

# **BHF National Centre for Physical Activity and Health**

## **Information Services Evaluation**

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## **Background**

The BHF National Centre for Physical Activity and Health (BHFNC) has operated an Information Service for professionals working in physical activity since 2000. The service aims to provide comprehensive and up to date information for professionals working in physical activity and to develop physical activity resources containing researched-based evidence for professional use.

Key functions of the Information Service are to:

1. To produce a comprehensive monthly information update for physical activity professionals detailing all the latest developments in the field of physical activity and health including key publications, resources, research, references, relevant funding opportunities, future conferences and events, BHF/BHFNC project and website updates and general news & information;
2. To operate a helpline/email service for physical activity professionals and practitioners and respond to specific enquiries about physical activity and health, undertaking research to provide evidence-based answers as required;
3. To develop and maintain the BHFNC website and ensure that information contained on the site is relevant and up to date.

## **Purpose**

The purpose of this evaluation was to enable the BHFNC to assess whether the Information Service is meeting the needs of professionals and to consider how this might be modified in the future, in response to feedback and suggestions from professionals working in physical activity. The evaluation will also be used to help determine potential new work priorities within the expansion of the Information Service and future work of the BHFNC as a whole.

## **Methodology**

An evaluation form was produced (Appendix 1) which intended to capture physical activity professionals' views on the key functions of the Information Service, and areas in which the service and/or BHFNC as an organisation might look to provide in the future. The form was sent to physical activity professionals registered on the BHFNC database on 14th February 2006. Respondents were asked to complete and return the evaluation by 17<sup>th</sup> March 2006. A reminder email was issued two weeks after the form was initially sent out.

The data were entered into a SPSS database, and a statistical analysis was carried out to determine key findings.

## **Results**

Completed evaluation forms were received from 110 professionals. Key findings are illustrated below, with a response from BHFNC.

### Information update:

- **96%** of professionals who receive the monthly link by email to the information update access the link to the document. **4%** do not access the link; **1%** cite a lack of time as the reason, **1%** because of the length of the document and **2%** do not indicate why they do not access the link.
- Of those who access the update, **90%** of respondents access it every month, **5%** access it every other month, **3%** access it once or twice a year and **2%** access it infrequently.
- Of those who access the update **24%** read all the sections, **39%** read most of the sections, **30%** read some of the sections and **7%** did not provide an answer.
- **37%** of respondents follow the web links to further information. **32%** of respondents save the update to return to it when needed. Respondents also file the update (**1%**) and print to read at a later date (**1%**).
- **38%** of respondents indicated that they forward the update to colleagues. It is estimated that an additional **267** professionals are reached from indications of the number of people that respondents forward the update to.
- **5%** of respondents indicated that they forward the update to networks, such as County Sports Partnerships.

These results show that the information update is regularly read by those who receive it and it is also being received by considerably more professionals through colleagues and networks.

**Table 1**

How useful professionals find each section of the update:

	Not at all useful	Not very useful	Quite useful	Very useful	No answer
New information on BHFNC website	3%	2%	50%	36%	9%
Information about BHFNC projects and resources	1%	1%	52%	37%	9%
Newsletters from other organisations	2%	14%	52%	20%	12%
New publications	0%	5%	41%	44%	10%
New resources	0%	2%	35%	53%	10%
Research summaries	2%	7%	31%	50%	10%
References of recent scientific publications	5%	15%	32%	37%	11%
Reviews of new text books	6%	23%	31%	26%	14%

Websites of other relevant organisations	2%	1%	31%	56%	10%
General news and information	1%	2%	30%	56%	9%
Funding opportunities	3%	8%	32%	47%	9%
Conferences and events	0%	6%	39%	46%	9%
<b>Overall</b>	<b>1%</b>	<b>1%</b>	<b>30%</b>	<b>59%</b>	<b>9%</b>

Table 1 shows that the vast majority of respondents find all sections of the information update either quite useful or very useful.

**Table 2**

Respondents views on the quantity of information in each section of the update:

	Too little	Too little – about right	About right	About right – too much	Too much	No answer
New information on BHFNC website	0%	2%	77%	1%	1%	19%
Information about BHFNC projects and resources	0%	2%	74%	2%	2%	20%
Newsletters from other organisations	1%	2%	70%	5%	0%	22%
New publications	1%	2%	72%	5%	0%	20%
New resources	1%	4%	73%	3%	0%	19%
Research summaries	4%	5%	59%	11%	0%	21%
References of recent scientific publications	2%	1%	64%	12%	0%	21%
Reviews of new text books	0%	1%	67%	11%	0%	21%
Websites of other relevant organisations	1%	3%	73%	3%	0%	20%
General news and information	0%	3%	74%	2%	1%	20%
Funding opportunities	5%	9%	61%	4%	1%	20%
Conferences and events	3%	1%	71%	5%	0%	20%
<b>Overall</b>	<b>0%</b>	<b>0%</b>	<b>81%</b>	<b>4%</b>	<b>1%</b>	<b>14%</b>

Table 2 shows that the vast majority of respondents find the quantity of information within each section of the update to be of the right level.

- **2%** of respondents indicated that they would like to receive the update twice a month (in its current format), **65%** would like to carry on receiving the update once a month, **15%** would prefer to receive it every other month and **6%** would like to receive it quarterly. **12%** of respondents did not provide an answer.

The results show that the majority of respondents are happy with the current frequency that they receive the update.

Professionals were also asked the following questions:

1. What further sections, if any, would you like to be included in the update?
2. What do you like best about the information update?
3. What do you like the least about the information update?
4. What other ways could we improve the update to meet your needs?

Responses from these questions, which can be found in **Appendix 2**, will be used to modify the Information Service in the future.

#### Website:

- **7%** of respondents indicated that they visit the BHFNC website weekly, **24%** visit the site monthly, **51%** occasionally and **7%** never, and **10%** did not give an answer.

#### Table 3

How useful professionals find each section of the website:

	Not at all useful	Not very useful	Quite useful	Very useful	No answer
Areas of interest e.g. young people, older people	0%	4%	29%	36%	31%
Links to other organisations	0%	2%	41%	24%	33%
Resources	0%	2%	31%	35%	32%
BHFNC response to key documents	1%	7%	34%	23%	33%
Reviews of evidence	0%	3%	32%	32%	33%

Case studies	1%	4%	36%	25%	33%
Conference and events summaries	1%	6%	36%	23%	33%
Organisation database	2%	10%	32%	18%	38%
Training and seminars	1%	10%	32%	23%	34%
Contact us	1%	6%	33%	20%	40%
Information updates	1%	1%	23%	41%	34%
Latest news	0%	1%	26%	38%	35%

Table 3 shows that the majority of respondents find all areas of the website useful.

Professionals were also asked the following questions:

1. What further information would you like us to provide on our website?
2. What do you like best about the website?
3. What do you like the least about the website?
4. What other ways that could we improve the website to meet your needs?

Responses from these questions, which can be found in **Appendix 2**, have been used to determine and develop the design, content and format of the new BHFNC website.

#### Helpline:

- **15%** of respondents had used the telephone/email helpline before.

Respondents were also asked to comment on the following issues:

1. How useful was the information you received?
2. How relevant was the information you received?
3. The speed at which you received a response
4. Level of detail
5. The overall service

**Table 4**

Responses, based on the 15% of respondents who had used the telephone/email helpline:

	Poor	Satisfactory	Good	Excellent	N/A
How useful was the information you received?	1%	4%	7%	5%	83%
How relevant was the information you received?	1%	4%	5%	4%	86%
The speed at which you received a response	1%	1%	9%	4%	85%
Level of detail	2%	1%	9%	3%	85%
The overall service	1%	3%	6%	4%	86%

- 11% of respondents said that they would use the helpline again and 2% said they would not. 87% of respondents did not provide a response as they had not used the helpline before.
- 12% of respondents said that they would recommend the helpline to a colleague and 2% said they would not. 86% of respondents did not provide a response as they had not used the helpline before.

The results highlight that the majority of professionals who responded to the evaluation have not used the helpline. However, the majority of those who have used it have found it to provide a high standard of service.

#### **Additional Information Support Services:**

The Information Evaluation asked professionals for their views on additional support services that the BHFNC may look to provide in the future. Respondents were asked how interested they would be in training courses and other resources/support. The questions asked and the responses are shown in **Table 5** and **Table 6**.

**Table 5: If the centre were to provide training, how interested would you be in the following courses?**

	Not very interested	Indifferent	Quite interested	Very interested	No response
General introduction to physical activity	23%	13%	22%	17%	25%
Short courses on physical activity and health	14%	6%	36%	29%	15%
Evaluation	9%	5%	38%	31%	17%

**Table 6: If the Centre were to provide any of the following, how interested would you be?**

	Not very interested	Indifferent	Quite interested	Very interested	No response
Information on local government structures and activities	14%	12%	33%	27%	14%
Research seminars	9%	18%	33%	28%	12%
PowerPoint presentations and slide libraries	12%	16%	35%	23%	14%
Co-ordination of network meetings	12%	25%	30%	17%	16%
Critique and opinion of pieces on current interests in physical activity	1%	14%	41%	33%	11%
National co-ordination and linking people together	5%	14%	39%	32%	10%
Accessible database to locate other people in the field with similar interests	3%	10%	41%	36%	10%
Accessible database to locate other projects/initiatives which can share effective practice	2%	5%	40%	41%	12%
Evaluation resources	4%	8%	36%	41%	11%
Accreditation to a professional association	7%	13%	35%	30%	15%

The results presented in tables 5 & 6 will be examined by staff at BHFNC to help identify possible areas of future work at the Centre.

### **Conclusion:**

The results of this evaluation suggest that professionals working in physical activity are generally very happy with the work of the BHFNC Information Service. The suggestions proposed for alterations and additions to the service, and to the support that the BHFNC provides to professionals as an organisation, will be examined and considered by staff in order to maximise the benefits of the service, and the work of the BHFNC as a whole.

## Appendix 1

### Evaluation Form BHF National Centre for Physical Activity and Health Information Services

We are undertaking an evaluation of our information support that we provide to health professionals promoting physical activity. Please could you take a few minutes to complete the following few questions. Both the information update and our website are designed to provide you with resources to support your work in promoting physical activity. We would therefore like to hear what you think about our website and information update service so that we can continually improve and expand the services that we offer. We would particularly welcome your thoughts about our website as it is currently under re-development.

#### 1. Contact details

##### 1.1 Required

Job title \_\_\_\_\_

##### 1.2 Optional

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Tel \_\_\_\_\_

e-mail \_\_\_\_\_

#### 2. Information Update

**2 Each month you receive a link to the BHFNC information update. Do you access the link and read the update?**

Yes  If yes, please complete section 2.1.

No  If no, please go to section 2.2

##### 2.1

##### 2.1.1 How often do you access the update?

Every month

Every other month

Once or twice each year

Infrequently

##### 2.1.2 When you read the update do you (please tick all that apply)

Read all sections

Read most sections

Read some sections

Follow the web-links

Save it and return to it when needed

Other (please specify)

##### 2.1.3 Do you forward the update to other people?

Yes   
No

**If yes, to whom, and how many people?**

Forward it on to colleagues  How many? \_\_\_\_\_  
Forward it on though networks  Please give details \_\_\_\_\_

**2.1.4 How useful do you find each section of the update?**

	Not at all useful	Not very useful	Quite useful	Very useful
New information on the BHFNC website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about BHFNC projects and resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters from other organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research summaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
References of recent scientific publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews of new text books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Websites of other relevant organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General news and information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2.1.5 When you read the update, what do you think about the amount of information in each section?**

	Too little		About right		Too much
New information on the BHFNC website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about BHFNC projects and resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters from other organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research summaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
References of recent scientific publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews of new text books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Websites of other relevant organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General news and information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2.1.6 In its current format, how often would you like to receive the update?**

2 per month   
1 per month   
Every other month   
Quarterly   
2 per year

**2.1.7 What further sections, if any, would you like to be included in the update?**

**2.1.8 What do you like best about the information update?**

**2.1.9 What do you like the least about the information update?**

**2.1.10 What other ways could we improve the update to meet your needs?**

## 2.2

If you never access the link, what is the main reason that you don't use the update?

I do not have enough time	<input type="checkbox"/>
It is too long	<input type="checkbox"/>
I can't access the link	<input type="checkbox"/>
The information is irrelevant to the work that I do	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

## 2.3

2.3 Are there any ways that we could improve the update to meet your needs?

## 3. Website

3.1 How often do you visit the BHF National Centre website?

Weekly	<input type="checkbox"/>
Monthly	<input type="checkbox"/>
Occasionally	<input type="checkbox"/>
Never	<input type="checkbox"/>

3.2 How useful do you find the following sections of the website?

	Not at all useful	Not very useful	Quite useful	Very useful
Areas of interest e.g young people, older people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Links to other organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BHFNC response to key documents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviews of evidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Case studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences and events summaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisation database	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training and seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact Us	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Latest news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3.3 What further information would you like us to provide on our website?

3.4 What do you like best about the website?

3.5 What do you like the least about the website?

3.6 What other ways that could we improve the website to meet your needs?

## 4. Helpline

4.1 Have you ever used the helpline to phone or email a request for information?

Yes  If yes, please complete the following questions  
 No  If no, please go to section 5

**4.2 Please rate the following statements on a scale of 1 – 4  
 (1 = poor, 2 = satisfactory, 3 = good, 4 = excellent)**

	1	2	3	4
How useful was the information you received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How relevant was the information you received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The speed at which you received a response	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of detail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**4.3 Would you use the helpline again?**

Yes   
 No

**4.4 Would you recommend the helpline to a colleague?**

Yes   
 No

**4.5 What other ways could we improve the helpline to meet your needs?**

## 5. Information support services

**5.1 If the Centre were to provide training, how interested would you be in the following courses?**

	Not very interested	Indifferent	Quite interested	Very interested
General introduction to physical activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Short courses on physical activity and health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evaluation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5.2 If the Centre were to provide any of the following, how interested would you be?**

	Not very interested	Indifferent	Quite interested	Very interested
Information on local government structures and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Research seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power point presentations and slide libraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordinate network meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Critique and opinion pieces on current interests in physical activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National coordination and linking people together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessible database to locate other people in the field with similar interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessible database to locate other projects/ initiatives which can share effective practice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evaluation resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accreditation to a professional association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

***Thank you** for completing this form. We value all the feedback that we receive and wherever possible we will endeavour to take on board suggestions and make the relevant changes and improvements.*

**Once completed please return this form to:**

**e-mail**     [R.Macniven@lboro.ac.uk](mailto:R.Macniven@lboro.ac.uk)  
**Post**        Rona Macniven  
                  BHF National Centre for Physical Activity and Health  
                  James France Building  
                  School of Sport and Exercise Sciences  
                  Loughborough University  
                  Loughborough  
                  Leicestershire  
                  LE11 3TU  
**Fax**         01509 223972

## **Appendix 2:**

### **Responses to open-ended questions:**

#### **2.1.2 When you read the update do you**

3 'other' responses:

1. run off hard copy and circulate
2. print and return to when needed
3. file it for future reference

#### **2.1.7. What further sections, if any, would you like to be included in the update?**

The following key responses were received from respondents about what further sections they would like to be included in the update:

- Information on other organisations who benefit from this information update and the opportunity for them to share individual success stories/news etc.
- Case Studies of 'real' people's work not researchers
- Best practice info.
- New ideas from other schemes
- Evidence of effectiveness

The Information Service will be incorporating evidence of effective practice, examples of case studies etc. both within the update and in the wider functions of the service in the future.

- Regional/local updates

The Information Service will investigate focusing on specific regions periodically within future updates and the service as a whole. However, the function of the BHFNC is to provide information, support and resources relating to physical activity at a *national* level, and the organisation may have limited resources and capacity to achieve this at a regional/local level. Regional sport and physical activity bodies, such as regional Public Health Observatories and Sport England regions may be more appropriate avenues to provide this information. BHFNC aims to work within these regional networks wherever possible.

- Specific items from Parliament

The Information Service aims to provide information, both within the update and the service as a whole, relating to Governmental work on physical activity.

- Job vacancies

The Information Service can and does provide details of job vacancies, on request from relevant recruiting organisations, providing they are recruiting within a long enough time scale. However, given the short time scale that the majority of posts are advertised often means that closing dates have passed before the next update is produced.

- Advice from a practitioner, case studies

The Information Service will investigate the options for including practitioner advice within the updates.

- Injury updates

The Information Service will provide information on injuries when it is relevant to physical activity.

- More on research

The majority of respondents to the Information Service evaluation have indicated that the quantity of research information within the update to be about right, therefore this will not be increased in future updates. The BHFNC website contains a wealth of information on research for professionals who are looking for more on this area.

- Rehabilitation

The Information Service will provide information on injuries when it is relevant to physical activity, in particular, cardiac rehabilitation.

- More information on research funding opportunities in the area of exercise psychology

The Information Service currently provides details of funding for physical activity projects. The service will investigate the possibilities of providing additional funding information targeted more specifically at research relating to physical activity.

- Relevant articles/links to articles from other publications

This information is already provided in the updates.

- More on changes in NHS

The Information Service already provides details of changes within the NHS relating to physical activity, and additional health issues where relevant.

- Role of the GP in community activities beyond the surgery, particularly with practice based commissioning becoming a reality in 2006

The Information Service and Primary Care Manager will investigate the possibility of providing this form of information.

- Summaries of organisations etc who obtain funding and the type of projects they operate

The Information Service will investigate the possibility of providing this within the update.

### **2.1.8 What do you like best about the information update?**

75 open-ended responses:

1. Research evidence
2. Information from research and papers
3. Regularity. Just the right amount of info.
4. Information on funding and conferences
5. The links to recent research and other useful current information
6. It is very comprehensive, current and non biased towards one organisation (for example if it was led by a training provider)
7. Brief and to the point, well organised information, well presented. Info. on what other organisations are doing is useful.
8. Like to be kept up to date on physical activity projects going on around the country
9. Give an overall update in areas relating to PS.
10. Funding
11. I like the regularity of the update. It always points me toward new information that I wouldn't have necessarily have been able to access easily.
12. Everything! It is a fantastic resource for busy health/exercise professionals who have limited time to search for the most recent research and other information but for whom it is essential to keep up to date and evidence based in their practice.

13. Good level of detail presented - gives enough information to assess if article/resource is relevant for your area of work (and therefore, whether to read more about it).
14. Almost everything is there.
15. Concise
16. Research reviews on new papers
17. A wide range of information covering various topics
18. Nice easy bite-sized information. Easy to digest and read through quickly and reference to find out about where to access more information. Also like the breadth of information provided and from the diversity of organisations
19. Everything
20. Easy links to the website for the information listed - up to date government information. Update on recent research
21. Funding information
22. Conference info., new research, funding opportunities.
23. Lots of relevant and up to date info in one place
24. Easy to read and good short analysis of the news items like the breadth of info
25. The fact that it is up to date and current
26. Its comprehensiveness
27. Clear and concise, relevant hyperlinks
28. All info is relevant and helpful
29. Publications, resources and news and updates
30. It just turns up in my inbox
31. Update on what's new
32. Up to date and changing information
33. Research evidence to help promote activity in schools
34. Can't think of any additions
35. Enables me to assimilate information in a related field relatively quickly
36. Keeps us in touch with projects, trends and information

37. It's comprehensive
38. The best sections for me are the summaries of publications and newsletters, the news and information section and in particular the funding section.
39. I like to get an overview of things are progressing and then the contact details to go and find out more if you want.
40. Kept me abreast of progress/developments
41. Research info and funding opportunities
42. One email + recent publications
43. It covers research searches
44. Finding out what is happening in the field of physical activity and health promotion
45. Keeping me up to date on changes in physical activity arena
46. Ability to link into relevant material
47. Everything you need to be aware of in one document
48. It lets me know about new initiatives relevant to physical activity
49. Easy access
50. Information on adult fitness
51. Useful web links, funding streams and research summaries.
52. Funding opportunities
53. I like looking at the information about projects and resources + also find the conference and events section useful
54. New studies/research
55. Current news
56. Easy to read
57. Comprehensive
58. Consolidates information in user friendly way
59. Keeps me up to date
60. Structure and layout

61. Keeps me up to date without having to do a trawl of other information databases
62. Research summaries of recent research. I feel I am keeping up to date simply by reading this on a monthly basis
63. Being aware of up to date research and examples of practical work going on
64. Keeps me up to date with what is going on and I can read it at my leisure.
65. This is a high quality source of 'credible' information that carries the BHF seal of approval and is presented in an extremely user friendly format that allows the reader to select and utilize the sections they need to enrich their working knowledge
66. Links to research
67. Good ideas for all age groups
68. New information about research, ways to be effective, about resources
69. It is concise and to the point with plenty of links available should you require further information on a particular subject/issue. Regular format therefore know exactly where to look for most relevant info. Easily accessible as it comes by email.
70. It saves me so much time as I don't have to hunt out any new information.
71. The funding opportunities is very useful
72. Very specific
73. Comprehensive coverage
74. Reference others working in this field
75. Research articles

#### **2.1.8 What do you like least about the information update?**

31 open-ended responses:

1. Info ie funding not relevant to northern Ireland
2. When one investigates a link the return button sends you back to the start of the newsletter so have to keep scrolling down and re-reading pages.
3. The fact that you have to look at the contents page and then scroll to the page that you want...If you could double click on it to get to the article you want this would be ideal
4. Too research focussed for my needs

5. It is sometimes difficult to navigate away from it using the hyperlinks and return to the same position within the text - a lot of scrolling is needed.
6. Sometimes difficult to get off website
7. Information within the reference section - appears to be more targeted towards health professionals and working in local authority, its not possible to access the references very easily
8. So much info - but don't stop it coming
9. Book reviews
10. The research summaries and references. But that is because I am not a researcher
11. Uninteresting layout
12. The layout, seems to be very crammed in together
13. The fact that it keeps returning to the beginning whenever you use other links
14. Lengthy document-by necessity. Would be longer if quarterly
15. A list of current research with a link would be fine from our perspective
16. Probably the research section, only because that is not useful to me.
17. Very lengthy - but understandably
18. That I don't compile it any more
19. Perhaps too frequent
20. A little too 'wordy'
21. Not very exciting – same format gets boring
22. Sifting through to pick out the relevant details
23. Scientific publications
24. Presentation - could be a little more engaging
25. Sometimes too much content
26. You have to follow the link to get a quick glimpse of the information update. Quite often I don't have time and if the internet is slow (like it normally is) then I can't afford the time to even scan it. I would prefer it to be in the format of an e-bulletin

27. Information on funding opportunities...but simply because we are not eligible as we are in the Republic of Ireland. I am sure this is a valuable resource for those in the UK
28. This is so full of extremely useful material, which means I have to dedicate valuable time to fully appreciate its content
29. Finding the time to read it
30. Sometimes too much about American Projects that we can't access
31. Lack of time to follow all web links

#### **2.1.10 What other ways could we improve the update to meet your needs?**

19 open-ended responses:

1. Better links technology to papers and websites
2. Links/research on disability issues around physical activity
3. More on pre-schools/family related projects/research etc
4. Funding opportunities for research deadlines
5. Opportunities to access full articles if necessary? i.e. summaries feed key information, then if need full copy of article usually have to be registered to access full text.
6. Cardiac rehabilitation
7. Meets my current needs
8. The subject areas/headliners and click for more information on the topics of interest
9. Past issues - especially research
10. Abstracts - then links to the more details item if required
11. I find it a bit too long to scroll through
12. More research updates
13. Possibly further categorise items or develop a sign marking system with symbols against each item demonstrating links to healthy schools/school travel plans etc.
14. Interactive features
15. Possibly include regular 'focus on areas' offering technical guidelines for exercise professionals on specific issues like 'exercise and blood pressure',

exercise and angina' and others setting out some key do's and don'ts

16. How we can sustain the physical activity message throughout the age groups, mothers, toddlers, schools, out of schools activities, the work force and the retired and the dependent retirees
17. The current format meets my needs
18. Longer notice for conferences when attending from overseas
19. Obesity agenda info.

### **2.3 Are there any ways we could improve the update to meet your needs? (for those who don't use the update)**

1 open-ended response:

1. A summary document with hyperlinks for Health Professionals of not more than 2 sides A4

### **3.3 What further information would you like us to provide on our website?**

12 open-ended responses:

1. More on funding opportunities perhaps
2. More on early years/families
3. Downloadable resources
4. Updated information reflecting recent research - summaries of current evidence etc. Detailed comments on current health documents
5. More about conferences and events
6. Dietary info related to activity (calorie intake versus calorie expenditure) Getting the balance right
7. Examples of good practice - physical activity projects that have been successful
8. Research Info.
9. Links to international evidence
10. More emphasis on stats eg deaths – inactivity 37% - smoking 19%. Message needs stressing
11. More general physical activity resources (posters etc) similar to the walking the way to health but that are not confined to walking for the 'moderate

physical activity' message.

12. More electronic access to resources

### **3.4 What do you like best about the website?**

28 open-ended responses:

1. Ease of use
2. Current up to date evidence and summaries
3. Wide variety of information on pa.
4. Easy to navigate, clear information
5. Everything
6. User friendly layout
7. Latest news
8. Design
9. Easy to navigate
10. Easy to read - good layout
11. Easy to access and read
12. Very user friendly and easy to get round site.
13. Friendly version
14. Easy to access
15. Latest news
16. Areas of interest
17. Easy to find way around - has lots of useful information
18. Colour
19. Easy to access
20. Reviews of evidence
21. Most of it

22. Ease of use, colour scheme and layout is great. Young People's section is vibrant and interesting and links and pointers are clear and simple to follow
23. General Information
24. Resources that I can download and share/use. How easy it is to get around
25. A lot of information in one place with links to other areas
26. Lots of relevant information at your fingertips
27. Wealth of up to date info.
28. The resources you can obtain

### **3.5 What do you like least about the website?**

7 open-ended responses:

1. The newsletters require updating
2. Navigation not always easy to find what you are looking for
3. The bhfactive email address takes me to BHF main website - I'd prefer to go straight to BHFNC
4. Event summaries
5. Reviews of evidence
6. Can seem complex/time consuming to navigate sometimes
7. The resources are sometimes hard to find. I find it confusing that there is the main website and then a separate 'active' website and it seems you can access different things from different places. It would be good if this was all in one place and the resources were a bit easier to find.

### **3.6 What other ways could we improve the website to meet your needs?**

6 open-ended responses:

1. Provide more photos
2. Better navigation
3. Is it possible to have a section of relevant policies or initiatives which are being launched by the Government.
4. Downloadable clips

5. Examples for retired health promotion GPs to do?
6. Layout

#### **4.5 What other ways could we improve the helpline to meet your needs?**

1 open-ended response:

1. Ensure 'helpline' is fully informed or has immediate access to information to refer on.