also holds the MRS Certificate in Research.

Quality Control

Enventure has developed to what it is today because of our dedicated staff and our approach to working in partnership with our clients. We value our clients and spend time building relationships which will deliver the best possible project outcomes.

Enventure remain flexible at all times so that we can react swiftly to changes in circumstances and needs, and we pride ourselves on our professionalism. Our approach to projects involves continuous performance monitoring which is encompassed within formalised management systems as part of our best practice approach.

ISO 9001: (2000)

Enventure's commitment to quality management systems is exemplified by the achievement of the ISO9001 (2000) Management System in December 2000. Enventure was one of the first companies in the UK to achieve this standard.

Codes of Conduct

Enventure follow the following codes of conduct, acts and guides:

- Market Research Society Code of Conduct
- Data Protection Notification Act
- Criminal Records Bureau Code of Practice
- Social Research Association – Ethical guidelines
- BS ISO20252 – Market Research

Enventure is a member of the SRA and LARIA, and all our researchers are Associate Members of the MRS.

Team members within Enventure are Prince2 project management practitioners.

Proposal Acceptance Form

If you would like to go ahead with the research described in this proposal or elements of the proposed research, please could you complete and return the form below by fax or post to:

Sophie Withnall
Research Manager
Enventure Consultancy Ltd
Bradford Chamber Business Park
New Lane,
Laisterdyke,
Bradford
BD4 8BX

Fax: 01274 665143

Name:	
Organisation:	
Project Title:	
Elements commissioned:	
Total Value:	
Purchase Order Number:	
Invoice Name:	
Invoice Address:	
Signed:	
Date:	