

Collaborating with Communities

Using behavioural science and insight in community research

"The best solutions come not from experts imposing ideas, but from communities sharing their lived experiences and insight" - Unknown.

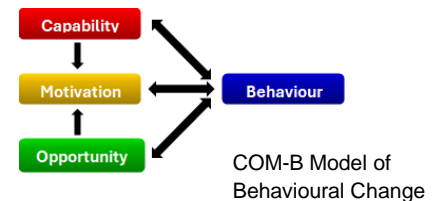
Many Community organisations are experienced in gathering community insight. Behavioural science techniques can be used *alongside* existing activity, to:

- ✓ Identify and work with what matters to local people.
- ✓ Gain additional understanding of barriers & enablers to people accessing services.
- ✓ Develop opportunities for communities to achieve better health and wellbeing.

Project aim: Skill up communities to do behavioural science informed research

Activities

1. Worked with community organisations in 6 underserved communities.
2. Provided a development programme of 4 workshops:
 - ✓ Introduction to behavioural science
 - ✓ Using behavioural science in community research
 - ✓ Using behavioural models to structure insight questions and analyse results
 - ✓ Practical Community Researcher skills and knowledge
3. Provided expert mentoring and one-to-one input from Sheffield Hallam University's Centre for Behavioral Science and Applied Psychology.
4. Developed support materials for capturing and analysing community insight.
5. Offered small grants and support from SCC Public Health to assist participation.



Impact and lessons learned

We did not manage to identify areas of focus and potential interventions in the time frame of this project. However, the workshops were highly valued, and there is an appetite to use behavioural science and insight to enhance community researcher approaches. Also to develop a community of practice, so we can all learn from each other beyond the project.

"Will bring value to my role."

"This will be useful to apply to community work."

Recommendations

1. Skilling up local organisations/ communities to undertake community research should be part of any plans to put communities at the heart of increasing health and wellbeing.
2. Community collaboration and developing skills and confidence can take time and should be supported financially as required.
3. Public bodies need to be mindful not to impose timescales and ways of doing things when collaborating and can learn much from communities if collaborating effectively.

