

# Using narrative-based interviewing and analysis to understand community wellbeing

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CITIES CONFERENCE, BARCELONA (4<sup>th</sup> November 2015)

# Presentation: Outline

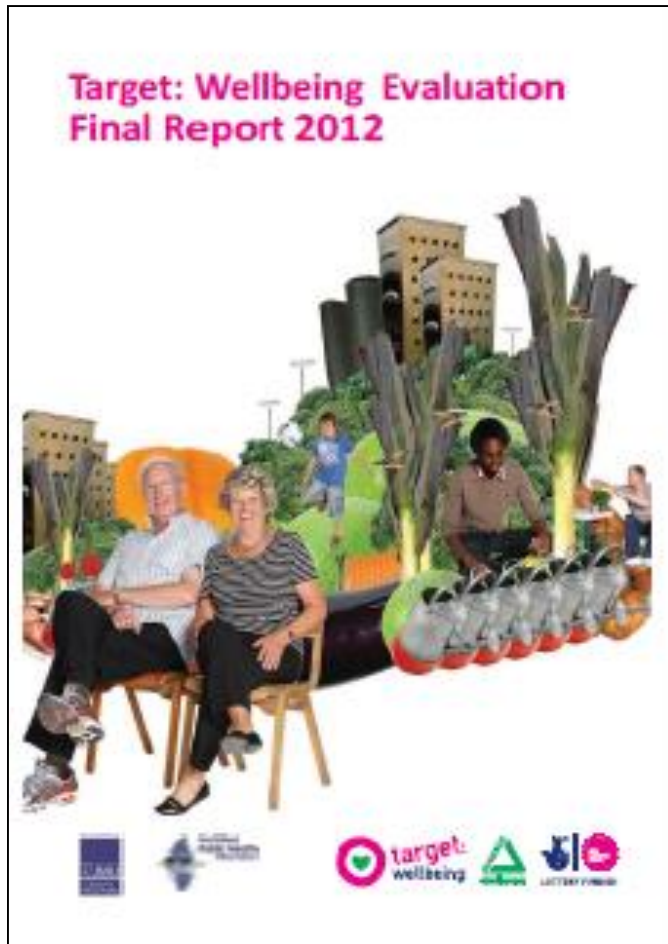
- Public Health Programme Overview
- Outcome and Process Evaluation
- Biographic-Narrative Interpretive Method
- Case Study
- Key findings
- Challenges and Implications

# Public Health Programme: 'Target: Wellbeing'

- **Overview:** One of 17 UK portfolios
- **Portfolio:** 95 individual projects
- **Portfolio Aim:** To help people to live healthier and happier lives
- **Funding:** £8.9 million (2007-2012) and subsequent continuation funding for certain projects until 2015
- **Thematic Focus:** Three key themes: healthier eating, physical activity, mental wellbeing



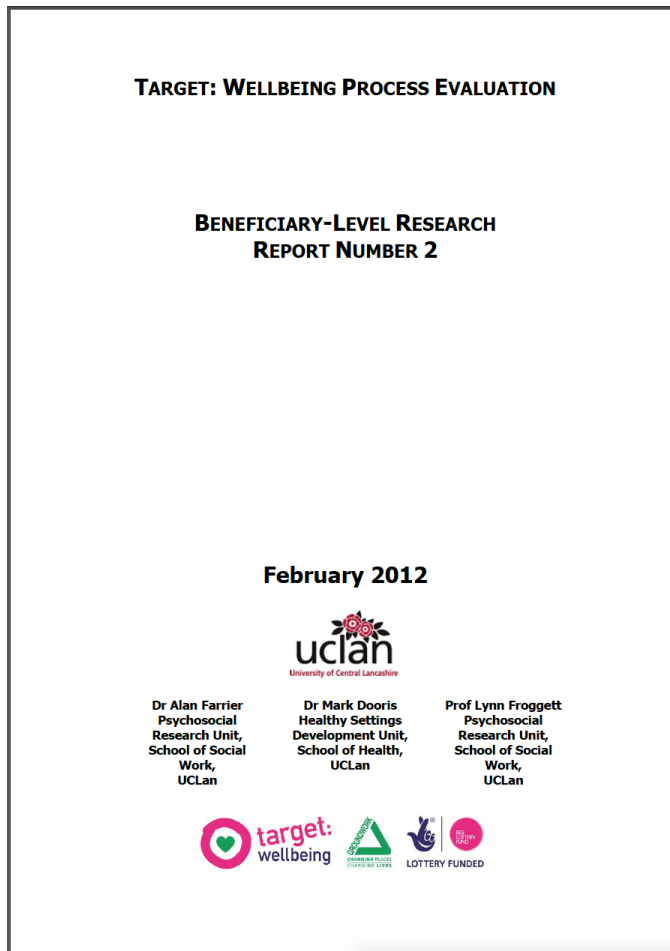
# Outcome Evaluation



## NWPHO:

- Collection and analysis of regional level outcome data
- Analysis of indicators over time
- Baseline mapping and tracking

# Process Evaluation



UCLan:

- Multiple Methods: Interviews; Focus Groups; Observation; Photography; Documentary Review – to identify and understand successes/learning
- Stratified Sample of Projects
- Multiple Levels: Portfolio; Programme; Project; **Beneficiary**

# Target: Wellbeing Process Evaluation

- **socio-ecological model of health**

interconnections between environment, behaviour and wellbeing, recognising the dynamic interplay between situational and personal factors)

- **psychosocial perspective**

positions the individual in networks of interpersonal relationships, organisations, and social, political and economic systems



# Biographic-Narrative Interpretive Method (BNIM)

- Single open framing question:

*Tell me the story of your involvement in the 'x' project and its effect on your life, anything that you think is important. Start wherever you wish, I won't interrupt you, I will just ask you some questions based on what you've said after you have finished.*

Wengraf, T. (2001) *Qualitative Research Interviewing: Biographic Narratives and Semi-structured Methods*, London: Sage.

## BNIM (2)

- Follow up questions to clarify detail respecting order, language and system of relevance of interviewee
- Interpretive panel works through interview chunk by chunk and future-blind
- Hypotheses ‘survive’ as they find further support in the interview text, others are disconfirmed



## BNIM (3)

- Structural hypotheses emerge, *gestalt* which can be presented in very synthesised and condensed form
- Ability to draw out summative points about the beneficiaries' experiences from the various projects

# Reg – Case Study

- White, male, 50s
- Brain haemorrhage
- Gave up work (depressed?)
- GP referral to health and wellbeing course
- Meets project manager, instant rapport
- Attendance rate good, sometimes for other's benefit
- Still attends twice weekly

# Preston on Wheels



# Reg – key quotes

## Inclusive

People who wouldn't necessarily be able to do any cycling are actually out cycling which is fantastic I think, another dimension to the cycling activity...

## Holistic

The thing is it's more than just the physical exercise, it's also like the...what do you call it, spiritual wellbeing, the buzz you get from actually doing it

## Connection with nature

I come back thinking I'm really glad that I've made the effort to do that. So it does leave you...psychologically a lot better having gone to do the ride

# Structure of Reg's Case

## Relationship with staff

They really are good people-orientated individuals themselves. Without that skill-set, they would put lots of people off...



## Confidence

## More politically charged

# Summative findings of Comparison Cases

Wellbeing subjective, but defined as:

- Holistic state
- Eudaimonic focus

# Evaluation

## Challenges and Implications

- Quantitative data problematic in terms of evidencing wellbeing improvement (*How? Why?*)
- Outcome evaluation failing to appreciate the subjective nature of wellbeing
- Key stakeholders: pertinence of qualitative evaluation, importance of advocating for a wider appreciation of its value in capturing people's stories and documenting their journey





# Evaluation Reports

[http://www.uclan.ac.uk/research/explore/projects/target\\_wellbeing\\_regional\\_portfolio\\_process\\_evaluation.php](http://www.uclan.ac.uk/research/explore/projects/target_wellbeing_regional_portfolio_process_evaluation.php)

The screenshot shows the UCLAN website header with the logo and navigation menu. The main content area features a breadcrumb trail, a title, a project description, and several sections: Lead Investigator, Project Staff, Collaborators, Funding Organisation, Timeline, and Public Outputs. The Public Outputs section lists various reports and their file sizes.

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## TARGET: WELLBEING REGIONAL PORTFOLIO - PROCESS EVALUATION

The project aimed to capture learning from the Big Lottery funded **Target: Wellbeing North West Regional Portfolio**, through conducting a qualitative process evaluation that complemented the impact evaluation being conducted by the North West Public Health Observatory. The research took place at four levels – portfolio, programme, project and individual beneficiary – and data collection methods included semi-structured interviews, narrative-joined interviews, focus groups, observation and photography.

**LEAD INVESTIGATOR**  
Dr Mark Doors

**PROJECT STAFF**  
Dr Alan Farrier, Psychosocial Research Unit, School of Social Work  
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**COLLABORATORS**  
Groundwork UK  
North West Public Health Observatory

**FUNDING ORGANISATION**  
Big Lottery via Liverpool John Moores University, £100,000

**TIMELINE**  
2008-12

**PUBLIC OUTPUTS**  
Timpson, C., Knuckey, S., Perkins, C., Bellis, M., Doors, M. and Farrier, A. (2011) **Target: Wellbeing Evaluation – Update Report 2011** (pdf 2.17MB) (Reporting period April 2009-August 2010), Liverpool: LJMU – NWPHO.  
Giles, S., Phillips, S., Timpson, C., Carlin, H., Perkins, C., Doors, M. and Farrier, A. (2012) **Target: Wellbeing Evaluation – Annual Report February 2010** (pdf 1.06MB) (Reporting period April-September 08), Liverpool: LJMU – NWPHO.  
**Beneficiary-Level Research Report Number 1** (pdf 462KB)  
**Beneficiary-Level Research Report Number 2** (pdf 390KB)  
**Report of Portfolio Level Research** (pdf 694KB)  
**Programme-Level Research Report Number 1** (pdf 144KB)  
**Programme-Level Research Report Number 2** (pdf 2.10MB)  
**Project-Level Research Report Number 1** (pdf 156KB)  
**Project-Level Research Report Number 2** (pdf 613KB)