

**Community Link Workers
peer learning follow up**

**Demonstrating impact on
health inequalities**

23 August 2022

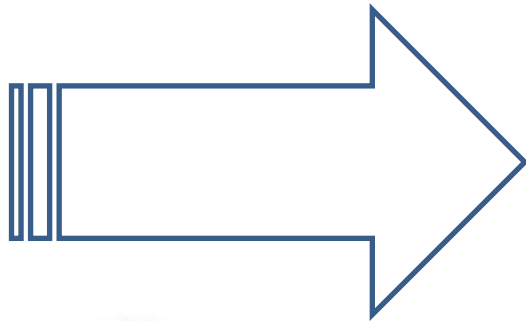


**@EvalSupScot
@VHSComms**



Aims:

Share learning and successes and get a bit of peer support with any ongoing challenges in evaluating your impact on health inequalities



Challenges for third sector organisations ...

I think we *must* be helping to address health inequalities, but I need help **explaining** this to others

Should we set an **outcome** to “reduce inequalities?”

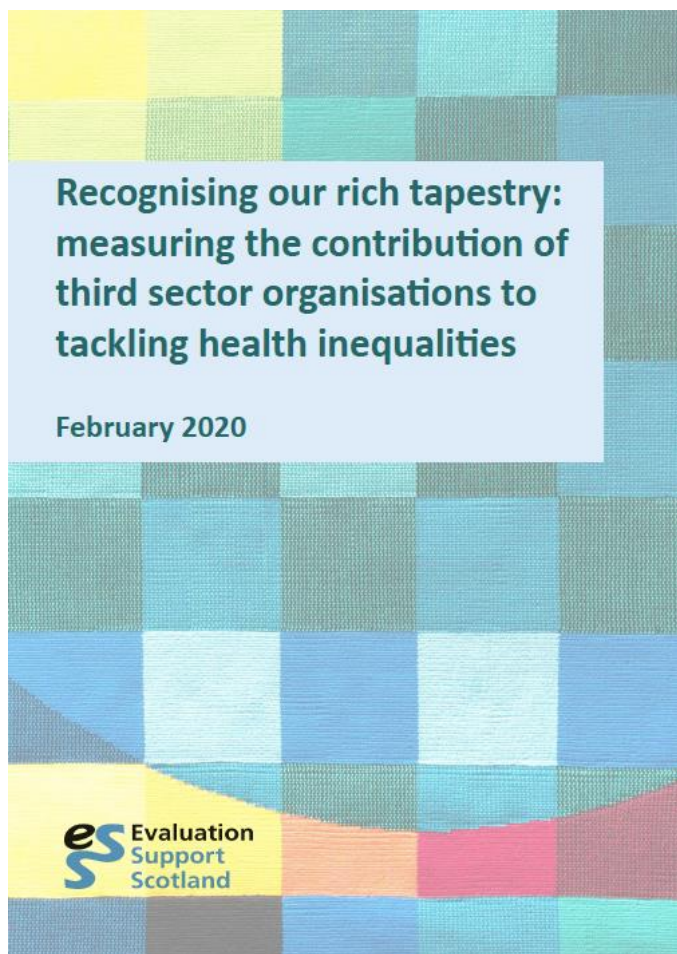
“How can I show that my work has **stopped** someone going into **crisis**?”

I’m not clear about the types of things we should **measure** to show our contribution to addressing health inequalities

What kind of **evidence** should we collect to show our contribution to health inequalities?



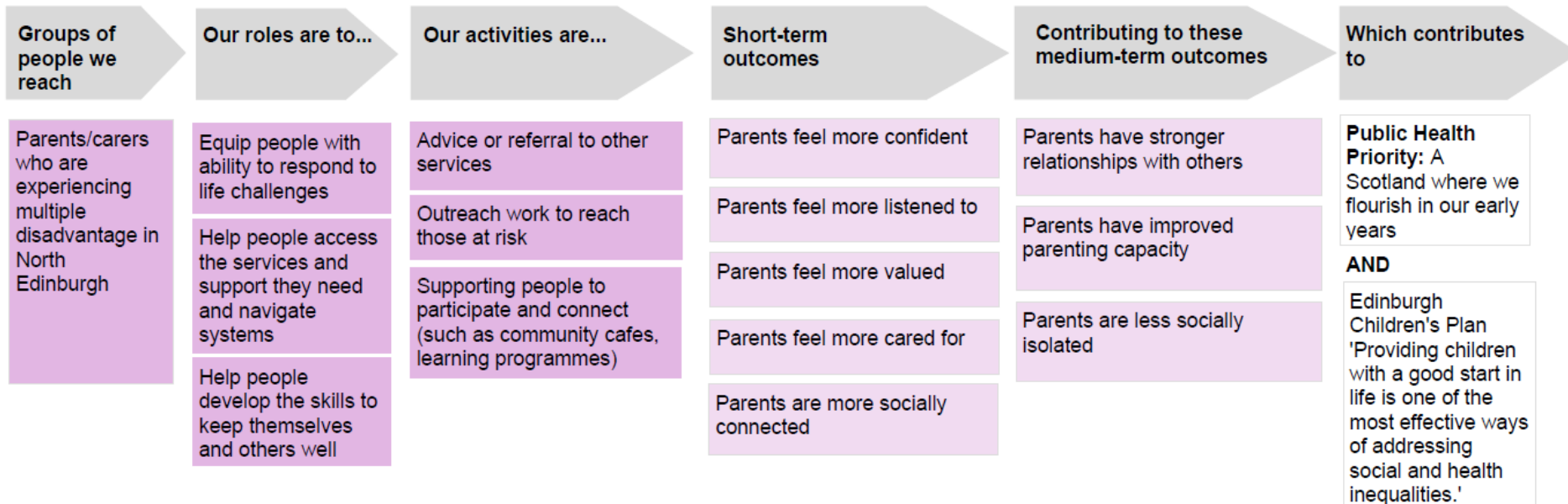
Rich Tapestry resource



- **Explanation** of health inequalities
- **Overall model** – to use to prompt ideas to explain
- Blank **template** to create your own model
- **Steps** to help you measure
- Some **examples**

Explaining...

Example: Haven Project, Circle



Measuring

- Step 1** Evaluate your reach. Did you reach your target group? How do you know?
- Step 2** Create plan to measure short term outcomes
- Step 3** Collect evidence to show impact
- Step 4** Relate to medium term outcomes
- Step 5** Relate to strategic outcomes



How organisations evidence change



Verbal feedback



Stats/ internal records



Observed change



Third party feedback



Written feedback/ records



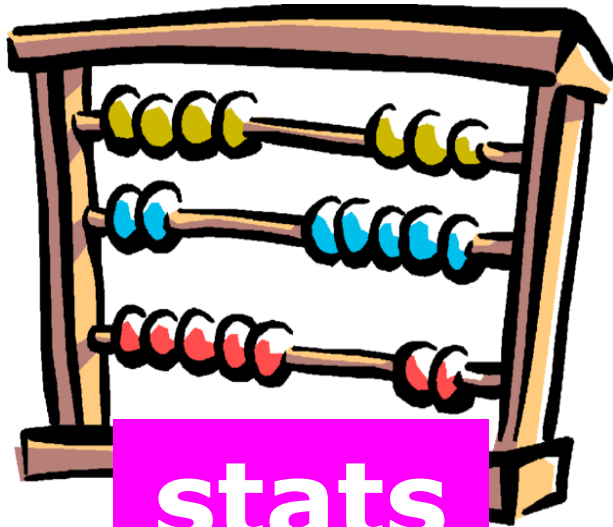
Awards and standards

What you said you'd do next...

- Create a **logic model**
- Improve **evaluation approaches** (eg clients or third party feedback)
- **Reflect** and **share** with team/partners



Reporting should be a mix of ...



stats

- Number people worked with
- Activities delivered
- Number achieving outcomes

and

stories

- How people feel about your project
- What difference you made with and for them



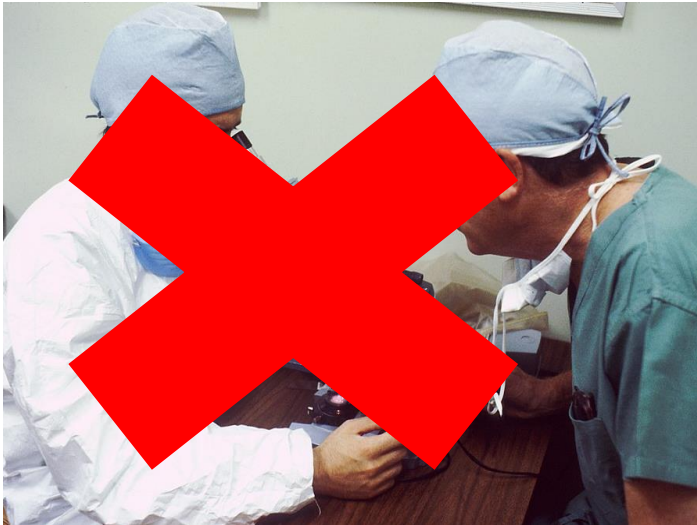
Analysing your evidence

Set aside time to analyse

Identify all the different **types of evidence** you have and where they are stored

Piece it **together**

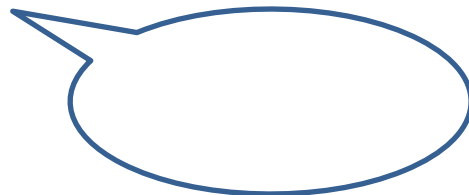
Draw **conclusions** about what it means



Analysing qualitative evidence



- Identify **themes** in your evidence (e.g. feelings, behaviours, events). Do the themes relate to your **outcomes**?
- Give each theme a **code** and use this to mark your evidence (add notes if helpful)
- Look for **relationships** to other factors
- Keep an eye out for any useful **case studies** or **quotes**



Coding your evidence

'It's great to get out of the house and meet new people' (Magda)

Reduced isolation

'I'd have lost touch with my busy grandbairns without learning the email' (Doreen)

Reduced isolation

Worker observes that Joan has made new friends

Reduced Isolation

Bob's daughter says he's keeping more active

?



Presenting your evidence

- Start with the **outcome**
- Set out **evidence**
- Use case studies or quote to illustrate

Outcome 2: People have more opportunities to connect with others

 When attending the face-to-face groups participants typically tell us:

It makes me feel less isolated. It makes me feel good coming here. It's like a big family and I feel like I have lots of friends

If it wasn't for this group I would be sitting home alone. It makes me really happy that I am coming here and giving something back to the community

This kind of group is great for not only learning new techniques in eating healthily, but also, to get to know more people and interests. It builds community spirit

We are still able to achieve this even while delivering the classes online. The closed Facebook group allowed for discussion in a safe supportive space and a real sense of togetherness and belonging was created. Participants were also able to pick up their bags at the Community Meal Takeaway on a Wednesday too so a quick chat with the workers here was possible.

 We also received verbal feedback from those attending the online group:

Thanks so much for the ingredients and recipe again today we've only been in the area for a few months so it's been nice to meet some faces

 We also receive feedback in our participants questionnaire:

My main benefit was getting to talk to other members of the community, and I have been exchanging recipes online...I would not have done this if it wasn't for coming to the group and learning new things and meeting new people

Would highly recommend this group to others. Good meeting other people in the group, especially when we collected our bags every week

 We sometimes also receive referrer feedback which tells us these outcomes are happening:

L said that being on the course brought her closer to her family and to her community - particularly going to collect the ingredients at the community meal and seeing other people there. Each week she would cook a meal and her whole family would eat it together, she said that while some things were familiar, others were totally new and her Grandpa particularly liked some of the new recipes. She was also able to teach her family how to cook some of the recipes too. Her mum loved that fact that once a week L would cook the meal

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