



An Evaluation of Happy Jack: What is the Economic Value of the Project?

**Community Food and Health (Scotland)
(in partnership with Edinburgh
Community Food Initiative and the City
of Edinburgh Council)**

Final Report

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Some pictures for you to colour in.....



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Executive Summary

In July 2009, Blake Stevenson was commissioned to conduct an economic evaluation of the Happy Jack project and assess its impact to date. We found that the project:

- had a positive impact on the ability of staff in Child and Family Centres to promote healthy eating among children and parents;
- increased the confidence and ability of parents to encourage their children to eat fruit;
- had a positive impact on children's attitudes towards, and consumption of fruit; and
- represents good value for money.

Development of Happy Jack

Happy Jack was established in March 2004. The healthy eating project, funded by Sure Start, is based within the Edinburgh Community Food Initiative (ECFI). The project aims to overcome the barriers to healthy eating experienced by families supported through 12 Children and Family (C&F) Centres across the city.

Happy Jack is staffed by two ECFI workers who have expertise in nutrition and promoting healthy eating, and has the following objectives:

- to promote well being through the development of skills, knowledge and confidence of parents with younger children;
- to encourage healthier eating through increasing access to affordable, healthy foods for young children and their families; and
- to build the capacity of other agencies to address food and health issues with parents.

Happy Jack undertakes a variety of activities including:

- provision of free fruit for children to eat at C&F Centres;
- free bags of fruit for children to take home;
- supporting C&F Centres to deliver healthy eating activities; and
- training and capacity building activities for parents and C&F staff.

Happy Jack's impact on Children and Family Centres

Happy Jack provides a valuable source of expertise and support to help C&F Centres promote healthy eating. Indeed, most C&F Centres told us that they would be unable to maintain their current level of healthy eating work without Happy Jack's support. Happy Jack also saves Centres money that would otherwise be spent on fruit, and most Centres told us that they would be unable to provide as much fruit to children without Happy Jack.

Happy Jack appears to be having a positive impact on Children and Family Centres by increasing staff's confidence to engage with parents and children on healthy eating issues and increasing their ability to do so by providing a source of expertise and support.

Our evaluation has shown that Happy Jack has had a positive impact on C&F Centres' ability to address healthy eating issues with parents and children, particularly by providing a valued source of expertise and advice.

The impact of Happy Jack on parents and children

We found that the project has had a significant effect on parents' ability and confidence to eat healthily, and has had a positive impact on the eating habits of families who attend C&F Centres. This applies to both the general Happy Jack activities and the take home bags of fruit.

This is a significant achievement, especially when the disadvantage and chaotic lives experienced by this group of parents are considered.

Happy Jack appears to be having a positive effect on children's attitudes and consumption of fruit.

Monitoring and evaluation

While we have gathered evidence of Happy Jack's effectiveness through our fieldwork, we found that there is currently a rather unstructured approach to gathering ongoing monitoring and evaluation data among C&F Centres. Gathering more structured monitoring and evaluation data on a continuous basis would allow Happy Jack management to more accurately assess the impact of the project on an ongoing basis, and would enable robust economic analysis to be conducted in the future.

Economic evidence

While the lack of robust monitoring and evaluation data limited the conclusions we can make regarding the economic value of the project, we did undertake a comprehensive value for money analysis.

Financial review

We calculated an average cost per child for Happy Jack using data regarding the project's expenditure and the costs incurred by the C&F Centres through staff time spent on the project.

Table 1 illustrates overall expenditure on Happy Jack, broken down by the amount spent on fruit, delivery of the project, and the costs incurred by C&F Centres. By dividing total costs by the number of children supported by C&F Centre staff we have calculated an average spend per child per year of £229.79.

Table 1: Total costs of Happy Jack

Cost	£
Fruit	£26,809.00
Happy Jack Project Delivery	£47,682.00
Children & Family Centre Costs	£34,200.00
Total Annual Costs	£108,691.00
Average cost per child*	£229.79

* This represents total annual costs (£108,691) divided by the total number of children that attend the 12 Children and Family Centres (473).

Deadweight

We considered whether or not improvements in healthy eating would have occurred without Happy Jack. Although we found that the project had not had a great impact on some parents, for many Happy Jack is important in maintaining and increasing fruit consumption.

Further, C&F Centres told us that they would be unable to maintain the current level of healthy eating activity were it not for Happy Jack, which indicates that the initiative is crucial to achieving positive healthy eating outcomes among children and families at C&F Centres.

Substitution

Parents said they spend the money they would otherwise spend on fruit if Happy Jack did not provide it on fun activities for their child, such as swimming or items such as other foodstuffs.

Wastage

We asked parents to tell us if their child eats the fruit provided in take home packs and their responses indicated a low level of wastage.

Similarly, every C&F Centre reported that all the fruit they receive is eaten.

Duplication

Although some other child health projects also operate in the 12 Centres, there is no evidence that Happy Jack directly duplicates the work of other groups or initiatives.

Displacement

There is no evidence that Happy Jack detracts from C&F Centres' work on other health improvement topics.

Cross over effects

We identified cross over benefits from Happy Jack's links with other child health projects. For example, previous Happy Jack project staff have worked with Oral Health workers and the current staff intend to do so again. They also work closely with community education staff and the family learning worker. This helps staff to reinforce health messages, identify links between projects and keep channels of communication open.

Value for money

Overall therefore, we found that Happy Jack provides good value for money by providing a service that has achieved positive healthy eating outcomes for children and families that attend C&F Centres.

Opportunities for future development

During the course of our research several interviewees made suggestions about the future direction of Happy Jack.

Each C&F Centre interviewee said that they value the Happy Jack resource, and that they believe the project has made a positive impact on children and parents. All said they would like Happy Jack to continue.

Some C&F staff members said they felt that they could make more of the Happy Jack resource, and intended to do so in future.

Some parents also made suggestions as to how Happy Jack could help them and their families eat more healthily in future, such as:

- mailing information about healthy eating to parents;
- allowing children to join in during the cooking groups;

- running more cooking classes; and
- providing more information about healthy eating options.

Lessons learned for Happy Jack

Our evaluation has identified several lessons learned regarding the delivery of Happy Jack. We summarise these under the following headings:

- engaging with children;
- engaging Children and Family Centres; and
- engaging with parents.

Engaging with children

Children and Family Centres staff report that fruit is a good medium to engage with children on healthy eating and other related play activities.

Engaging Children and Family Centres

Engaging with staff

We found that although staff at bodies such as Children and Family Centres may already undertake promotion of healthy eating, the support of initiatives such as Happy Jack is invaluable in providing a source of expertise, building staff confidence and relieving pressure on already stretched resources.

Level of support

While all Centres were happy with the level of support that Happy Jack offers, our evaluation identified the need to regularly review Centres' need for support and training, particularly as new staff members join the Centres, to ensure that Happy Jack offers an adequate level of on-going support.

Monitoring and evaluation

There is currently a lack of a structured approach to monitoring and evaluation of Happy Jack activity. Introducing more robust monitoring and evaluation systems would enable Happy Jack management to monitor more accurately the success and impact of the project on an on-going basis.

Engaging with parents

Trust

Initiatives like Happy Jack are most effective when parents trust the staff delivering the initiative. Happy Jack staff take time to build rapport and trust with parents by, for example, spending time with parents before running groups and by running similar groups in other settings such as local schools, where they often meet the same parents.

One Centre staff member felt that Happy Jack would benefit from an increased presence at their Centre, perhaps by visiting regularly to talk informally to parents and build a relationship with them.

Informal approach

Children and Family Centre staff praised Happy Jack for the informal, non-threatening approach it takes to working with parents, which is particularly important when working with vulnerable parents.

Increasing parental confidence, skills and participation

Happy Jack's cookery classes are successful in teaching parents about healthy food, budgeting and preparing meals as well as softer skills like working and learning alongside other people.

Activities such as these classes can act as a hook to encourage parents to access the C&F Centres, which might lead to further engagement in the Centres' wider work with parents. As one Centre staff member explained:

"The food groups act as a non-threatening introduction to work done by the Centre."

Demonstrating the potential of fruit

Children and Family Centre staff told us that parents might believe their child dislikes fruit because of previous unsuccessful attempts to encourage him or her to eat fruit. Parents, therefore, are often surprised when they see their child enthusiastically eating fruit at a Happy Jack event, and this demonstrates to them the importance of presenting fruit in an attractive and creative way.

Fruit stalls

We uncovered mixed views on the effectiveness of fruit stalls. Three Centres run stalls and say they are a success. Three other centres previously ran stalls but stopped – one because of a lack of interest from parents (perhaps because of a reluctance to buy fruit when they were being given it for free), one because they could not store fruit in a safe place, and another because they could not staff the stall.

Lessons learned for economic evaluation

The research also highlighted the following lessons for future economic evaluation:

- The introduction of more structured, robust and standardised monitoring and evaluation processes would enable more thorough economic evaluations in the future. In cases where data is needed from projects which are not used to gathering economic evidence, support and guidance may be required.
- A standardised approach to accountancy practices within projects over time would aid economic evaluation.
- It would be beneficial for future projects if the aims of an economic evaluation were considered at the outset of the project, and monitoring, evaluation and accountancy systems planned accordingly.
- We feel it is important to involve stakeholders in evaluation from as early a stage as possible to ensure the evaluation meets the needs of all organisations. Involving a number of stakeholders has the added benefit of ensuring that learning from the evaluation is disseminated as widely as possible among stakeholder organisations.
- The response rate to our survey may have improved if we had offered an incentive for completion. This issue should be considered in the design and budget of future evaluations.

Recommendations

Based on the findings of our evaluation, we make a series of recommendations below related to the future operation of Happy Jack. We suggest that Happy Jack's key partners, namely ECFI, C&F centres and Edinburgh City Council should explore these recommendations.

Working with Children and Family Centres

Recommendation 1: We recommend that Happy Jack continues to support Children and Family Centres by providing a source of advice, training and promotional and educational events to help Centre staff address healthy eating with parents.

Recommendation 2: We recommend that Happy Jack works closely with each Centre to ensure it provides an adequate level of support to each. We suggest that Happy Jack should introduce a more structured approach to determining each Centre's need for training by completing informal training needs analyses

for each Centre's staff team, and providing training to address the needs identified.

Recommendation 3: We suggest that Happy Jack should review each Centre's need for training regularly to ensure that new training needs are identified and addressed, particularly when new members of staff join the Centre.

Recommendation 4: We suggest that Happy Jack explores the possibility of attending and contributing to Centres' staff development meetings. This would help to ensure that Happy Jack staff continue to be in regular contact with Centre staff, enabling both parties to take full advantage of opportunities to deliver healthy eating initiatives in partnership, as well as ensuring that Happy Jack activities enhance, rather than replace, the activities of individual Centres.

Monitoring and evaluation

Recommendation 5: There is currently a lack of monitoring and evaluation of Happy Jack activity within Children and Family Centres. We recommend that Happy Jack encourages Centres to introduce more structured, yet non-onerous, monitoring and evaluation systems. For example, to monitor the inputs involved in running Happy Jack and to evaluate the outcomes it achieves, it would be beneficial if Centres and/or Happy Jack captured information such as the following on an on-going basis:

- the amount of free fruit distributed to children;
- the cost of this fruit;
- numbers of children/families supported by Happy Jack;
- Centre staff time spent on Happy Jack activities;
- the impact of Happy Jack on children's and families' consumption of fruit; and
- parents' involvement in activities such as cooking groups and the impact of these groups on their ability and confidence to eat healthily.

This will help to identify Happy Jack's impact on Children and Family Centres, children and parents, as well as enabling further economic analysis of Happy Jack's success.

Working with parents

Recommendation 6: We found that there was a low level of awareness of the Happy Jack brand among parents and this was a key reason why parents do not take part in Happy Jack activities. We recommend that Happy Jack works closely with Children and Family Centres to further raise awareness of the

initiative and the activities it offers for parents by, for example, taking full advantage of opportunities to attend Centres and meet the parents there.

Recommendation 7: Raising the profile of Happy Jack will also help to build familiarity and trust among parents of Happy Jack, which is important to encourage parents to take part and to engage fully with initiatives such as this. For example, the distribution of quarterly newsletters to parents would raise awareness of the project.

Recommendation 8: We should note that parents who attend Children and Family Centres may lead chaotic lives, and Happy Jack should continue to devote considerable time and resources to raising awareness and building a relationship with these parents.

Recommendation 9: We found that there is scope to improve the healthy eating information that Happy Jack provides to parents. We recommend that Happy Jack considers what extra healthy eating information it could provide to parents, or alternative ways of delivering or presenting information. As 57% of parents said they would not buy more fruit even if they did not receive fruit from Happy Jack, it is important that the initiative provides information such as this to raise awareness among parents of the importance of independently buying fruit for their family. By successfully delivering this message, the positive impact of the initiative on children's consumption of fruit will be sustained after the child leaves the Children and Family Centre and ceases contact with Happy Jack.

Recommendation 10: We recommend that Happy Jack considers involving children in the cooking groups it offers for parents. Several C&F staff members commented on the importance of allowing children and parents to share positive learning experiences. Interviewees in our evaluation felt that providing the opportunity for parents and children to cook together would increase the likelihood that they will also prepare healthy meals and snacks together at home, independently of Happy Jack. However, we are aware of the health and safety issues that could prevent children taking part in these classes.

Working with children

Recommendation 11: We suggest that Happy Jack continues to provide a variety of fruit to Children and Family Centres to increase children's and parents' awareness and familiarity with a range of fruit.

1 Introduction

- 1.1 In July 2009, Blake Stevenson was commissioned to conduct an economic evaluation of the Happy Jack project and assess its impact to date.
- 1.2 The evaluation had three purposes:
 - to determine the value of the Happy Jack project and inform the future development of the initiative;
 - to inform the sharing of lessons learned with other community food and health projects; and
 - to contribute to the evidence base of economic evaluation within community-led health.
- 1.3 This report sets out our findings from the evaluation and highlights the lessons learned.
- 1.4 The remainder of this chapter sets out the development of Happy Jack, its fit with national policy and the context for the economic evaluation.

Development of Happy Jack

- 1.5 Happy Jack was established in March 2004. The healthy eating project, funded by Sure Start, is based within the Edinburgh Community Food Initiative (ECFI). The project aims to overcome the barriers to healthy eating experienced by families supported through 12 Children and Family (C&F) Centres across the city.
- 1.6 Children and Family Centres support families that meet specified criteria of eligibility. These typically include vulnerable or disadvantaged families with child protection issues, or children with additional support needs, challenging behaviour, or homelessness. Eligibility criteria for parents include physical and mental health difficulties, emotional stress, substance or alcohol misuse, housing difficulties, financial problems and social isolation.
- 1.7 Table 1.1 on the following page shows the number of children supported by each centre.

Table 1.1: Number of children supported by Happy Jack

Child and Family Centre	No of children
Craigmillar	45
Gilmerton	80
Granton	25
Greendykes	60
Hailesland	55
South Queensferry	12
Pilrig	28
Sighthill	30
Stenhouse	38
Victoria Park	26
Viewforth	42
West Pilton	32
Total	473

1.8 Happy Jack has the following objectives:

- to promote well being through the development of skills, knowledge and confidence of parents with younger children;
- to encourage healthier eating through increasing access to affordable, healthy foods for young children and their families; and
- to build the capacity of other agencies to address food and health issues with parents.

1.9 This evaluation considers the extent to which the project has achieved these objectives and assesses the outcomes the project has achieved, that is, the difference it has made for the people and organisations it works with.

1.10 Happy Jack undertakes a variety of activities:

- each week Happy Jack provides C&F Centres with the equivalent of three pieces of fruit per child, which are distributed as healthy snacks. The children also receive a bag with five pieces of fruit to take home once a week;
- Happy Jack supports C&F Centres to engage with children and their families on healthy eating messages. This is done through activities such as cooking classes, tasting sessions and seasonal fruit promotions;
- Happy Jack supports the outreach work carried out by C&F workers in community groups and one-to-one sessions;

- Happy Jack provides a capacity building service to C&F Centres, through the provision of staff training. The project offers courses in Introduction to Food Hygiene, Royal Environmental Health Institute Scotland (REHIS) Elementary Food Hygiene and REHIS Elementary Food & Health;
- Happy Jack has produced and issued each Centre with a food activity pack. The pack contains ideas and advice on establishing need for cookery courses, how to secure funding, developing courses which are appropriate to users, planning courses, recruiting parents and carrying out and evaluating the courses. The packs contain a variety of recipes and focus on making engagement with parents around food issues fun; and
- Happy Jack also provides fruit for stalls which sell subsidised fruit to parents in three C&F Centres - Victoria Park, Hailesland and Gilmerton.

1.11 The project is overseen by the Chief Executive of ECFI and staffed by two ECFI workers who have a background in nutrition and healthy eating promotion initiatives. The 42 hours spent on Happy Jack are the equivalent of 1.2 full time staff.

National policy context

1.12 Happy Jack sits within a wider context of Health, Wellbeing and Early Years policy. Recent developments in these areas are set out below¹.

'Improving Health in Scotland - the Challenge' (2003)

1.13 This document provides a policy framework to improve the health of all people in Scotland and increase the rate of health improvements in the most disadvantaged communities.

1.14 Healthy eating is one of seven special programmes focused on. Within this area, increasing fruit and vegetable consumption is a key target.

1.15 The stages to achieve this are:

- increase the demand for healthy food;
- supply that demand for healthy food; and
- provide support, education and skill development to allow people to act on this information to make healthy choices.

¹ This national policy review has been informed by desk research and a focus group with Happy Jack stakeholders.



1.16 The strategic plan for the implementation of these goals includes:

- promoting the consumption of healthy diet and food choices; and
- increasing access to healthier food choices, particularly in low income and rural areas.

Eating for Health – Meeting the Challenge: Co-ordinated action, improved communication and leadership for Scottish Food and Health policy (2004)

1.17 This strategic framework formed the basis for developing further food and health policy, and guided national and local food and health action plans. It informed work between partner agencies, local government and communities. It also paved the way for new leadership, communication and consultation structures in the form of a Scottish Food and Health Council and Healthyliving Food and Health Alliance.

Healthy Eating, Active Living: An action plan to improve diet, increase physical activity and tackle obesity (2008-2011)

1.18 This document sets out an action plan to improve the nation's diet, encourage greater physical activity and tackle obesity. Health improvements are to be achieved through targeted interventions and by supporting people to attain and maintain a healthy weight. Healthy eating aims include:

- promoting healthy food choices, meal preparation and eating habits by communicating practical achievable steps towards a healthier diet;
- increasing access to healthier food choices, particularly for those on low incomes and provide support, education and skill development to allow people to break through the barriers of food affordability and availability, and the negative impact of culture and lack of food skills; and
- improving nutritional outcomes in lower-income groups across the early years.

Equally Well (2008)

- 1.19 This public service delivery redesign aims to tackle health inequalities, and recognises the importance of children's early years, where inequalities may first arise and influence the rest of people's lives. Specific outcomes include:
- improving the whole range of circumstances and environments that offer opportunities to improve people's life circumstances and hence their health; and
 - addressing the inter-generational factors that risk perpetuating Scotland's health inequalities from parent to child, particularly by supporting the best possible start in life for all children in Scotland.

Early Years Framework (2008)

- 1.20 The Early Years Framework covers the whole range of services that support young children, from pre-birth to eight years, and their families. This includes education services, childcare, healthcare, family support and social services.

Recipe for Success - Scotland's National Food and Drink Policy²

- 1.21 In June 2009, the Scottish Government published Recipe for Success - Scotland's National Food and Drink Policy, setting out the next steps of the Government's Food and Drink Policy.
- 1.22 The policy stems from the work of the Food and Drink Leadership Forum, which drew together experts from a wide range of areas, to discuss the key issues around food and drink and make recommendations for the future.
- 1.23 The Forum highlighted the importance of partnership working with individuals and organisations across the public, private and third sectors, including food outlets, retailers, NHS, Scotland Food and Drink, Enterprise Agencies, local authorities and communities, all being responsible for delivering actions that deliver the aims of Recipe for Success.
- 1.24 Several sections of the policy make recommendations which link directly to the work that Happy Jack is doing. These include:

Ensuring we make healthy and sustainable choices, by:

- encouraging healthier and more sustainable food and drink choices;

² <http://www.scotland.gov.uk/Resource/Doc/277346/0083283.pdf>

- improving consumer awareness and influencing the reduction of consumption of unhealthy, unsustainable foodstuffs; and
- working with local authorities to identify what they can do to influence their local environment to support healthier, more sustainable food choices.

Making food both available and affordable to all, through:

- exploring the evidence around food poverty in Scotland in different income groups and areas (both urban and rural), looking in more detail at what activities are already being done and developing an action plan for supporting and promoting successful future approaches;
- supporting vulnerable groups, including those living in rural areas and the elderly living in the community, by evaluating the evidence and potential actions around access to affordable healthy food; and
- identifying how community food groups and social enterprises can be supported to deliver a long-term strategic programme for a stronger community food and health sector.

1.25 A final policy recommendation, *“to ensure that our people understand more about the food they eat”*, is to be achieved through the promotion of food education.

Forthcoming strategies

1.26 There are two forthcoming strategies that will be of relevance to Happy Jack:

- the Scottish Government’s Maternal and Infant Nutrition Strategy – this is due to be published within the next couple of months and will cover all aspects of maternal and infant nutrition from pre-conception, maternal nutrition, infant feeding and healthy eating patterns in children up to three years old; and
- following on from the Healthy Eating Active Living action plan, the Scottish Government plans to introduce a National Obesity Strategy to address the wide range of issues that cause obesity in Scotland. It is currently unclear exactly when this strategy will be published.

1.27 It is currently too early to comment on the impact of these strategies on Happy Jack, but they will be of relevance to the project and perhaps provide rationale for maintaining or increasing the work of the project.

Local policy context

- 1.28 Stakeholders commented on recent developments in the local Edinburgh context within which Happy Jack operates. These are set out below.

Children and Family Centres' Service Plans

- 1.29 Each of the 12 Children and Family Centres has a Service Plan which sets out its role and plans for service delivery. These Plans recognise the Centres' role in promoting health and wellbeing among the families it works with. Happy Jack, therefore, fits with Centres' Service Plans by helping them promote health and wellbeing.

Funding to improve the nutrition of women of childbearing age, pregnant women and children under five in disadvantaged areas

- 1.30 To contribute to the achievement of commitments set out in Healthy Eating, Active Living, the Scottish Government has allocated funding to each territorial health board to fund activities that improve the nutrition of women of childbearing age, pregnant women and children under five in disadvantaged areas.
- 1.31 NHS Lothian has been allocated over £2.5 million of this funding between 2008-2009 and 2010-2011.
- 1.32 One of the priorities of this funding is that community-based initiatives such as fruit and vegetable initiatives and cookery clubs involving women and children should be an integral part of local activity.

Food and health training hub

- 1.33 ECFI is currently involved in the development of the Food and Health Training Hub, which aims to increase the healthy eating skills and knowledge among staff and volunteers who work with vulnerable groups.
- 1.34 This Hub's remit is wider than solely the under five age group, but Happy Jack's activities clearly contribute to the Hub's aim of building the capacity of staff and volunteers to address food and health issues with children aged under five and their parents.

City of Edinburgh Council Service Plan for Children and Families 2009-2012

- 1.35 The Children and Families Service Plan for 2009-2012 sets out this Council service's direction for the period 2009-2012. The Plan sets out seven strategic objectives, one of which in particular is relevant to Happy Jack: children and young people are physically and emotionally healthy.

- 1.36 This document sets out the Council's plans to achieve this objective, including contributing to actions to reduce childhood obesity and providing targeted parenting and family support services to enable families to promote their children's physical and mental health and wellbeing, including healthy eating.
- 1.37 This demonstrates that the work of Happy Jack is in line with the objectives and activities of the City of Edinburgh Council.

Context for the economic evaluation

- 1.38 The current economic climate and recent changes to public sector funding and governance structures has had a significant impact on work supported by discretionary funds in Scotland. As a result, projects are increasingly required to demonstrate value for money and quantify the impact of their work.
- 1.39 At the same time, funding bodies are required to critically assess their expenditure and make difficult decisions about the ways in which resources are allocated - sometimes needing to reduce or withdraw assistance to projects that have operated for some time.
- 1.40 In health-related work in particular, there is a growing consensus that an understanding of return on investment, which incorporates wider social, economic and health outcomes, is an essential element to consider when making decisions regarding resources.
- 1.41 In this context, economic evaluations play an invaluable role by allowing projects to demonstrate their return on investment by balancing their inputs and costs with the value of the social and health outcomes they have achieved. Economic evaluation recognises that:
- the cost of a project is not the sole determinant of a project's value for money, rather the costs must be compared with the value of the outcomes achieved, for instance the economic value of improving individuals' health or reducing unemployment; and
 - a decision to use resources in one way results in an 'opportunity cost', that is the value of the foregone benefits that might have been achieved had the resources been used in a different way³.
- 1.42 This approach provides stakeholders with a deep understanding of the value of work carried out and offers an objective, impartial assessment of whether or not the resources that projects use are put to best effect.

³ University of East Anglia, *What is Economic Evaluation?*
http://www.uea.ac.uk/menu/depts/med/research/research_econ/hesp/docs/EEPrimer.pdf
(accessed November 2009)

- 1.43 In particular, economic evidence can be used to inform decision making, provide evidence of success to funders, or support a bid for future funding. This is particularly true since major funders like the Scottish Government and Big Lottery Fund have shifted to an outcomes-based approach to funding, where funded projects are expected to provide robust evidence of their outcomes, that is, the difference they have made for the people, organisations and communities they work with.
- 1.44 The Economic Evidence Reference Group was formed by NHS Health Scotland with representation from the Community Health Exchange (CHEX), Community Food and Health (Scotland), the Big Lottery Fund, North Lanarkshire Council and the University of Glasgow to take forward one of the strands of work arising from NHS Health Scotland's Community-led Supporting and Developing Healthy Communities Task Group in 2006, which identified the need to build the evidence base of the value of community-led health initiatives. The Reference Group is exploring the use of economic evidence to strengthen the case for community-led health initiatives, and considering how to build the capacity of these initiatives to carry out this type of evaluation. As part of this, NHS Health Scotland commissioned case studies⁴ of three projects to map how they:
- gather evidence of outcomes;
 - place economic interpretations on these;
 - have possible unrealised potential to gather more economic evidence, or to interpret it in a more suitable framework; and
 - use the economic evidence that they have.
- 1.45 These case studies identified the following learning points:
- gathering evidence: community-led organisations are often willing and enthusiastic to gather economic evidence, but the amount of evidence they can gather may be limited by factors such as staff time, and a lack of experience of gathering this evidence;
 - sources of evidence: there may be a lack of available economic evidence in community organisations. In some cases, where projects are delivered on an informal basis, there may be reluctance among staff to gather registration data or information related to distance travelled;
 - planning for evidence: the gathering of evidence needs to be planned for and built into the activity of an organisation;

⁴ Taylor, Peter (2009), Preliminary Case Studies of the Application of Economic Evidence of Health Improvement Work in Community-led Projects and Organisations. NHS Health Scotland.

- working with partners: where other partners are jointly responsible for setting and achieving outcomes, they must all agree to provide evidence of outcomes; and
 - building capacity and providing support: community organisations may require advice and support to gather and interpret economic evidence of outcomes.
- 1.46 The findings of the case studies were presented at a national ‘Healthier Lives, Wealthier Communities?’ conference on 30 September 2009. Following this conference, the Reference Group will continue to consider economic evidence for community-led health initiatives, but exact details of its future work have yet to be announced.
- 1.47 In this evaluation, we have considered economic evidence related to Happy Jack’s inputs (the cost of time and materials involved in delivering the project) and outcomes (such as the financial resources saved by Child and Family Centres as a result of receiving fruit and other support from Happy Jack), as well as qualitative evidence of the project’s outcomes, to assess the value of the project.
- 1.48 The rest of the report is organised as follows:
- **Chapter 2:** A detailed description of the evaluation methodology and summary of the fieldwork completed
 - **Chapter 3:** Happy Jack’s impact on Children and Family Centres
 - **Chapter 4:** Happy Jack’s impact on parents
 - **Chapter 5:** Happy Jack’s impact on children
 - **Chapter 6:** Considers economic evidence of Happy Jack’s success
 - **Chapter 7:** Lessons learned
 - **Chapter 8:** Opportunities for future development
 - **Chapter 9:** Conclusions and recommendations.
- 1.49 We have also completed a literature review of the outcomes achieved and lessons learned by similar initiatives. This is provided as a separate document.

2 Methodology

2.1 In this chapter, we describe the methods used in the evaluation.

Methods

2.2 We undertook the following methods to carry out the evaluation:

- desk-based data review;
- interviews with Happy Jack delivery staff;
- focus group with stakeholders;
- visits to Children and Family Centres and interviews with managers; and
- survey of parents/carers and children.

2.3 Our overall approach and details of each stage of the evaluation are explained in more detail below.

Data review

2.4 We reviewed the financial data supplied by ECFI on the expenditure by Happy Jack since the project's inception.

2.5 In addition, we reviewed pro formas completed by Happy Jack staff, stakeholders, and the Children and Family Centres. These provided data on the costs and time spent delivering the project.

2.6 We also conducted a concise literature review to establish lessons learned from similar projects operating in other parts of Scotland and the UK.

Interviews with Happy Jack delivery staff

2.7 We conducted an in-depth interview with the staff that deliver Happy Jack and the Chief Executive of ECFI.

2.8 Our interview explored the following themes:

- the development of Happy Jack since 2004, including services delivered and lessons learned;
- how capacity has been built with delivery organisations;

- the impact of Happy Jack on staff – both at ECFI and at Children and Family Centres;
- the impact of Happy Jack on children and their parents;
- the success/value of Happy Jack compared to other food initiatives staff have engaged with; and
- wider engagement with Happy Jack – getting new partners on board, costs incurred by new partners, added value from new partnerships, and processes of engagement.

2.9 Appendix 1 contains the schedule for this interview.

Focus group with stakeholders

2.10 We held a focus group with representatives from funders of Happy Jack:

- Sure Start;
- City of Edinburgh Council; and
- NHS Lothian.

2.11 The focus group explored the following issues:

- the strategic fit of the initiative with Early Years and Health policy;
- involvement with Happy Jack and any (direct or indirect) costs associated with this;
- views on whether Happy Jack represents value for money;
- the impact of Happy Jack on staff, children and families; and
- the value of Happy Jack compared to other food and health initiatives the stakeholders engage with.

2.12 Appendix 2 contains our focus group schedule.

Interviews with Children and Family Centre managers

2.13 We held in-depth face to face interviews with representatives from the 12 Children and Family Centres that deliver Happy Jack.

2.14 Our interviews explored the following themes:

- delivery of Happy Jack since 2004;

- lessons learned since Happy Jack began;
- the impact of Happy Jack on staff;
- how much fruit children eat in the centre each week;
- engagement with Happy Jack by children and families;
- the impact of Happy Jack on children and their families;
- the success/value of Happy Jack compared to other food initiatives centres have engaged with; and
- whether or not the centre requires more or less support from Happy Jack.

2.15 Table 2.1 lists the staff interviewed.

Table 2.1: Staff interviewed

Child and Family Centre	Staff role
Craigmillar	Depute manager
Gilmerton	Group worker
Granton	Centre manager
Greendykes	Assistant manager/main Happy Jack contact
Hailesland	Group worker
South Queensferry	Acting deputy manager
Pilrig	Depute manager
Sighthill	Outreach team manager
Stenhouse	Outreach worker
Victoria Park	Nursery officer
Viewforth	Senior nursery officer
West Pilton	Group worker

2.16 Appendix 3 contains our schedule for these interviews.

Parent and child survey

- 2.17 The evaluation included a survey of parents and children, designed to capture the full impact of Happy Jack on families. The parent and child survey contained two parts – one for the parent to complete with their child, and another section for the parent/carer to complete.
- 2.18 The Children and Family Centres distributed the surveys to parents. In most Centres, group or outreach workers encouraged parents to complete the survey and assisted parents with low levels of literacy.

- 2.19 The parent and child section was designed to engage children with the research. We asked parents to complete the very simple section with their children. The form contained pictures of different fruits, with a simple system that allowed children to express which they prefer, where they eat the fruit, and if they know the names of the fruit.
- 2.20 The survey also contained a picture of a fruit for children to colour in.
- 2.21 The section for parents contained questions to:
- quantify how much fruit children eat at home each week;
 - explore whether or not children consume all the fruit contained in their weekly take home packs;
 - quantify if Happy Jack fruit provision has replaced fruit purchasing that was taking place in any case;
 - identify whether or not consuming fruit as a snack substitutes unhealthy snacks that children might otherwise consume; and
 - explore parent engagement with Happy Jack.
- 2.22 We received 42 responses from parents in our survey of families. This represents a response from 9% of the 473 children supported by Children and Family Centres.
- 2.23 Survey responses came from families in seven of the 12 centres. Table 2.2 illustrates the number and origin of responses received, and compares these against the number of children supported by each Centre.

Table 2.2: Number and origin of responses from parents

Child and Family Centre	Number of survey responses from parents	% of total response	No of children in centre	% of children in each centre whose parents responded
Craigmillar	0	-	45	-
Gilmerton	0	-	80	-
Granton	6	14%	25	24%
Greendykes	6	14%	60	10%
Hailesland	12	29%	55	22%
South Queensferry	0	-	12	-
Pilrig	0	-	28	-
Sighthill	7	17%	30	23%
Stenhouse	3	7%	38	8%
Victoria Park	3	7%	26	12%
Viewforth	0	-	42	-
West Pilton	5	12%	32	16%

- 2.24 Our sense is that, where we received few or no responses to our survey from parents at particular Centres, it is due to a lack of staff time to help or encourage parents to complete the questionnaire.
- 2.25 Of the 42 surveys received, 29 contained children's sections which had been fully or partially completed. The questions in this section were designed to be answered by children, and filled in by their parents. 13 of the 29 surveys (45%) were completed on behalf of boys, and 16 (55%) were completed on behalf of girls.
- 2.26 The ages of the children represented in the survey range from nine months to four years old. The average age of the children was two years and four months old.
- 2.27 This number of returns represents a response from 6% of the 473 children supported by Children and Family Centres.
- 2.28 Survey responses to the child section came from families in six of the 12 centres. Table 2.3 illustrates the number and origin of responses received, which can be compared against the number of children supported by each centre.

Table 2.3: Number and origin of responses from children

Child and Family Centre	Number of survey responses from children	% of total response	No of children in centre	% of children in each centre whose parents responded
Craigmillar	0	-	45	-
Gilmerton	0	-	80	-
Granton	3	10%	25	12%
Greendykes	0	-	60	-
Hailesland	9	31%	55	16%
South Queensferry	0	-	12	-
Pilrig	0	-	28	-
Sighthill	7	24%	30	23%
Stenhouse	2	7%	38	5%
Victoria Park	3	10%	26	12%
Viewforth	0	-	42	-
West Pilton	5	17%	32	16%

- 2.29 A copy of the survey is provided in Appendix 4.

3 Happy Jack's Impact on Children and Family Centres

- 3.1 This chapter considers the impact of Happy Jack on Children and Family Centres in Edinburgh. The findings are drawn from interviews with Children and Family Centre staff and Happy Jack workers.

Impact on ability to promote healthy eating

- 3.2 All of the staff interviewed reported that fruit is a good medium for engaging with children on healthy eating and other related play activities.
- 3.3 Many of the Centres have incorporated fruit activities into their daily routines. For example, the staff ask children to wash, sort and bag fruits.
- 3.4 Centre staff reported that they value the support, ideas, inspiration and enthusiasm provided by Happy Jack staff. Comments from staff members include:

"Their energy drives many of the activities we do – it encourages us to try new and creative methods of engaging with children and families".

- 3.5 Centre staff interviewed described Happy Jack staff as responsive, approachable and helpful.
- 3.6 Happy Jack appears to have supported a culture change in a few Centres. Staff members made comments such as:

"The food we give to children has got healthier and healthier over the years".

"Previously we might have offered toast as a snack, now we just provide fruit and other healthy options".

- 3.7 For example, in the West Pilton C&F Centre, Happy Jack workers assisted staff to develop a new healthy eating policy.
- 3.8 In most Centres, however, staff told us that promoting healthy eating was already part of the 'culture' of the Centre, but Happy Jack has been important in providing support and specialist expertise to help them promote healthy eating.

Impact on C&F Centre resources

- 3.9 Staff reported that the free fruit from Happy Jack saves Centres money that would otherwise be spent on purchasing fruit. The money saved does not appear to be earmarked for any particular means, but is retained in

the general budget for the running of the Centre and can be used for purposes such as buying new play equipment.

- 3.10 Centre staff reported that, although they would attempt to provide healthy eating activities in their Centres without this support, they would be unable to do so given current resource and time constraints. Further, staff value having access to colleagues with healthy eating expertise and experience, which is invaluable in providing these activities effectively.
- 3.11 Many C&F Centres received equipment from Happy Jack when the project first began, for example, juicers, smoothie makers and kiwi spoons. Some Centres use these with children, and others put them in kitchen areas for parents. This equipment adds to the resources Centres have available to promote healthy eating.
- 3.12 All the C&F staff interviewed said that their Centre makes regular use of the Happy Jack activity pack, particularly for identifying recipes to pass on to parents or use in cookery groups.

Capacity building

- 3.13 Happy Jack builds the capacity of C&F Centre staff by providing support and advice and running taster promotions and cookery classes for parents. These activities are highly valued by C&F Centre staff. However, C&F Centre staff do not necessarily recognise this as capacity building work because it does not take the form of structured, formal training.
- 3.14 One member of staff explained that they do not think capacity building work is required, as staff are already trained and experienced in engaging with children and parents around healthy eating and wellbeing issues.
- 3.15 One interviewee from a C&F Centre articulated the benefit of Happy Jack support in increasing Centre staff's confidence in addressing healthy eating with parents:

"Happy Jack activity allows us to follow up on healthy eating issues, particularly with more vulnerable parents who might need one-to-one support".

- 3.16 There has been a mixed response to REHIS training on food hygiene and food and health that Happy Jack provides for staff at C&F Centres. Most staff reported that they had not done the course. One interviewee explained that it is cheaper for staff to attend a Council REHIS course, which is free, than a Happy Jack course, which must be paid for. Another interviewee said staff from her C&F Centre intended to go on the REHIS course.
- 3.17 One member of staff commented on the availability of the training. She said that *"training is available on healthy eating from City of Edinburgh*

Council Children and Families department but this is infrequent – it is a better option to request training from Happy Jack”.

- 3.18 Some Centre staff reflected on the varying levels of knowledge about healthy eating amongst staff, and noted that there are sometimes gaps. She explained that this adds to the value of support from Happy Jack because they do work closely with parents on healthy eating issues and *“although we try our best, sometimes expertise is needed”*.
- 3.19 There does not appear to have been a training needs assessment with Centres in recent years. Happy Jack project workers thought it would be beneficial to do this to ensure that Happy Jack offers an adequate level of training.

Other sources of support

- 3.20 Some Centres access support from other organisations to address healthy eating issues. For example, Food for Tots provides parents at Craigmillar C&F Centre with one-to-one access to a nutritionist. We should note that Food for Tots is a local organisation based in the south-east of Edinburgh and is not able to provide support to other Centres across the city. Other Centres, such as Pilrig and Granton are dependent on Happy Jack for their food support.
- 3.21 The Happy Jack staff explained that they also try to help Centres make links with other healthy eating initiatives, such as the food co-ops.
- 3.22 West Pilton C&F Centre is part of the City’s Healthy Schools pilot. The group worker there explained that this means a significant emphasis on working with children and parents to improve health. This includes healthy eating which *“runs through everything we do”* and that Happy Jack, as a valuable resource, plays a part in this.
- 3.23 The Centres may also benefit from Happy Jack’s links with other child health work. For example, previous Happy Jack project staff have worked with oral health workers and the current staff intend to do so again. They also work closely with community education staff and the family learning worker.
- 3.24 Happy Jack staff commented on the value of their involvement in other projects such as the Little Leith project. They explained:

“Some of the parents know us from our work in the Children and Family Centres and this helps to build up a rapport”.

Required levels of support

- 3.25 All staff members we interviewed valued Happy Jack's support and felt that the project offers a sufficient level of support.
- 3.26 Centre staff were overwhelmingly positive about Happy Jack and valued the project highly as a source of support in promoting healthy eating.
- 3.27 Some staff noted that the amount of support from Happy Jack had varied over the years, because of changes to staff levels in the project. The high staff turnover also meant that overall, a lot of time had been spent building relationships between Centres and Happy Jack staff over the duration of the project.

Monitoring and evaluation

- 3.28 The Centres appear to take a rather unstructured approach to monitoring their involvement in Happy Jack activities⁵. In most cases, there does not appear to be any system of tracking the number of staff hours spent on Happy Jack, or a system to record the consumption of fruit or participation in the other activities such as training sessions. The only consistent monitoring appears to be the number of children attending the Centre to ensure that a suitable amount of fruit is delivered. Staff in one Centre noted that delivery notes from Happy Jack are retained to track the amount of fruit received.
- 3.29 On the whole, Centres did not gather evaluation data to analyse the more qualitative outcomes that the project achieved for parents, children and the Centres themselves.
- 3.30 More robust monitoring and evaluation will be required in the future to establish a clearer picture of the value of the funding provided.
- 3.31 It is important to note, however, that Child and Family Centres, in common with many other public and voluntary sector organisations, are perhaps not used to carrying out such robust monitoring and evaluation⁶, as historically this information has not been requested by funders and perhaps C&F Centres assume that this is taken care of by Happy Jack through the mechanisms it uses to report to its Sure Start funders.

⁵ This is in line with the findings of three case studies commissioned by NHS Health Scotland: Taylor, P (2009), Preliminary Case Studies of the Application of Economic Evidence of Health Improvement Work in Community-led Projects and Organisations. NHS Health Scotland.

⁶ Major funders such as the Scottish Government and Big Lottery Fund have only recently moved to 'outcome-focused funding', where funded organisations are expected to report on the difference they make to the people they work with, rather than solely providing quantitative information on the activities they have delivered. Many public and voluntary organisations are still getting accustomed to this form of monitoring and evaluation, as historically funders have not requested such data.

- 3.32 When discussing the impact of Happy Jack on parents and children, the evidence provided by Centre staff tended to be based on staff observations alone, although some Centres do gather evaluation data from parents who have attended cooking classes.
- 3.33 Greendykes C&F Centre suggested that their group worker could collect data on the impact of Happy Jack activities for parents, but, as far as they were aware, this had not been done to date.
- 3.34 One Centre said that they had supplied Happy Jack with information about the number of parents participating in taster sessions, but that they had not kept a record at the centre.

Points for improvement

- 3.35 There were a small number of negative points made about Happy Jack by Centre staff.
- 3.36 Some staff felt that their Centre did not receive as much support as it had in the early days of the project, but acknowledged that this was due to changes in Happy Jack's staff levels.
- 3.37 One staff member pointed out that the high staff turnover in Happy Jack made it difficult to make long term plans with the project. It also meant that a lot of time was spent developing relationships.
- 3.38 Other negative points relate mainly to practical issues surrounding the delivery of fruit, as follows:
- in a small number of cases, the fruit arrives at Centres damaged as a result of, for example, packing fragile fruit at the bottom of a box of heavier fruit; and
 - there appear to have been a small number of cases where there have been discrepancies between the amount of fruit requested and the amount delivered.

Impact on staff attitudes towards healthy eating

- 3.39 We also considered whether or not Happy Jack has had an impact on the attitudes among Centre staff towards the importance of promoting healthy eating. In some cases, staff told us that Happy Jack had made them more aware of the importance of promoting healthy eating and had encouraged a few Centres to provide healthier snacks to children than they had provided previously. This indicates that Happy Jack has had an impact on the attitudes of some staff towards healthy eating.

- 3.40 In most cases, though, staff we interviewed said they had previous knowledge of the healthy eating agenda and already promoted healthy eating before becoming involved with Happy Jack. Further, staff we interviewed reported that they would encourage children to eat fruit, and families to provide fruit at home wherever possible, whether or not the Centre was engaged with Happy Jack. These staff did, however, note Happy Jack's importance in providing support and expertise to help the Centre undertake more healthy eating activity than they would be able to do without Happy Jack's help.
- 3.41 Therefore, it appears that, while most Centre staff we interviewed were already aware of the importance of promoting healthy eating, Happy Jack provides vital support and expertise to help them do this.

Overall impact on C&F Centres

- 3.42 Overall, the value of the project lies in providing a source of expertise and support to help C&F Centres promote healthy eating. Indeed, most C&F Centres told us that they would be unable to maintain their current level of healthy eating work without Happy Jack's support. Happy Jack also saves Centres money that would otherwise be spent on fruit, and most Centres told us that they would be unable to provide as much fruit to children without Happy Jack.
- 3.43 Therefore, Happy Jack appears to be having a positive impact on Children and Family Centres by increasing staff's confidence to engage with parents and children on healthy eating issues and increasing their ability to do so by providing a source of expertise and support.

Effectiveness of Happy Jack activities and examples of best practice

Factors which affect the impact of Happy Jack in Children and Family Centres

- 3.44 Some factors which have influenced the work that Happy Jack has undertaken are discussed below.
- 3.45 The layout of each C&F Centre affects the types of activities that can be undertaken, and impacts upon the success of Happy Jack. For example, Greendykes C&F Centre has a large modern reception area, which can accommodate the fruit stall and other activities such as demonstrations and taster sessions. The staff report that parents respond well to Happy Jack there. In contrast, Craigmillar Centre does not have a communal area – and staff reported that it is difficult to get parents to engage with Happy Jack activities there.

- 3.46 In addition, our research has revealed that the timing of Happy Jack activities is important. For example, the staff member from Pilrig C&F Centre told us that it is difficult to engage parents using demonstrations and taster sessions, because children are collected at different times of the day – so there is no ‘rush hour’ time to run activities which might interest parents as a group. This would not be the case in those Centres where large numbers of parents collect their children at the one time.
- 3.47 Staff in the West Pilton C&F Centre pointed out that children’s placements are reviewed every six months, which sometimes leaves only a short period of time to engage with families on healthy eating issues. Children are also leaving Centres at an earlier age. They now typically move to mainstream education at three and a half years of age, whereas they used to stay until they were five years old. Overall, this means Centres may have less time to make an impact on families.
- 3.48 Further, one interviewee noted that high staff turnover at Happy Jack limited the long term plans that the Centre could make with the project. It should also be noted that the short term nature of the funding that Happy Jack receives limits the long term plans that the project can make, and the uncertainty that this creates has contributed to the level of staff turnover experienced by the project.
- 3.49 Finally, Happy Jack has, in general, enjoyed positive relationships with staff at the Centres it works with. In a small number of cases, however, Happy Jack staff have had difficulties engaging with a small number of Centres, which has limited the amount of work the project has been able to do with these Centres.

Examples of best practice

- 3.50 Despite the difficulties that Happy Jack has had engaging with some Centres, there are some examples of good practice in the way in which the project and C&F Centres have worked together. Some of these are noted below.
- 3.51 Happy Jack supported the Pilrig C&F Centre to run ‘summer Olympics’ which was a great success. The children played games with fruits such as ‘toss the cucumber’, and the day was enjoyed by children, parents and staff. This is an example of a creative approach to engaging with children and parents on healthy eating issues.
- 3.52 Craigmillar C&F Centre decided to reinforce the impact of a Happy Jack cookery course by using its own money to buy parents a ‘starter pack’ so they could make the recipes taught at the course at home. The packs contained implements such as a grater, bowl, and measuring jar. It also included essential ingredients like tinned tomatoes, pasta, and flour.

Centre staff reported that the starter packs were very successful in supporting parents to maintain learning from the course.

- 3.53 Gilmerton C&F Centre takes the children on 'fruit walks' in the local area. Sometimes the children are shown where fruit grows, and on occasions they are taken fruit picking. These activities are supported by the Happy Jack staff, who provide recipes for the Centres and parents using the fruits picked, or tasting sessions to demonstrate what the fruits children have seen taste like.
- 3.54 Hailesland C&F Centre uses its gardens to engage children and parents in healthy food. The Centre grows fruits and vegetables, and encourages the children and parents to help nurture the plants and eat the produce. The Centre uses the Happy Jack activity pack to source recipes and provide examples of the different foods that can be made from the fruits and vegetables grown.
- 3.55 Happy Jack staff helped West Pilton C&F Centre to develop a new healthy eating policy.

Chapter conclusion

- 3.56 Our evaluation has shown that Happy Jack has had a positive impact on C&F Centres' ability to address healthy eating issues with parents and children, particularly by providing a valued source of expertise and advice.

4 The Impact of Happy Jack on Parents

- 4.1 This chapter analyses Happy Jack's impact on parents' ability, skills and confidence to eat healthily.

Extent of parental engagement with Happy Jack

- 4.2 Responses to our parent and child survey demonstrated that 53% of parents were not aware of the Happy Jack project. In our opinion, this is a relatively low level of awareness that the project may wish to address.
- 4.3 Until two years ago, take home bags of fruit were distributed to parents in brown paper bags which displayed the Happy Jack and ECFI logos. Now, the fruit is distributed in clear plastic bags and we feel that this lack of project branding on the bags contributes to the low level of awareness.
- 4.4 Despite this lack of awareness, 15 parents (39%) who returned our survey had taken part in cookery classes, 14 parents (36%) had used a fruit stall, seven parents (18%) had engaged with seasonal promotions and two parents (5%) said they had received one-to-one support.
- 4.5 Eighteen parents said they had not taken part in any Happy Jack activities. Most (15) indicated this was because of a lack of awareness of the initiative and the activities it provides (*"I haven't heard of them"* or *"I don't know enough about them"*). One parent said lack of involvement was due to childcare difficulties, and another said they already ate *"healthily enough"*.
- 4.6 These results indicate that most parents surveyed have engaged with Happy Jack in a number of different ways. This is a significant achievement, especially considering the disadvantage and chaotic lives experienced by many of these parents.
- 4.7 However, many parents (42% of those surveyed) have not taken part in activities, mainly due to a lack of awareness.
- 4.8 We should note here that the most important consideration is to ensure that parents are aware of the healthy eating activities and support available to them at Child and Family Centres, regardless of whether or not they are aware of the Happy Jack brand.

Good practice in engaging parents

- 4.9 Both Happy Jack project workers and staff from the Children and Family Centres commented that engagement is most effective when parents trust staff. In West Pilton, one of the Happy Jack staff members attends a

morning group run by the Centre, to speak to the parents, offer advice and build up a rapport. She explained:

"I now spend time with parents before the groups so they get to know me – this groundwork means they are more likely to attend, and that their engagement is more productive".

- 4.10 The other Happy Jack worker noted that her ECFI work in the community means that parents *"get to know her face"* and trust her. She said:

"I run a diet and exercise group in the high school – and some of the parents of children in the Children and Family Centres attend that too, so they feel comfortable with me and are more likely to join centre groups".

- 4.11 Significantly, interviewees felt that Happy Jack takes an effective approach to working with parents at C&F Centres, and praised the project for its non-threatening and informal approach to engagement with parents. Interviewees felt that this approach is particularly suitable for the disadvantaged and vulnerable families who attend C&F Centres.

- 4.12 Interviewees commented on the fact that Happy Jack staff are skilled in running groups with parents that may display challenging behaviour and one C&F Centre staff member praised the project for engaging with fathers in particular:

"Dads like practical classes like food groups rather than discussion groups. In our last cookery group three of the five parents were male...the food groups give us a different way to engage with fathers".

- 4.13 Interviewees felt that Happy Jack can act as an effective 'hook' to encourage parents to attend other activities offered in C&F Centres, such as addressing challenging behaviour or communication. A staff member explained that *"the food groups act as a non-threatening introduction to work done by the Centre"*.

- 4.14 The Happy Jack staff explained that they also try to raise parents' awareness of other healthy eating initiatives, such as the food co-ops.

Increasing skills and confidence in healthy eating

- 4.15 It appears that Happy Jack has had a significant impact on parents' confidence and skills related to healthy eating. Some C&F Centre staff members felt that this was the biggest strength of the Happy Jack project because it leads to behaviour changes in healthy eating which have long term impacts.

- 4.16 Staff commented that many parents enjoy the sessions organised by Happy Jack. One group worker said:

“The cooking group is the only group I would run on a Monday morning – it is the best attended and I know it is so popular that people will come”.

- 4.17 In some cases, parents perceive fruit to be disliked by their children, but seeing their child eating fruit enthusiastically at, for example, Happy Jack taster sessions, dispels this perception. One staff member explained:

“Happy Jack exposes parents to the fact that their children like fruit”.

- 4.18 Another staff member commented on the barriers which can prevent parents providing healthy food to children:

“Many of the younger parents have not been taught how to prepare healthy foods, and others are frightened that healthy eating is expensive”.

- 4.19 Happy Jack helps parents to overcome these barriers, knowledge gaps and fears, giving them ideas and confidence to encourage their child to eat fruit. For example, by providing tips for affordable and creative ways of preparing or presenting fruit, such as smoothies or fruit salads.

Impact on eating habits at home

- 4.20 The responses to our parent and child survey, which demonstrate the project’s influence on eating habits in the households of parents and children who attend C&F Centres, reinforce the views of C&F Centre staff.

- 4.21 We asked parents to indicate from a list of options what impact(s) taking part in Happy Jack activities (cooking classes, one-to-one support, fruit stalls and seasonal fruit promotions) had on them. Respondents were able to select as many options as they wished, and responses were as follows:

- thirteen respondents (50% of the 26 who answered the question) said they are now more aware of the importance of healthy eating;
- twelve (46%) said their child eats more fruit now;
- ten (39%) said they and their family try to eat more healthily in general;
- eight (31%) said they are now more confident with fruit;

- eight (31%) said that other members of the family eat more fruit; and
- only five parents (19%) said *"nothing has changed"* as a result of Happy Jack.

4.22 We also asked parents specifically about how take home bags of fruit had influenced eating habits at home. The results are even more positive than those above which relate to the impact of other Happy Jack activities. Thirty-eight parents answered the question on the impact of the take home bags fruit and the results are shown below (respondents were able to select as many options as they wished):

- twenty-five (66% of those who answered the question) ticked *"my child eats more fruit"*;
- sixteen (42%) said *"we try to eat more healthily in general"*;
- sixteen (42%) said *"we are more aware of the importance of healthy eating"*;
- fourteen parents (38%) agreed with the statement *"other members of the family eat more fruit"*; and
- eleven (29%) said *"we are able to eat more healthily"*.

4.23 Although nine parents (24%) who answered this question said that "the take home packs have not changed anything", these findings demonstrate that the take home packs provided by Happy Jack have had a positive influence on eating habits in over 75% of families who responded to our survey. One parent remarked *"there are more fights [over fruit]"*, and another commented *"my child is eating fruit that I wouldn't buy [because I don't like it]"*.

4.24 Our parent and child survey also asked parents to list the snacks their children would eat at home if they did not receive the take home bags. The top three substitute snacks were yoghurt (68%), fruit bought by the parent (63%), and crisps (45%). This shows that a high level of parents would offer their children a healthy snack even if Happy Jack did not provide take home bags of fruit. However, almost half would give their child crisps as an alternative, which indicates the need for Happy Jack to continue its work with parents.

Impact on siblings

4.25 Overall, these findings suggest that Happy Jack has made a positive impact on families' eating habits. The project may therefore have an impact on the health of siblings who have not attended a Children and

Family Centre. Indeed, some staff members noted that they had observed “*sibling rivalry*” over the take home bags, which they felt demonstrated that Happy Jack was having an impact across families. In some cases, older children who had previously attended the Centre asked if they could have a bag to take home too, and in others, parents made comments such as “*you’ll be sharing that with your sister when you get home*”.

Improving engagement with parents

- 4.26 Parents indicated a need for greater information from Happy Jack in their responses to the question “*would you like any more help from Happy Jack to help you and your family eat more healthily?*” Comments included “*more information with the packs would help*”, “*recipe cards to take home and try*”, “*information about the benefits of different types of fruit*” and “*find out more about healthy eating options*”. The need to review and refine the information distributed to parents is further illustrated by the finding that 24% of parents said that take home bags had no influence on their eating habits at home. This is an issue we return to in Chapter 9.
- 4.27 In addition, parents made two suggestions as to how activities for them could be improved: letting children join cooking groups, and providing more exotic fruits on the stalls.

Chapter conclusion

- 4.28 Happy Jack has had a significant effect on parents’ skills and confidence to eat healthily, and has had a positive impact on the eating habits of families who attend C&F Centres. This applies to both the general Happy Jack activities and the take home bags of fruit.

5 The Impact of Happy Jack on Children

- 5.1 This chapter analyses Happy Jack's impact on children's attitudes towards and consumption of fruit.

Attitudes towards and consumption of fruit

Awareness of fruits

- 5.2 We asked children who completed our children's survey to name the fruit in pictures supplied. We received 24 responses from the 29 children represented in the survey - all 24 correctly identified grapes, bananas, and apples. Twenty-two children correctly identified oranges, one thought it was a "ball", and another thought it was a "pineapple".
- 5.3 These findings illustrate that children are familiar with the fruit provided by Happy Jack. However, we should note that we do not have baseline data to compare these findings with to assess any improvement in recognition of fruit as a result of Happy Jack. Nor do we have an impression of the recognition level among those children who did not respond to the survey.

Do you like this fruit?

- 5.4 We asked children to answer the question "do you like this fruit" for a number of fruits distributed by Happy Jack. The responses are illustrated in Table 5.1.

Table 5.1: Do you like this fruit?

Fruit	Yes	No	Total
Apple	24	1	25
Banana	25	1	26
Orange	21	5	26

- 5.5 All of the fruits are popular with children, with apples and bananas being most popular, and oranges the least.
- 5.6 Again, however, the lack of baseline data limits the conclusions we can draw from these findings on the impact of Happy Jack.

Where children eat fruit

- 5.7 Most of the children who correctly identified grapes eat them with parents and at the Children and Family Centre. Two children who eat oranges appear only to eat them in Children and Family Centres, as do two children who eat bananas.
- 5.8 These responses highlight that children are receiving fruit at home and at Children and Family Centres.

Consumption of fruit

- 5.9 All C&F Centre staff interviewed reported that the children who attend their Centre enjoy the fruit snacks and the take home packs. Comments from C&F staff members include:

"The fruit packs are the highlight of the week for some of our little ones".

"The children's faces light up when they receive the fruit".

- 5.10 Staff told us that children also enjoy the demonstrations and taster sessions. One staff member explained:

"I think it is peer pressure – they might have never tried a piece of fruit before, but when they see the other children eating it they have a go".

- 5.11 Many Centre staff have observed an increase in children's consumption of fruit. One member of staff said:

"They now give their children fruit snacks, rather than sweets, because they know they will eat it".

- 5.12 Happy Jack, therefore, appears to be having a positive impact on children's attitudes towards and consumption of fruit.

- 5.13 In our survey of parents we asked parents to tell us about the amount of fruit that their child eats at home on an average day. The results are summarised in Table 5.2.

Table 5.2: Quantity of fruit consumed by children at home

Pieces of fruit eaten at home on an average day	Response
0	-
1	4
2	11
3	11
4	1
5	8
More than 5	6
Mean per child per day	3.4 ⁷

- 5.14 The responses indicate that children are regularly eating fruit supplied by their parents. Fourteen of the 41 children (34%) get at least five pieces of fruit a day, and we found that mean fruit consumption is 3.4 pieces per day. However, we should note that one 'piece' as reported by these parents does not necessarily equate to one of the recommended five daily 'portions' of fruit and vegetables as defined by the Government and health authorities.
- 5.15 As shown in Table 5.2, we found that children who took part in our survey consume a mean of 3.4 pieces of fruit per day. As a rough comparator, this compares favourably to the findings of the Scottish Health Survey 2003⁸, which found that mean fruit and vegetable consumption was 2.6 portions per day. However, we should note the limitations of this comparison, given that:
- we asked parents to indicate how many 'pieces' of fruit their child eats per day, but did not ask them to indicate how many 'portions' they eat, in line with the Government's definition of what constitutes a recognised 'portion' of fruit, as the Scottish Health Survey does; and
 - our survey consulted parents of children under five, whereas the Scottish Health Survey reports findings from children aged 5-15.
- 5.16 While we cannot comment on the impact of Happy Jack on the amount of fruit eaten at home due to a lack of baseline data, these findings do demonstrate an encouragingly high level of fruit consumption among children involved with Happy Jack, and the observations of C&F Centre staff provide evidence that Happy Jack has led to an increase in fruit consumption among children.

⁷ When calculating this mean, we calculated the sum of all pieces of fruit consumed per day by all children who took part in our survey (139) and divided it by the total number of respondents (41). To do this, we allocated the value of 6 to those responses that said the child consumed 'more than 5' pieces of fruit per day.

⁸ <http://www.scotland.gov.uk/Publications/2005/11/25145024/50251>



Engaging with children

- 5.17 All of the C&F Centres reported that fruit is an effective medium with which to engage children on healthy eating issues. It can also contribute to other related play activities. For example, one member of staff explained:

"We use the fruit in classes to help children learn to sort, match, colour and count".

Chapter conclusion

- 5.18 Happy Jack appears to be having a positive effect on children's attitudes and consumption of fruit.

6 Economic Evidence

- 6.1 This chapter analyses Happy Jack's value for money based on financial data provided by ECFI and C&F Centres, as well as findings from our staff interviews.

Financial data review

- 6.2 This financial review is based on data supplied by ECFI on Happy Jack expenditure since the project's inception. The data is summarised in Table 6.1.
- 6.3 As Table 6.1 illustrates, accountancy practices within Happy Jack have changed over the lifetime of the project. Overall costs are grouped in similar categories, which allow basic comparisons to be made in the areas of staff costs, administrative & core costs and programme costs. There is a greater level of detail on expenditure for the first three years of the project than the last two years.

Total costs

- 6.4 The total amount spent each year by Happy Jack has fallen since the project began. Costs fell significantly in year two (from £91,300 to £73,165) which may reflect expenditure on one-off start up costs. Since year two, the overall yearly cost of Happy Jack stabilised, with marginal growth across the years. In the last financial year (2008-2009), the Happy Jack project cost £74,491.

Staff costs

- 6.5 The amount spent on staffing Happy Jack has fluctuated since the project's inception. The costs, which vary significantly from year to year, may reflect high staff turnover, periods of unfilled vacancies, and changes to the numbers of staff required by the project.
- 6.6 In the first year of the project, staff costs accounted for £29,725 or roughly one third (33%) of Happy Jack expenditure. Since year two, the proportion of staff costs as an overall percentage of spending has fluctuated. In the most recent financial year (2008-2009), staff costs totalled £38,007 or just over half (51%) of project costs. Staff costs were highest in 2007-2008 at £46,250 or 62% of the total.
- 6.7 Staff training costs have only been recorded in the past two years of the project. Although small in absolute terms, the costs rose significantly

between 2007-2008 and 2008-2009, and the project spent £1,112 on training in 2008-2009 compared to only £102 the year before.

Table 6.1: Happy Jack expenditure, 2004-2009

		2004/05	2005/06	2006/07	2007/08	2008/09	
		£	£	£	£	£	
Salaries	Development Worker	22,000	22,500	19,000			
	Sessional Staff	7,225	12,000	10,000			
	Recruitment	500	1,000				
	All staff				46,148	36,895	
	Training for staff and volunteers				102	1,112	
	sub total	29,725	35,500	29,000	46,250	38,007	
	% of annual expenditure	33%	49%	39%	62%	51%	
Admin/ Core Costs	Stationery & Printing	1,150	1,150	1,200			
	Postage	125	125	130			
	Telephone	400	400	410			
	Printing			500			
	Subscriptions & Publications	200	200	100			
	Advertising & Publicity	500	500	500			
	Bank Charges	100	100	20			
	Misc Expenses	500	500	200			
	Management Fee	5,000	2,000	2,000			
	Rent & Rates				800	2,285	
	Heating & lighting				265	294	
	Administration				850	1,069	
		sub total	7,975	4,975	5,060	1,915	3,648
		% of annual expenditure	9%	7%	7%	3%	5%
Programme Costs	Activity Pack	1,500		10,250			
	Cooking Course Provision	2,000	1,440	1,250			
	Travel	1,000	1,000	1,000			
	Activities	2,000	2,000	500			
	Training	750	500	500			
	Insurance	500	250	250			
	Evaluation	4,000	500	500			
	Provisioning Support	10,000	6,500	4,250			
	Fruit Costs	24,000	18,000	19,000	20,000	26,809	
	Fruit Promotions			1,500			
	Fruit Stands	750					
	Office Equipment	1,500					
	Other Equipment	5,500	2500	500			
	Programme costs (materials, resources, room hire)				3,900	2,050	
	Delivery costs				2,450	2,055	
	Professional fees (audit)					1,922	
		sub total	53,500	32,690	39,500	26,350	32,836
	% of annual expenditure	59%	45%	54%	35%	44%	
	TOTAL	91,200	73,165	73,560	74,515	74,491	

Administration/core costs

- 6.8 Although there are differences in recording expenditure across the lifetime of Happy Jack, administration/core costs appear to be much lower in the last two years of the project. The lack of a detailed breakdown of expenditure makes it impossible to pinpoint exactly why this is the case, and it may be due to differences in accounting. For example, delivery costs are recorded against programme costs in the last two years of the project, but are not recorded anywhere in the first three years of the project. They may have been incorporated into administration costs in previous years.
- 6.9 Overall, expenditure on core and administrative costs has fallen over the lifetime of the project, with some variations between the years. Costs in 2008-2009 (£3,468) were just under half those recorded in the first year of the project (£7,975).
- 6.10 In the first three years of the project, Happy Jack was charged a fixed “management fee” by ECFI, a cost which does not appear to have been charged in the last two years.
- 6.11 Costs for rent and rates have only been recorded in the past two years of the project. The fees are small in absolute terms, and particularly small given the size of the project, reflecting the economies of scale from sharing office and warehouse space with ECFI. Expenditure on rent and rate in 2008-2009 (£2,285) was almost triple that of the year before (£800).
- 6.12 Costs for stationery and printing, postage, telephone, advertising, and subscriptions were largely consistent in the first three years of the project, but have not been recorded since then. It is not clear whether or not they costs are now incorporated into the catch all category of ‘administration’.

Programme costs

- 6.13 Like overall costs, programme costs fell significantly in the second year of the project (from £53,500 to £32,690). Since year two, programme costs have ranged between £26,350 and £39,500. In the most recent financial year, 2008-2009, programme costs were £32,836.
- 6.14 Programme costs include some intermittent expenditure, such as the £1,500 and £10,250 spent on the Happy Jack activity pack in years one and three respectively.
- 6.15 Fruit costs have increased overall since the project started, with variations between years. In year two expenditure on fruit fell from £24,000 to £18,000, and since then the cost has risen annually. In the last financial year, £26,809 was spent by Happy Jack on fruit. Over the past four years

fruit has accounted for increasing proportions of expenditure due to limited increase in Happy Jack's total spend. In 2008-2009 fruit accounted for 36% of total expenditure.

- 6.16 In the first three years of the project the amount spent on providing support decreased by over 50% (from £10,000 to £4,250). Similarly, the amount spent on cooking course provision fell from £2,000 to £1,250 in the first three years.
- 6.17 There appears to have been start-up expenditure on fruit stands and office equipment in the first year of the project.
- 6.18 During the first three years of the project, expenditure on 'other equipment' fell year on year, from £5,500, to £2,500, to £500.

Income

- 6.19 Happy Jack's sole source of income is the grant it receives from Sure Start, which amounts to £73,165 per year. Any costs incurred above this figure are supported by reserves from ECFI.

Cost per child

- 6.20 A cost per child was calculated using data from the pro formas completed by each Children and Family Centre. Table 6.2 provides full details of the time spent on Happy Jack by each Centre.

Table 6.2: Time spent on Happy Jack

	Queensferry*	West Pilton	Gilmerton	Greendykes	Craigmillar*	Pilrig	Granton*	Victoria Park	Stenhouse*	Viewforth***	Hailesland	Sighthill	TOTAL
Number of children	12	32	80	60	45	28	25	26	38	42	55	30	473
Distributing healthy snacks to children hours per month (hpm)	4		30	16	4	16	2	24	11	0	5	4	116
Preparing take home packs (hpm)	4	2	6	4	7	2	4	4	9	0		2	44
Engaging with parents on Happy Jack (hpm)		10	1.5	8	4	1	4	8		0		1.5	38
Healthy food promotions (hpm)		1	1	3			4			0			9
Attending REHIS training (hpm)										0			0
Receiving other training from Happy Jack staff (hpm)							4			0			4
Contacting Happy Jack staff (hpm)	4	1	1	2		1	1	3		0		0.5	13.5
Running fruit stalls (hpm)				4						0			4
Other activities (hpm)								8		0		1	9
Total monthly hours per Children and Family Centre	12	14	39.5	37	15	20	19	47	20	0	5	9	237.5
Monthly cost for Children and Family Centre (£) (total monthly hours x hourly wage of £12****)	£144	£168	£474	£444	£180	£240	£228	£564	£240	£0	£60	£108	£2,850
Total cost per year (£) (monthly cost x 12)	£1,728	£2,016	£5,688	£5,328	£2,160	£2,880	£2,736	£6,768	£2,880	£0	£720	£1,296	£34,200

*Queensferry, Craigmillar, Granton and Stenhouse provided weekly data. This was multiplied by 52, divided by 12 and rounded to the nearest whole hour to reach a monthly figure.

**Gimerton's data included approximations eg 4-8 hours. We used the mid point between the two figures.

*** Viewforth reported all costs/time as "nil".

**** Rate for hourly wage was agreed with Centres as an appropriate estimation of the average wage, taking into account different levels of staff involved. Other comments: Craigmillar said time spent contacting Happy Jack staff is "variable". Granton noted that REHIS training consists of 3 annual events which last an hour. Stenhouse explained that engaging parents with Happy Jack takes place on approximately 3 mornings per year, that training with Happy Jack staff is a one off 2 hour training session and that contacting Happy Jack staff takes up roughly an hour each year.



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- 6.21 Table 6.3 illustrates overall expenditure on Happy Jack, broken down by the amount spent on fruit, delivery of the project, and the costs incurred through time spent by Children and Family Centre staff. By dividing total costs by the number of children supported by Children and Family Centre staff we have calculated an average spend per child per year of £229.79.

Table 6.3: Total costs of Happy Jack

Cost	£
Fruit	£26,809.00
Happy Jack Project Delivery	£47,682.00
Children & Family Centre Costs	£34,200.00
Total Annual Costs	£108,691.00
Average cost per child*	£229.79

* This represents total annual costs (£108,691) divided by the total number of children that attend the 12 Children and Family Centres (473)

- 6.22 We provide further detail on the average cost per child per year broken down by costs of project delivery and expenditure on fruit in table 6.4 below.

Table 6.4: A breakdown of Happy Jack costs

Cost	£
Average cost of Happy Jack project delivery per child	£100.81
Average cost of expenditure on fruit per child	£56.68

- 6.23 Table 6.5 on the following page shows the average yearly cost of Happy Jack per child, based on expenditure by Happy Jack and costs incurred by Children and Family Centres. The figures are weighted by the number of children each Centre. The amount spent ranges from £157.50 to £417.88 across the different Centres.

Table 6.5: Weighted annual average costs of Happy Jack per child

	Queensferry*	West Pilton	Gilmerton	Greendykes	Craigmillar*	Pilrig	Granton*	Victoria Park	Stenhouse*	Viewforth***	Hailesland	Sighthill	TOTAL
Number of children	12	32	80	60	45	28	25	26	38	42	55	30	473
Percentage of children supported by Happy Jack	2.54%	6.77%	16.91%	12.68%	9.51%	5.92%	5.29%	5.50%	8.03%	8.88%	11.63%	6.34%	100%
Annual Happy Jack expenditure per Centre based on percentage of children in each Centre	£1,892.07	£5,043.04	£12,596.43	£9,445.46	£7,084.09	£4,409.87	£3,940.57	£4,097.01	£5,981.63	£6,614.80	£8,663.30	£4,722.73	£74,491.00
Annual cost of Children & Family Centre's time	£1,728.00	£2,016.00	£5,688.00	£5,328.00	£2,160.00	£2,880.00	£2,736.00	£6,768.00	£2,808.00	£0.00	£720.00	£1,296.00	34,200.00
Annual total weighted cost per Centre*	£3,620.07	£7,059.04	£18,284.43	£14,773.46	£9,244.09	£7,289.87	£6,676.57	£10,865.01	£8,861.63	£6,614.80	£9,383.30	£6,018.73	108,691.00
Annual average weighted cost per child in Centre	£301.67	£220.60	£228.56	£246.22	£205.42	£260.35	£267.06	£417.88	£233.20	£157.50	£170.61	£200.62	£229.79

*sum of Happy Jack expenditure per Centre and cost of Children and Family Centre's time



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Value for money issues

6.24 We have assessed the following issues related to Happy Jack's value for money:

- deadweight
- substitution
- wastage
- duplication
- displacement
- cross over effects.

Deadweight

6.25 We considered whether or not improvements in healthy eating would have occurred without Happy Jack.

6.26 Thirty eight of 42 parents surveyed responded to the question "if you did not receive the take home pack of fruit from Happy Jack, would you buy more fruit than you do now?" Over half of the respondents (57%) replied 'no' to this question. This demonstrates that Happy Jack is important in maintaining and increasing fruit consumption for many parents.

6.27 Further, C&F Centres told us that they would be unable to maintain the current level of healthy eating activity were it not for Happy Jack, which indicates that the initiative is crucial to achieving positive healthy eating outcomes among children and families at C&F Centres.

6.28 However, the survey also shows that 43% of parents would buy more fruit if they did not receive it from Happy Jack and this is a significant proportion. Further, 24% of parents said that the take home bags and information they receive from Happy Jack had not changed eating behaviour at home.

Substitution

6.29 The parents who said they would buy more fruit if they did not receive the take home packs marked a number of options about the difference the financial saving makes. 50% said they spend the savings on fun activities for their child, such as swimming, trips and toys. 44% said they spend the saving on other types of food, such as treats, and new types of food.



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Wastage

- 6.30 All 42 parents who took part in the survey answered the question "does your child eat the fruit in the take home packs?" Of these, 71% responded "every time", 19% responded "most of the time", and 10% responded "some of the time". None of the parents chose the option "never". This suggests a low level of wastage.
- 6.31 The parents all answered "yes" to the question "do you think the take home bags contain the right amount of fruit?" One parent commented "*I think they would eat more if there was more*".
- 6.32 Similarly, every C&F Centre reported that all the fruit they receive is eaten.
- 6.33 These findings suggest that most of the fruit supplied by Happy Jack is eaten.
- 6.34 In addition, all the C&F staff members we interviewed said they felt that the project offers a sufficient level of support, and that they would welcome more support. This suggests that the staff resources devoted to Happy Jack are not wasted.

Duplication

- 6.35 Although some other child health projects also operate in the 12 Centres, there is no evidence that Happy Jack directly duplicates the work of other groups or initiatives.

Displacement

- 6.36 There is no evidence that Happy Jack detracts from C&F Centres' work on other health improvement topics.

Cross over effects

- 6.37 As noted in our section on the impact of Happy Jack on Children and Family Centres, there are cross over benefits from Happy Jack's links with other child health projects. For example, previous Happy Jack project staff have worked with Oral Health workers and the current staff intend to do so again. They also work closely with community education staff and the family learning worker. This helps staff to reinforce health messages, identify links between projects and keep channels of communication open.
- 6.38 Happy Jack staff also commented on the cross over effect of working with other healthy eating projects. They explained:



“Some of the parents at the Children and Family centres know us from our work in the Little Leithers and this helps to build up a rapport”.

Chapter conclusion

- 6.39 In the absence of robust monitoring and evaluation data, in broad terms Happy Jack appears to offer good value for money by providing a service that has achieved positive healthy eating outcomes for children and families that attend C&F Centres.



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7 Lessons Learned

Introduction

7.1 Our evaluation has identified several lessons learned regarding the delivery of Happy Jack. We summarise these below, under the following headings:

- engaging with children;
- engaging Children and Family Centres; and
- engaging with parents.

Engaging with children

7.2 Children and Family Centre staff report that fruit is a good medium to engage with children on healthy eating and other related play activities.

Engaging with Children and Family Centres

Engaging Centre staff

7.3 In most cases, Children and Family Centre staff were aware of the importance of promoting healthy eating, and already promoted healthy eating before becoming involved with Happy Jack. However, they value the assistance and expertise that Happy Jack offers to improve their ability and confidence to promote healthy eating among children and parents.

7.4 Further, the assistance of Happy Jack relieves pressure on stretched Centre resources. For example, most Centres told us that, were it not for Happy Jack, they would be unable to maintain their current level of healthy eating promotional activity given competing pressures on staff time and resources.

7.5 This shows that, although bodies such as Children and Family Centres may already undertake promotion of healthy eating, the support of initiatives such as Happy Jack is invaluable in providing a source of expertise, building staff confidence and in relieving pressure on already stretched resources.



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Level of support

- 7.6 While all Centres were happy with the level of support that Happy Jack offers, our evaluation identified the need to regularly review Centres' need for support and training, particularly as new staff members join the Centres, to ensure that Happy Jack offers an adequate level of on-going support.

Monitoring and evaluation

- 7.7 There is a lack of a structured approach to monitoring and evaluation of Happy Jack activity. Introducing more robust monitoring and evaluation systems would enable Happy Jack management to monitor more accurately the success and impact of the project on an on-going basis, and would enable more robust economic analyses to be conducted in the future.
- 7.8 As noted previously, this information has not been requested before and it is our sense that it might be beneficial to consult relevant stakeholders and funders on their monitoring and evaluation requirements to ensure that the data gathered by the project meet the needs of these stakeholders.

Engaging with parents

Trust

- 7.9 Children and Family Centre staff and Happy Jack staff recognise that initiatives are most effective when parents trust the staff delivering the initiative. Happy Jack staff take time to build rapport and trust with parents by, for example, spending time with parents before running cooking groups, and by running similar groups in other settings such as local schools, where they often meet the same parents.
- 7.10 One Centre staff member felt that Happy Jack would benefit from an increased presence at the Centre, perhaps by visiting regularly to talk informally to parents and build a relationship with them.

Informal approach

- 7.11 Children and Family Centre staff praised Happy Jack for the informal, non-threatening approach it takes to working with parents. This is particularly important when working with vulnerable parents who may view initiatives like Happy Jack with distrust due to previous negative experiences with other public agencies.



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Increasing parental confidence, skills and participation

- 7.12 Another recurring finding from the interviews is that C&F Centres use the food classes offered by Happy Jack to build confidence and skills in parents. The cookery classes are successful in teaching parents about healthy food, budgeting and preparing meals – and also softer skills about working and learning alongside other people. Once parents have attended these courses, they tend to move on to other subjects, such as challenging behaviour or communication. A staff member explained that:

“The food groups act as a non-threatening introduction to work done by the Centre”.

- 7.13 This shows the potential of Happy Jack as a hook to encouraging parents to access the C&F Centres, which might lead to further engagement in the Centres’ wider work with parents.

Demonstrating the potential of fruit

- 7.14 Children and Family Centre staff told us that parents might believe their child dislikes fruit because of previous unsuccessful attempts to encourage him or her to eat fruit. Parents, therefore, are often surprised when they see their child enthusiastically eating fruit at a Happy Jack event, and this demonstrates to them the importance of presenting fruit in an attractive and creative way.

Fruit stalls

- 7.15 We uncovered mixed views on the effectiveness of fruit stalls. Three Centres run stalls and say they are a success. Three other centres previously ran stalls but stopped – one because of a lack of interest from parents (perhaps because of a reluctance to buy fruit when they were being given it for free), one because they could not store fruit in a safe place, and another because they could not staff the stall.

Lessons learned for economic evaluation

- 7.16 From our experience of gathering economic evidence, the following lessons are highlighted:
- The availability of quantifiable economic evidence is crucial – a lack of a structured approach to monitoring and evaluation among Children and Family Centres made it difficult to fully quantify the inputs required to deliver different elements of Happy Jack, as well as the value of the outcomes achieved. C&F Centres often found it difficult to estimate staff time spent on Happy Jack, and the cost of this time. The introduction of more structured, robust and



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standardised monitoring and evaluation processes would enable a more thorough economic evaluation in the future. Children and Family Centres might require support and guidance to help them gather this type of information as they have had no previous requirements to gather this type of data and, in common with other public and voluntary sector organisations, are not used to this type of monitoring and evaluation.

- Incomparable data – ECFI changed the way in which it recorded expenditure over the lifetime of Happy Jack which again makes it difficult to analyse levels of expenditure on different elements of Happy Jack over time. Again, a standardised approach to accountancy practices would aid economic evaluation.
- It would be beneficial for future projects if the aims of an economic evaluation were considered at the outset of the project, and monitoring, evaluation and accountancy systems planned accordingly.
- A Steering Group comprising representation from three stakeholder organisations led this evaluation. The Group ensured each stakeholder organisation contributed to the design and conduct of the evaluation, and provided active support to the contractors by, for example, providing relevant data and invitations to relevant workshops. We feel it is important to involve stakeholders in evaluation from as early a stage as possible to ensure the evaluation meets the needs of all organisations.
- Involving a number of stakeholders has the added benefit of ensuring that learning from the evaluation is disseminated as widely as possible among stakeholder organisations.
- Incentives – our sense is that we would have received a higher response to our parent and child survey had we offered an incentive for completion. This issue should be considered in the design and budget of future evaluations.



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8 Opportunities for Future Development

- 8.1 During the course of our research several interviewees made suggestions about the future direction of Happy Jack.
- 8.2 Each C&F Centre interviewee said that they value the Happy Jack resource, and that they believe the project has made a positive impact on children and parents. All said they would like Happy Jack to continue.
- 8.3 Some C&F staff members said they felt that they could make more of the Happy Jack resource, and intended to do so in future.
- 8.4 Several C&F staff members said they would like to return to using the branded paper bags previously used for take home packs. One member of staff explained that this would help promote awareness about Happy Jack among parents.
- 8.5 All of the C&F staff members that were interviewed said that they believed their Centre would continue to provide fruit as a snack if it were not supplied by Happy Jack.
- 8.6 One Centre representative suggested that Happy Jack's funding arrangements be changed so that project workers feel more secure and there is lower staff turnover. They reflected that parent engagement is integral to the success of the project, and parents would find it easier to build a relationship and trust the project if there were a consistent staff presence.
- 8.7 A Centre staff member said that when the Happy Jack project began *"we used to make long term plans for HJ activities which covered years, not months"*. She would like to return to this way of working, and explained that this approach would allow Centres to design a calendar of activities which incorporate Happy Jack support *"rather than accessing their support on an ad hoc basis for specific events"*.
- 8.8 Some parents also made suggestions as to how Happy Jack could help them and their families eat more healthily in future, such as:
- mailing information about healthy eating to parents;
 - allowing children to join in during the cooking groups;
 - running more cooking classes; and
 - providing more information about healthy eating options.
- 8.9 Stakeholders suggested that Happy Jack change the focus of its reporting arrangements from outputs (that is, the number of pieces of fruit



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delivered) to outcomes (the impact of the project on the people and organisations it works with).

8.10 Happy Jack staff suggested that there would be benefits from allocating more time to development within the project. They said it would be useful to keep informed about best practice in similar initiatives, build strategic connections across organisations connected to the healthy eating agenda and communicate learning from the project more widely.

8.11 Happy Jack staff also suggested they could do more to encourage parents to use healthy start vouchers.



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9 Conclusions and Recommendations

Conclusions

Impact on Children and Family Centres

- 9.1 Happy Jack aims to build the capacity of other agencies, namely the Children and Family Centres it works with, to address food and health issues with parents.
- 9.2 Centre staff told us that Happy Jack increases Centre staff's ability and confidence to promote healthy eating by:
- providing new and creative ideas to promote healthy eating among children and parents;
 - assisting Centres with the delivery of cooking classes and healthy eating promotional events that Centres would not have the resources, expertise or time to deliver were it not for Happy Jack; and
 - providing an easily accessible source of expertise, advice, training and support.
- 9.3 Happy Jack also has a positive impact on Centres' resources. The fruit that Happy Jack provides means that Centres need to spend less money on buying fruit, which has a positive impact on their budgets. Staff noted that this was important, particularly given the current economic situation.

Impact on parents

- 9.4 Happy Jack aims to promote well being through the development of skills, knowledge and confidence of parents with younger children.
- 9.5 Our evaluation found that Happy Jack has been successful in building the ability and confidence of parents to encourage their child to eat fruit by, for example, providing ideas for affordable and creative ways to present fruit.
- 9.6 This is a significant achievement, especially when the disadvantage and chaotic lives experienced by this group of parents is considered.

Impact on children

- 9.7 Happy Jack aims to encourage healthier eating through increasing access to affordable, healthy foods for young children and their families.



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- 9.8 We found that Happy Jack has had a positive impact on children's attitudes towards, and consumption of, fruit. Children and Family Centre staff noted that children receive the fruit provided by Happy Jack enthusiastically and have also observed an increased likelihood for parents to give their children fruit as a snack rather than a less healthy alternative.

Recommendations

- 9.9 Based on the findings of our evaluation, we make a series of recommendations below related to the future operation of Happy Jack. We suggest that Happy Jack's key partners, namely ECFI, C&F centres and Edinburgh City Council should explore these recommendations.

Working with Children and Family Centres

Recommendation 1: We recommend that Happy Jack continues to support Children and Family Centres by providing a source of advice, training and promotional and educational events to help Centre staff address healthy eating with parents.

Recommendation 2: We recommend that Happy Jack works closely with each Centre to ensure it provides an adequate level of support to each. We suggest that Happy Jack should introduce a more structured approach to determining each Centre's need for training by completing informal training needs analyses for each Centre's staff team, and providing training to address the needs identified.

Recommendation 3: We suggest that Happy Jack should review each Centre's need for training regularly to ensure that new training needs are identified and addressed, particularly when new members of staff join the Centre.

Recommendation 4: We suggest that Happy Jack explores the possibility of attending and contributing to Centres' staff development meetings. This would help to ensure that Happy Jack staff continue to be in regular contact with Centre staff, enabling both parties to take full advantage of opportunities to deliver healthy eating initiatives in partnership, as well as ensuring that Happy Jack activities enhance, rather than replace, the activities of individual Centres.

Monitoring and evaluation

Recommendation 5: There is currently a lack of monitoring and evaluation of Happy Jack activity within Children and Family Centres. We recommend that Happy Jack encourages Centres to introduce more structured, yet non-onerous, monitoring and evaluation systems. For example, to monitor the inputs involved in running Happy Jack and to



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evaluate the outcomes it achieves, it would be beneficial if Centres and/or Happy Jack captured information such as the following on an on-going basis:

- the amount of free fruit distributed to children;
- the cost of this fruit;
- numbers of children/families supported by Happy Jack;
- Centre staff time spent on Happy Jack activities;
- the impact of Happy Jack on children's and families' consumption of fruit; and
- parents' involvement in activities such as cooking groups and the impact of these groups on their ability and confidence to eat healthily.

This will help to identify Happy Jack's impact on Children and Family Centres, children and parents, as well as enabling further economic analysis of Happy Jack's success.

Working with parents

Recommendation 6: We found that there was a low level of awareness of the Happy Jack brand among parents and this was a key reason why parents do not take part in Happy Jack activities. We recommend that Happy Jack works closely with Children and Family Centres to further raise awareness of the initiative and the activities it offers for parents by, for example, taking full advantage of opportunities to attend Centres and meet the parents there.

Recommendation 7: Raising the profile of Happy Jack will also help to build familiarity and trust among parents of Happy Jack, which is important to encourage parents to take part and to engage fully with initiatives such as this. For example, the distribution of quarterly newsletters to parents would raise awareness of the project.

Recommendation 8: We should note that parents who attend Children and Family Centres may lead chaotic lives, and Happy Jack should continue to devote considerable time and resources to raising awareness and building a relationship with these parents.

Recommendation 9: We found that there is scope to improve the healthy eating information that Happy Jack provides to parents. We recommend that Happy Jack considers what extra healthy eating information it could provide to parents, or alternative ways of delivering or presenting information. As 57% of parents said they would not buy more fruit even if they did not receive fruit from Happy Jack, it is important that



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the initiative provides information such as this to raise awareness among parents of the importance of independently buying fruit for their family. By successfully delivering this message, the positive impact of the initiative on children's consumption of fruit will be sustained after the child leaves the Children and Family Centre and ceases contact with Happy Jack.

Recommendation 10: We recommend that Happy Jack considers involving children in the cooking groups it offers for parents. Several C&F staff members commented on the importance of allowing children and parents to share positive learning experiences. Interviewees in our evaluation felt that providing the opportunity for parents and children to cook together would increase the likelihood that they will also prepare healthy meals and snacks together at home, independently of Happy Jack. However, we are aware of the health and safety issues that could prevent children taking part in these classes.

Working with children

Recommendation 11: We suggest that Happy Jack continues to provide a variety of fruit to Children and Family Centres to increase children's and parents' awareness and familiarity with a range of fruit.

Happy Jack Staff Interview Schedule

Economic Evaluation of the Happy Jack Project

Happy Jack/ECFI staff Interview Schedule

Development of Happy Jack

Please outline your role in relation to the delivery of Happy Jack.

Has Happy Jack changed in any way since you began working in it? If so, how and why?

How does Happy Jack contribute to the aims of key local and national policies?

Capacity Building

Please describe capacity building activities with Children and Family Centres.

Do some centres require more support than others? What is the range of time you spend with different centres? Does training occur with all members of centre staff? What happens when new members of staff join a centre?

What have been the inputs required to deliver the following activities?

- Capacity building with child and family centres
- Cooking classes for parents
- One to one support for parents
- REHIS training for staff and parents
- Providing fruit and take home packs to centres
- Providing healthy eating information with take home packs
- Running fruit stalls
- Running food promotions in centres

Are you aware of any changes in the nature or level of inputs required to deliver these activities since the beginning of the project?

Monitoring

Please explain your monitoring arrangements to capture:

- how much fruit is delivered to each Children and Family Centre
- how much this fruit costs
- how much fruit is used by each Children and Family Centre
- types of fruit sent to each centre
- how much time is spent with each centre delivering food and health development work
- numbers of children/families are supported by Happy Jack
- numbers of parents/carers who attended classes
- capacity building within Children and Family Centres

Would you be able to provide copies of this monitoring information?

Impact

We're interested in finding out what Happy Jack has achieved so far in relation to its outcomes:

- To promote well being through the development of skills, knowledge and confidence of parents with younger children;
- To encourage healthier eating through increasing access to affordable, healthy foods for young children and their families; and;
- To build the capacity of other agencies to address food and health issues with parents

Please comment on the impact of each of these elements of Happy Jack:

- Free fruit as snacks
- Take home packs and healthy eating information
- Cooking classes for parents
- One to one support for parents
- Training for staff and parents (eg REHIS courses, training for staff in using Happy Jack pack)
- Fruit stalls
- Healthy eating promotional activity
- How do these activities inter-link?
- Do any elements work better than others?



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Overall, can you describe the impact of Happy Jack so far on staff, children and parents/carers? What evidence do you have of these impacts?

(Probe for the impact on the wellbeing, confidence, skills and knowledge of staff, parents and children, and the impact on the uptake of healthy foods among younger children and families)

Are you aware of any other food initiatives similar to Happy Jack? How does the success of Happy Jack compare to these similar initiatives? Does Happy Jack provide better value for money than these?

What factors have contributed to the success of Happy Jack? What has worked less well?

Do the different practices within Children and Family Centres impact on results? If so, how?

Good practice/lessons learned

What approaches work well in engaging Children and Family Centres with Happy Jack? Why? Are any Children and Family Centres more engaged than others? Do you have any examples of good practice within Children and Family Centres which have helped children and families to engage with Happy Jack?

What lessons have been learned through Happy Jack? (eg in engaging with Children and Family Centre staff, children and parents on healthy eating issues)

What have been the inputs required to efforts to engage new partners with Happy Jack? How successful have these efforts been - what have been the outcomes?

Next steps

Are there opportunities to extend the reach of Happy Jack?

- Eg devote more resources to centres which are not engaged
- Extend Happy Jack work to other community facilities in Edinburgh
- Involve any other partners in Happy Jack? In what ways could these partners be involved?

Do you think any changes/improvements should be made to Happy Jack in the future? What are these?

Other comments

Do you have any other final comments to make?

Stakeholder Focus Group Schedule

Economic Evaluation of the Happy Jack Project Stakeholder Focus Group Schedule

Role of Happy Jack

1. Please introduce yourselves and your organisation's role in relation to Happy Jack.
2. How does Happy Jack contribute to the key aims of local and national policies you are working towards?
3. How does Happy Jack fit within wider strategic links between other projects and agencies?

Partnership working

4. How effective has the relationship between Happy Jack and your organisation been? How widely are the activities of Happy Jack understood by other colleagues in your organisation?
5. How are you kept informed about what is happening with Happy Jack? Are reporting arrangements in place?
6. Have you engaged in any joint working with other partners involved with Happy Jack, eg pooled resources, joint ventures or joint planning?

Outcomes

7. Can you describe Happy Jack's impacts on:
 - staff at ECFI
 - staff at Children and Family Centres (*probe for increased capacity to address food and health issues with parents, and does ECFI need to maintain/increase/decrease the support given to Children and Family Centres?*)
 - parents/carers and children (*Probe for impact on the wellbeing, confidence, skills and knowledge of parents and children, and the impact on the uptake of healthy foods among children and families*)
 - your organisation



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8. Have there been any unanticipated outcomes from your organisation's involvement with Happy Jack?
9. What factors have contributed to Happy Jack's success? What works less well?

Value for money

11. How does Happy Jack compare with other projects which are delivered to address similar issues in Edinburgh? What are the strengths/weaknesses of Happy Jack in comparison?
10. Does Happy Jack duplicate or complement these other initiatives? Would the outcomes achieved by Happy Jack have been achieved by other initiatives in its absence?
11. Do you consider Happy Jack to be value for money?
12. Does the activity of Happy Jack and other food and health initiatives detract from other health promotion topics/initiatives?

Next Steps

13. Does your organisation intend to continue funding Happy Jack to the same extent in future years? If not, why?
14. Can you identify other organisations or food and health initiatives in Edinburgh that Happy Jack might successfully engage with? What approach should Happy Jack take to engage with these organisations/initiatives?
15. Are you aware of any other funding or development opportunities that Happy Jack could access?
16. How could Happy Jack be improved/changed in the future?

Other comments

17. Do you have any final comments to make about Happy Jack?

Children and Family Centre Staff Interview Schedule

Economic Evaluation of the Happy Jack Project

Children and Family Centre Interview Schedule

Development of Happy Jack

1. Please outline your role in the Centre
2. Please outline your role in relation to Happy Jack
3. Have Happy Jack activities changed in any way since the centre engaged with the project? If so, how?
4. How would you describe the Centre's relationship with Happy Jack? Does it have buy-in from Centre management?

Centre resources used in the delivery of Happy Jack

5. We've already asked you to complete a pro forma with information on time and costs related to Happy Jack – do you have any other comments to make about this?
6. Would the centre provide healthy snacks to children if it wasn't engaged with Happy Jack? Prior to being involved with Happy Jack were snacks provided in the centre? Can you please tell us what these were? If you provide any snacks out with those provided through Happy Jack, have these changed in anyway?
7. Does involvement with Happy Jack mean that the Centre spends less time addressing health improvement topics other than healthy eating?
8. Does engagement with Happy Jack save the centre money/resources? If so, what are savings used for?
9. Would capacity building for healthy eating be sought from other sources if not provided through Happy Jack?

Monitoring

10. Do you have any monitoring arrangements to capture:

- how much fruit/types of fruit the Centre receives
- how much fruit is used
- how much time staff spend on Happy Jack
- numbers of children/families are supported by Happy Jack
- numbers of parents/carers who attended classes

Would you be able to provide us with copies of this monitoring information?

Capacity building and impact on staff

We're interested in finding out about the impact of Happy Jack on children, parents and staff at your centre. The outcomes of the project are:

- To promote well being through the development of skills, knowledge and confidence of parents with younger children;
- To encourage healthier eating through increasing access to affordable, healthy foods for young children and their families; and;
- To build the capacity of other agencies to address food and health issues with parents.

11. Thinking about the impact on the staff at the centre firstly - please describe Happy Jack's capacity building activities with staff at the Centre.

12. Which staff have been involved in capacity building activities?

13. What impact have these activities had on staff? (*Probe for the impact on the confidence, skills and knowledge of staff to address food and health issues with parents*)

14. Does involvement with Happy Jack impact on staff in any other ways?

Impacts on parents and children

15. How would you describe children and families' level of engagement with Happy Jack?

16. Please comment on the impact of each of these elements of Happy Jack on parents and children:

- Free fruit as snacks
- Take home packs and healthy eating information (*probe: are children involved in preparing take home packs – cutting up fruit etc?*)



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- Cooking classes for parents
 - One to one support for parents
 - Training for parents (eg REHIS courses)
 - Fruit stalls
 - Healthy eating promotional activity
 - How do these activities inter-link?
17. Do any elements work better than others?
18. Overall, can you describe the impact of Happy Jack so far on
- children
 - parents/carers
- (Probe for impact on the wellbeing, confidence, skills and knowledge of parents and children, and the impact on the uptake of healthy foods among children and families)*
19. What evidence do you have of these impacts?
20. Are outcomes/results dependent on support from Happy Jack staff? Does the centre require more/less support from Happy Jack?

Good practice/lessons learned

21. Please share examples of good practice within your Centre which have helped children and families to engage with Happy Jack.
22. What lessons have been learned through Happy Jack?
23. What do you think works well with Happy Jack? What works less well?
24. How does Happy Jack compare to any other food and health initiatives you are aware of?
25. What would the impact be on your centre if Happy Jack was not there?

Next steps

26. Are there opportunities to increase the impact of Happy Jack on children and families? How could this be done?

Other comments

27. Do you have any final comments to make about Happy Jack?

Dear Parent

We hope you can spare 15 minutes to complete our survey.

The survey will help us to evaluate Happy Jack – a project which provides healthy snacks to children, take home packs of fruit for families, and cooking courses and other healthy eating support for parents in Edinburgh.

The survey has two parts. Section 1 is a short fun activity that you can do with your child(ren). Section 2 is just for you! Please return completed surveys to your Children and Family Centre.

Please complete one survey per child in the family and return the survey to your Child and Family Centre by 24 September 2009. Your responses are confidential and all our findings will be reported anonymously.

If you have any questions about the survey please contact Lorraine Simpson on 0131 335 3700.

Thanks very much for your time.

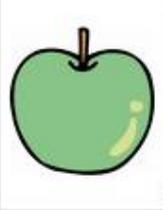
Name (optional): _____

Phone number (optional): _____

Children and Family Centre: _____

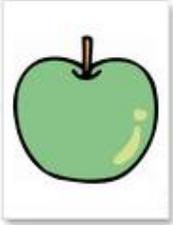
Parent and Child Section

- 1) Child's age
- 2) Gender: **Male** **Female**
- 3) Do you know the names of these fruits? Do you like these fruits? Where do you eat these fruits?

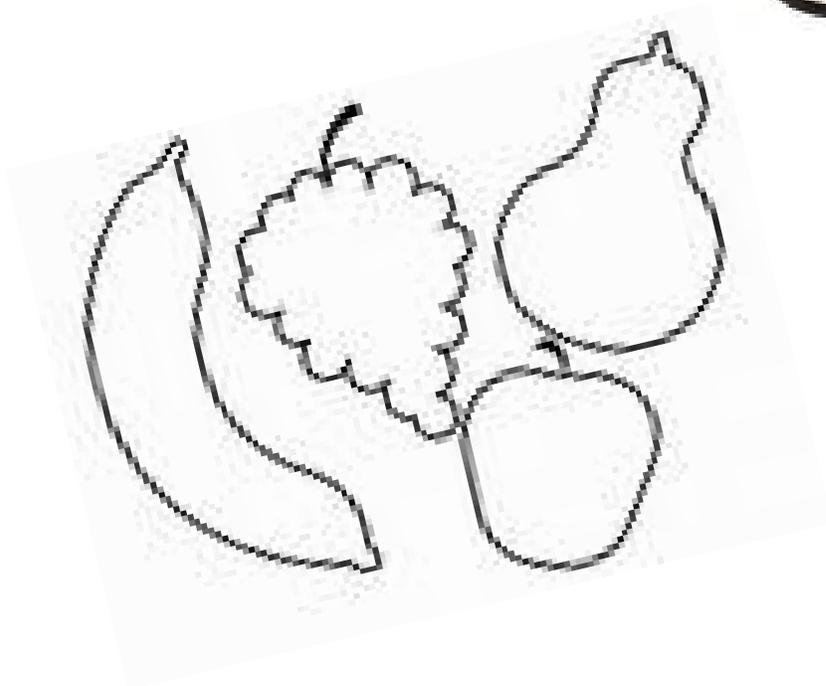
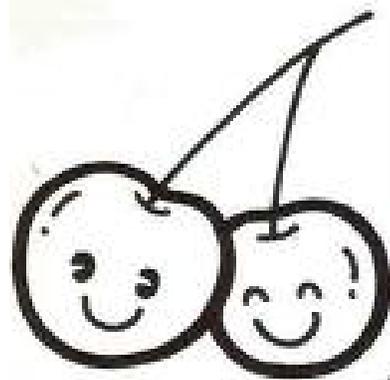
	<p>What kind of fruit am I?</p> <hr style="border-top: 1px dashed black;"/> <p>Where do you eat me?</p>	
	<p>What kind of fruit am I?</p> <hr style="border-top: 1px dashed black;"/> <p>Where do you eat me?</p>	
	<p>What kind of fruit am I?</p> <hr style="border-top: 1px dashed black;"/> <p>Where do you eat me?</p>	
	<p>What kind of fruit am I?</p> <hr style="border-top: 1px dashed black;"/> <p>Where do you eat me?</p>	

Do you like these fruits? (please mark/colour the right expression)



				
<hr/>				
				
<hr/>				
				

Some pictures for you to colour in.....



Section Two: Parent-Only

1. How many hours does your child spend at the Children and Family Centre each week?

2. Have you heard of the Happy Jack Project?

Yes

No

3. How many pieces of fruit does your child eat at home on an average day?

0 pieces

1

2

3

4

5

More than 5

Happy Jack provides a pack of fruit for your child to take home from the Children and Family Centre each week. Information about healthy eating is also included in the packs.

4. Does your child eat the fruit in the take home packs? (Please circle the appropriate option)

Never	Sometimes	Most of the time	Every time
-------	-----------	------------------	------------

5. Do you think each take home pack has the right amount of fruit?

Yes

No

If no, should there be more or less in each pack?

More

Less

Why?

6. Do you find the healthy eating messages included with the fruit useful?

Yes

No

Please explain your answer

7. If your child no longer received the fruit from Happy Jack, which three snacks would they be most likely to eat instead? (Please tick the three snacks)

Crisps	<input type="checkbox"/>
Chocolate	<input type="checkbox"/>
Yoghurt	<input type="checkbox"/>
Sandwich	<input type="checkbox"/>
Fruit (that you have bought yourself)	<input type="checkbox"/>
Biscuits	<input type="checkbox"/>
Cheese	<input type="checkbox"/>
Cold meat	<input type="checkbox"/>
Toast	<input type="checkbox"/>
Milk	<input type="checkbox"/>
Any other snacks (please describe below)	<input type="checkbox"/>

8. If you did not receive the take home pack of fruit from Happy Jack, would you buy more fruit than you do just now? Yes (go to Q9) No (skip to Q10)

9. If yes, you should be spending less money on fruit than you might if you didn't receive Happy Jack's free fruit. Do you spend the money you save on anything? Please tick the relevant boxes and give examples of what the money is spent on:

Other types of food	<input type="checkbox"/>	_____
Essential items for the child	<input type="checkbox"/>	_____
Fun activities for the child	<input type="checkbox"/>	_____
Essential items for you	<input type="checkbox"/>	_____
Fun activities for you	<input type="checkbox"/>	_____
I save the extra money	<input type="checkbox"/>	_____
Other (please specify)	<input type="checkbox"/>	_____

10. Have the take home packs changed eating habits at home? (Please tick all that apply)

My child eats more fruit

Other members of the family eat more fruit

We are more aware of the importance of healthy eating

We try to eat more healthily in general

We are more able to eat more healthily in general

Take home packs have not changed anything

Any other changes?

--

11. Happy Jack also provides other activities for parents to take part in. Have you taken part in any of the following Happy Jack's activities for parents? Please tick the activities you've taken part in.

Cookery classes for parents

One-to-one support for parents

Fruit stalls to buy affordable fruit (only available at selected Children and Family Centres)

Seasonal fruit promotions

None of the above (please skip to Q14)

12. What has changed as a result of taking part in these activities? (Please tick all that apply)

My child eats more fruit

Other members of the family eat more fruit

We are more confident with fruit

We are more aware of the importance of healthy eating

We try to eat more healthily in general

We are more able to eat more healthily in general

Nothing has changed

Any other changes? (Please describe below)

13. Could anything be improved about these activities? If yes, please describe below. (Then please skip to Q15)

14. If you haven't taken part in any Happy Jack activities for parents, why not? (Please tick all that apply)

Not interested

They are not relevant for me

We already eat healthily enough

I do not have enough time

I can't get the childcare to give me free time to participate

I hadn't heard of them

I did not know enough about the activities

Any other reason (please describe below)



15. **Would you like any more help from Happy Jack to help you and your family eat more healthily? If yes, please describe below.**

16. **This section is blank in case you want to make any other comments about Happy Jack**

Thank you very much for completing this survey! Please return it to the drop in box at the children and family centre.