



UNIVERSITY OF
GLOUCESTERSHIRE

This is a peer-reviewed, post-print (final draft post-refereeing) version of the following published document, This is a pre-copyedited, author-produced PDF of an article accepted for publication in European Journal of Public Health following peer review. The version of record Courtney, P. & Baker, C. (2017) 'Assessing the value of community health programmes using a social return on investment framework: Colin Baker', European Journal of Public Health, 27(supp3) is available online at: https://academic.oup.com/eurpub/article-abstract/27/suppl_3/ckx189.088/4556870#. and is licensed under All Rights Reserved license:

Courtney, Paul ORCID: 0000-0002-5683-8502 and Baker, Colin ORCID: 0000-0001-8971-2829 (2017) Assessing the value of community health programmes using a Social Return on Investment framework: Colin Baker. European Journal of Public Health, 27 (suppl3). ckx189.088. doi:10.1093/eurpub/ckx189.088

Official URL: <https://doi.org/10.1093/eurpub/ckx189.088>

DOI: <http://dx.doi.org/10.1093/eurpub/ckx189.088>

EPrint URI: <https://eprints.glos.ac.uk/id/eprint/5469>

Disclaimer

The University of Gloucestershire has obtained warranties from all depositors as to their title in the material deposited and as to their right to deposit such material.

The University of Gloucestershire makes no representation or warranties of commercial utility, title, or fitness for a particular purpose or any other warranty, express or implied in respect of any material deposited.

The University of Gloucestershire makes no representation that the use of the materials will not infringe any patent, copyright, trademark or other property or proprietary rights.

The University of Gloucestershire accepts no liability for any infringement of intellectual property rights in any material deposited but will remove such material from public view pending investigation in the event of an allegation of any such infringement.

PLEASE SCROLL DOWN FOR TEXT.

Abstract title: Assessing the value of community health programmes using a Social Return on Investment framework.

Authors: Dr Colin Baker and Prof Paul Courtney.

Affiliations: University of Gloucestershire, Oxstalls Campus, Gloucester, UK.

Background

Contemporary theories and models applied in health promotion evaluation lack sensitivity with respect to recognising and accounting for the wider ecological context in which behaviour takes place. This leads to a deficit in knowledge concerning the nature and value of outcomes experienced by people at which programmes are targeted. An evaluation framework was devised to understand and value the changes that occurred as a consequence of physical activity and sport projects implemented via a two-year health promotion programme in the UK.

Methods

A Social Return on Investment evaluation framework was devised using a grounded theory approach which articulated the nature and scope of outcomes experienced by beneficiaries of community health promotion activities. A number of salient measureable outcomes ($n = 11$) were assessed via pre and post surveys ($n = 135$) to measure changes over time following which the potential reach of the activities were estimated for the whole programme.

Results

The findings suggested that every £1 invested in the programme returned £7.25 to society in the form of social and economic outcomes across the three main outcome domains of community connections and resources, education and skills, and health and wellbeing. Breaking down the magnitude of benefit according to the three domains revealed the programme produced approximately two thirds of its societal return in health and well-being, followed by community connections and resources, and then education and skills.

Conclusions

The Social Return on Investment framework provided a means of understanding and valuing the wider social changes of the health promotion programme and ensured the outcomes were grounded in the realities of the people who experienced and implemented the programme. This

represents an innovative approach that addresses some of the limitations of contemporary health promotion evaluation approaches.

Main messages

Our conceptual framework helps to understand the wider societal impacts of health promotion interventions which are often neglected.

The indicators of change provide a means of assessing self-reported change in health and wellbeing in community settings, and in turn the value for money delivered through health promotion programmes.