



WE WANT YOU!

Applying the framework:
Evaluating the feasibility of a
novel and strategic
recruitment framework for
walking promotion in practice

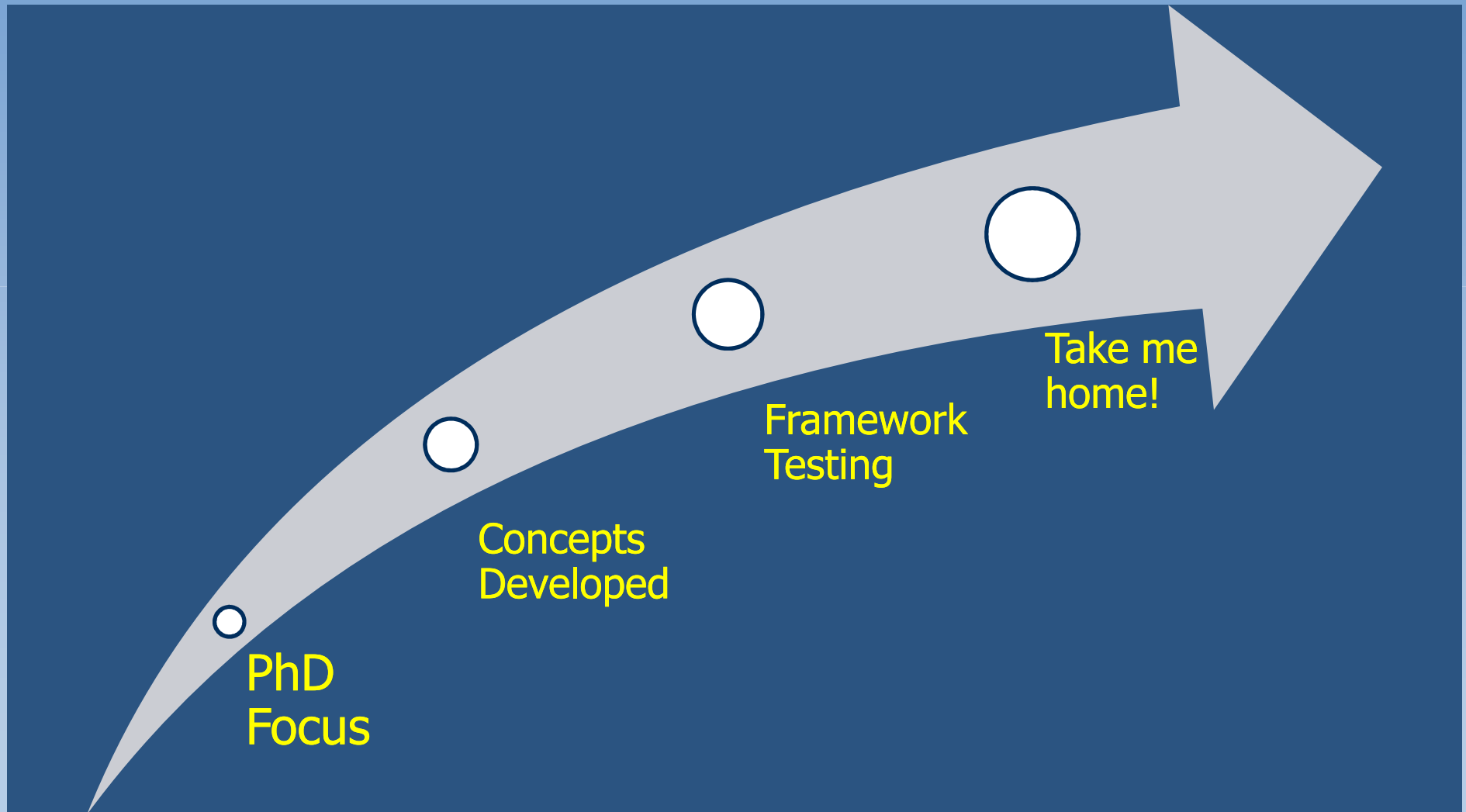
BrightSPARCs 2011

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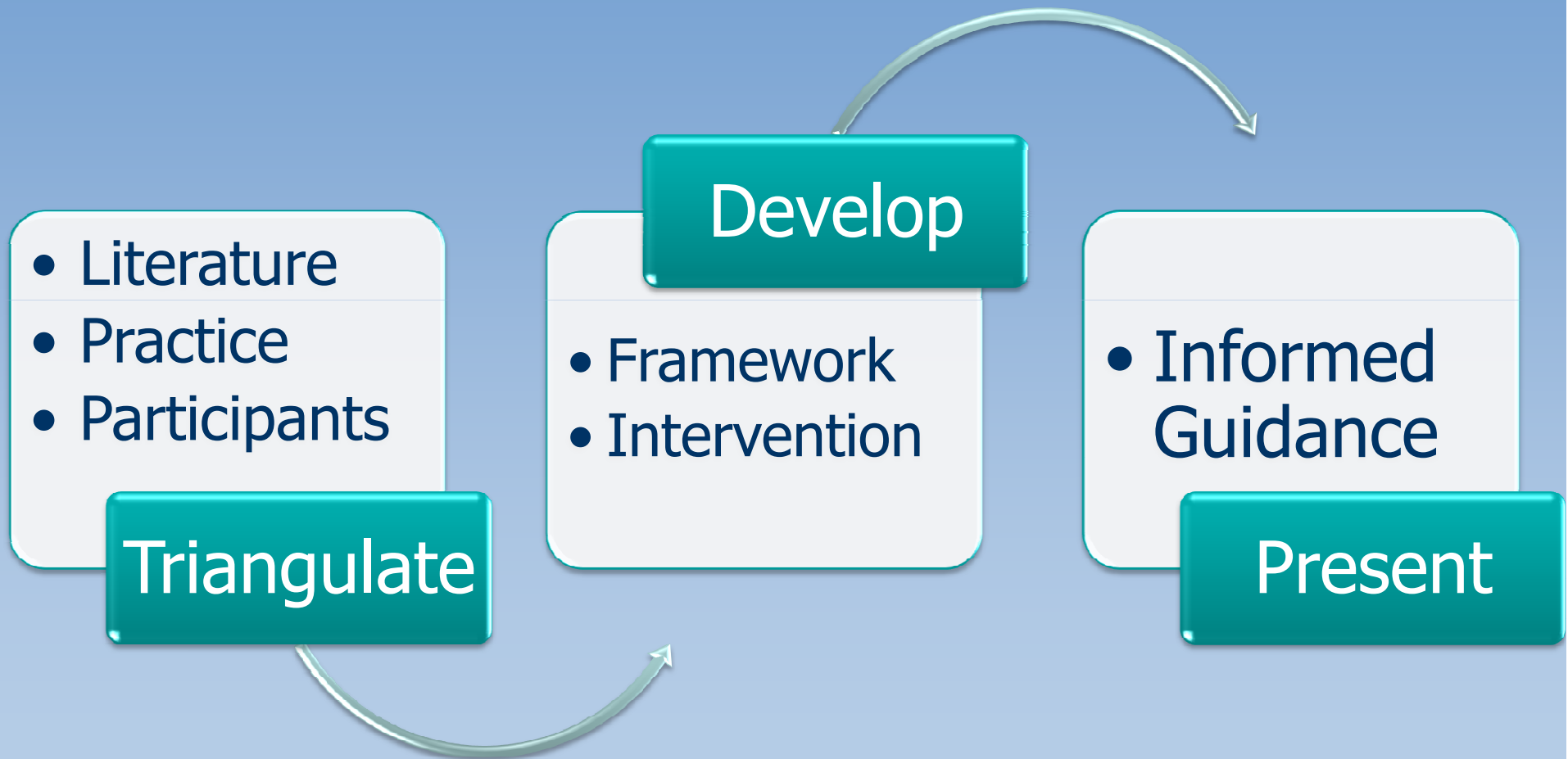
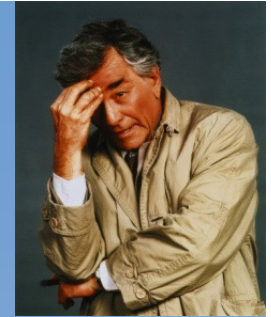


In the next ten minutes...





PhD Focus: Recruitment to walking programmes





PhD Triangulation

Research



- Lack of Data
- Word-of-Mouth?
- Principles Developed

Practice



- Resource limited!
- Word-of-Mouth/Volunteers?
- Best Practice Guide?

Participants



- Someone I know/Trust
- Multiple Health Needs
- Discussion

Recruitment is: Process of inviting, negotiating and facilitating participation.
Active communication is key!



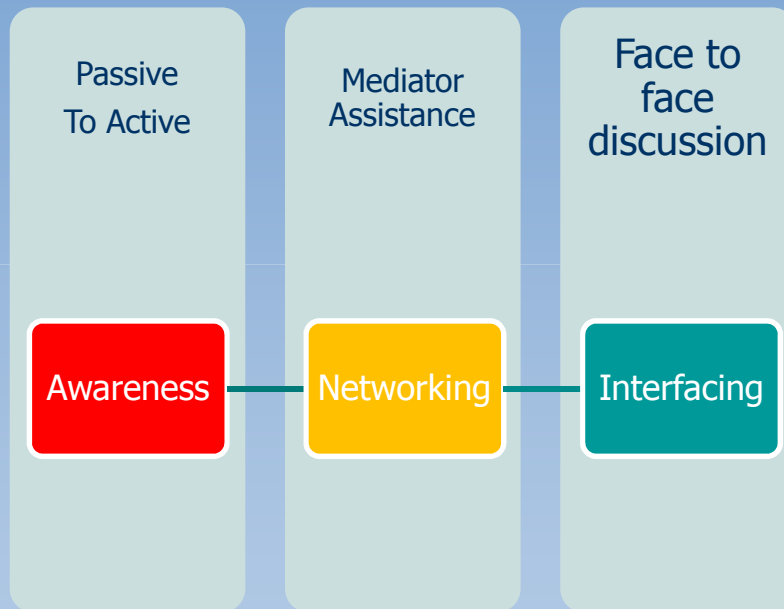
PhD Insights: In Research

1. Who are you?
2. What do you do?
3. What am I taking part in?
4. What do I have to do?

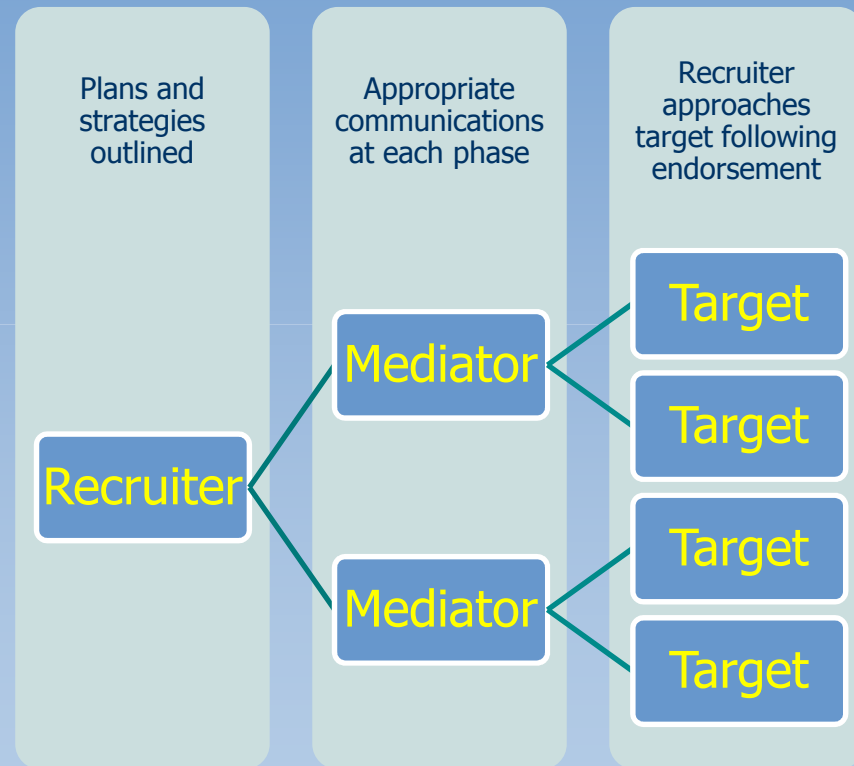


Concept Development:

1. A.N.I. Phases



2. Proximo-Distal Model



Recruitment efficiency increases as psychosocial and physical distances decrease!



Framework Testing:

Glasgow Housing Association
www.gha.org.uk

Going Walkabout
A Better Lives initiative



Are you male aged 25 - 59? Join us for a few hours as we Go Walkabout... It's FREE and it's fun and...you decide where we go.

We're Going Walkabout every week of Spring and Summer

COME ON GUYS
STEP ON IT

Put your best foot forward and come along to find out more:

What's next?

When?

For more details contact
Harry Faulds 0141 779 5688

Better homes, better lives, *a better Glasgow*


- **'Go-Walkabout'**: Active transport to local attractions
- Target: 20 Sedentary men aged 25-59, GHA residents, 4 locations, East-End Glasgow
- My Role:
 - Design 4 week recruitment plan
 - Advise, support, report (Action Research)
 - Evaluate the Process



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■ POA:

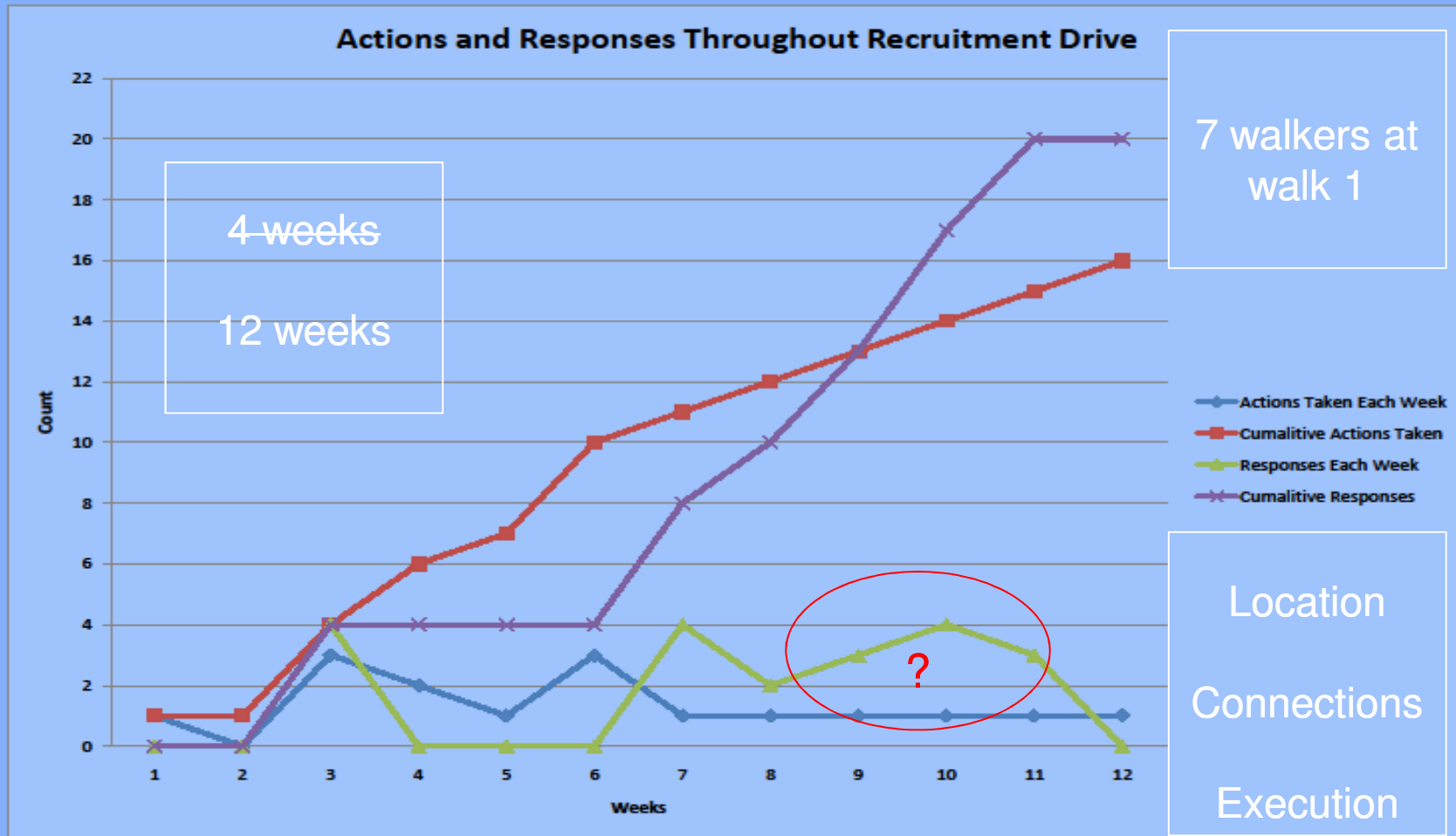
- Awareness: Fliers/Posters
- Networking: Concierge Staff
- Interfacing: Canvassing on-site

■ Data collect

- Process and **progress data**
- Implementers feedback
- **Participants feedback**



Framework Testing: Progress Data





Framework Testing: Participants Opinions

■ Responding

- Trusted Friends/Staff
- Through Networks
- Reliable roll-out

'I know [him], I've known him all my life..I trust him'

'I hope this takes off..not like the last one'

■ Valuing

- Opportunities to take part
- Company of others
- Needs served

'When I heard it was more than one week...I'm out doing something...all bonuses coz you're meeting new people'



Take home points

- Recruit involves **ASKING** and **MONITORING** responses in order to achieve goals
- Trust and familiarity with the recruiter provide the best opportunity for dialogue
- Walking programmes that are well delivered and created in the context of the participants needs appear to be more appealing



Acknowledgements

- SPARColl
 - Supervisors: Prof. Mutrie, Dr. Fitzsimons
 - GHA and SideKix
 - Walkers!
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- Thank you and Please Ask!