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Presentation

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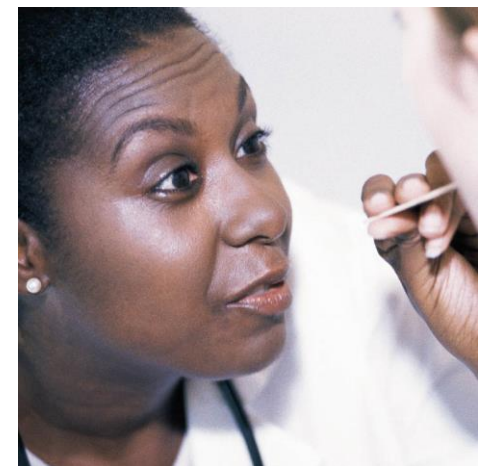
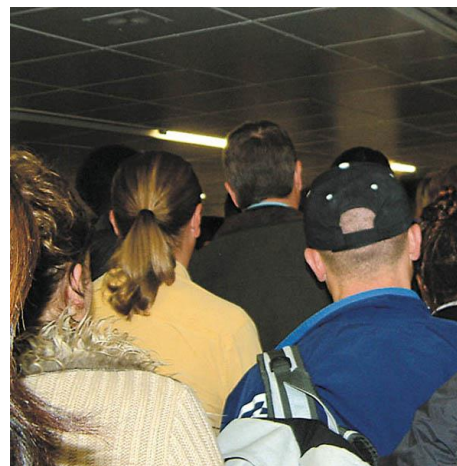
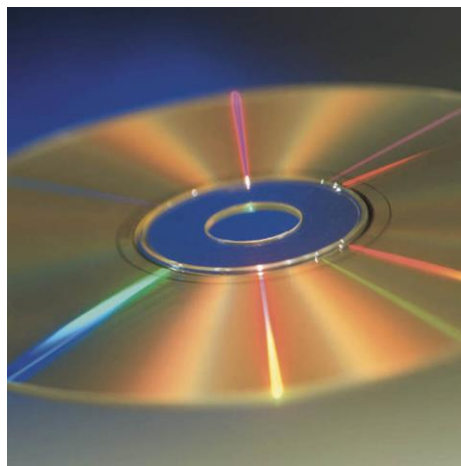
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## Centre for Health Services Studies

### Go Golborne Action Learning Event 2017: 11th October 2017

### **Partner survey & interviews**

Tamsyn Eida & Dr Erica Gadsby



# Partners of Go Golborne

- Go Golborne has a wide range of partners
  - frontline and strategic; voluntary/community, social enterprise and statutory; cross sector
  - breadth of involvement levels: information to delivery; evolving
  - number receiving initial launch pack: 27
  - average number attending stakeholder events: 28 (range: 19-43)
- Partners have been involved from the start
- They are a crucial part of the programme's theory of change



# Collecting information from partners

## Survey

- Online (open 15<sup>th</sup> Aug to 15<sup>th</sup> Oct 2016)
- Focused on desired outcomes
- Designed to capture partners' attitudes, knowledge, resources, activities and efforts
- Sent to 123 partners
- Analysed using excel and thematic coding of qualitative data

## Interviews

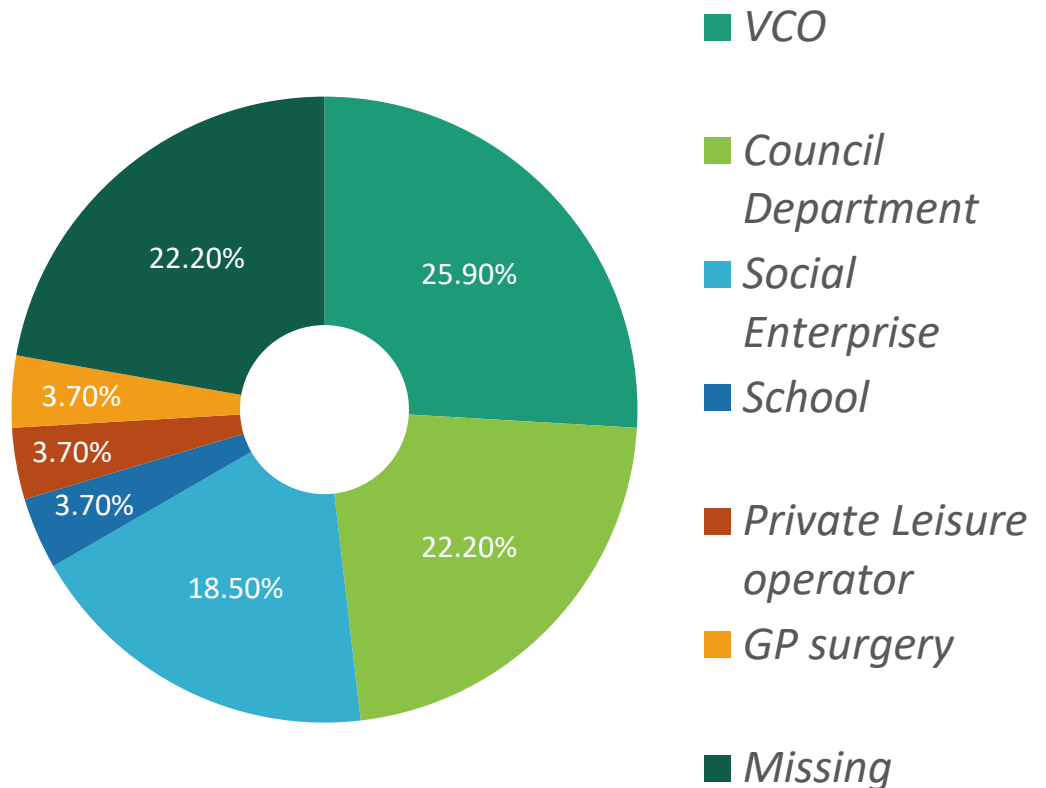
- During summer 2017
- Purposive sampling (N=8)
- Semi-structured, building on findings of other data
- Telephone
- Guide shared with participants in advance
- Analysed using thematic coding

# Survey: who responded?

## Key points

- Response rate: 21.95%
- Variety in the size and organisational type of responding partners

Sector of responding partners; N=27



# Knowledge & attitudes

## Attitude towards addressing the issue

- Felt it was necessary
- Recognised their role to play

## Leadership attitude

- Felt the programme was “well supported” by council and local community

## Knowledge of efforts

- High reported knowledge of: existing efforts to support families; Go Golborne programme

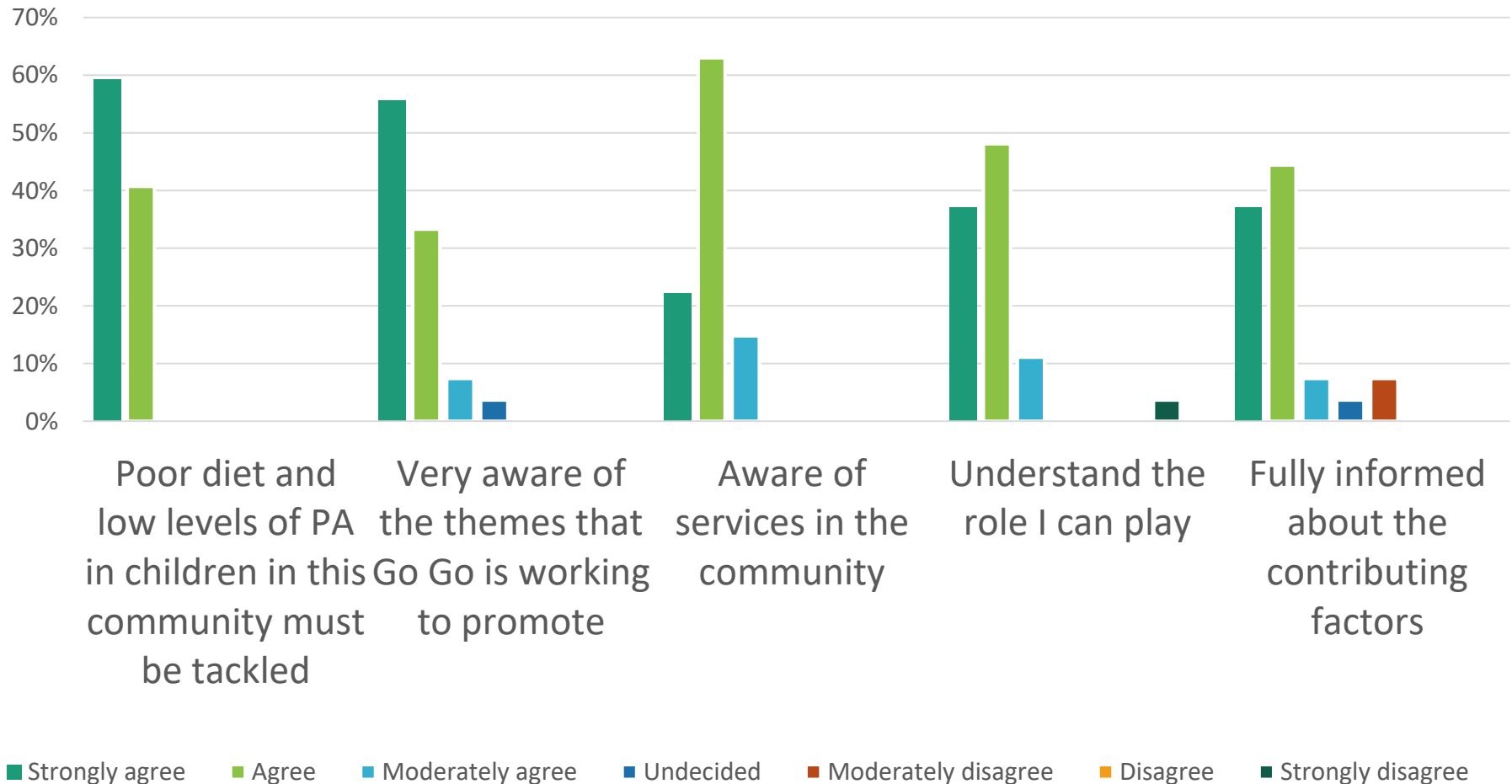
## Community knowledge of issue

- High reported knowledge of: causes of obesity; how to support families

## Resources & support

- Nearly  $\frac{3}{4}$  had accessed practical support
- Nearly  $\frac{1}{2}$  had accessed grant funding

# Responses to questions on community knowledge and attitudes (n=27)



# Impact on Golborne partners & their organisations

## Practical support & capacity

- Gained skills, knowledge & confidence
- Had developed new skills or knowledge around supporting children and families
- Enabled to organise a range of events and activities for the local communities



## Personal Impact

- Over 60% reported personal attitude change towards healthy eating and physical activity

*“The team are always on hand to offer support with engaging children and families, organising and supporting our community events.”*



# Impact on Golborne partners & their organisations

## Inspiration to develop new work & organisational change

- Changed internal working processes
- New delivery/partnership methods
- Greater focus on community collaboration

## Networks and contacts; facilitated collaboration

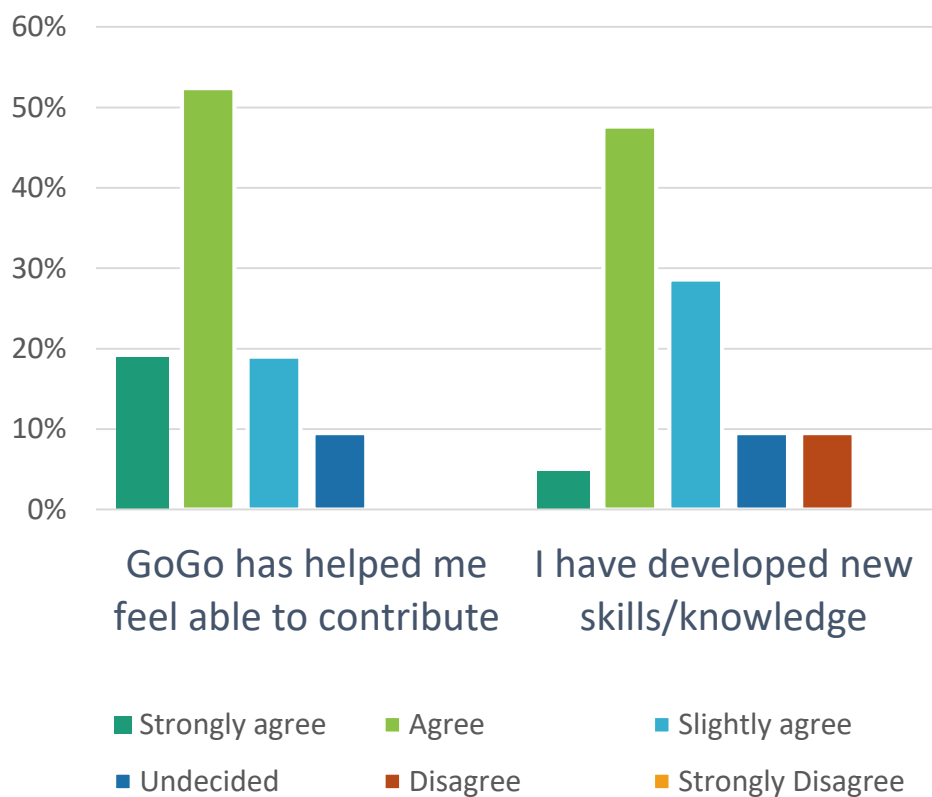
- Made useful contacts as a result of Go Golborne
- Facilitated opportunities to work collaboratively
- Better able to promote services and deliver different activities and events

*“The **culture of our organisation is starting to shift slowly towards understanding and enabling healthier choices.**”*

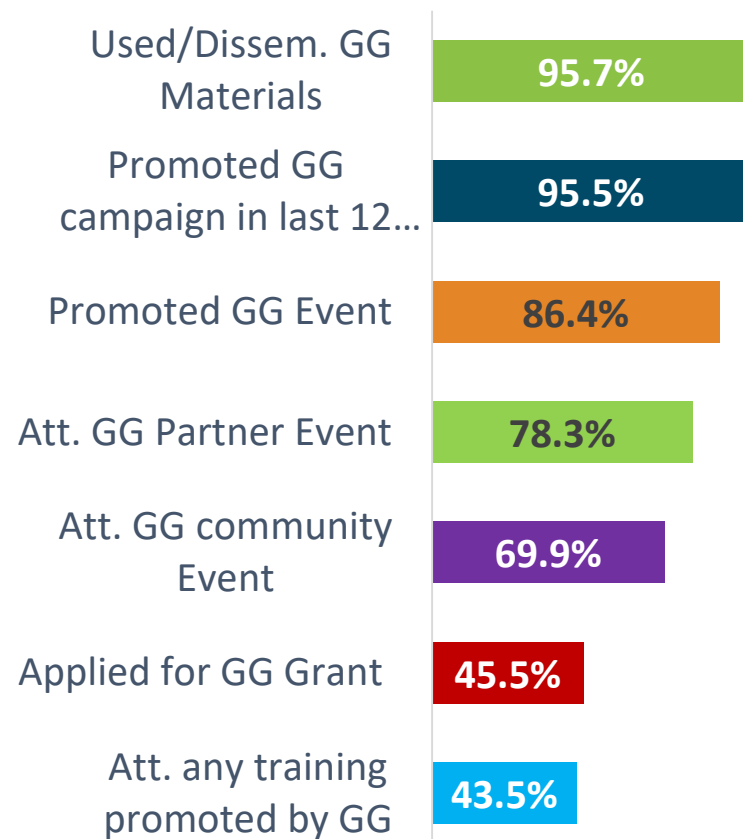
*“**[Go Golborne has inspired us to] bring more community involvement into what we do**”*

# Impact: on capacity to support healthy lifestyles

*Responses to questions on: Impact on capacity to support healthy lifestyles (n=21)*



*% of partners involved in GG activities (n=22-23)*



# Learning from the Go Golborne partners

## What hinders the programme?

- Organisational capacity: often limited, despite motivation
- Themes praised - but one person questioned the continuity in campaigns
  - *suggested new themes should add to rather than replace the previous*
- Another referred to not having an independent Go Golborne online/social media



## What facilitates the programme?

- Referring to the evidence base
- Providing excellent resources, practical support & simple grant structure
- Being tailored to an area of high levels of need
- Accessible programming & staff
- Well organised; clear objectives
- The gradual organisational shifts being seen

“great to see so many community groups gather and be given an opportunity to give their opinion and contribute.”

“We now have healthy snacks at all of our children's events whereas before we only offered high fat, high sugar snacks”



# Partner interviews

## Participants

- Community and Voluntary Sector: 2
- Social Enterprise: 2
- RBKC statutory providers: 3
- Medical provider: 1



# The themes that emerged

- **Trusted and embedded**
  - Among children and families
  - Among stakeholder partners
  - Contributory programme factors
  - Things to consider
- **Adaptive and responsive**
  - Contextual factors that inhibit healthy weight progress
  - Attributes that enable Go Golborne to respond
- **Breadth of influence and partnership**
  - Multi-level action within Golborne
  - Implications of Go Golborne beyond the programme area

# Trusted & Embedded

## Children and parents

- Pitched at right level; fun
- Positive framing
- Enables voice
- Contributes to the collective consciousness
- Builds collective identity
- Localises national campaigns
- Tailored to local priorities



# Trust & Embeddedness

Free!

UNPLUG & PLAY

Party in the park

Wednesday 20th July | 2-5pm

Emslie Horniman's Pleasance Park, W10

To celebrate the launch of Go Golborne's new Unplug & Play campaign we are hosting a party in the park! Free fun and tasters of local play and leisure activities open for children and families this Summer!

Face painting

Rowing challenge

QPR footy skills

Puppet making

Free refreshments

Hula hoop contest

Bubble disco

GO GOLBORNE  
eat happy · move · play

THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA

[www.rbkc.gov.uk/gogolborne](http://www.rbkc.gov.uk/gogolborne)

## Stakeholder partners

- Breadth of partners; builds reach
- Motivation & ownership
- Enabled/extended alternative ways of working & partnership
- Provides personalised support
- Resources: normalise & ease conversations



# Trust & Embeddedness

## GG contributory factors

- Personal qualities
- Professional but accessible process
- Tangible results
- High quality events
- Stepped, meaningful process



## To consider

- Reaching layers within organisations; capacity & reliance
- Implications: managing next steps & expectations
- Community & wider priorities over time
- Momentum & control

# Evaluation story 1: GG05

Communicating healthy eating messages to families is complex:

*“You know in the beginning, it was a bit of a challenge...especially with fruit– it’s quite pricey – if you’ve got a mother of five, then you really struggle.”*

**Involving community partners** is a vital – and valued – element of the response:

*“I’m from the community... lived in this area my whole my life – that’s what helps me deliver... And they do involve us as much as possible... it was all about us. (Go Golborne is) there to support us and give us the tools... that’s the idea I got.”*

# Evaluation story 1: GG05

Partners bring **ongoing tailored involvement**, supported through GG grants. This has engendered **trust, access and discussion** with families:

*“(we invite) the whole family... Mum doesn’t have to worry about who is going to babysit and she won’t just isolate herself. They’d been to our first activity, the second activity, they got to know each other and could share their concerns and, “what do you think I should do?”...”*

The **programming and leadership further contributes** to community trust and involvement:

*“one off don’t work...keeping the message and momentum... coming together collectively... and the facilitators are hands on as well... behind the scenes and on the front...”*

# Adaptive and responsive

## Contextual factors that inhibit healthy weight progress

Complexity of contextual environment, such as:

- *Food, shopping & activity norms and drivers*
- *Food & activity environment*
- *Capacity & changes in organisations*

## Factors enabling Go Golborne to respond

- collaboration with a range of partners: set up to listen and problem solve

- focus on action to address complex issues at different levels

- openness to respond to issues of capacity & expertise

- trust of partners to enable step-by-step process

## Evaluation story 2: GG04

Aimed to increase **Healthy Start vouchers** with market stalls before Go Golborne started.

Despite varied efforts, *“it never took off for various reasons.”*

Go Golborne offered an **opportunity to resolve this: partnership**

*“That’s what it took to find... someone at the Healthy Start redemption centre like who we could talk to, to explain what was going on...”*

## Evaluation story 2: GG04

Ultimately, *“because of the different groups involved and the kind of networks that were all plugged into”*, the group heard about **centralised redemption**.

Further **publicity and resources** advertise which traders take vouchers.

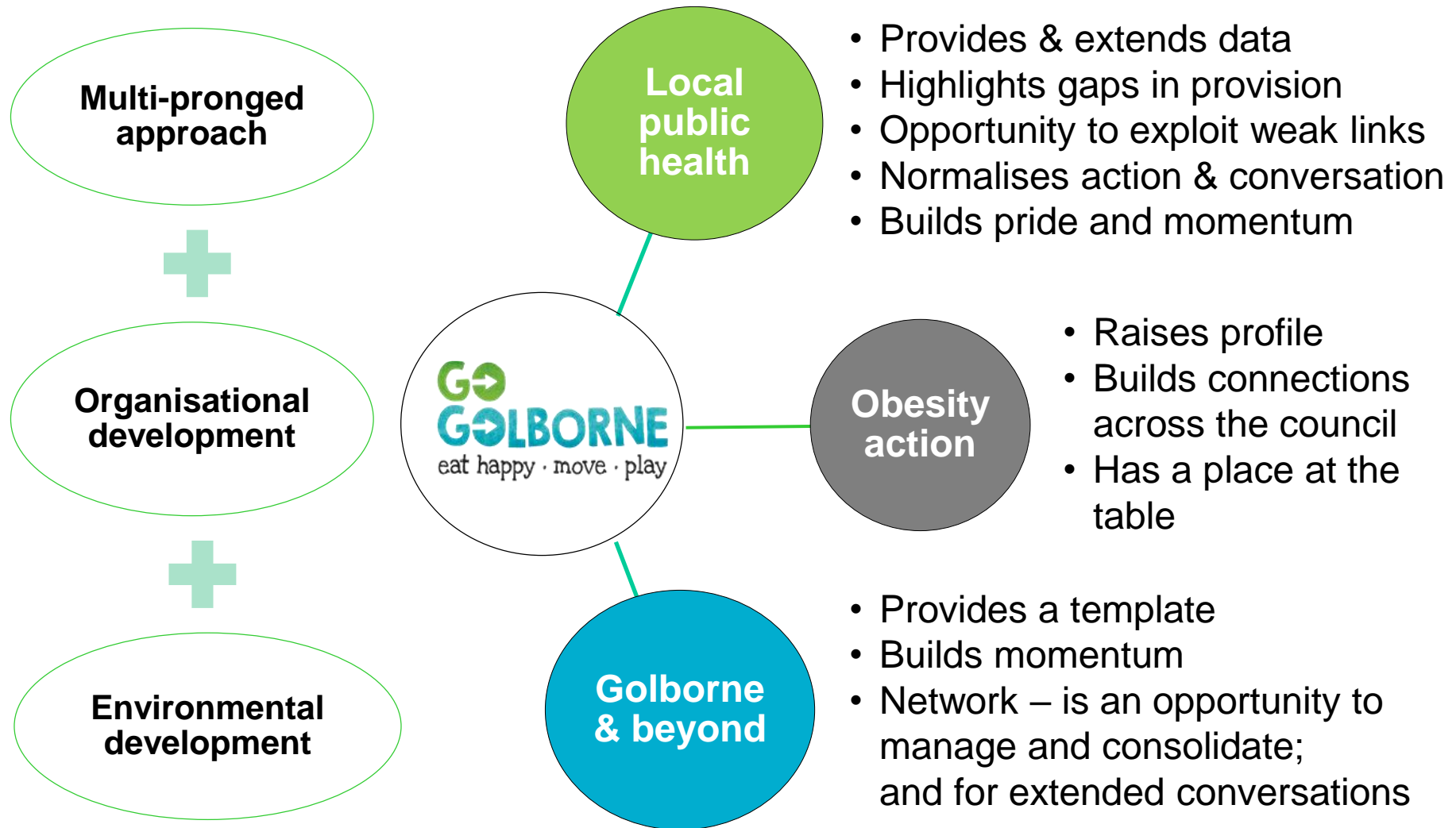
*“the Go Golborne project has lowered the barrier... hopefully a lasting legacy of the project.”*

Although increased, redemptions remain low.

Go Golborne has now **contracted Rice Marketing – a local marketing specialist**.

*“It’s another opportunity to develop.”*

# Breadth of influence and partnership



# Summary

- Good level of partner knowledge and commitment; has strengthened capacity & resilience
- Well received by partners & community members – through tailoring, support & resources, quality & delivery
- Has built trust & momentum at community and stakeholder levels
- Understands the complexity of healthy weight programming
- Will need to communicate next steps well with partners and community
- Ongoing coordination and motivation of network/activities important
- Has focused on making changes that will be sustainable
- Has maintained momentum despite barriers that have emerged





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