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Growing Health
Garden Organic

Which tool to use?
A guide for evaluating health and wellbeing outcomes for community growing programmes
Why isn’t food growing commissioned?

NHS & Public Health
• Lack of awareness of the benefits of food growing and how to use it in practice
• Unsettled times and new structures
• Need evidence of outcomes and impact

Food Growing Groups
• Don’t have the contacts or awareness of routes to commissioning
• Not always set up to make commissioning easy – define the service, work in partnership and provide evidence of outcomes and impact
Benefits for health and wellbeing – the evidence
Which tool to use?
A guide for evaluating health and wellbeing outcomes for community growing projects

Aim
• Highlight the most commonly used tools
• Guidance on appropriate tools for different situations

Tools for different nature-based interventions
• Green care
• Nature-based health promotion
Which tool to use?

A. Case study reports
B. Outcomes Star™
C. Goal Attainment Scaling (GAS)
D. Leuven Wellbeing & Involvement Scale
E. Warwick & Edinburgh Mental Well-Being Scale (WEMWBS/SWEMWBS)
F. Office of National Statistics Subjective wellbeing Questions (ONS4)
G. Big Lottery Wellbeing Programme Evaluation Tools
H. Bespoke questionnaires
I. Economic Benefit Analysis
J. Social Return on Investment (SROI)
Why do you want to measure health and wellbeing outcomes?

• Better understand impact of the project
• Promote the service among service users and funders
• Measure changes over time
• Inform development and improvements to the service
• Demonstrate results against key performance indicators
Nesta Standards of Evidence

What is expected

Level 5
You have manuals, systems and procedures to ensure consistent replication and positive impact

Level 4
You have one or more independent replication evaluations that confirm these conclusions

Level 3
You can demonstrate causality using a control or comparison group

Level 2
You capture data that shows positive change, but you cannot confirm you caused this

Level 1
You can describe what you do, why it matters logically, coherently and convincingly

How the evidence can be generated

Multiple replications of evaluations, future scenario analysis

Robust independent evaluation that validate the outcomes of the service; external endorsement; documented standardization of delivery, data on costs

Robust methods using control or comparison groups to isolate the impact of the service; Random selection of participants, large samples

Data can show effect but will not evidence direct causality. Use pre- and post-survey evaluation; cohort/panel study; regular interval surveying

Draw upon existing data and research from other sources

Adapted from Puttick & Ludlow, 2012
Measuring change – at what level?

• Individual
• Population of beneficiaries

What are the intended outcomes?

• Person-centred outcomes
• Wellbeing and happiness
• Behaviours contributing to health and wellbeing
• Wider social and environmental outcomes
• Economic outcomes
Who are the service users / beneficiaries?

• Age group
• Level of literacy and IT skills
• Language
• People with specific needs (eg learning disabilities, dementia)

Resources available for evaluation

• Human resources; time and skills
• External evaluators
• Planning, data collection, analysing and interpreting results
At which level do you want to demonstrate change / impact?

Individual with defined need

- Case study reports, product sheet, video and photo documentation

Population of beneficiaries

What is the intended outcome? What do you want to measure?

Person-centred outcomes or goals related to individuals or target groups’ defined needs.

- Mental, personal wellbeing
- Physical activity
- Healthy eating
- Contact with nature
- Social inclusion
- Community cohesion
- Environmental outcomes
- Economic outcomes

People with learning disabilities or other specific conditions

Who is the target group?

- General public and/or specific target groups

- Adults or Children

- Outcomes Star™
- Goal Attainment Scaling
- Leuven Wellbeing & Involvement Scale
- WEMWBS / SWEMWBS
- ONS4 subjective wellbeing questions
- Big Lottery Fund Wellbeing Programme Evaluation Tools
- Bespoke survey questionnaires
- Economic Benefit Analysis
- Social Return on Investment
Further information

• What Works Wellbeing
  www.whatworkswellbeing.org

• New Economics Foundation
  www.neweconomicsfoundation.org

• Growing Health
  www.growinghealth.info
Thank you

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