Wellbeing Cost Effectiveness Analysis

Mon 29th January 2018
Introduction

What Works Centre for Wellbeing

An independent, collaborative organisation set up to develop and share robust, accessible and useful evidence about wellbeing.

We want a future where the wellbeing of people and communities improves year on year and wellbeing inequalities are reduced.

We develop and share useful evidence that governments, businesses, communities and people can use to improve wellbeing across the UK.

We believe that improving wellbeing should be the ultimate objective of policy and community action.

What Works Network

and partners

ESRC ECONOMIC & SOCIAL RESEARCH COUNCIL

HM Government

NATIONAL LOTTERY FUNDED

UNIVERSITY OF LIVERPOOL

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Brunel University London

University of East Anglia
"Increasing wellbeing in the UK and decreasing wellbeing inequalities"
Introduction

Wellbeing evidence leads to different decisions

**Strategic**

**Defining the objective:** a focus on improving people’s lives, improving wellbeing

**Developing options**

**Designing in wellbeing:** options which directly or indirectly improve wellbeing

**Understanding and comparing options**

**Comparing** wellbeing impact of options; **Improving** the wellbeing evidence
By the end of the day... a better understanding of:

- The aims and principles of economic evaluation that is intended to inform evidence-based policy or practice discussion;
- How costs and outcomes (particularly wellbeing) can be measured in practice and then combined to examine ‘value for money’;
- How to conduct a new evaluation by learning from previous studies that have used a range of methods.

Follow-up half-day sessions

There will be up to four half-day sessions following the 29th January event (dates to be arranged). These will pick up on issues or topics suggested by course participants (face-to-face or online discussions, depending on level of interest and availability).
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Measuring wellbeing

What is wellbeing?

What does google say?
Measuring Wellbeing

What is wellbeing?

- **Good functioning and satisfaction of needs**
  - e.g. to be connected to others, safe, autonomous

- **External conditions**
  - e.g. work and productivity, income (levels and stability), housing, environment

- **Personal resources**
  - e.g. health, resilience, self-esteem, spirituality

- **Good feelings**
  - day-to-day and overall e.g. happiness, joy, satisfaction
What is wellbeing?

Wellbeing vs determinants

Subjective vs objective

Individual, community, nation
Why would we want to measure subjective wellbeing?

Understand the impact on people’s lives
...As experienced by themselves

Understand and communicate full impacts
- Cost Benefit Analysis
- Funders and other

Compare diverse programmes and projects
Can you trust it?

- Correlation with brain activity
- Explained by life circumstances
- Explains life circumstances
- **Not perfect**, but better than most other options
Which measures have you heard of?

Measures: Personal subjective wellbeing
What is important?  
https://whatworkswellbeing.org/measure/

Captures the concept
Easy to understand
Easy to administer
Tells us something – i.e. sensitive to change

Improving services: Why the change came about

Comparisons / Cost effectiveness: Consistent measure
Concepts: Personal subjective wellbeing

Overall
- Evaluative
- Eudaimonia
- Affect: positive
- Affect: negative

Domain specific
- Job
- Health
- Confidence
- etc

Inventory
- Optimism
- Competence
- etc

Add up for score

https://whatworkswellbeing.org/measure/
Measuring wellbeing

ONS4: Overall

“Next I would like to ask you four questions about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions I’d like you to give an answer on a scale of nought to 10, where nought is ‘not at all’ and 10 is ‘completely’”

Overall, how satisfied are you with your life nowadays?

Overall, to what extent do you feel that the things you do in your life are worthwhile?

Overall, how happy did you feel yesterday?

On a scale where nought is ‘not at all anxious’ and 10 is ‘completely anxious’, overall, how anxious did you feel yesterday?
Measuring Wellbeing

Domains

**Trust**
Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?
Please tell me on a score of 0 to 10, where 0 means you can't be too careful and 10 means that most people can be trusted.

1 2 3 4 5 6 7 8 9 10
You can't be too careful
People can be trusted

**Volunteering**
In the last 12 months, have you given any unpaid help or worked as a volunteer for any type of local, national or international organisation or charity?

1 2
Yes  No

**Close Support**
How much do you agree or disagree with the following statement?
“If I needed help, there are people who would be there for me.”

1 2 3 4 5
Definitely agree  Tend to agree  Tend to disagree  Definitely disagree  Don’t know

**Neighbourhood belonging**
How much do you agree or disagree with the following statement?
“I feel like I belong to this neighbourhood”

1 2 3 4 5
Strongly agree  Neither Agree nor disagree  Agree  Disagree  Strongly disagree
Measuring wellbeing

(S)WEMWBS: Inventory

7 item short version includes:

• feeling optimistic about the future
• feeling useful
• feeling relaxed
• dealing with problems well
• thinking clearly
• feeling close to other people able to make up my own mind about things
Measuring wellbeing

...but there are many options

How satisfied are you with your job?
Strongly agree, agree, disagree, strongly disagree

How satisfied are you with your job?
Very satisfied, somewhat satisfied, neither satisfied nor unsatisfied...

How satisfied are you with your job, on a 7 point scale?

Accessible approaches

Health and Social Care

ASCOT
ICE-CAP
Understanding the intermediate steps

- Education
- Having access to a park
- Playing football
- Increasing employability

Wellbeing

Singing together
- Connection and relations with others
- Sense of belonging

...to improve effectiveness
# Measuring wellbeing

## Why you want to measure influences what you measure

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<th>Why measure it</th>
<th>What it means for your questions and survey design</th>
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| The wellbeing of people when they join your activity (this is your baseline) | It might help you:  
• understand if you’re ‘targeting’ in the way you intended  
• get a bigger picture of the people who use your service and how the changes your activity is making fit into their lives. | To compare your new starters with others around the UK, you need consistent questions. Like those by the Office of National Statistics (ONS) or the Warwick-Edinburgh Mental Well-being Scale (WEMWBS) (see Section 5).  
To understand different aspects of people’s lives, you can ask domain-specific questions, for example about their relationships or work. You can compare the answers with the national results as well (see Section 9).  
Using open questions will mean people can answer in their own words. |
| Whether people’s wellbeing has improved since they started your activity | It might help you understand your full impact – how the way people feel or function has changed (‘soft’ outcomes) even if there’s been no ‘hard’ outcome, like getting a job. | You’ll need to ask your wellbeing questions before and after your activity, in exactly the same way. This is to make sure you can compare the answers and get reliable results. |
| How different people improve their wellbeing in different ways. For example, see Sam and | It might help you tailor your services or activities better. For example, you might find the impact you have differs | You’ll need to include questions on demographics (for example, age gender and ethnicity). See Section 8 for some options. |
Choosing your questions
- Be sensitive
- Be realistic

How to run your survey
- Format
- Different groups / languages
- Reliable answers

Data protection and ethics
Many evaluations are using wellbeing questions.
Example: the Children’s Society and Spark Inside

Wellbeing as overarching framework for programmes and projects

• When are the questions appropriate?
• Time and resources
• Bias
• Support when needed

Spark Inside

• Choosing the questions for those with complex histories
• Making the questions accessible
...but it is too challenging for my group?

The Arts Observation scale (ArtsObs)
- evaluation of performing arts activities in healthcare settings

- The ‘Measuring Wellbeing Creatively’ project
Which questions are most suitable in your case?
Measures for Community, National and Workplace wellbeing
What is community wellbeing?

It’s something more than the sum of peoples’ individual wellbeing (which can be though as ‘population wellbeing’).
What is community wellbeing?

There are two ways we can think about community wellbeing:

1. How aspects of the community impact on an individual's wellbeing. This concept focuses on the individual's wellbeing, whether that is their physical, mental, or social health. The end-point of interest is the individual. Most current uses of community wellbeing use this concept.

2. The wellbeing of the community itself. This concept looks beyond the individual to a sense of being and feeling together. It fits with social theory which rejects the idea of autonomous, independent individuals and sees people instead as relational and interdependent.

Both of these concepts are valid, and which one is most appropriate will depend on ideology, politics and the community itself.
What is community wellbeing?

There are two ways we can think about community wellbeing:

- How aspects of the community impact on an individual's wellbeing. This concept is concerned with how the way that we live together (whether that is crime rates or local heritage) affects our own personal wellbeing. The end-point of interest is the individual. Most current uses of community wellbeing use this concept.

- The wellbeing of the community itself. This concept looks beyond the individual to a sense of being and feeling together. It fits with social theory which rejects the idea of autonomous, independent individuals and sees people instead as relational and interdependent.

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Developing your own framework for community wellbeing: guiding questions

What is the end-point of a community wellbeing framework?

Individual wellbeing of community members
- Aspects of community wellbeing are determinants of individual wellbeing
- 'Population' wellbeing comprising aggregated individual wellbeing scores

Community wellbeing in its own right
- Individual scale aspects as components of community wellbeing
- Community wellbeing understood as something more than the sum of the individual parts

Which components make up a community wellbeing framework?

These are best determined in relation to local circumstances and challenges but typically will cover a range of domains usually characterised as social, political, economic, cultural. It may be useful to think simultaneously about the people, the place and the power relations.

People
- eg. Forms of social support through friends, neighbours, membership of organisations, available formal support through services and facilities.

Place
- eg emotional attachments such as a sense of belonging, memories, cultural heritage, aesthetics; available opportunities such as employment and earning potential, education, transport, housing, leisure, shops, personal safety, crime rates, secure futures, sustainability

Power
- eg political voice and participation, inclusion, inequalities of access to local resources and opportunities, a sense of collective control and influence
Community wellbeing is greater than the sum of the individual wellbeing of all the people living in an area. But what is that extra ‘something’ that makes community wellbeing? We can understand community wellbeing as a ‘middle-scale’ measure of wellbeing that sits between individual and national wellbeing.

Individual wellbeing
What is it?
How we subjectively feel about our life, and objectively whether our human needs are being met.

How can we measure it?
Objective data, such as education level and employment status. Subjective data, like life satisfaction and anxiety levels.

Community wellbeing
What is it?
Includes (and impacts) individual wellbeing, but is more than just aggregating individual wellbeing in an area.

How can we measure it?
Individual assessments of community scale factors: group data collection, individual stories or case studies of community institutions; group discussions; local media, social media; local policy documents; local cultural fora.

National wellbeing
What is it?
Includes (and impacts) individual and community wellbeing, and covers some national level indicators not captured at local or individual scale.

How can we measure it?
Data from the Office for National Statistics, national indices, international benchmarks.

‘Community wellbeing is the combination of social, economic, environmental, cultural, and political conditions identified by individuals and their communities as essential for them to flourish and fulfil their potential.’
National Wellbeing
Measuring Wellbeing

ONS Wellbeing Framework – informed by public debate

‘how we are doing’ as individuals, communities and as a nation and how sustainable this is for the future
Measuring wellbeing

Interactive dashboard tracking UK change

Our Relationships

The proportion of people in England who reported feelings of loneliness often or always in the UK was 4.1%

What we do

Over half of people in the UK (55.8%) were mostly or completely satisfied with their job in 2014 to 2015.

Source: Measures of National Wellbeing

Source: Annual Population Survey, ONS

Interactive Maps

NEW INTERACTIVE DASHBOARD
Measuring wellbeing

With devolved approaches for Scotland and Wales

NATIONAL PERFORMANCE FRAMEWORK

THE GOVERNMENT’S PURPOSE
To focus government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth

HIGH LEVEL TARGETS RELATING TO THE PURPOSE
Growth  Productivity  Participation  Population  Solidarity  Cohesion  Sustainability

STRATEGIC OBJECTIVES
WEALTHIER & FAIRER  SMARTER  HEALTHIER  SAFER & STRONGER  GREENER
Indicator sets as a diagnostic tool
What is important for wellbeing at a LA Level?

- Based on consultation with data users
- Finding indicators which are already available
- Most important factors will vary by Local Authority: core plus additional indicators
Measuring wellbeing

Comparing across Local Authorities

...to understand which determinants of wellbeing may be most important for each area
What is important for workplace wellbeing?

- Health:
  - Overall
  - Healthy activities and recovery
  - Mental health
  - Mental health support
    - Resilience
    - Stress
    - Line manager
    - Organization
    - Aware of support - formal / informal
  - Rested
  - Exercise
  - Nourishment / water
  - Breaks / within work recovery
  - Barriers to recovery
  - Physical problems from workplace

- Security:
  - Work conditions
  - Financial security
    - Finances and mental health
    - Confidence in future
    - Ability to withstand shock
  - Safety
  - Bullying / harassment
  - Facilities
  - Working patterns
  - Tools
  - Commute

- Environment:
  - Physical and systems
    - Culture
      - Fairness
      - Identity with values
  - Communication
  - Support
  - Stretching and enabling growth
  - Atmosphere
  - Fairness
  - Change management

- Relationships:
  - Line manager
  - Others at work
    - Support
    - Respect
    - Personal investment

- Purpose:
  - Engagement
    - Clear goals and line of sight
    - Accomplishment
    - Motivation
  - Job quality
  - Ability to influence decisions
  - Workload
  - Use of skills
  - Job fit
  - Competence
  - Career development / progression

Subjective wellbeing:
- Happiness
- Life satisfaction
- Worthwhile
- Anxiety
- Job satisfaction
Recap
Measuring personalized subjective wellbeing: recap

Wellbeing: ask people to understand what matters

Useful for understanding impacts, comparing and improving

Measuring:
- Consistent and Tested
- Creative approaches to challenges

ONS4
(S)WEMWBS
Intermediate steps

https://whatworkswellbeing.org/measure/