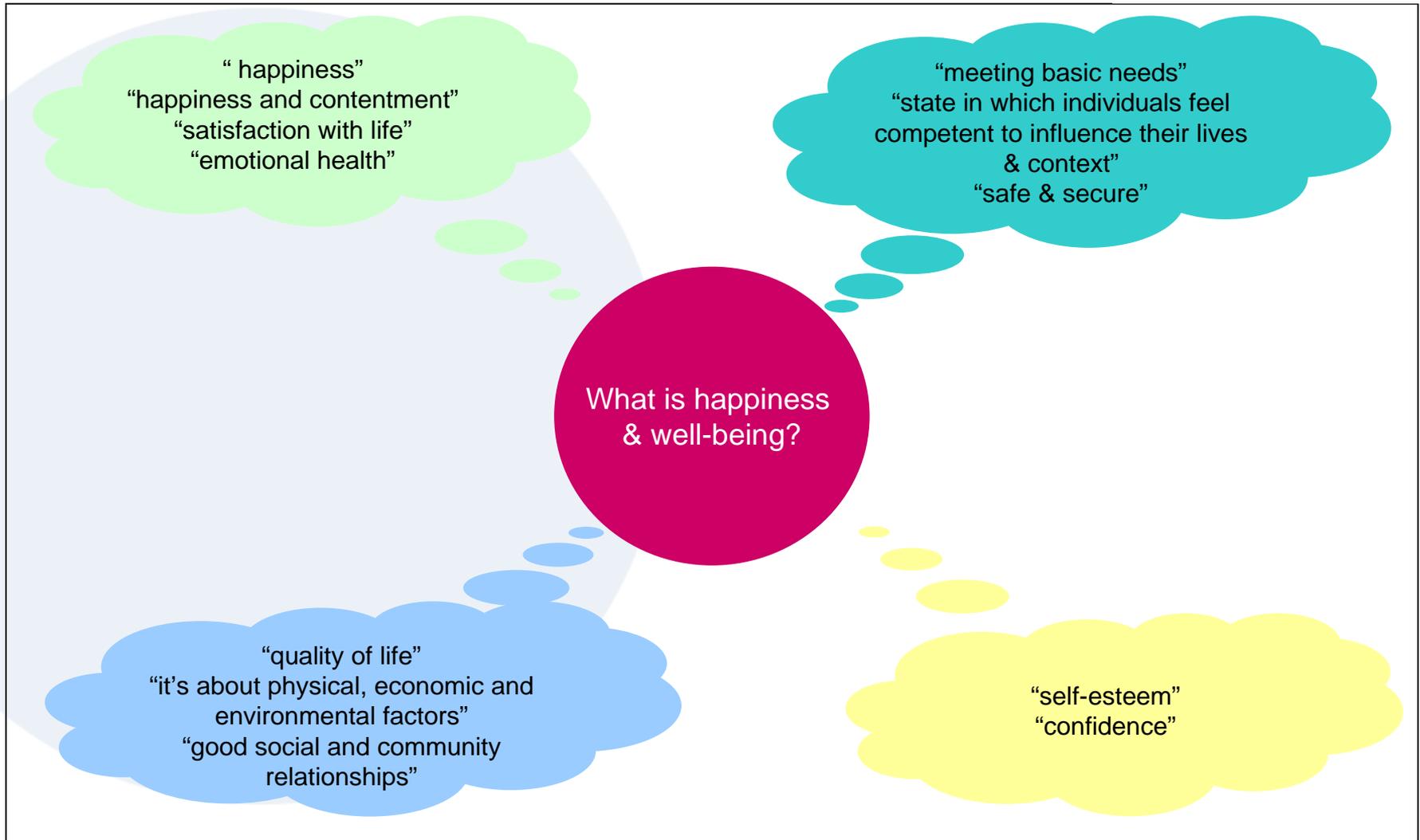


Happily measuring happiness and well-being

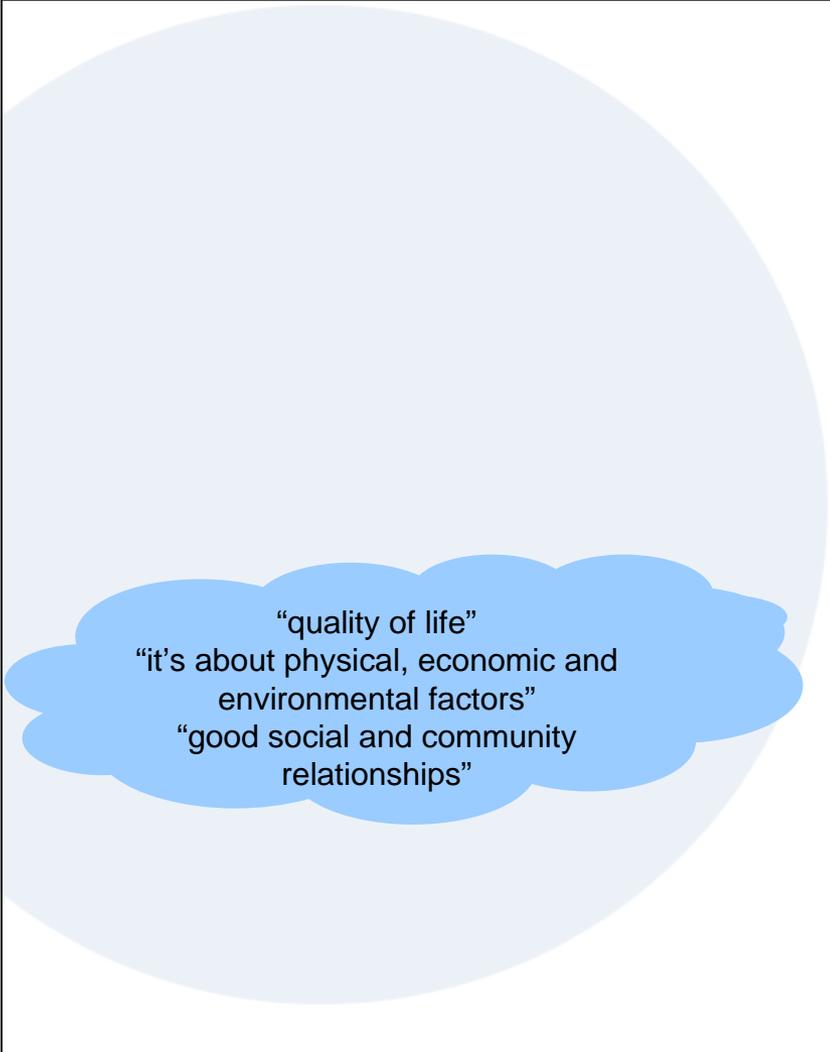
Measuring happiness: how to put well-being at the heart of the community
Wellnet event, 27 March 2009

Nicola Steuer
Head, Centre for Well-being
nef (the new economics foundation)



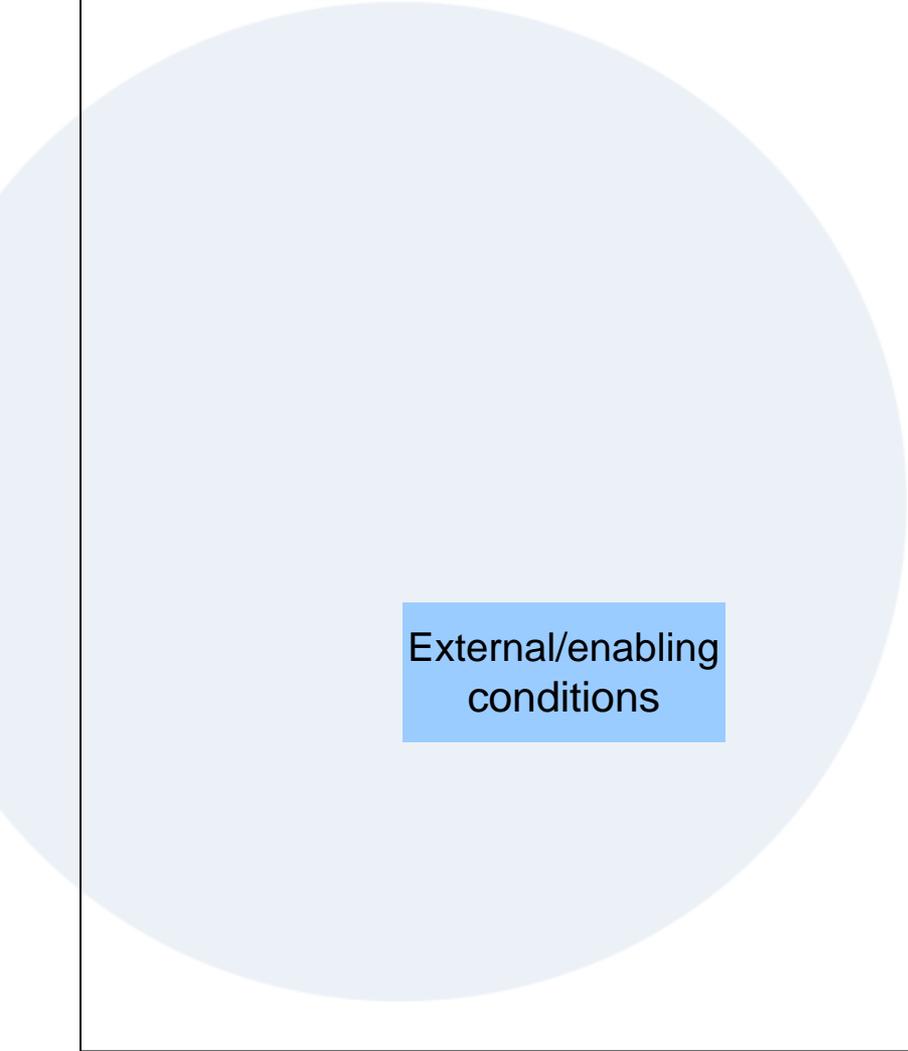


Measuring happiness and well-being...



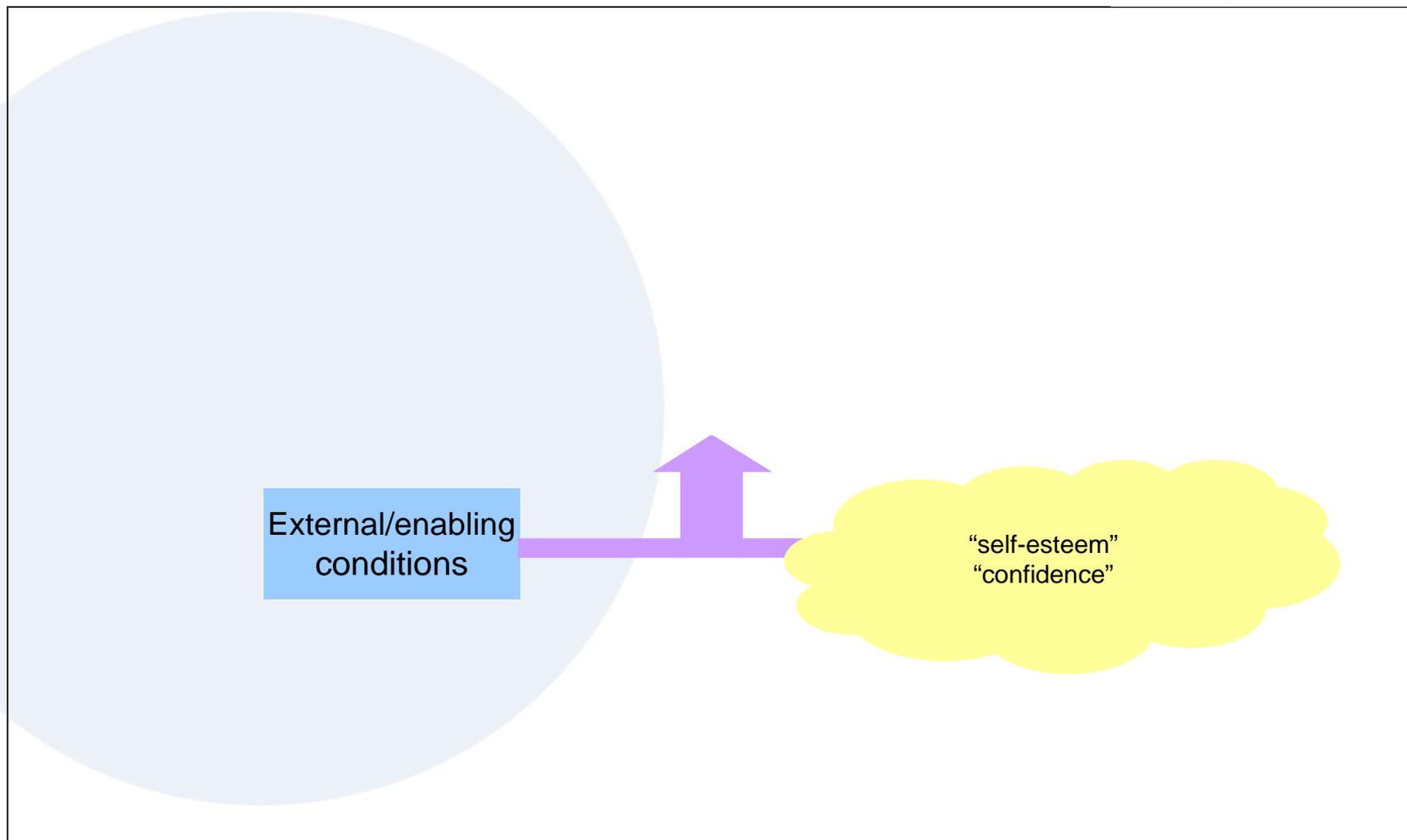
“quality of life”
“it’s about physical, economic and
environmental factors”
“good social and community
relationships”

Measuring happiness and well-being...

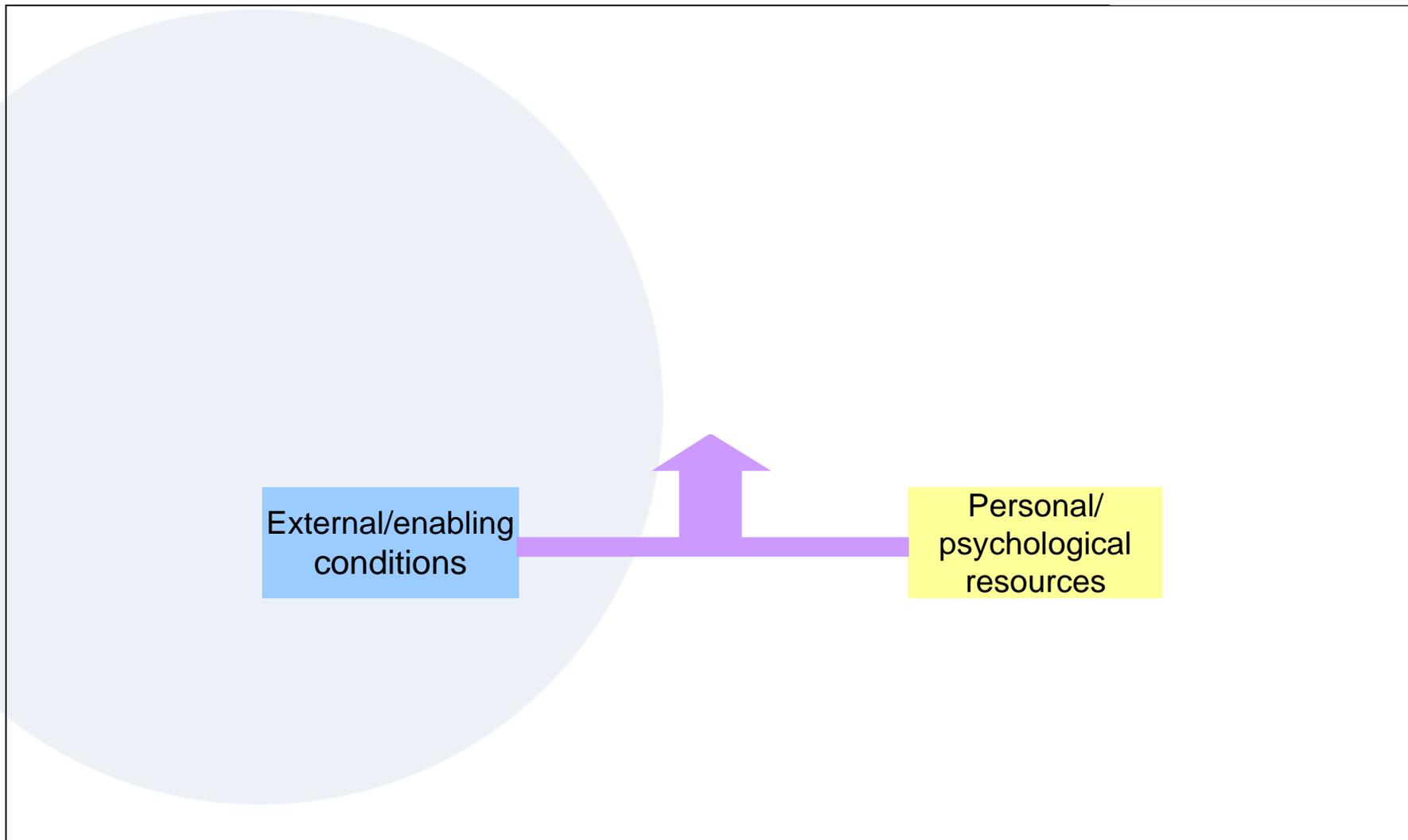


External/enabling
conditions

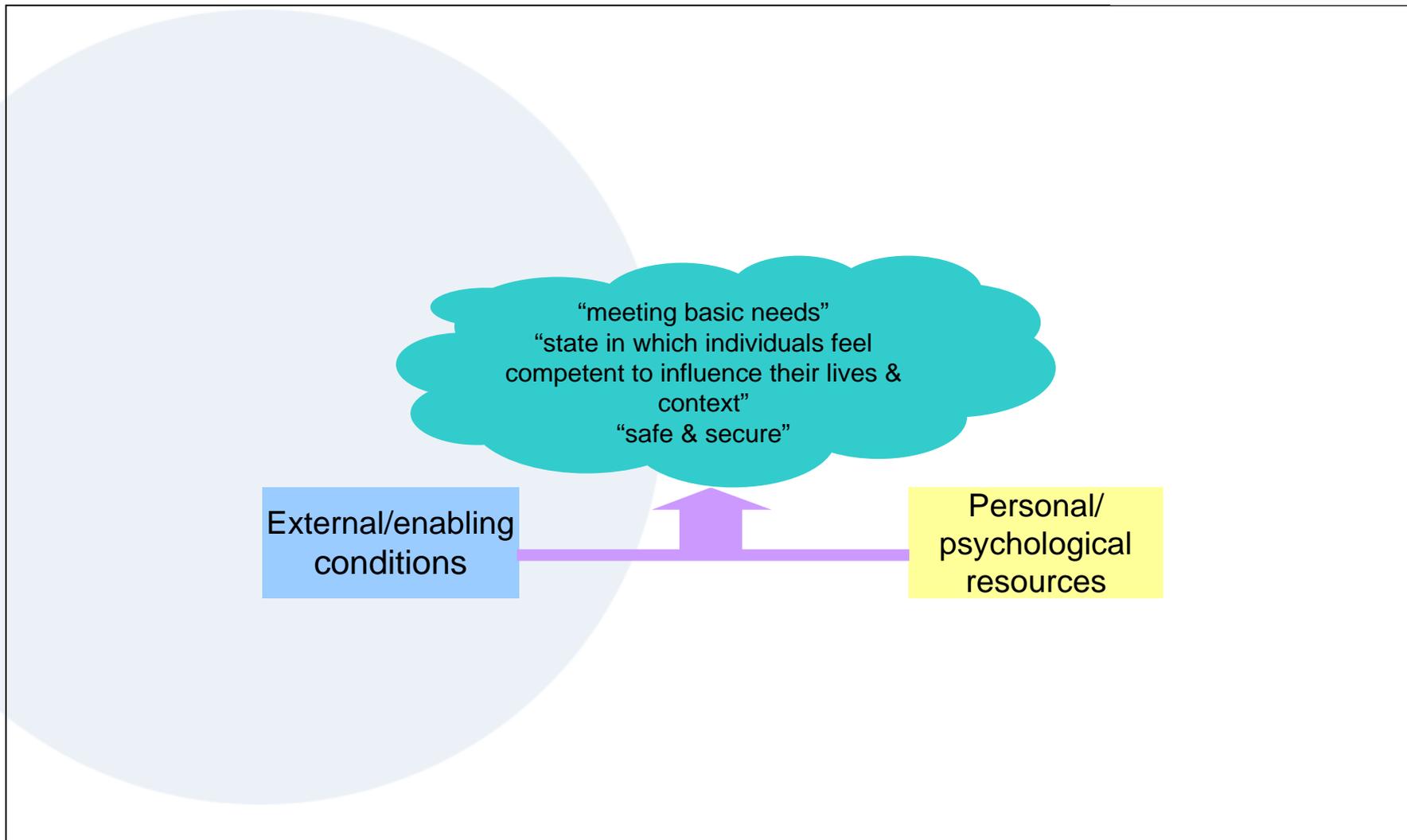
Measuring happiness and well-being...



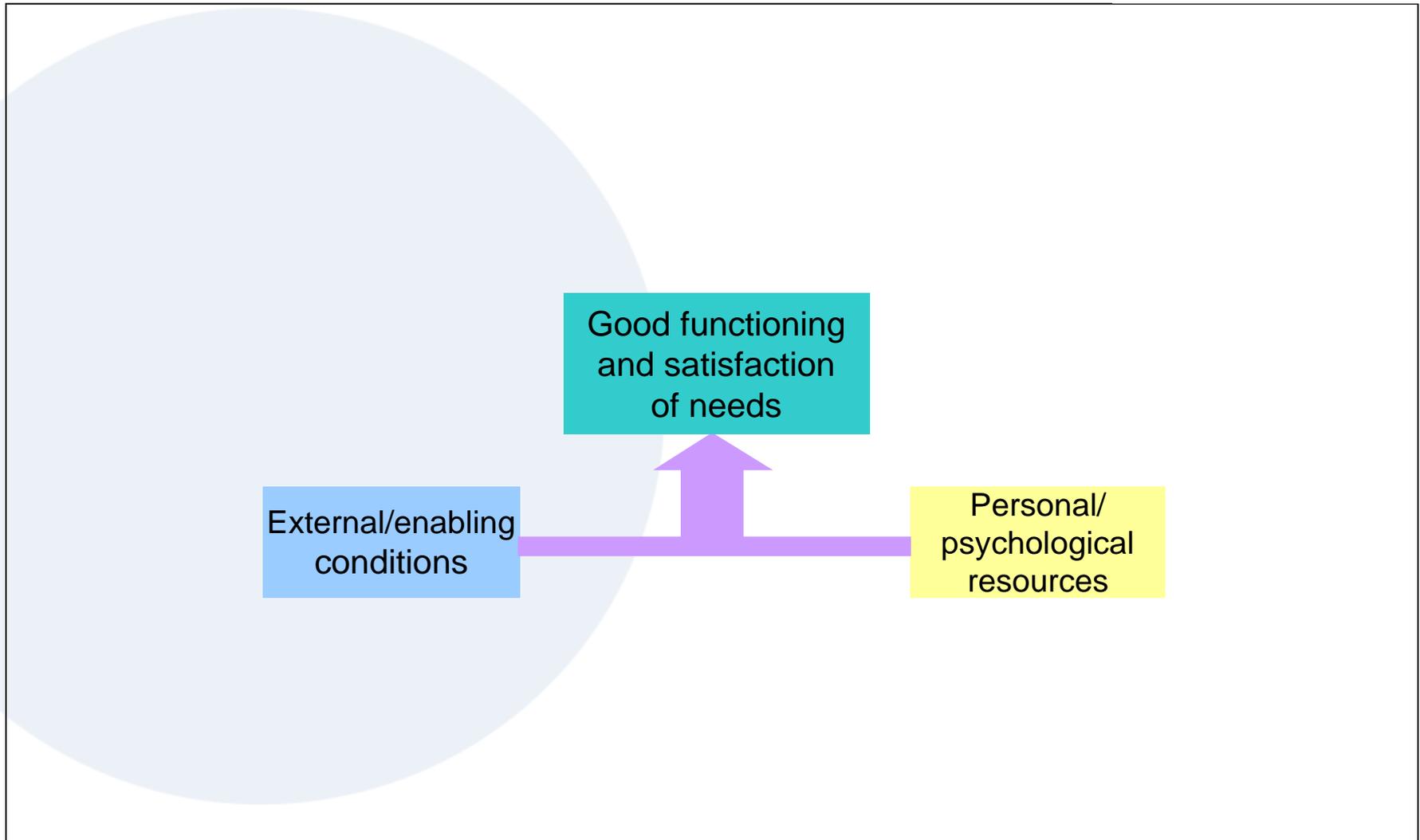
Measuring happiness and well-being...



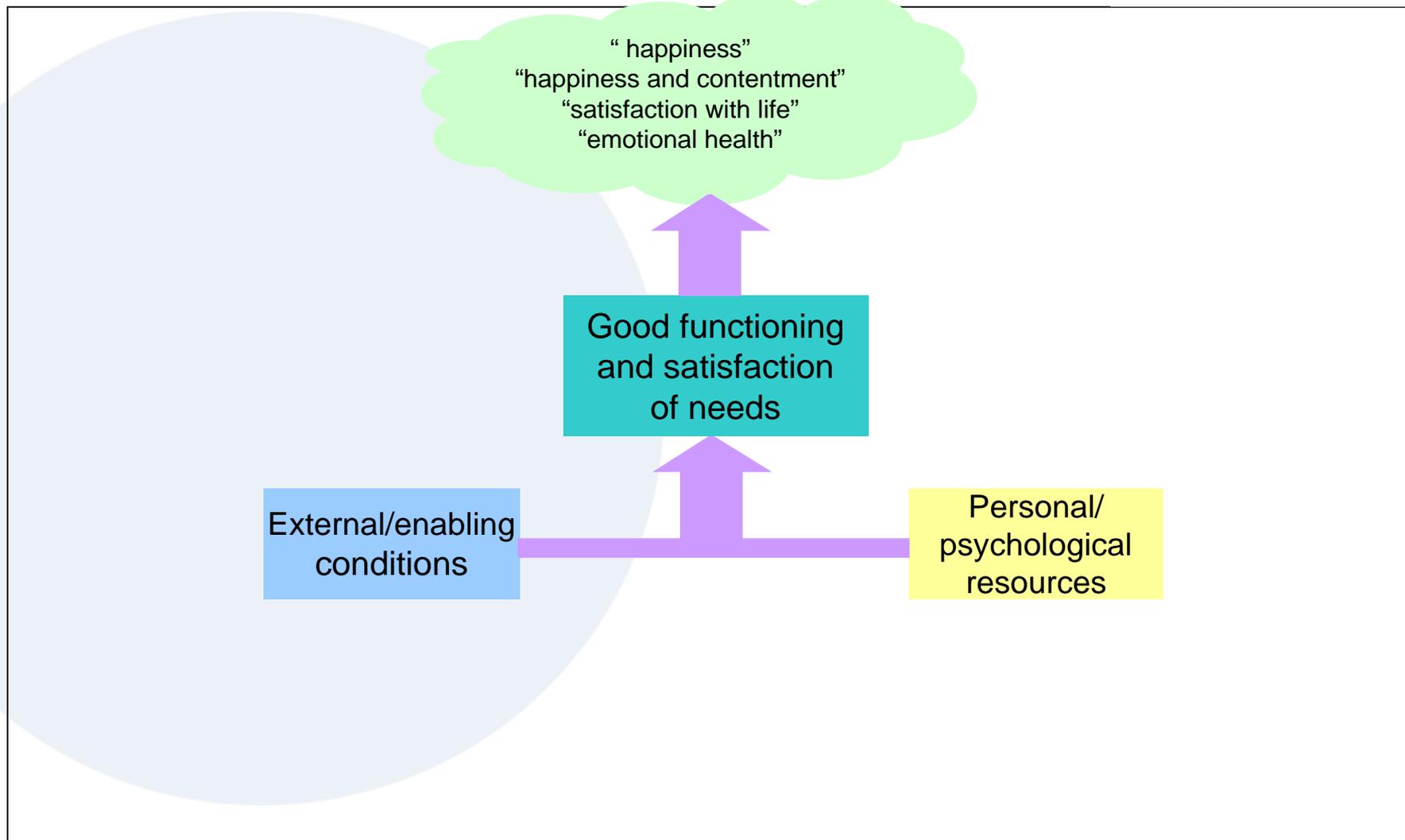
Measuring happiness and well-being...



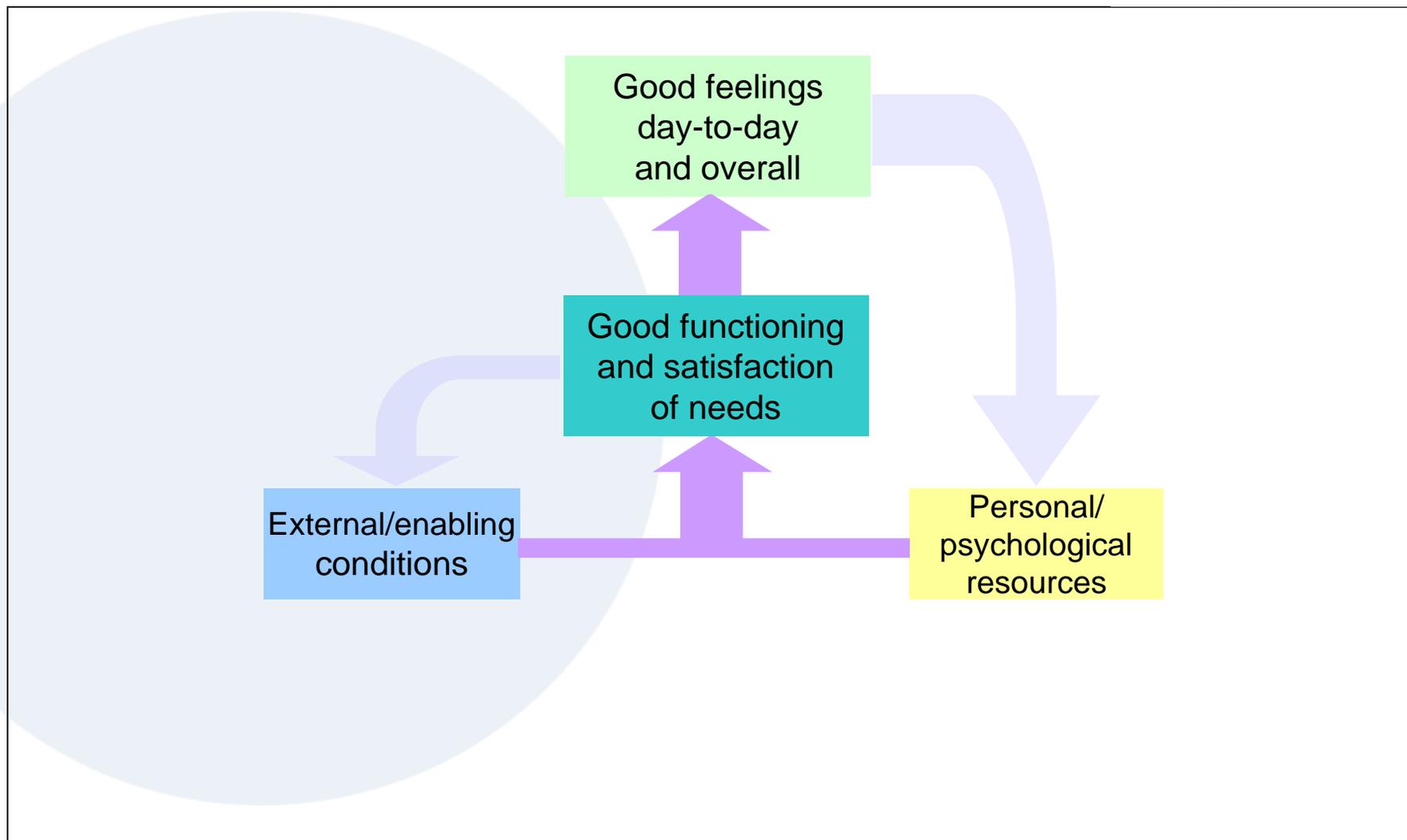
Measuring happiness and well-being...



Measuring happiness and well-being...



Measuring happiness and well-being...



'Doing' well-being measurement



Make best use of what already exists

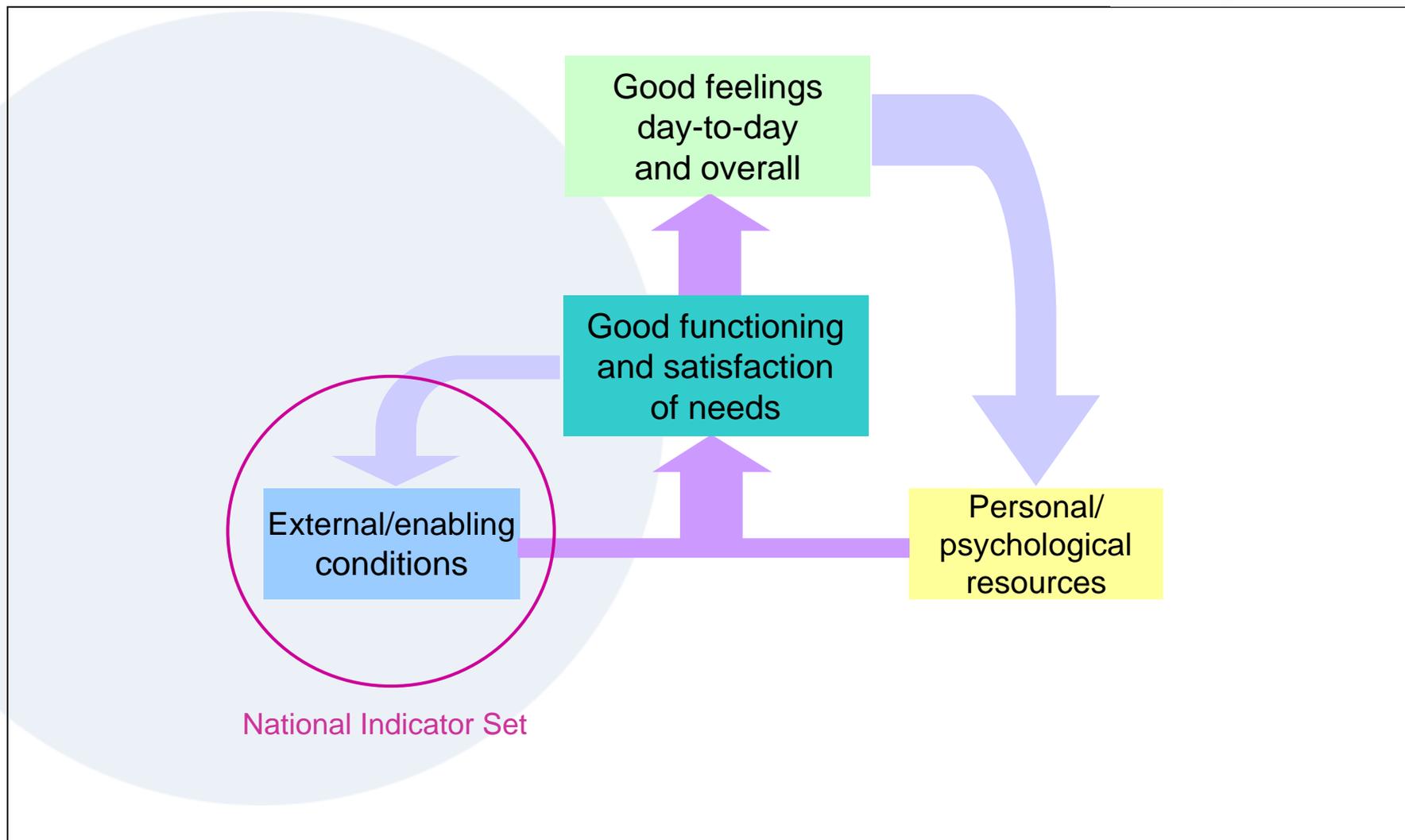


- saves time
- saves money
- can help ensure quality/robustness
- can sometimes provide benchmarks/comparator data

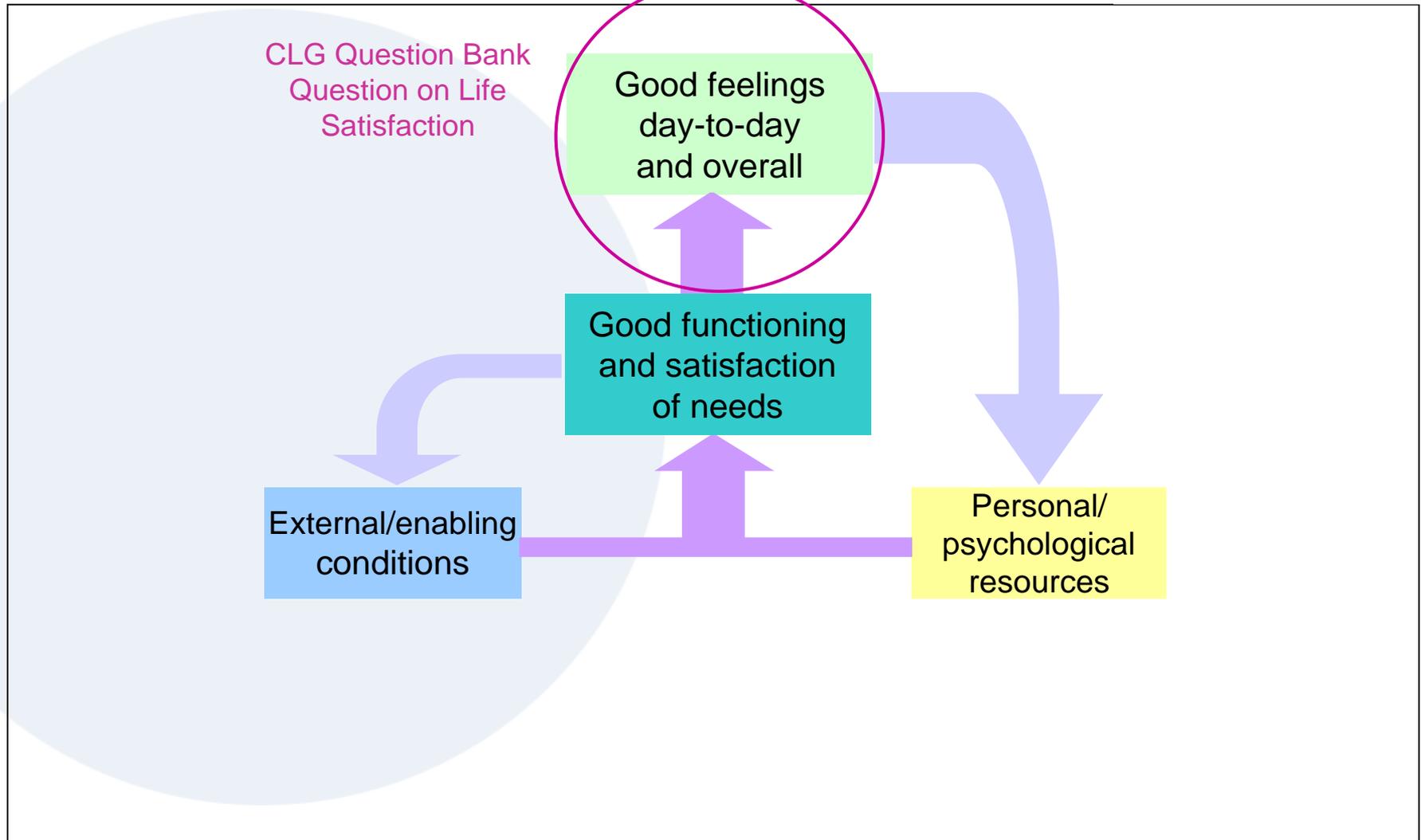


- National Indicator Set
- CLG Place Survey Question Bank / Life Satisfaction
- European Social Survey Well-being Module
- National Well-being Indicator questions
- Warwick Edinburgh Mental Well-being Scale

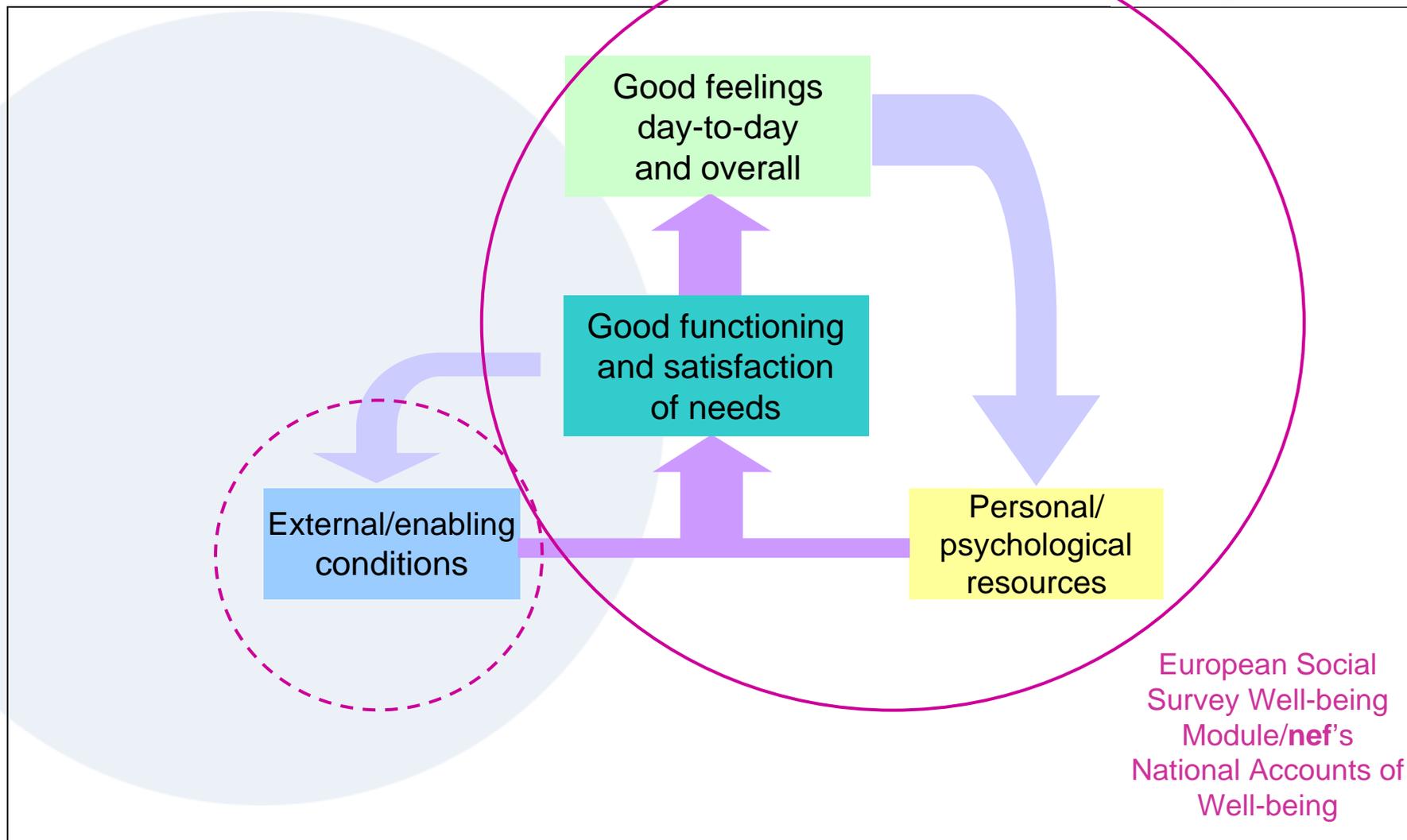
What existing indicators/tools capture



What existing indicators/tools capture



What existing indicators/tools capture



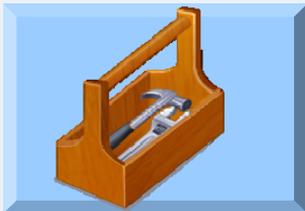
'Doing' well-being measurement



Consider tracking change over time



- necessary if you want to demonstrate outcomes & impact
- shows distance travelled for *your* group or community
- doesn't have to be everyone, think about samples
- build it in – not just one-off 'research moments'



- Big Lottery Fund Well-being Programme National Evaluation Tools

'Doing' well-being measurement



Be creative (whilst being robust)



- encourages participation in the process of measuring
- encourages engagement in the results from measuring
- encourages people to act on the findings



- online data collection formats
e.g. Big Lottery national evaluation tools
- interesting data presentation formats
e.g. National Accounts of Well-being

Taking action

Five ways to wellbeing

Connect...
Be active...
Take notice...
Keep learning...
Give...

Contact details:

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e: nicola.steuer@neweconomics.org

Reports downloadable from:

www.neweconomics.org

Other websites:

www.nationalaccountsofwellbeing.org

www.happyplanetindex.org