



Insight Research – Case Study

The brief

ICE worked in partnership with Sandwell Metropolitan Borough Council's Public Health team to design and deliver three comprehensive insight research studies focusing on:

- Physical activity in fathers aged 26-45 years
- Breastfeeding amongst young white British women aged 18-25
- Alcohol consumption amongst young women aged 18-25

The long term objectives of the three studies were to inform the future design and commissioning of behaviour change interventions. The final reports took a whole system approach and developed strategies to support the system in creating the right pathways to achieve the desired behaviour change.

Methods

Each research study comprised of:

- A literature review - including relevant quantitative and qualitative data, peer-reviewed literature, national and international guidance documents, Cochrane reviews, grey literature, social listening and behavioural economic techniques used to influence behaviours
- A research framework to define the parameters of the study

- Primary research (insight groups and in-depth interviews) with stakeholders and members of the target cohort, including the use of ethnographic techniques
- Full thematic analysis of data sets
- Final written report and recommendations for future commissioning needs.



The primary research was designed to enable researchers to tap into the values and belief systems that drive individuals' behaviours.

Projective techniques were used to minimise the opportunity for human nature's tendency to rationalise our behaviours.

Our researchers used ‘clean questioning’ and ‘laddering’ techniques to explore individuals’ lived experience, in their own shoes. These non-leading questioning techniques increase authenticity and rigour, and enable our researchers to explore naturally occurring metaphors and insight without influencing responses.

In each study, the insights gained were evaluated using behavioural economic theory, Bandura’s theory of self-efficacy, the role of emotions in decision making, heuristics and cognitive biases, resulting in evidence based recommendations.

This work was facilitated by a collaboration with a large number of stakeholders from across the borough. The stakeholders - who were engaged throughout the duration of the studies – helped inform the design and development of the studies, and provided invaluable local insights and access to channels to engage the research cohorts.

The ICE team was also commissioned in January 2016 to design, co-create and test a range of behaviour-based interventions to reduce alcohol consumption in young women and to increase physical activity in fathers living across the borough.

This work commenced in January and will be completed by March 2016.

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