

A framework for co-creating sustainable and effective community projects



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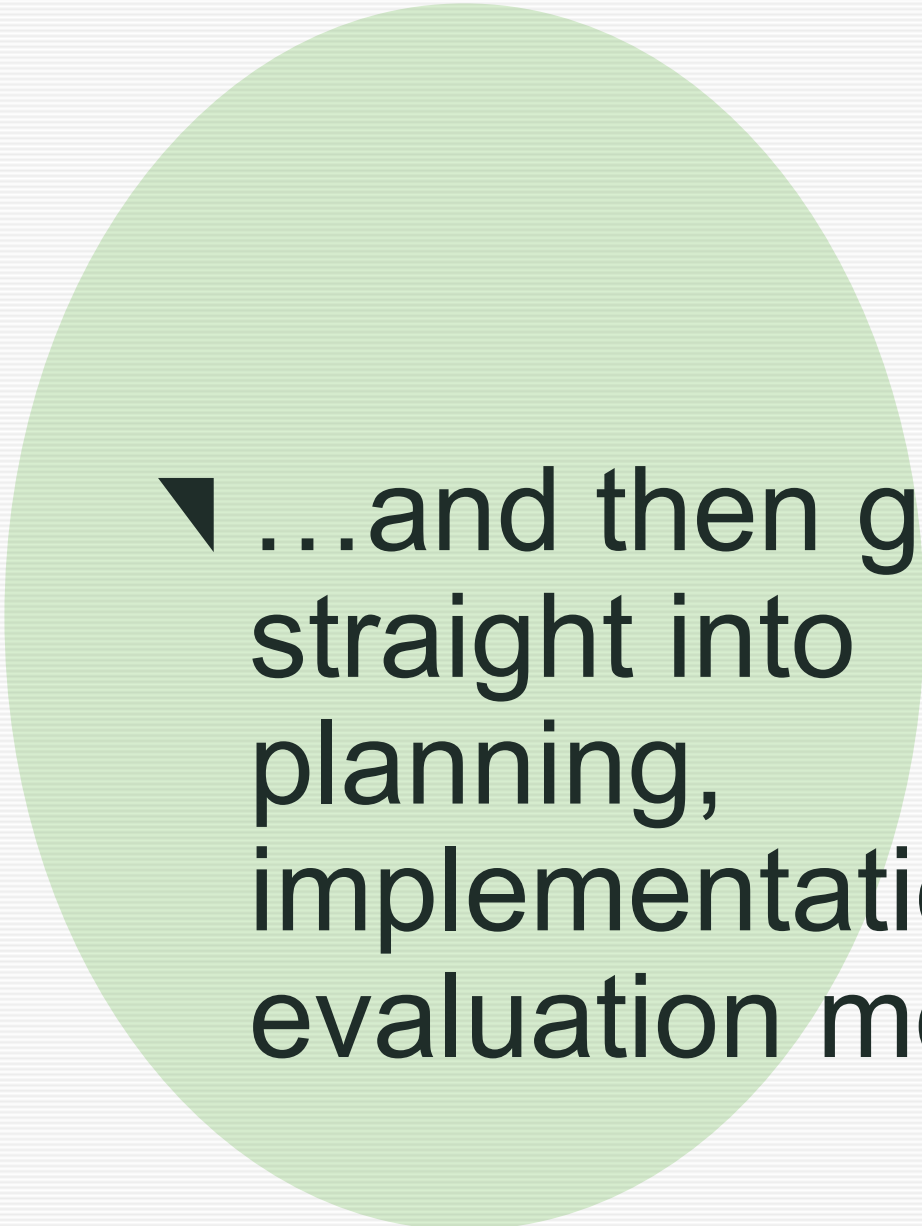




What should be done here?



Most people jump straight to solutions without knowing what the problem is, for whom, and why.....



▼ ...and then go
straight into
planning,
implementation or
evaluation mode....



..trouble is....

*For every complex
problem there is a
solution that is clear,
simple, and wrong.*

H.M Mencken



‘Many evaluations arrive at a no-effect conclusion because the programs in question were not fully developed, were fatally flawed, or were so **puny** in terms of the [service or activity] that a change in outcome could never hope to be achieved’

Leviton. Annu Rev, Public Health 2010. 31:213-33

Six steps in quality intervention development (6SQuID)

Daniel Wight,¹ Erica Wimbush,² Ruth Jepson,³ Lawrence Doi³

ABSTRACT

Improving the effectiveness of public health interventions relies as much on the attention paid to their design and feasibility as to their evaluation. Yet, compared to the vast literature on how to evaluate interventions, there is little to guide researchers or practitioners on how best to develop such interventions in practical, logical, evidence based ways to maximise likely effectiveness. Existing models for the development of public health interventions tend to have a strong social-psychological,

A public health intervention is defined planned actions to prevent or reduce a particular health problem, or the determinants of problem, in a defined population. Most require some level of social interaction. They are rarely simple, singular actions that can be easily replicated but more often complicated (multicomponent) complex programmes (with feedback loops and emergent outcomes)¹¹ that are designed to affect change at several levels of the socioecological

Developing Public Health Interventions

A Step-by-Step Guide

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6 Steps to **Q**uality Intervention **D**evelopment (6SQUID)

- Define and understand the problem and its causes
- Clarify which causal or contextual factors are modifiable and have greatest scope for change
- Identify how to bring about change (theory of change)
- Identify how to deliver change mechanism (theory of action)
- Test and refine intervention on small scale
- Collect sufficient evidence of effectiveness to justify bigger evaluation

Issues to consider in the development of interventions

1. Current policies
2. Health needs
3. Population
4. Health inequalities
5. Ethics
6. Acceptability
7. Sustainability
8. Costs/resources/assets
9. Systems



Engagement
with community
participants



Bring in key
stakeholders who
can effect change



Supplement with
research where
necessary



Create an
assets map



What should be done here?

Don't start by jumping to a potential solution

Do start by asking is there a problem here, and if so, what? Then work towards a potential solution

Step 1. Define and understand the problem

This stage should be undertaken with input from the population most affected

Ensure agreement on 'problem'

e.g. people may have different understanding of what is a poor quality green space

If possible use a clearly defined definition to avoid any confusion

Create a working group



The working group will do some preparatory work plus 2-4 workshops

Participants could include:

- community members who may benefit most if problem is solved
- those already using the space
- community groups
- those responsible for upkeep of park
- youth or social workers
- local authority representatives
- public health representatives

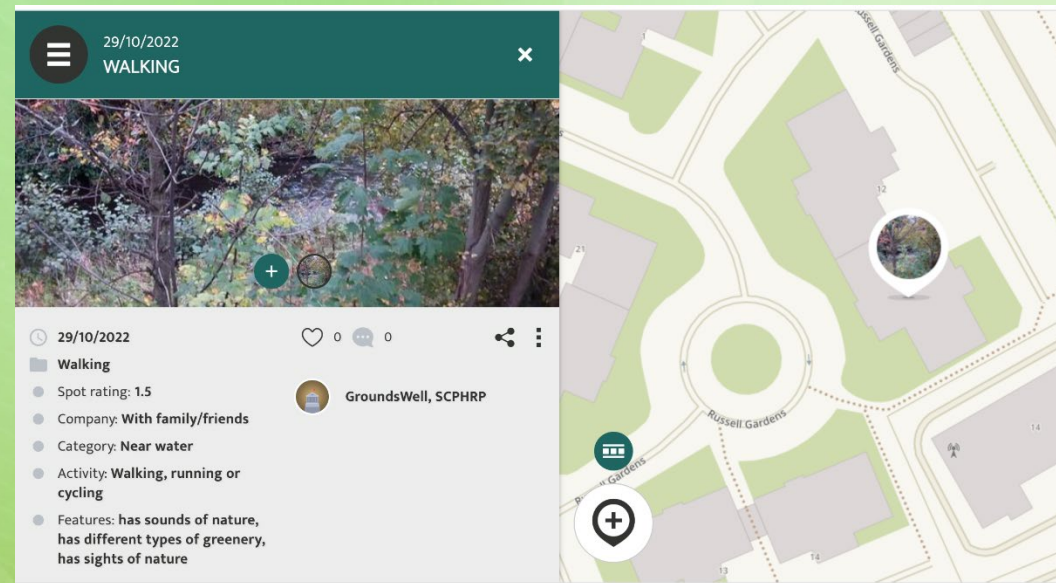
Preparatory work – understanding the context and history of the area

Could use Our Outdoors (citizen science App) to:


- Collect baseline data of how people perceive the space
- What factors affect those feelings
- Demographic data*
- Upload photos of what they see
- Start a conversation about who uses the space, who doesn't, history to the space, etc.



<https://apps.apple.com/us/app/our-outdoors-spotteron/id1496552078>
<https://play.google.com/store/apps/details?id=com.spotteron.ouroutdoors&pli=1>



[*data currently held by Ruth Jepson but is available on request]

A photograph of a park bench with speech bubbles containing various opinions. The bench is made of weathered wood and is situated on a path. There is a green bottle on the bench. The background is filled with dense green foliage. The ground is covered with grass and some litter.

No problems. I hang
out with my pals here,
away from adults

Dirty, a disgrace,
full of bottles

There's rubbish
but I still sit here
as it's peaceful

Dirty. Would never
go near here

It'd be a great place
for me if it was
cared for

Always full of
litter and broken
glass

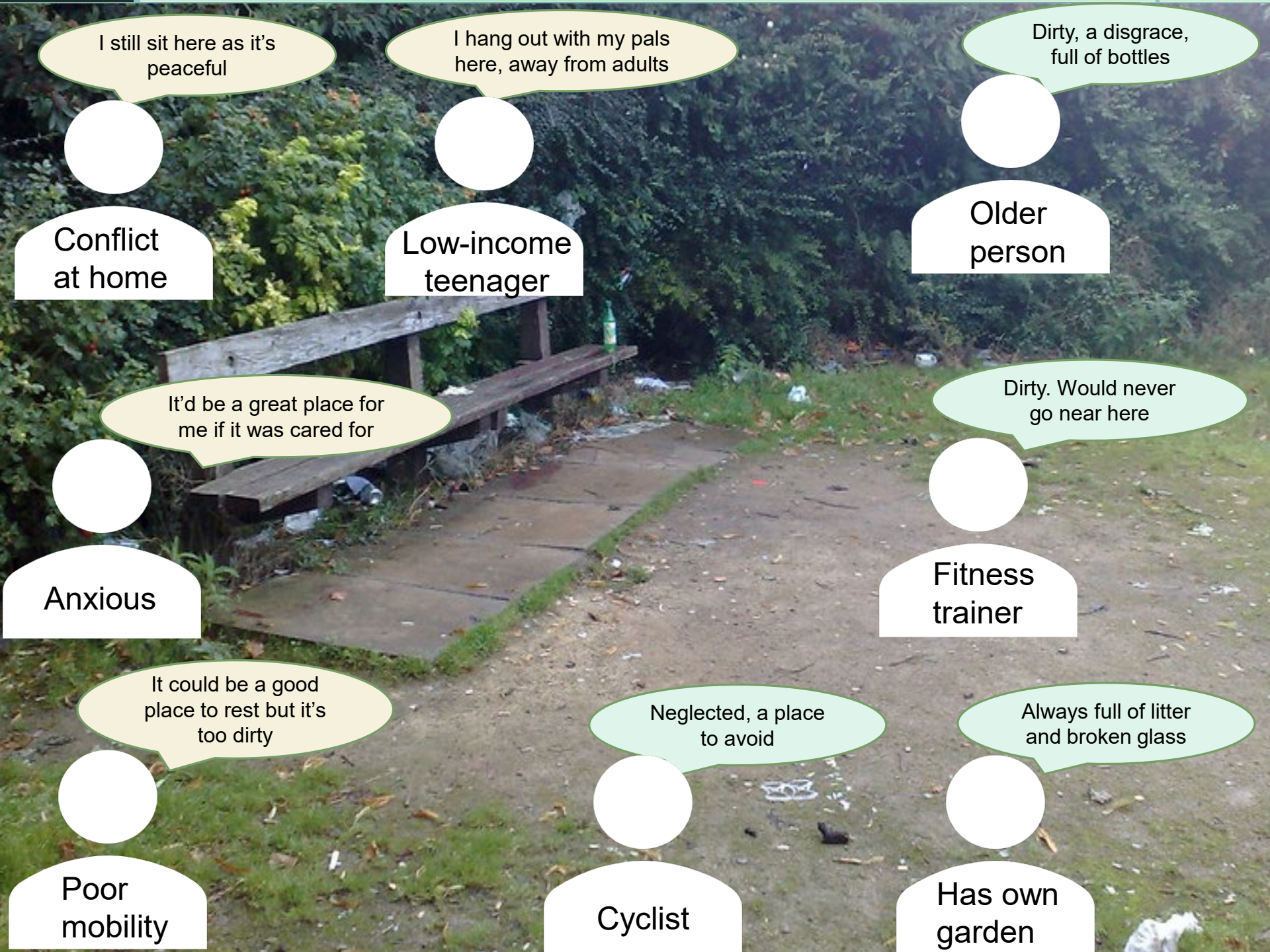
It could be a good
place to rest but
it's too dirty

Neglected, a
place to avoid



Agreed definition of the problem:
neglected and litter not removed

But will a solution benefit those who may need it most?

A photograph of a park bench with various people and their opinions overlaid. The bench is made of wooden planks and is situated on a paved path. The background is filled with dense green foliage. The ground around the bench is littered with trash, including plastic bottles and crumpled paper. Several white circular icons representing people are positioned around the bench, each with a speech bubble containing their opinion. The opinions are categorized into positive (yellow speech bubbles) and negative (green speech bubbles).

I still sit here as it's peaceful

I hang out with my pals here, away from adults

Dirty, a disgrace, full of bottles

Conflict at home

Low-income teenager

Older person

It'd be a great place for me if it was cared for

Dirty. Would never go near here

Anxious

Fitness trainer

It could be a good place to rest but it's too dirty

Neglected, a place to avoid

Always full of litter and broken glass

Poor mobility

Cyclist

Has own garden

How do we know what is the problem and what is causing it?



Those using it
don't care

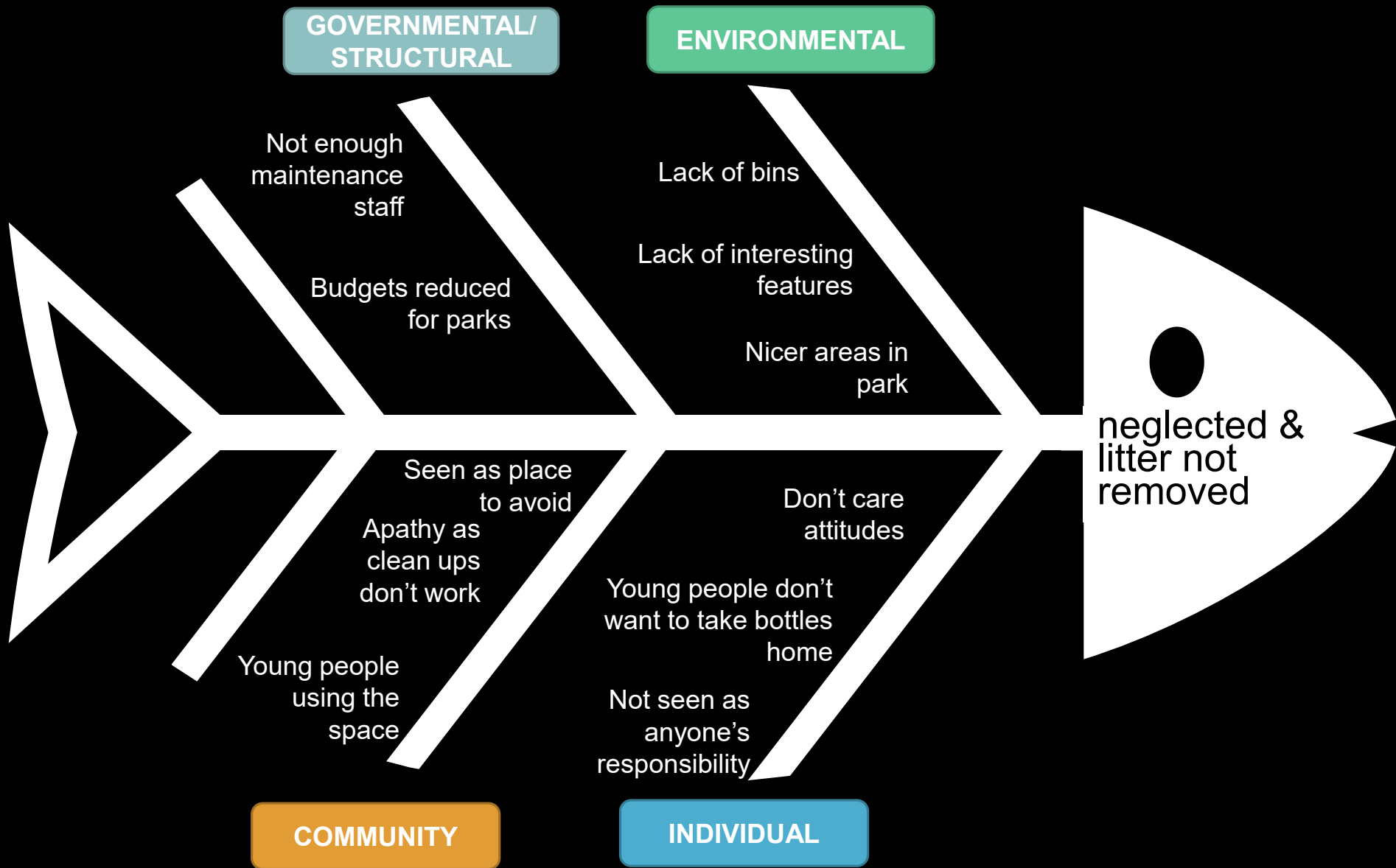
Clean ups don't
work

Lack of bins

Not enough
maintenance
staff

Budgets slashed
by 30%

Representing the **causes** diagrammatically

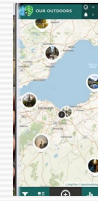


Step 1.

Define and understand the problem: summary



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It is only by defining & understanding what shapes and brings about the problem that you can identify solutions.



It's always helpful to present the various causes of the problem diagrammatically.

Step 2.

Which causal factors are modifiable and have greatest scope for change?



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Policy/ research

Need to be modifiable

Have greatest scope for change and impact

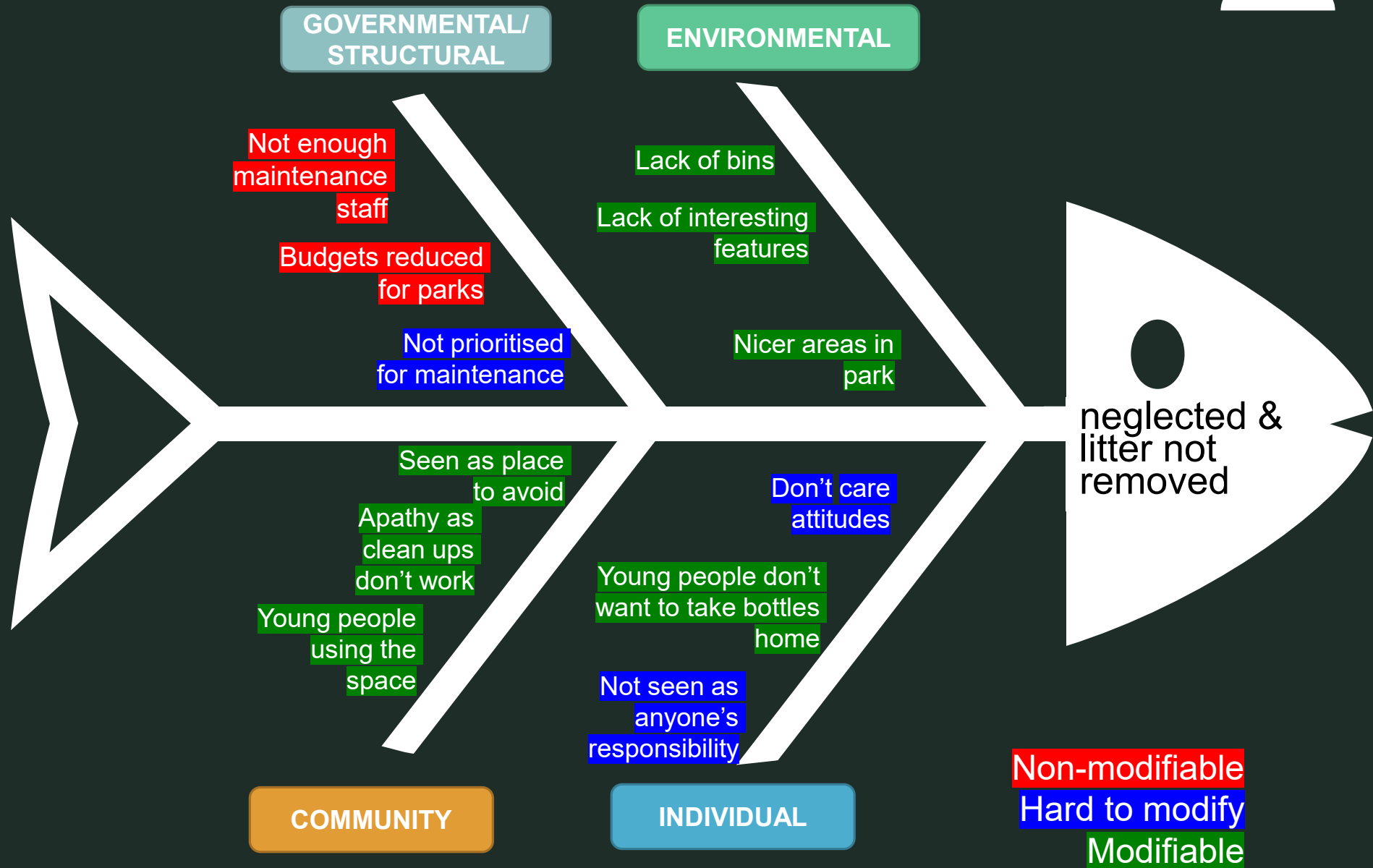
Least likely to impact on health inequalities

Deliverable and sustainable within the resources/assets available

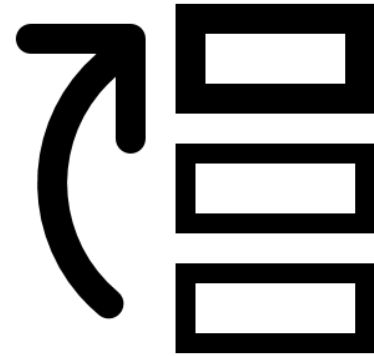
Are seen as important factors by the group



Identify the modifiable/non modifiable factors



Undertake
informal
prioritisation
exercise in the
group to identify
most important
causes



Which causes should we focus on to create the biggest **effect**?

Not enough maintenance staff

Budgets reduced for parks

Don't care attitudes of those using the space

Not seen as anyone's responsibility

Not prioritised for maintenance

Young people using the space

Lack of bins

Lack of interesting features

Nicer areas in park

Young people don't want to take bottles home

Seen as a place to avoid

Apathy as clean ups don't work



Which causes should we focus on to minimise **inequalities**?

Don't care attitudes of those using the space



Not seen as anyone's responsibility



Not prioritised for maintenance



Young people using the space



Lack of bins



Which causes should we focus on to create **sustained** change?

Don't care attitudes of those using the space



Not seen as anyone's responsibility



Not prioritised for maintenance



Lack of bins



Lack of interesting features

Nicer areas in park

Young people don't want to take bottles home

Seen as a place to avoid

Apathy as clean ups don't work

Which causes have we got the **resources/assets** to address?

Don't care attitudes of those using the space



Not seen as anyone's responsibility



Not prioritised for maintenance



Lack of bins



These are the prioritised set of
causes to try to address

Step 3.

Identify how to bring about change (theory of change)



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research

What are the steps needed to remove/reduce the causes of the problem?

Are there any known theories that can help us?

What would success look like?

Develop a diagram to represent this

How do we get from?

Priority list of causes

Don't care attitudes of those using the space

Not seen as anyone's responsibility

Not prioritised for maintenance

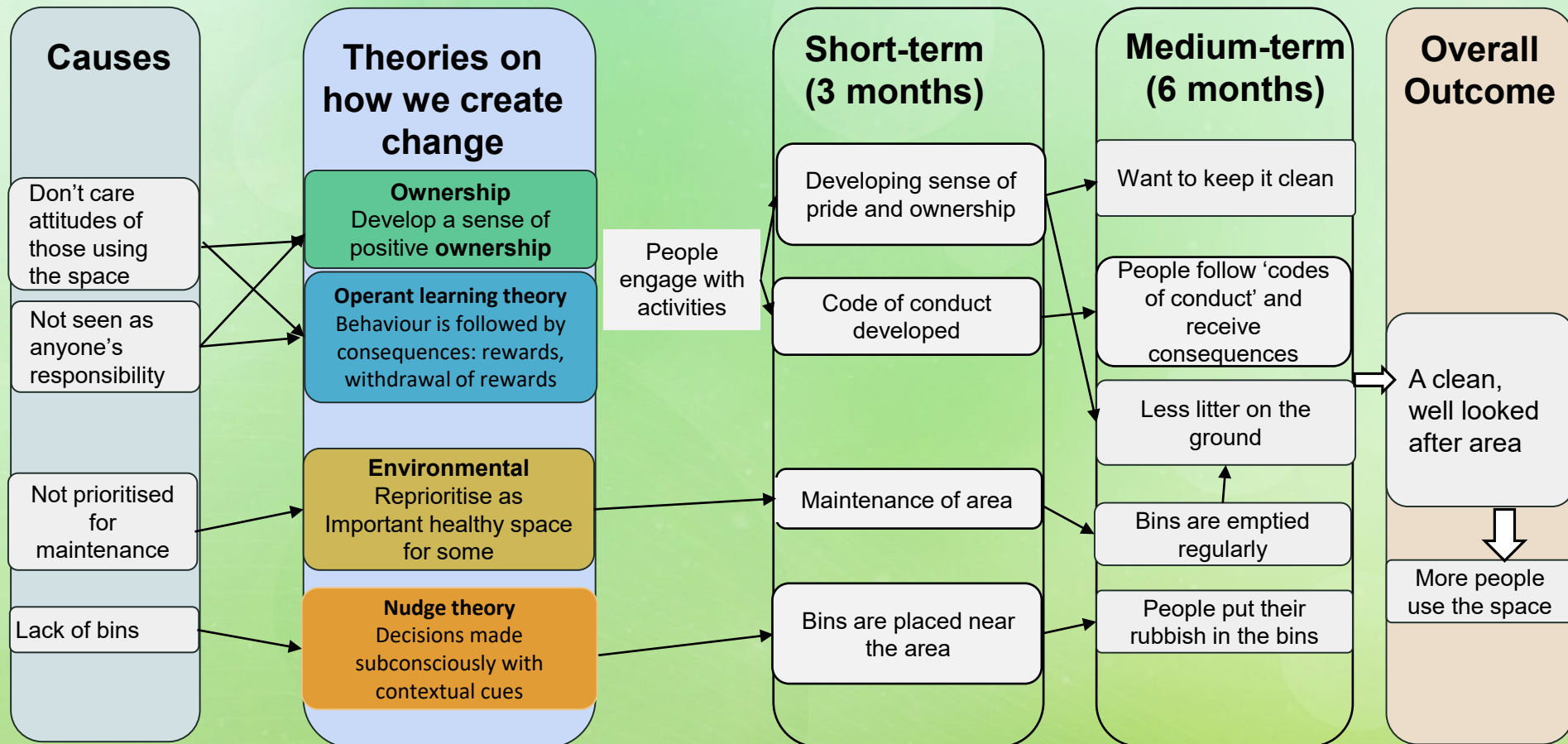
Lack of bins



Outcomes

A clean, well looked after area

Developing a theory of change





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Step 4.

Identify how to
deliver change
mechanism
(theory of action)

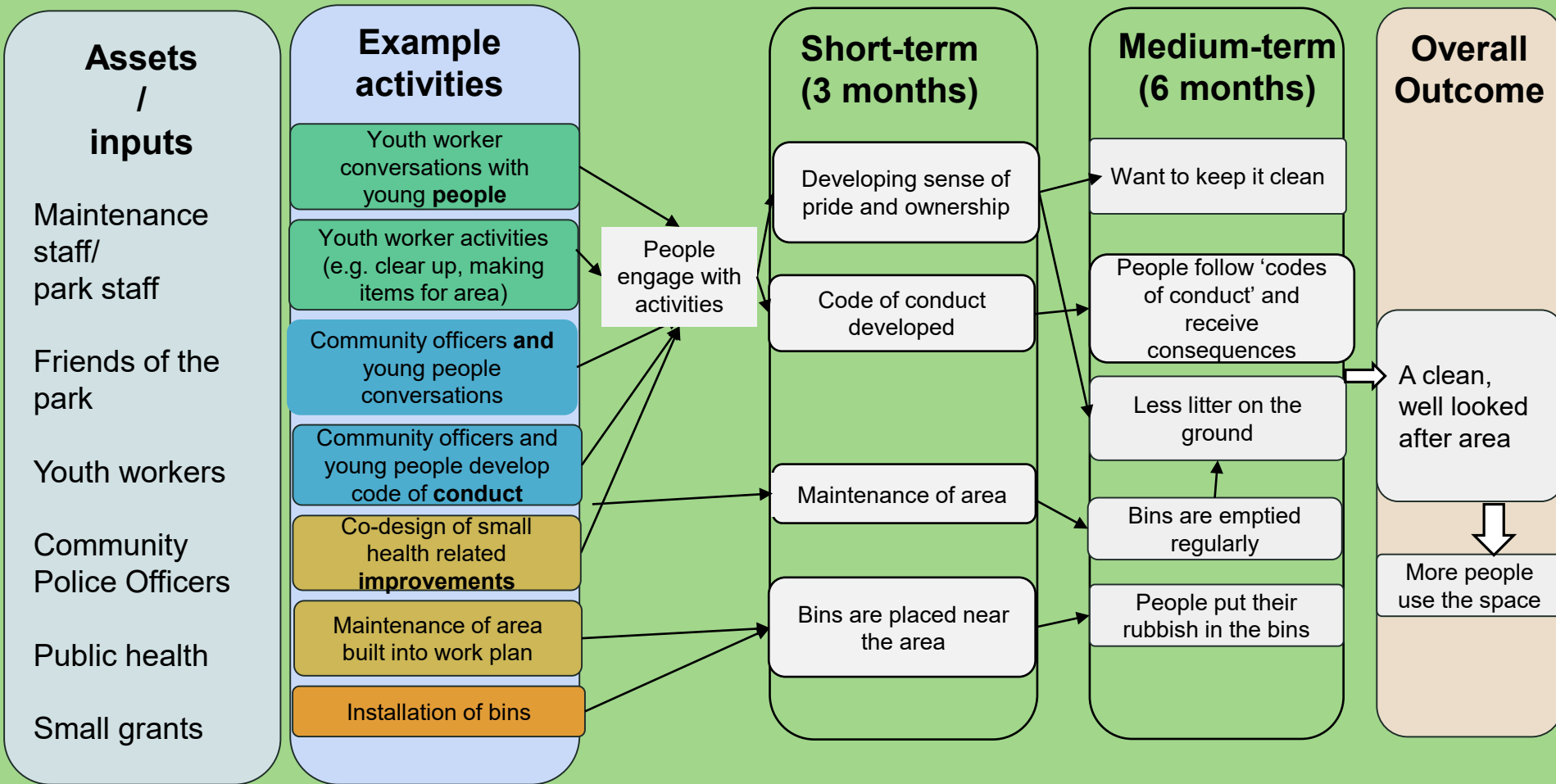
This is the 'nuts and bolts' stage of
intervention development

Identify and plan how you will
'activate' the change mechanisms

Develop one or more activities to
activate the change for each theory

Develop an action plan

Developing a theory of action



Always try to see what your assumptions are : e.g. Young people will engage with the activities; people will use the bins; there are enough bins.

Develop an action plan

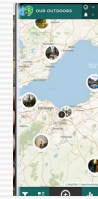
What	Who	When	Where	Cost	Overall responsibility
Conversations about the importance of the space to them and their role in keeping it for them but also for others	Youth workers and young people	Month of April	In the area	Already part of their role	Identified youth worker
Conversations about improvement of space to make it better for them, and what activities they could do	Youth workers and young people	Month of April	In the area	Already part of their role	Identified youth worker
Conversations with community police over rules	Community police and young people	Month of June, in the evenings	In the area	Already part of their role	Identified community police officer
Joint development of rules and consequences for not clearing up litter	Community police and young people	Month of June	In the area	Already part of their role	Identified community police officer
Conversations about improvement of space for health with other potential users of the area	Public health, relevant charity. park manager, identified community members	June	In the area/in the park	Already part of their role	PH lead or other identified lead

Step 5.

Test and refine the intervention (activities) on a small scale



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You may well not have got it right first time

Collect some data on delivery of the intervention

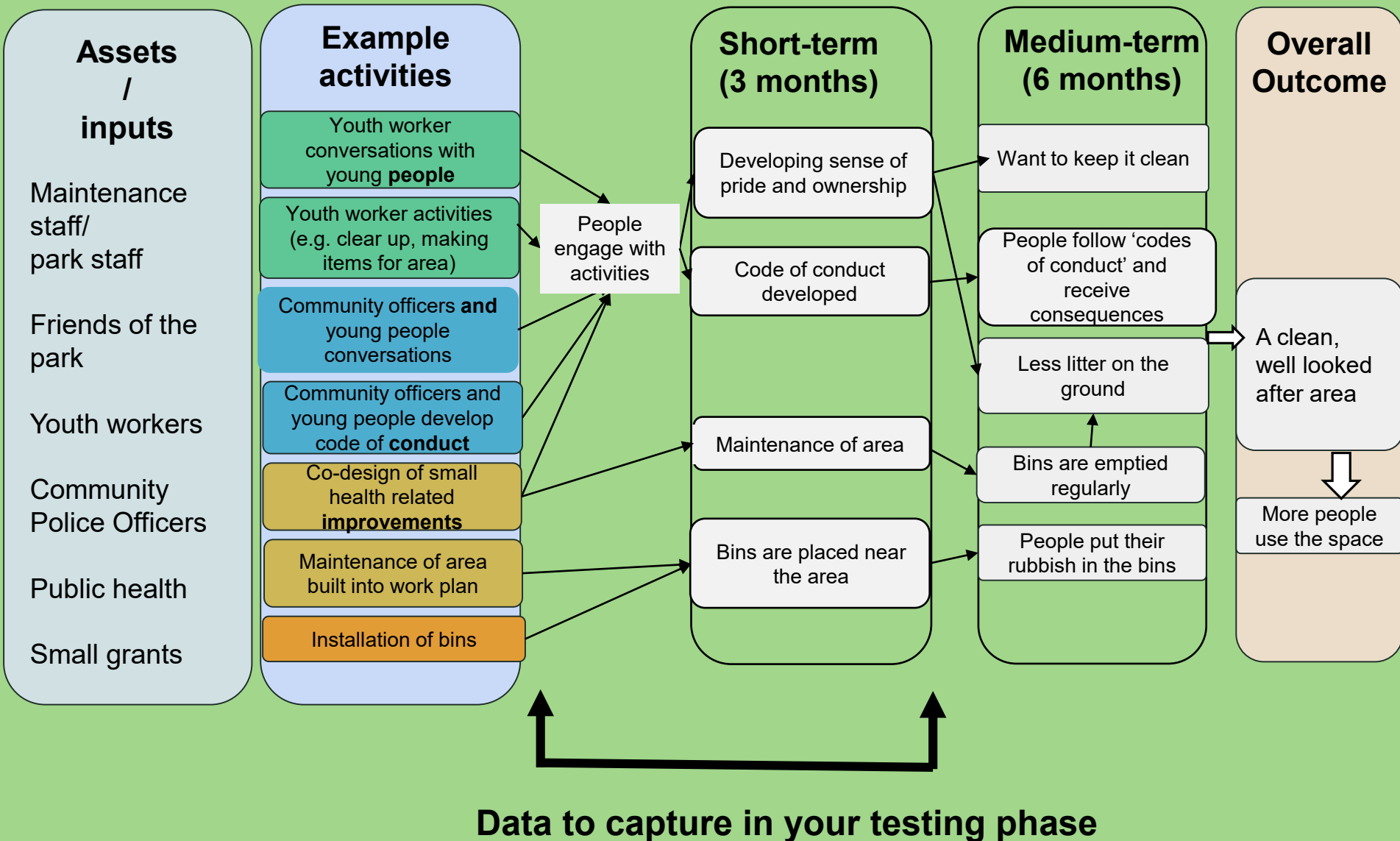
See if you have made some assumptions that aren't correct

If activities aren't creating the outcomes you want at, say, 3 months, try to find out why and refine your theory of change/action

Test out new activities to see if you get a better result

If all is going well proceed to step 6.

Developing a theory of action

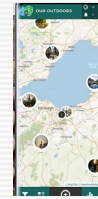


Collect data on delivery of activities

Outcomes	What sort of data	Who collects
People engage with activities	Age, gender, number, etc.	Lead for activity
Developing sense of pride and ownership	Informal conversations	Lead for activity
Code of conduct developed	Informal conversations	Lead for activity
Maintenance of area	Our Outdoors photos	Community members
Bins are placed nearby	Our Outdoors photos	Community members



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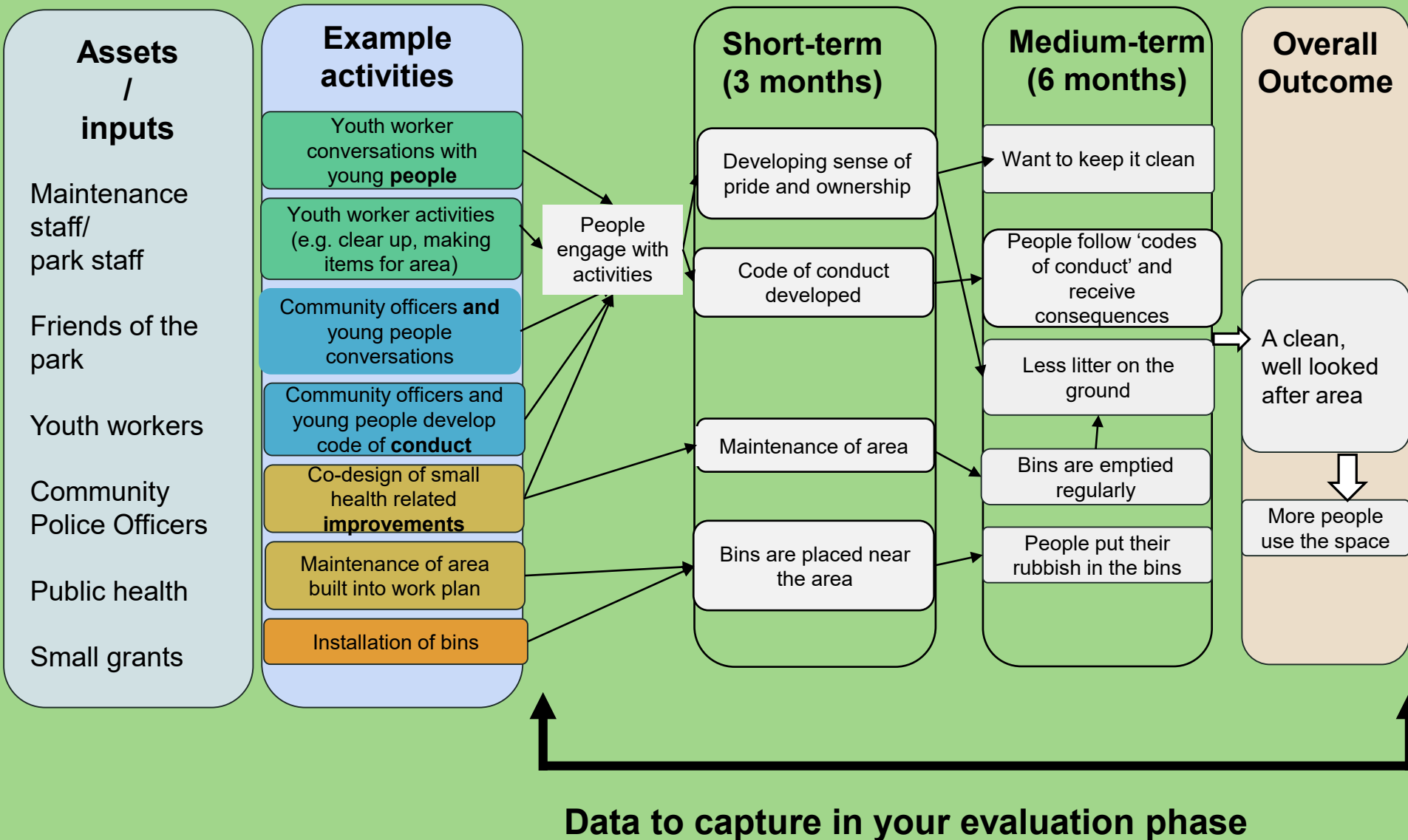


Step 6.

Collect sufficient evidence of effectiveness to justify bigger evaluation or just to see if it worked!

Use your theory of action to inform your evaluation

Developing a theory of action



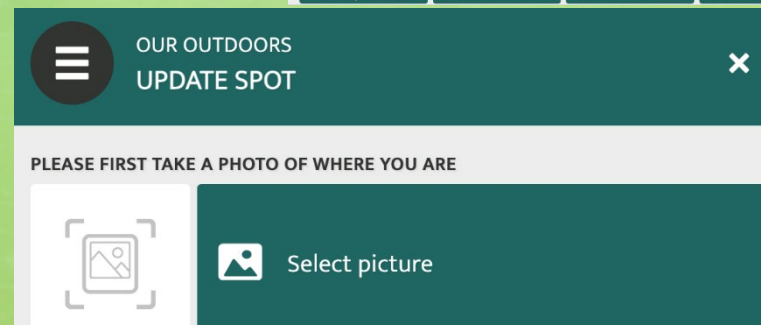
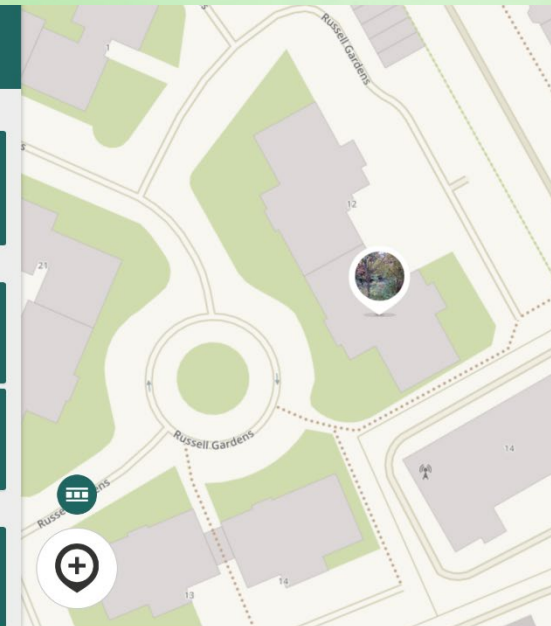
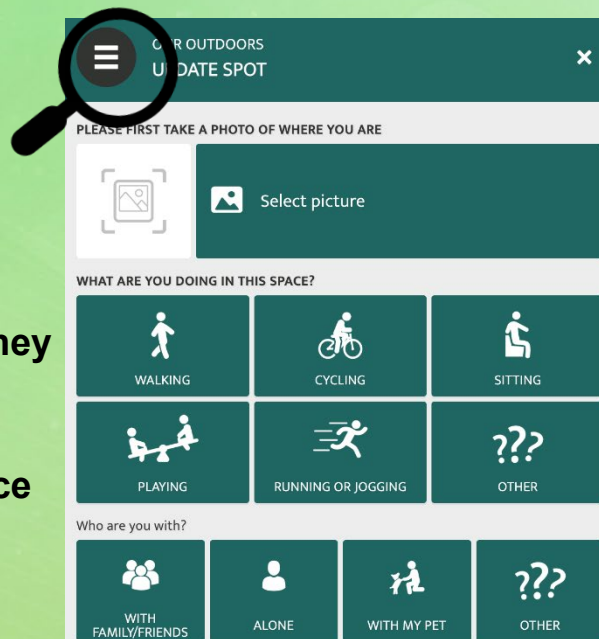
Collect data on effectiveness of activities

Outcomes	What sort of data	Who collects
People engage with activities	Age, gender, number, etc.	Lead for activity
Developing sense of pride and ownership	Informal conversations	Lead for activity
Code of conduct developed	Informal conversations	Lead for activity
Maintenance of area	Our Outdoors photos	Community members
Bins are placed nearby	Our Outdoors photos	Community members
Want to keep it clean	Informal conversations	Lead for activity
People follow 'codes of conduct' and receive consequences	Informal conversations	Lead for activity
Less litter on the ground	Our Outdoors photos	Community members
Bins are emptied regularly	Our Outdoors photos Discussions with maintenance	Community members
People put their rubbish in the bins	Our Outdoors photos Discussions with maintenance	Community members
A clean, well looked after area	Our Outdoors photos	Community members

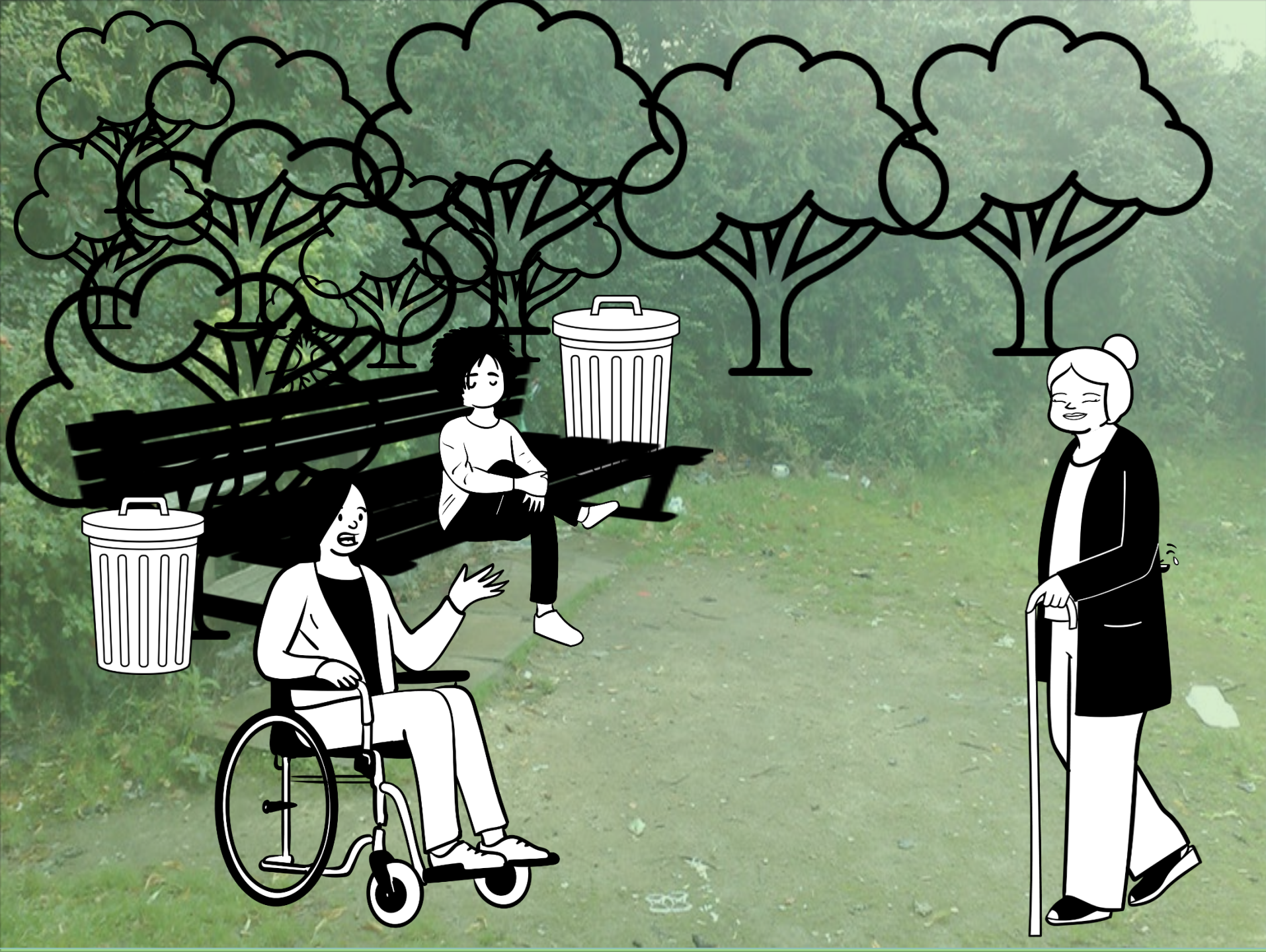
Capturing data for some of the outcomes

Use Our Outdoors (citizen science App) again to:

- Collect **follow up** data of how people perceive the space
- What factors affect those feelings
- Demographic data
- Update app with **new** photos of what they see now and compare with before
- Conversation about who uses the space now, what has changed, etc.











Concluding

- Always start from the problem and its causes and work forwards towards a solution.
- Work in partnership with communities and those who can effect change (youth workers, police, maintenance staff, managers).
- Create a coherent theory of change and make sure all the activities link to a theory. If you can't link an activity to a theory, don't do it, or revisit the theory.
- Use your theories of change and action to develop your evaluation plan



GroundsWell

Transforming our cities from the ground up

Large consortium comprising Universities, Local Authorities, Third Sector and Public Health

5 year project (currently in year 2)

Co-Directors in Edinburgh are Ruth Jepson and Catharine Ward Thompson

We may be able to help you with developing an intervention if you are in Edinburgh, Liverpool or Belfast. Contact Stephen Malden (Stephen.Malden@ed.ac.uk)

Got a problem? 6SQuID it!

Thanks

