

Community Consultation on Health and Happiness for *Well One* Partnership - Case Study

CONTEXT

Poplar is an area of major deprivation with complex needs. Anchor organisations, including Poplar HARCA came together to form the *Well One* partnership to develop and implement a community based health strategy to improve the physical, mental and social wellbeing of residents in the area. Key partners included Tower Hamlets CCG, Tower Hamlets Public Health, universities, charities, sports providers, GP surgeries and community organisations. The *Well One* partners wanted to base their work on evidence from the local community, both in terms of provision and in terms of understanding motivations, barriers and priorities so they could use behavioural insights in targeting messaging and methods.

Kaizen were contracted by Poplar HARCA, the lead organization in the partnership to design and deliver a large-scale community research project to better understand community views and perspectives on health and happiness. The overarching question that underpinned this consultation was to explore what can Poplar HARCA do to create/support significant and sustained improvement in the health and happiness of the local community? In particular, how can *Well One's* networks, strengths and assets be leveraged to impact on the health and happiness of the community.

WHAT WE DID

- ❖ Fundamental to the approach was co-design: we worked with Poplar HARCA and other members of the *Well One* partnership to develop the research methods, approaches and materials.
- ❖ The consultation took place over a 6-week period in June-July 2017 on different days of the week, including weekends, between the hours of 7.45am – 11.30pm in order to capture the views of a broad range of people living or working in the area.
- ❖ We consulted in a variety of different businesses and community spaces including chicken shops, cafes, leisure centre, parks, market stalls, dry cleaners, job centres, community centres, newsagents, schools, churches and mosques. Door knocking was carried out on a number of housing estates.

❖ Methodologies included:

- Direct outreach and individual interviews
- Street focus groups
- Traditional focus groups
- Online consultation
- Phone interviews
- Key stakeholder interviewers
- Promotion of *Well One*
- Consulted at festivals and events
- Detailed analysis of both the quantitative and qualitative data
- 2 reports: a full report and a highly visual summary report which included key findings and recommendations (NB. we can send you the full report if you would like as there are insights from there that could be relevant for Everyday Active)

IMPACT AND RESULTS

❖ Consulted with over 1000 people

- 755 individual interviews
- 204 people engaged in 87 street focus groups
- 45 people took part in traditional focus groups

❖ The data included:

- Identifying barriers that are stopping community members from doing/ doing more activities/actions that will improve their health and happiness; and how significant those barriers are for different demographics
- Identifying the motivators that could help nudge/encourage community members to change their behaviours and take up more activities/actions that would improve their health and happiness
- Gathering project ideas that the community members had for things that could be done to help improve the health and happiness of the local community

❖ The people we consulted with mapped onto the demographics of the local community, so the data had a very high degree of validity. For example:

- All age groups were represented, 28% of people interviewed were under age 25
 - The people consulted came from the full spectrum of ethnic backgrounds: 39% identified as Asian; 25% as White British, 12% as Black, 10% as Mixed/other
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- ❖ We engaged with key lesser heard voices in the community, including homeless people, young people, older people and people with disabilities
 - ❖ We consulted with and engaged a high percentage of individuals who had rarely or never been consulted before - 76% of respondents said that they had not been consulted much with and 59% said they had 'never' been asked their views on anything before
 - ❖ The project was delivered within budget and on time
 - ❖ The project findings were shared with the project team including presenting at a large workshop with over 30 *Well One* partners to discuss the findings. The data was also made available to local community groups and health services so it could be used to guide their work and co-produce a local 'bottom up' health strategy
 - ❖ The key recommendations and research formed the basis for the *Well One* partners developing their entire project plan and approach
 - ❖ The hard data was provided for the partners to be able to do additional secondary analysis into the future. In particular, 2 university partners were very keen to use the data sets to compare with other local data sets e.g. from GP surgeries
 - ❖ There were various learnings from this project that could be applicable for other organisations wanting to impact community members' health and the take up of physical activities etc. Headline findings included:
 - Isolation and loneliness are extremely important causes of poor health and happiness and by working to reduce loneliness significant improvements to health and happiness can be made
 - The consultation showed the importance of social networks such as family and friends as well as the benefits gained from social interaction and mutual support
 - When people were asked about how best to improve the health and happiness of the local community, the most common response was 'community events'

- The consultation highlighted the relationship between employment and health/happiness, with people in full-time employment reporting much higher levels of health and happiness than those who are unemployed. Focusing on health-related support as part of employment programmes could be make a difference
- Poplar has a wide variety of services and facilities on offer. 64% of people surveyed said they would like to find out more about things happening in the area that they could do to help improve their health and happiness. Designing a strategy to increase awareness and better connect people to services and facilities should lead to better outcomes
- 44% of people said they'd like to find out about local volunteering opportunities. This represents an untapped community resource which could be activated
- A significant proportion of people said that they prioritised their friends and family over improving their own health and happiness. Group activities that bring friends/family together could help to increase participation levels

“We brought Kaizen in to help us understand the local community so we could make sure the work of our partnership was based on evidence from the local community and need. We’ve worked with Kaizen over many years and they delivered an excellent consultation, reaching to all parts of the community. They did a thorough analysis and provided us with a report that was both very detailed and accessible. We are delighted with the work they did on this project and feel it gave us a fantastic basis to build on. I can highly recommend Kaizen for any community research project”.

Babu Bhattacharjee, Poplar HARCA, Director of Communities and Neighbourhoods