



Making places better



Understanding well-being

Gareth Brown, Consultant, CLEES

Natalie Qureshi, Consultant, CLEES



Understanding well-being

CLEES Summit 2011

Victoria Bradford & Natalie Qureshi





TASK 1

**What does well-being mean
to you?**



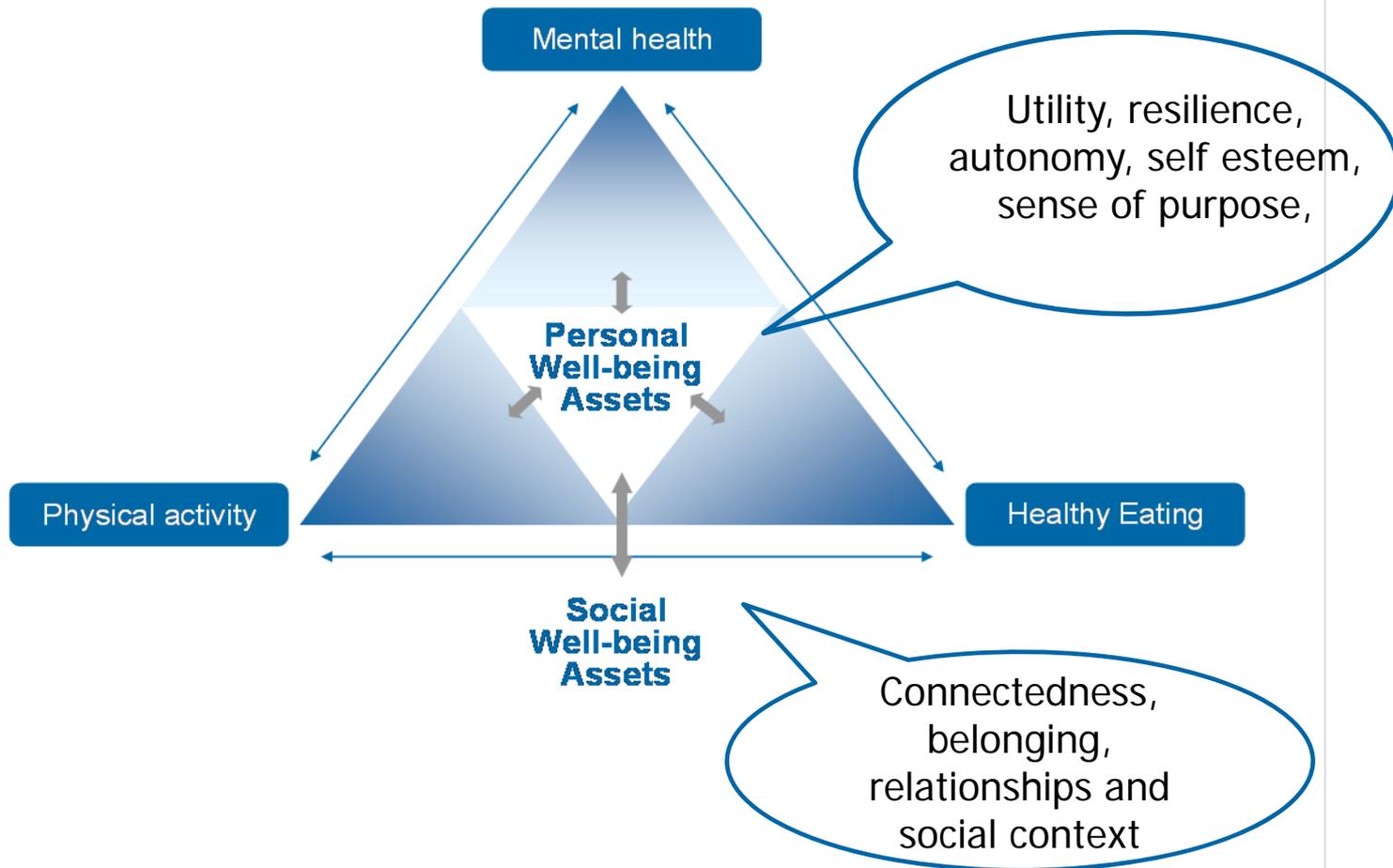
Definitions of well-being

'...a dynamic state, in which an individual is able to develop their potential, work productively and creatively, build strong and positive relationships with others, and contribute to their community.' 2008 Foresight Review



'...a positive state of mind and body, feeling safe and able to cope, with a sense of connection with people, communities and the wider environment'.
2009 New Horizons

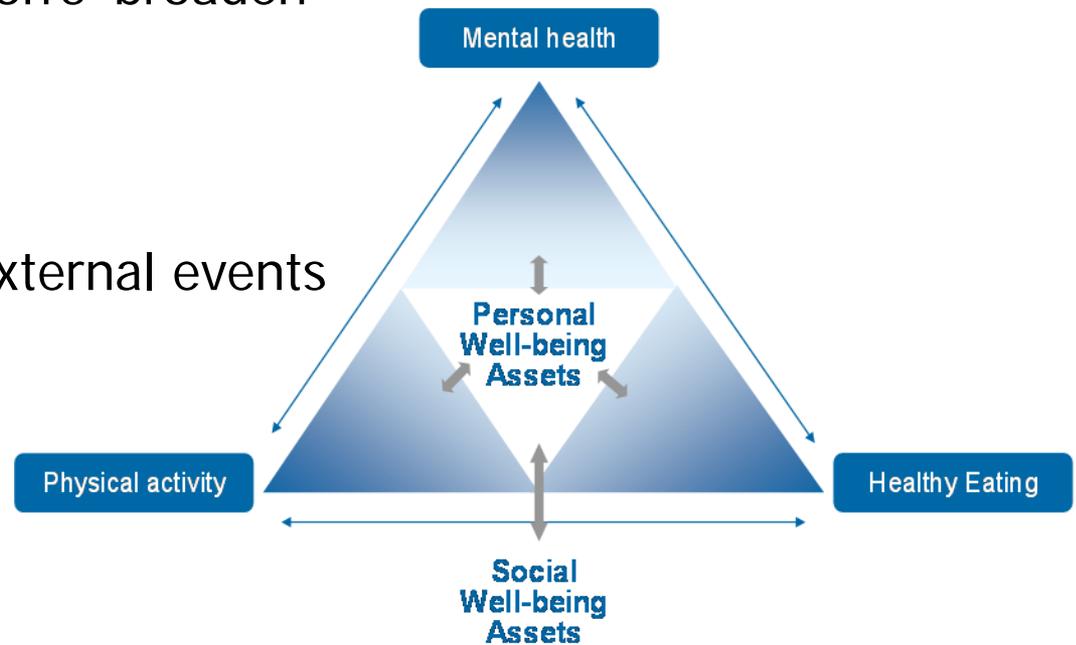
Strands and assets





Strands and assets

- Dynamic
- Builds on Barbara Frederickson's 'broaden-and-build' model
- Flourishing vs Languishing
- Relationship to or effect of external events and context - underplayed





Why focus on well-being?

- To capture where well-being is a positive outcome (strand-to-asset linkages)
 - e.g. healthy eating gardening project which in turn improves social well-being and sense of purpose
- To capture where well-being is a driver of positive outcomes (asset-to-strand linkages)
 - e.g. reduced illness, life expectancy, well-being at work
 - of particular relevance when seeking pro-active and sustainable lifestyle change



Well-being policy: 3 key areas

- Health
- Transport
- Environment & Sustainability





NHS Reforms

- SHAs and PCTs abolished from 2012/2013
- GP Commissioning Consortia to take over commissioning from PCTs
 - pathfinders currently
 - likely multiple in LA areas and not necessarily co terminus
 - **and now doctors and nurses too**
- Any Willing Provider (opening up public services)
- NHS Commissioning Board for England
- LINKs to become HealthWatch & HealthWatch England (April 2012)
- NHS Outcomes Framework (April 2012)
- Monitor taking responsibility for regulating all trusts by 2013
- Patient focused, localised needs and provision



Public Health

- Public health and health promotion to local authorities (April 2013)
 - Directors of Public Health - strategic leaders for public health
 - 'nudging not nannying'
 - Public Health Responsibility Deal
- Health and Well-being Boards
 - Joint Strategic Needs Assessment
- Ring Fenced Budgets
 - how tight/tough?
- Public Health England
 - to strengthen national response
 - take on HPA and NTA functions



Sustainable transport

“A transport system that is an engine for economic growth, but one that is also greener and safer and improves quality of life”

White Paper - shifting behaviour towards cycling and walking

- Recognise the added health, congestion and carbon benefits
- Mostly local solutions – bikeability exception
- Simplified funding
- Local Sustainable Transport Fund - £560m capital and revenue over 4 yrs
 - strong local economies
 - address climate change
 - improve safety
 - increase physical activity
- Bids from local transport authorities with VCS & the private sector
 - 2 tranches



Sustainable Development

- Refreshed sustainable development strategy
- Growth, deficit, environment and well-being – difficult balancing act
- Government says leading by example
 - Environment Secretary on key policy committees, inc Economic Affairs
 - policy and steering group – Greening Operations and Procurement
 - embedding in procurement and cutting waste
 - green economy policies



Well-being policy: Underlying themes

- Nudge
 - health
 - transport
- Big society
 - VCS organisations, community groups/organisers & citizens - greater role in identifying problems and solutions
 - delivering services
- Localism and devolution of powers to local communities
 - local solutions to local problems – opposed to silos and ring fencing
 - power of competence to try things out!
- Cuts to public services, especially local government



Measuring well-being: approaches, considerations and interpretation



Measuring well-being: Approaches

Where are we at?

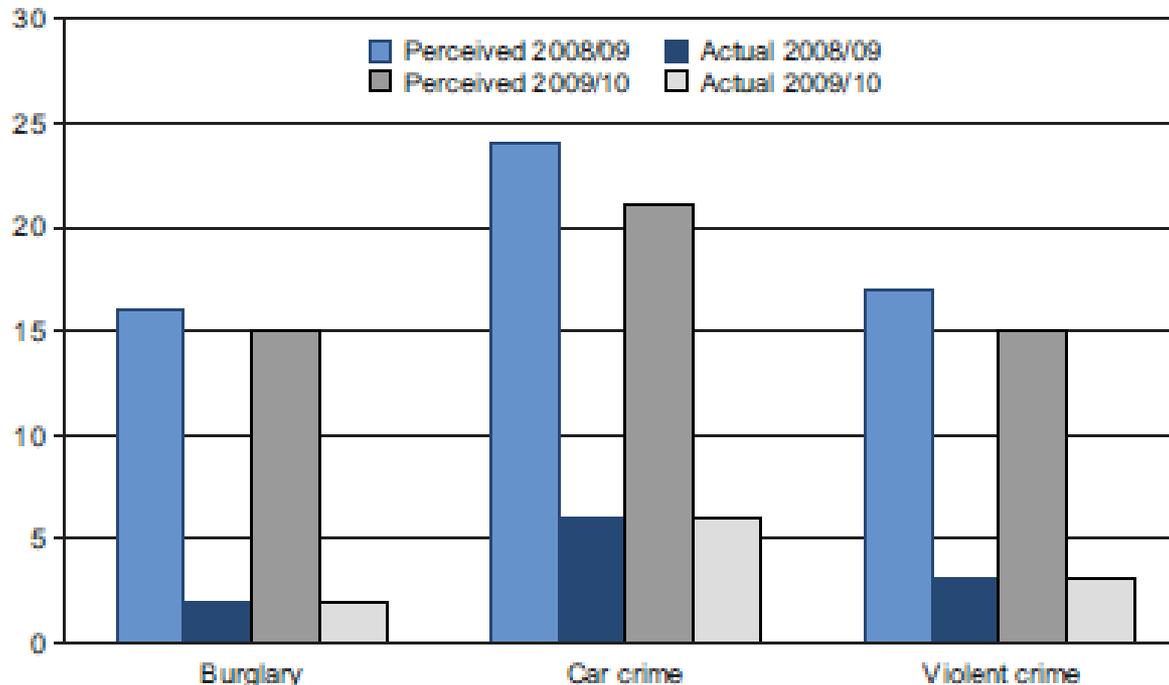
- Subjective and Objective measures
 - Objective – Easily quantifiable measures
 - Subjective – People's experiences and perceptions – how they feel about life, experiences and relationships.
- Mainly focus on the subjective – already measured in many surveys:
 - Public Attitudes and Behaviours towards the Environment Omnibus Survey
 - DEFRA's Sustainable Development Indicators
 - Understanding Society (formerly BHPS)
 - The Health Survey for England
 - The English Longitudinal Study of Aging
 - The European Social Survey (2006 well-being module).
- A need for a specific, more robust and long term solution



Measuring well-being: Approaches

Objective and subjective measures

England and Wales
Percentages



Sources: British Crime Survey (Home Office, 2009; 2010)



National Measures of well-being

National Measures of well-being – ONS consultation

- Consultation - what matters to people & what affects well-being:
 - Environment and sustainability, as well as economic performance
 - A shift away from GDP measures – impact on well-being
 - Quality of Life

- Identified ways of measuring well-being

- Going beyond the national accounts
- Indicators related to social and environmental conditions
- Survey data on lifestyle and happiness
- Objective and subjective (again)





Measuring well-being: Approaches

National Measures of well-being – ONS consultation

- Initial questions developed by the National Statistician's Advisory Group on Measuring National Well-being.....
 - Overall, how satisfied are you with your life nowadays?
 - Overall, how happy did you feel yesterday?
 - Overall, how anxious did you feel yesterday?
 - Overall, to what extent do you feel the things you do in your life are worthwhile?
- Integrated Household Survey from April 2011 and Opinions Survey
- Rating scale
- What results will be produced?



TASK 2

What do you think of these questions?



Why do primary research?

- Secondary sources are developing but still very limited:
- Primary research can provide a much deeper understanding of a particular issue
- How is particular project / intervention or community performing:
 - What is your project doing?
 - How is it performing?
 - What impact is it having?
 - Is it providing value for money?
- Covering aspects of well-being not covered elsewhere
- Timescales and themes of secondary research:
 - Subjective / objective?



Measuring well-being: Quantitative approaches

Questionnaires and surveys

- Methods - Paper, online and telephone
- Aspects of well-being – Broad, single issue or domains.
- Question type - Closed and open questions.
- Recognised scales versus your own questions?

Analysis

- Snapshot – Current well-being measures. Refer to a specific timescale
- Distance travelled – Outcome star / ladders, BIG evaluation
- Composite indicator – Several different well-being questions. Ability to summarise



Recognised questions & scales

Physical activity

- International Physical Activity Questionnaire
- Outdoor Health Questionnaire
- Single item measure
- CMO guidelines

Healthy eating

- 5 a day

Mental health and well being assets

- CES depression scale
- The Life Orientation Test (optimism); Satisfaction with Life Scale; Purpose in life; Ryff's scales of psychological well-being
- Affectometer
- The Warwick Edinburgh Mental Well-being Scale (WEMWBS) & short version
- Life satisfaction



Measuring well-being: Qualitative approaches

Qualitative research approaches

- Interviews e.g. structured/semi structured, biographical/person centred
- Longitudinal research
- Participant observation – Active/In-active
- Focus groups/ structured group discussions
- Videos/pictures

Analysis

- Content analysis
- Discourse analysis

Case studies



Measuring well-being: Considerations

What to use when and where – the considerations?

- Each method has its pros and cons. Things to think about:
 - target group(s)
 - robustness
 - intensity/resources available
 - indicators of feelings, behaviours and attitudes or the full story
 - quality of data required
 - snap shot or longitudinal data
 - mixed methods
 - buy in of participants
- All linked back to objectives and audience



Reporting the findings

Considerations

- Think about your audience
- Under and overplaying findings
- Do not report everything and anything
- Using pictures and graphs
- Headline and detailed findings
- Executive summaries and appendices



**Our experiences of
measuring well-being?**



Measuring well-being: Approaches

Case Study – BIG Lottery Well-being evaluation

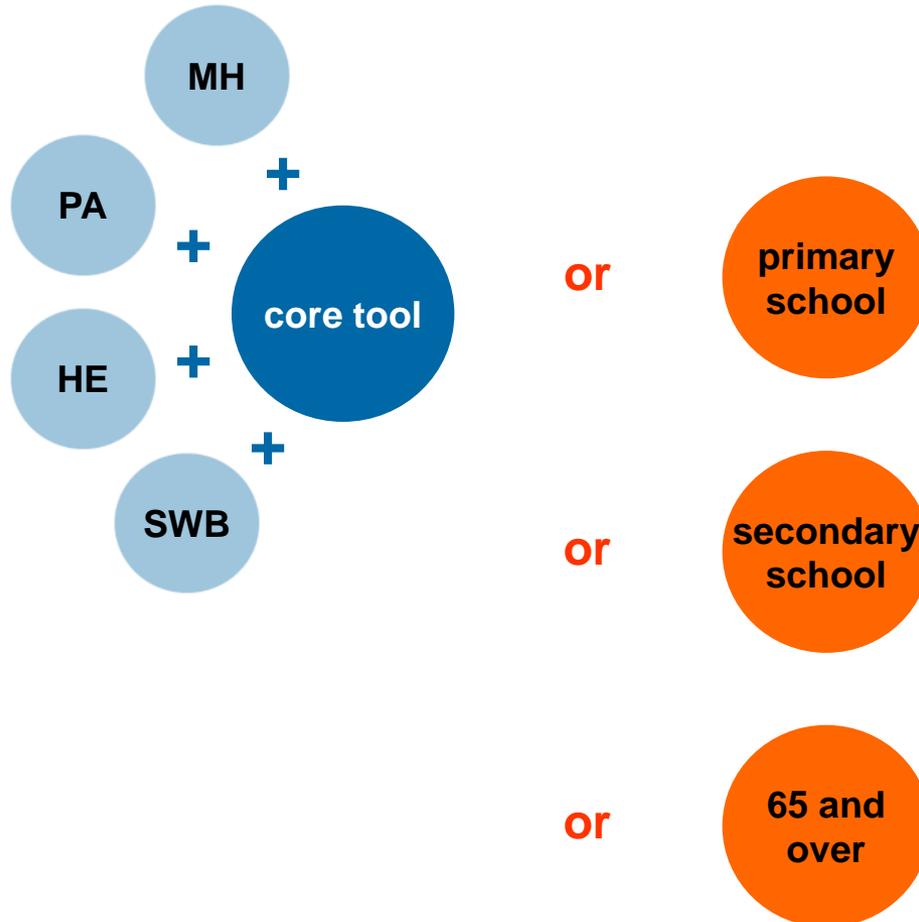
- £160m Programme, 17 diverse portfolios
- Increased healthy eating, physical activity, mental health

Principles of the evaluation

- Standardised tools used to seek robust measurement of cross-programme impact
- Evaluation as a learning experience
- Understanding impact at a programme level
- Not about monitoring individual project/portfolio performance
- It is firmly outcome focussed



BIG Lottery well-being evaluation



Interim Findings: Healthy Eating

After beneficiaries had a better understanding of healthy food and were:

- more likely to eat a healthier diet;
- eating more freshly prepared meals;
- enjoying making an effort with their food;
- more confident selecting healthy foods;
- trying new foods;



- Adults and teenagers ate more vegetables
- Adults were more likely to adjust their shopping and cooking habits
- Younger beneficiaries understood the need for a healthy diet & had more knowledge of what was, and what was not healthy.



Interim Findings: Physical Activity



After participating, beneficiaries were more active and undertaking more frequent and intense exercise.

- % not meeting 5x30 dropped significantly;
- Beneficiaries reported:
 - enjoying exercise more;
 - were more confident exercising;
 - had a greater knowledge of what was available locally.
- Older and young people were often struggling to deal with important transitions in their lives.
- Many older people were also finding alternative ways to stay active.
- 'I try to look for things like the walking project, Mobilise, which starts from the surgery and offers people a chance to be active and talk to people too.'





Interim Findings: Mental Health



Beneficiaries enjoyed better mental well-being after being involved:

- Beneficiaries had better self esteem, were more confident, less lonely, better able to cope with new situations, and better able to put the past behind them.
- Adults were more likely to:
 - feel happy, energised and engaged;
 - be less likely to have restless sleep and feel lonely.
- Every group, except teenagers, was less likely to report depressive symptoms;
- Once more often those who were facing important life transitions.



Interim Findings: mental well-being



There were significant improvements in beneficiaries' well-being assets, including:

- self esteem,
 - motivation,
 - confidence; and
 - decision making ability.
- Beneficiaries were more motivated, energised and had aspirations for the future. Adults also reported being generally more satisfied with their life in general.



I like to listen... it's good for bringing out ideas, it makes me think. The visits are stimulating... plus volunteering gives me sense a purpose since retiring.'



Further support

Happy to help

- methods or approaches
- advice on analysis
- tenders or briefs
- sources of info
- articles or reports

garethbrown@cles.org.uk

nataliequreshi@cles.org.uk

0161 236 7036

www.cles.org.uk