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Capturing 'what works' in complex process evaluation research: the use of calendar instruments

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Inspiring tomorrow's professionals

BACKGROUND
Complexity

Obesogenic environments

'the sum of influences that the surroundings, opportunities, or conditions of life have on promoting obesity in individuals or populations'.

Change 4 Life
Healthy Communities Fund

Nine areas with high levels of obesity are to become "healthy towns" where the NHS and local authorities will use commercial marketing techniques to reward people who adopt healthier lifestyles, the government said today.

Alan Johnson, the health secretary in 2008, allocated £30m to trial innovative ways of changing people's behaviour to avert an epidemic of obesity, which he described as England's "biggest health challenge ".The Guardian (10.11.2008)

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change 4 life

Eat well   Move more   Live longer

Halifax

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Healthy Halifax

Healthy Halifax incorporates a broad portfolio of projects, ranging from growing schemes, incentivized exercise programmes, to working with fast food outlets to cook healthily. What they have in common is their difference:

- Different contexts
- Different providers
- Different designs
- Different aims, objectives and outcomes
- Different funding

The Evaluation Problem

- Public health interventions such as Healthy Halifax tend to be *complex, programmatic and context dependent*[3]. It is difficult to distinguish between faulty conceptual underpinning from poor delivery and /or unique characteristics of the context.

Design

Project Evaluation

- Timeline interviews with Leads,workers and volunteers
- Beneficiaries
- Activity Analysis

Families and Lifestyle (PhD)

Micro-community Case Studies In four wards

Life Style Survey

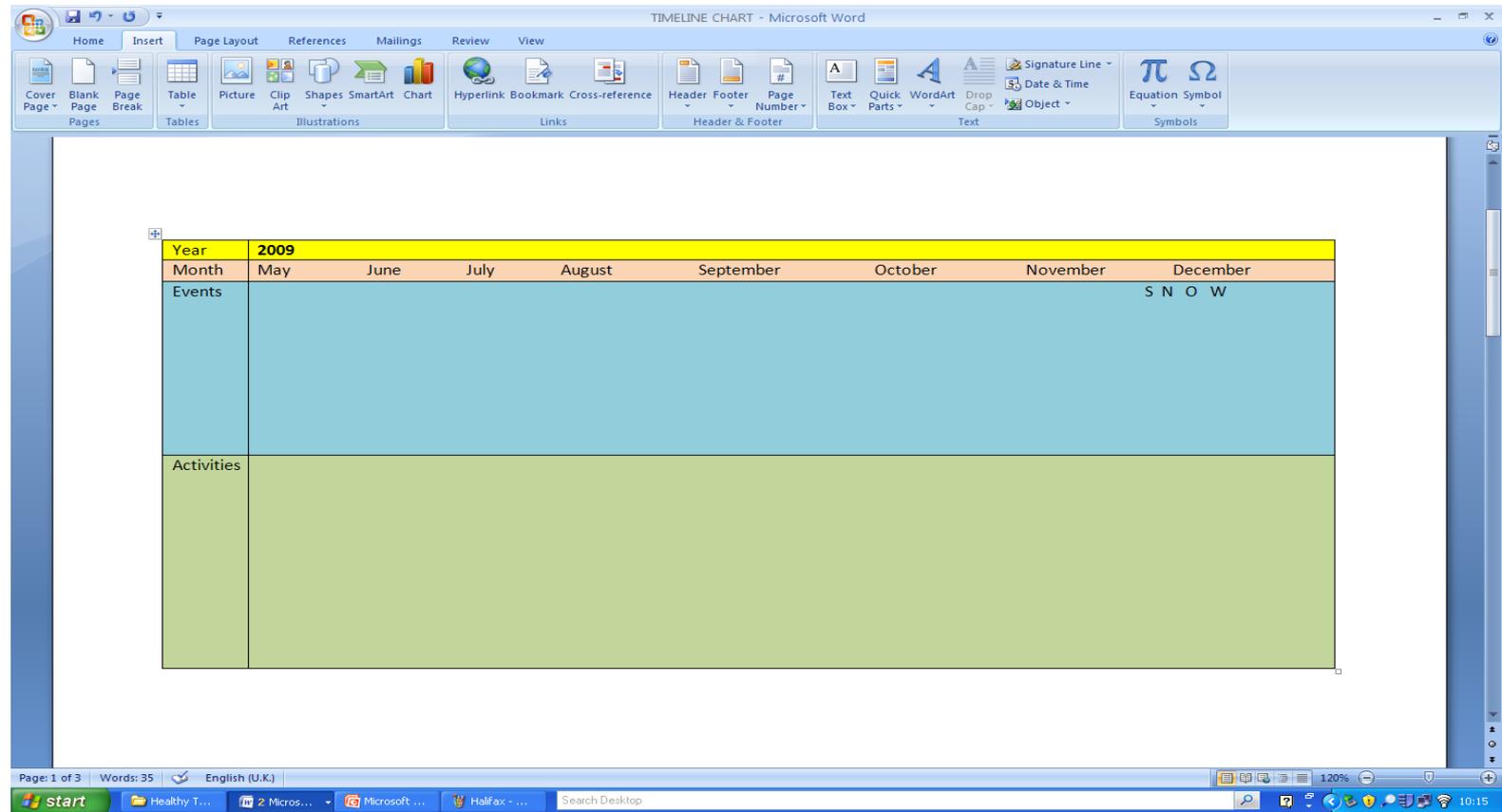- Sample of households in 4 wards
- Based on existing instruments

TIMELINE CHART

This chart is just to help you remember when changes occurred within your project by relating them to other key life events over the lifespan of your project. Please note on the chart when key events occurred over 2009/10 (eg. I have already noted the snow in December 2009 on the chart). You could use birthdays, anniversaries, the World Cup, the 'flu epidemic or any life events which were important to you and whose dates are clearly etched on your memory. Once these are on the "Events" section of the chart please then use it to jog your memory when completing the "Activities" section with the project activities, successes and changes etc as your project has evolved over its lifespan. Please bring this to our interview session.

Time line

Thanks

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