

Evaluation of the Ramblers Family Walking Programme – Furness Families Walk4Life

Paul Kelly¹
Karen Milton²
Dr Charlie Foster¹



¹British Heart Foundation Health Promotion Research Group, University of Oxford

²British Heart Foundation National Centre for Physical Activity and Health, School of Sport, Exercise and Health Sciences, Loughborough University

Brief History of Walking Programmes

- Walking the way to health pilot
 - » Outcome and pilot evaluations 2000 (Oxford & Oxford Brookes Universities)
- Walking for health 2004-2006
 - » Outcome evaluations (Oxford & Oxford Brookes Universities)
- Diffusion of model
 - » WfH, Paths for Health, The Ramblers
 - » New priority groups/inequalities
 - » Monitoring the reach and impact of projects
 - » SPARColl recruitment study – new priority



“Last year I was approached by a Turkish ex-patriot who was just training to be a teacher and said, “I have got post-natal depression, I have got two little boys and I want some company to go out on pram walks.” She came out for a few weeks and we got one or two other people and she leafleted the GP surgeries and all of the Sure Start Centers and we never ever got more than two prams out... after four or five months of trying we gave up because 50% of the walks nobody was showing”

(Walking for Health Coordinator)

“For every health promotion intervention, careful formative and process evaluation are essential”

(Nutbeam & Bauman, Evaluation in a Nutshell, 2006)

Aims

- To explore the feasibility of implementing the Walk4Life programme and to learn about the key elements for successful implementation of the programme
 - » Explore facilitators and barriers to implementing the programme within Action for Children Centres
 - » Determine the demographic characteristics of participants
 - » Explore participants' experiences of the programme
 - » Determine the impact of the programme on participants' walking levels

Evaluation Design and Methods

- **Survey**
 - » Brookes Walking for Health Questionnaire
 - » International Physical Activity Questionnaire
 - » Single-Item Measure (Milton et al., 2009)
- **Image analysis**
- **Interviews with staff and stakeholders**
- **Interviews and focus groups with participants**

The Participants

- 119 participants
 - » 41 adults, 10 young people, 68 children
- Adult participants were typically
 - » Female (9 males)
 - » Aged between 16 and 44 years
 - » White British

Walking Data

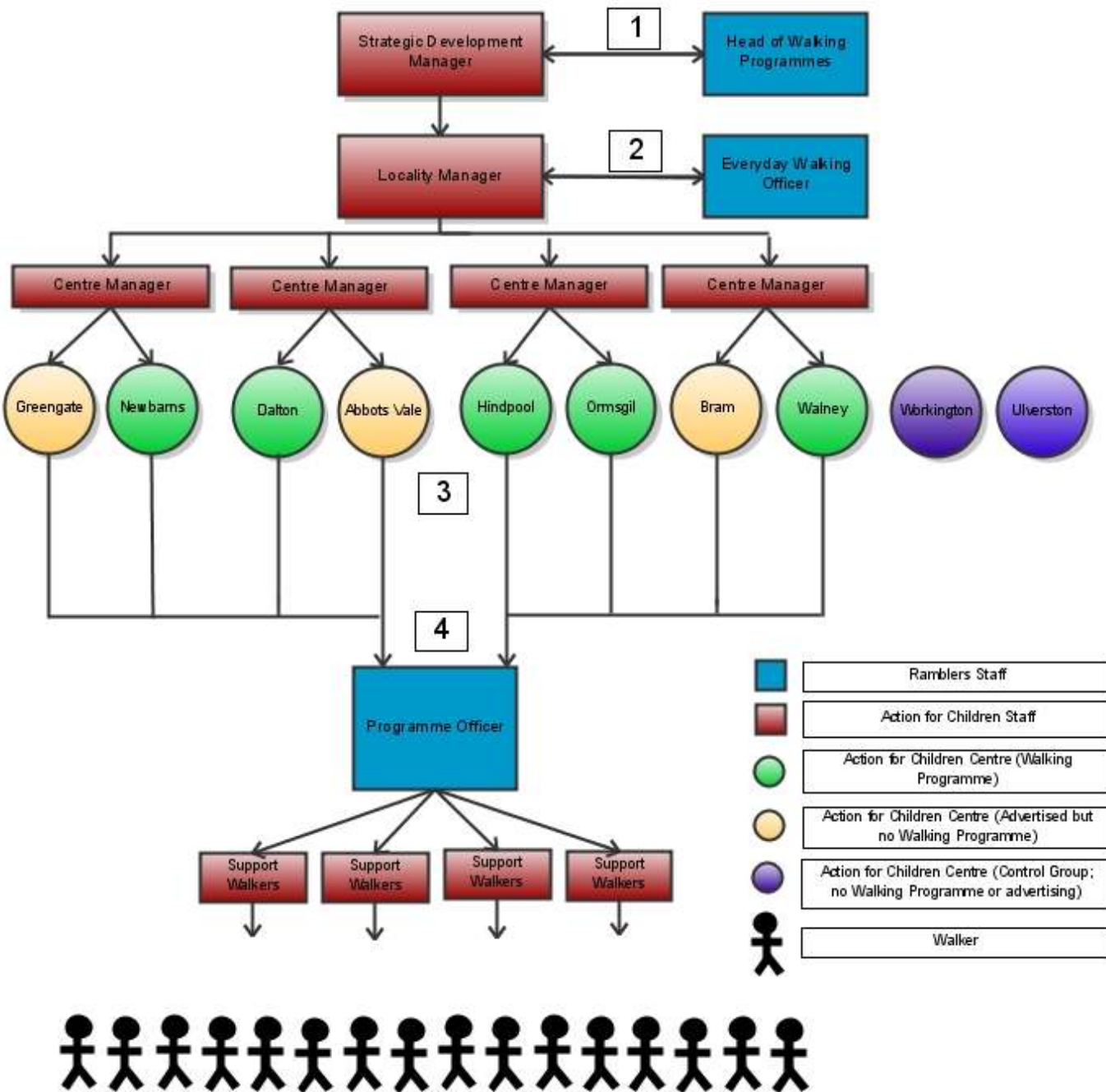
- Survey data for 34 participants
 - » 21 Intervention
 - » 13 Control
- Increase in Walking was greater in the intervention group
- Greater increase in the number of days reporting at least 30 minutes of PA in the intervention group
- Neither of these increases are statistically significantly due of the small sample size
- Learning; participant burden

Image Analysis

- Novel approach
- Drawings were mostly positive
- Parks, trees, ducks and insects
- Social and health benefits
- Indicative of changes in attitudes
- Learning; materials and instructions

Qualitative Results Staff and Stakeholders

Delivery Model



Planning and Preparation

“Everybody was really optimistic but I think there wasn't enough planning before the first walk. I think the promotion time before it started wasn't enough and it was all very quick”

(Action for Children Support Walker)



Promotion and Recruitment

“If it was to carry on I think a lot more people would join in because there would be more people telling other people about it”



(Action for Children Support Walker)

Working in Partnership

“It fits with our values, it fits with our mission, it fits with what we are trying to do and it also adds value to our services, because it is another partner coming in and helping us deliver the targets that we have”



(Action for Children Strategic Development Manager)

Action for Children Centres

“The front of house staff were seeing people coming in and out... we used the people who actually lived in the community... they had a bit more contact... because they knew the people that you wanted to talk to”

(The Ramblers Everyday Walking Officer)

“It would have been very difficult for the Ramblers to come to somewhere like Barrow without the partnership that we have had with Action for Children”

(The Ramblers Head of Walking Programmes and Promotion)

Buy-in from Centre Workers

“...[next time I would] set up a meeting with everyone where I could do a presentation and an explanation about what we were up to... with the staff who were actually on-the-ground working with the families... I think that would have got the staff more enthusiastic... we want them to talk to the families and explain to them that they should come along on the walks...it is very hard to get them all together”

(The Ramblers Everyday Walking Officer)

Qualitative Results

Participants

The Link with Action for Children

- Helped increase awareness of the programme
- Helped encourage families that the programme was appropriate for them
- Provided a convenient meeting place
- Encouraged New Users to the Centres

Awareness of the Local Environment

“It was quite nice because we were going through nice areas, places that I never even knew existed. There was a pond and that and it was like ‘How long has that been there?’
Because I had no idea”

“... it would be nice to find other new places
as well”

Social Support

“Well it is something to do with children, isn't it, and company to do it with... if you have got two little ones it is hard work walking on your own, because if one goes one way and the other goes the other way, so it was nice to do it in a group”.

An Ideal Family Activity

“It is more interesting as well because you are with them, isn't it, do you know what I mean, you are doing something with them. Whereas you go up the Playdome and you pay £7 and you just sit there”

Benefits of the Programme

“I can take him for a walk any time I want by myself, but I think the interaction with other kids and other adults is quite important”

“We have loved everything about it to be honest, we have, and we have really enjoyed it”

“It made me feel a bit better about walking, it made me enjoy walking more. And making friends with new people... it was just really good because we were all just having fun”

Extending into Families

“After our walks finished, I got my father in law involved...he has got diabetes so he doesn't really do much, but I got him into it...we drive off to the other side of Walney and we go down to the beach and stuff...we would walk along the beach and everything and he enjoyed it...he was like, well you should have invited me to the walks, on the actual four week event”

Incorporating Walks into other Activities

“My daughter’s birthday was last week and instead of going straight to the party we got all the kids to go for a walk first...

we took them for a walk and took bread with us to feed the ducks”



Barriers

**The weather
Participants daily schedules
Missing a walk**



**"The kids were very well behaved
on the first walk, but the second
walk was wet so they didn't come"**

(Participant walker)

Barriers into transferability recommendations

Walkers

The weather
Participants daily schedules
Missing a walk

Workers

Lead in time
4 weeks of walking



Barriers into transferability recommendations

Walkers

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Barriers into transferability recommendations

Walkers

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Workers

Lead in time

4 weeks of walking

26. A longer period of led walks may lead to better recruitment and retention, and also allow greater cohesion and facilitate group walking during the independent phase of the programme.



Reflections + Next Steps

- Lessons learned from the evaluation process
- Informing future development of the programme
- **The Walk4Life intervention has the potential to make a significant impact on the lives of beneficiaries**
- We have generated 34 transferability recommendations
- The Ramblers and Action for Children have used these to inform revisions to the programme for wider-scale roll-out

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