

# **Selection of Communities. Research and Evaluation Framework.**

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Selection of Communities and  
Evaluation Framework are grounded  
in the philosophy and logic of the bid

# Philosophy of the bid

- Work at the very local level
- Work in the most deprived communities
- Use community development approach to intervention design and evaluation
- Join up work on health eating, green space, physical activity and mental health and use cultural and creative practice throughout.
- Rigorous evaluation will provide learning and evidence to support rollout and mainstreaming

# Logic of the Bid

## ***Well London* partnership has experience of:**

- Delivering local community level interventions (GW,LSx, YMCA);
- Influencing policy and intervention pan-London (LHC)
- Process and Outcome Evaluation (UEL/LSHTM)

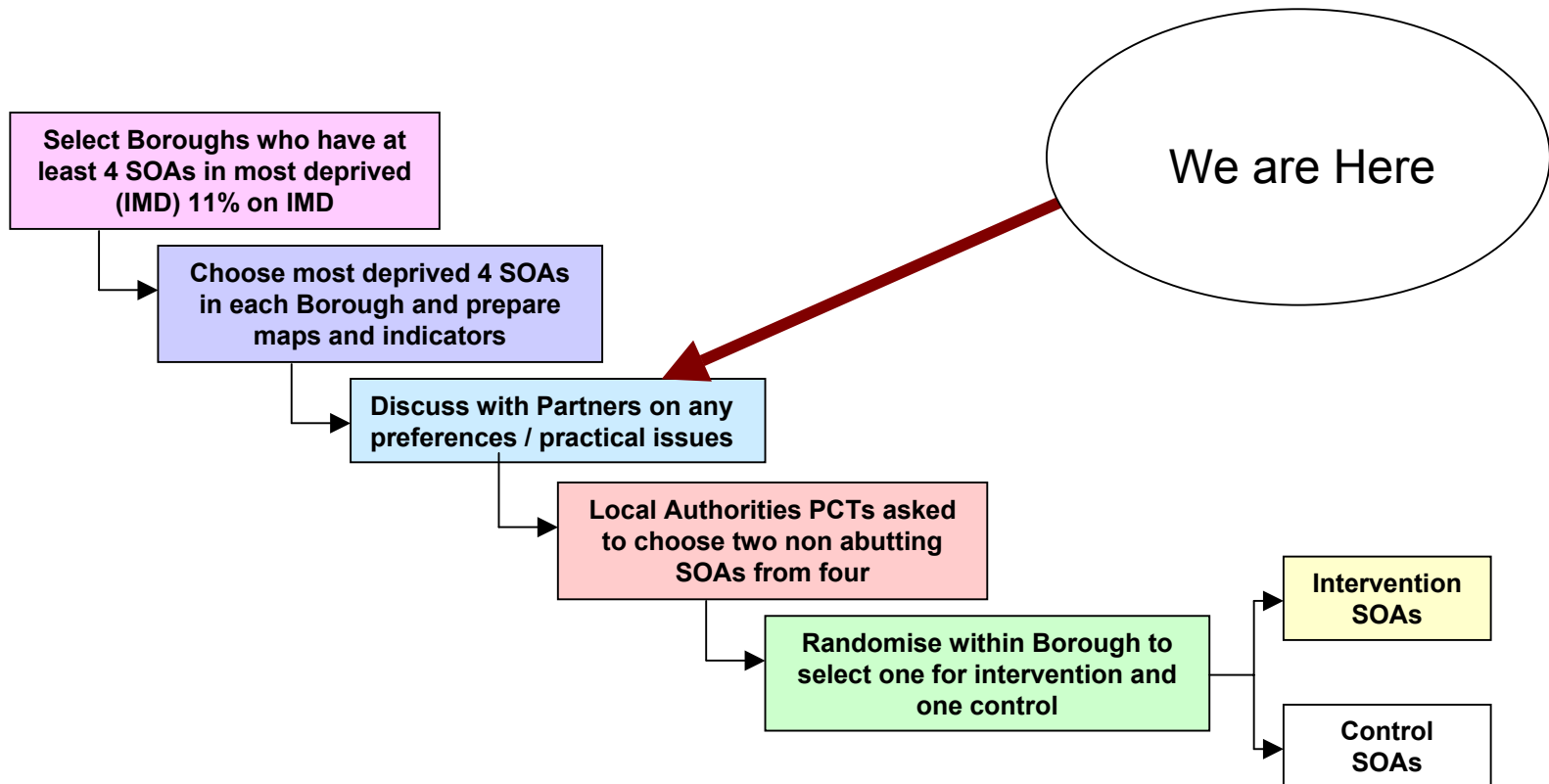
## **Partnership thus well placed to:**

- Innovate at the local level & bring theme specific expertise together in new and coherent ways
- Measure, evidence and learn
- Use evidence and learning to mainstream successful approaches into policy and intervention practice in London and beyond.

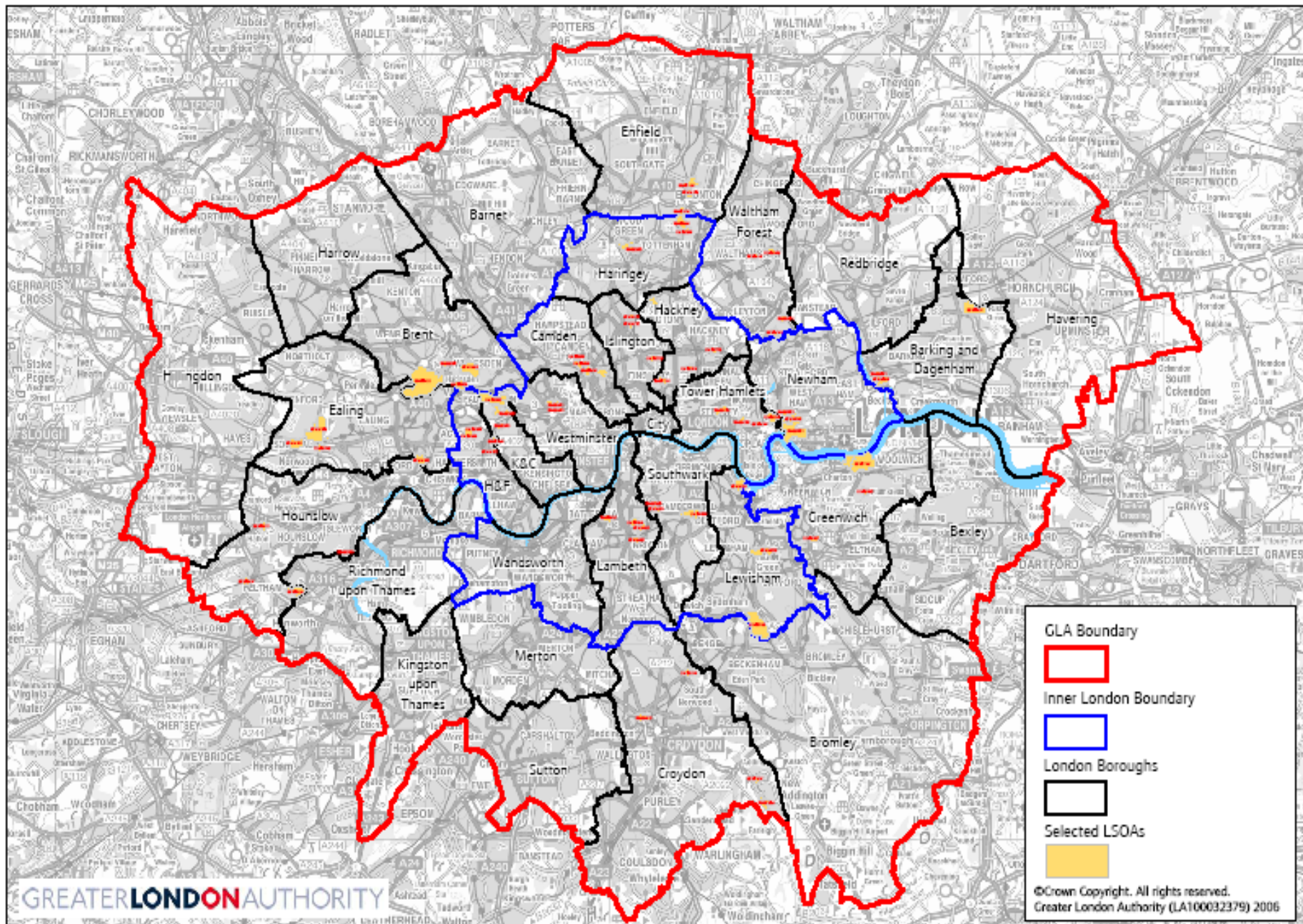
# Selection of Communities

Approach designed be systematic and transparent and to to reconcile:

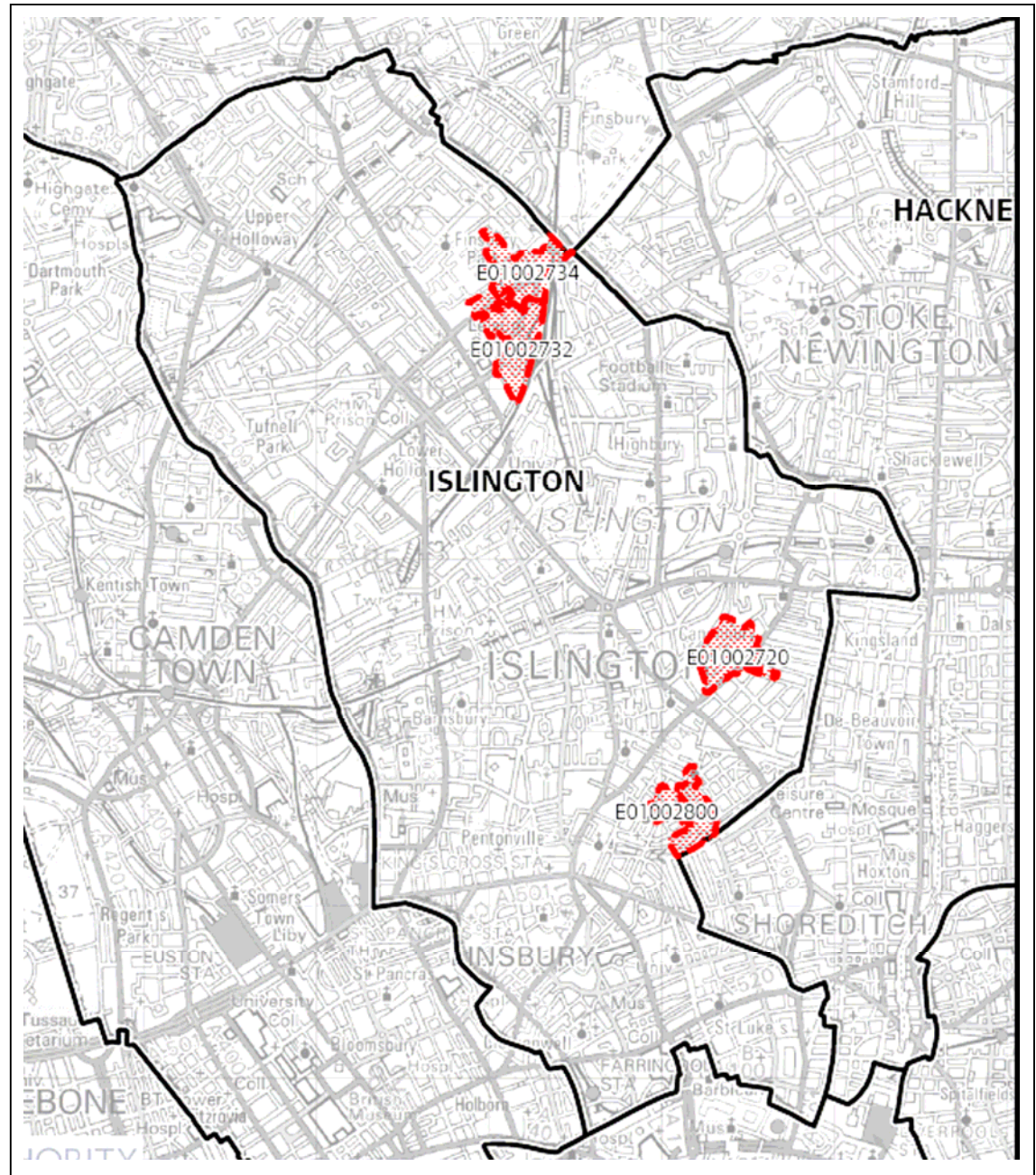
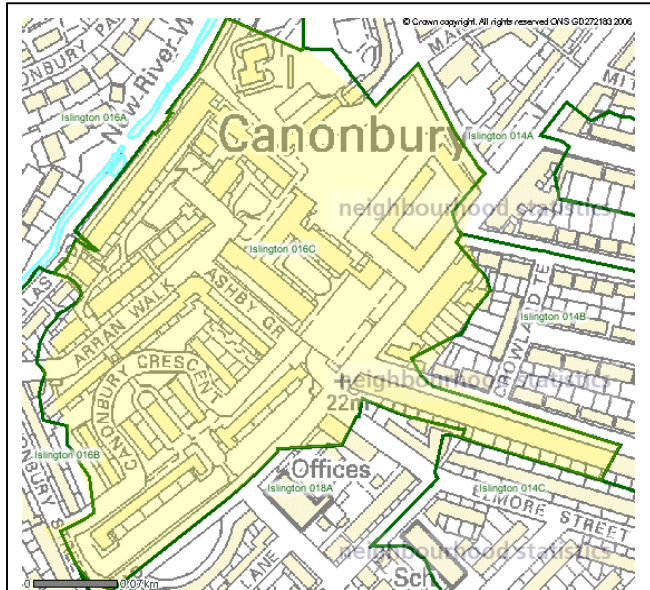
- Most disadvantaged
- Very local level
- Maximise coverage across boroughs
- Allow rigorous outcome evaluation design



# Selected Lower Super Output Areas in London



Mapping gives a sense of scale and location



# Outcomes

**In communities with lowest levels of health & well-being:**

- improved ***Mental Health and well being*** and more positive community perspectives on mental health and wellbeing.
- increased opportunities for and uptake of ***healthy eating choices***; including enhanced access to affordable healthy foods.
- Increased opportunities for and levels of healthy ***physical activity***.
- **Community development** – working to develop the capacity of communities to identify and address their own needs
- **Tangible and sustainable changes in policy & practice across London**

# Aims for the Evaluation

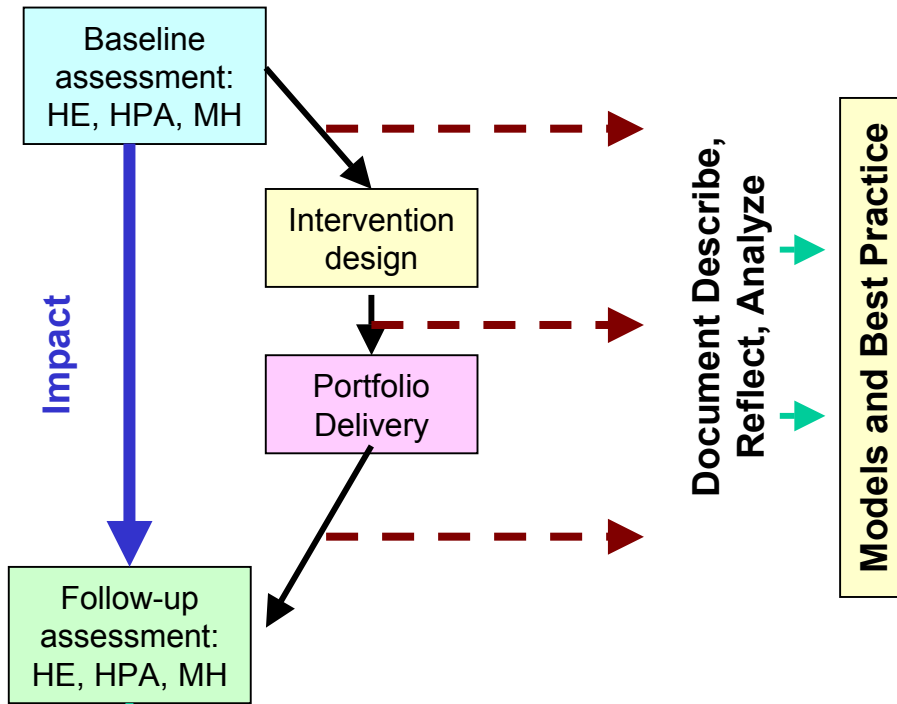
- Will provide solid evidence of effectiveness and how effects were achieved
- Will define and develop models of effective working so these can be mainstreamed across London
- Will increase the capacity of delivery partners (who already have wide reach and extensive work on-the-ground)
- Will exploit the key strategic position of the LHC to disseminate and promote the models across sectors in London;

# Scope of the evaluation

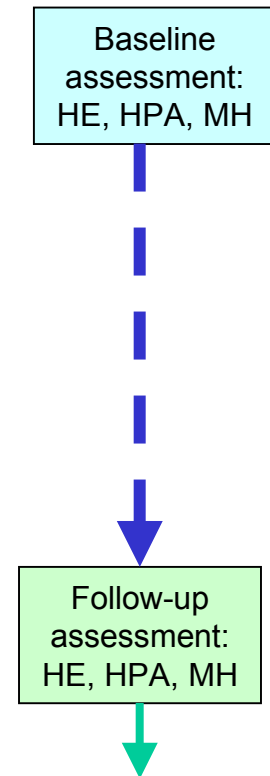
- Qualitative and quantitative
- Formative as well summative
- Addresses structures, processes, outputs and outcomes
- Use best available expertise.
- Is rigorous and allows attribution of outcomes (use cluster randomization approach)
- Uses participatory approaches.
- Is linked into the communication and dissemination programme.

# Overview Of Evaluation

## Intervention Communities



## Control Communities



Compare Follow-up - Baselines in Intervention and Control

Evidence of Effectiveness

# How will Research and evaluation be delivered

- UEL, with partners is building Research and Evaluation consortium with necessary skills and experience
- Capture Community views on BME process and activities.
- Resources available through bid but additional resources are being actively sought