

# Embedding Wellbeing in Northern Ireland

## Support for Community Planning Partnerships' Statements of Progress: Examples of visual communication of data



# CONTENTS

---

<b>Introduction</b>	<b>3</b>
<b>Tools</b>	<b>4</b>
Reports	4
Websites	5
Illustrations	7
Videos	7
Infographics	9
Podcasts	10
Webinars	11
Support Guides	12
<b>Delivery mechanisms</b>	<b>13</b>



# INTRODUCTION

The Carnegie UK Trust has developed a strong reputation as an advocate for wellbeing frameworks which allow governments to measure social progress for citizens in a meaningful way since the establishment of the first Carnegie Roundtable on Measuring What Matters in Scotland in 2010.

In 2012, the Trust published [case studies](#) of how governments and civil society organisations measure wellbeing in France, the USA, and Canada. Key policy learning from this research includes that to engage people with wellbeing, it is vital that the presentation of data is user friendly. In Canada and Virginia, this has been a core part of their engagement strategy to broaden the base of support for wellbeing. Applied internationally, it recommended that policymakers and practitioners should make the results engaging for a wide audience by drawing simple stories from complex datasets. Disseminating messages through the mainstream media is also a critical means of reaching a wider audience.

The use, presentation and communication of data was identified as a challenge by all of the Community Planning Partnerships in Northern Ireland in their Expressions of Interest to participate in the Trust's [Embedding Wellbeing in Northern Ireland](#) project. Data was also the theme of the first [peer-to-peer learning event](#) hosted between the project participants Armagh, Banbridge and Craigavon Borough Council; Derry City and Strabane District Council; and Lisburn and Castlereagh City Council. Two strands of work emerged from this event – funding a [workshop with elected members](#) on the value of data and evidence for Community Planning, and a [hackathon](#) on the presentation and communication of data in the Partnerships' upcoming Statements of Progress, which outline the progress made on delivering the Community Plans to date.

The Trust is now offering direct support to the project participants in the development of their Statements of Progress, and further to our findings on the presentation and communication of data, has identified the following tools and delivery mechanisms which the Partnerships may wish to consider. Examples of each method have been identified below to support the Partnerships in their discussions on the format appropriate for communicating with their communities. We have identified both innovations in the tools utilised to report on progress in improving wellbeing, and on how these messages may be delivered.

## TOOLS

### Reports

A visual and engaging report of progress across all outcomes and indicators is a common tool used for all levels of reporting, as below:

Name	Description	Level of reporting	Link
Scotland's Wellbeing – Delivering the National Outcomes	The aim of this report is to bring together existing evidence and analysis on a number of key issues, trends and features of Scotland's performance, which the evidence suggests are important to consider when making decisions on policy, services and spending.	National	<a href="https://nationalperformance.gov.scot/sites/default/files/documents/NPF_Scotland%27s_Wellbeing_May2019.pdf">https://nationalperformance.gov.scot/sites/default/files/documents/NPF_Scotland%27s_Wellbeing_May2019.pdf</a>
Future Generations Commissioner for Wales Annual Report 2017-2018	Reports on performance measures for the impact of the Office of the Future Generations Commissioner for Wales.	National	<a href="https://futuregenerations.wales/wp-content/uploads/2018/11/FG-AR-18-Interactive.pdf">https://futuregenerations.wales/wp-content/uploads/2018/11/FG-AR-18-Interactive.pdf</a>
Wellbeing in Wales: the journey so far	This report outlines what public bodies have committed to in the first year of working towards a collective 345 objectives, and provides advice on how they can best demonstrate that they are taking effective steps to meet their objectives.	National	<a href="https://futuregenerations.wales/resources_posts/well-being-in-wales-the-journey-so-far/">https://futuregenerations.wales/resources_posts/well-being-in-wales-the-journey-so-far/</a>
Wales' Supplementary Report on the Sustainable Development Goals	A record of progress on the transformation of Wales into a more sustainable nation since 2015.	National	<a href="https://futuregenerations.wales/wp-content/uploads/2019/07/Wales--SDGs--VNR--Supplementary-Report-for-Wales--Version-10.1-Final-w-cover-ENG.pdf">https://futuregenerations.wales/wp-content/uploads/2019/07/Wales--SDGs--VNR--Supplementary-Report-for-Wales--Version-10.1-Final-w-cover-ENG.pdf</a>

## Embedding Wellbeing in Northern Ireland

Mott Haven and Melrose Community Health Profile	This report provides an overview of the health of the residents in Mott Haven and Melrose community, presenting data on a range of indicators.	Locality	<a href="https://www1.nyc.gov/assets/doh/downloads/pdf/data/2018chp-bx1.pdf">https://www1.nyc.gov/assets/doh/downloads/pdf/data/2018chp-bx1.pdf</a>
Cwm Taf Public Service Board Annual Report 2018-19	Reports on progress on the delivery of the Cwm Taf Public Service Board Wellbeing Plan from May 2018.	Locality	<a href="http://www.ourcwmtaf.wales/SharedFiles/Download.spx?pageid=286&amp;mid=613&amp;fileid=478">http://www.ourcwmtaf.wales/SharedFiles/Download.spx?pageid=286&amp;mid=613&amp;fileid=478</a>
OneNYC 2018 Progress Report	Progress report on the delivery of the OneNYC Plan.	Locality (city)	<a href="https://onenyc.cityofnewyork.us/wp-content/uploads/2019/04/OneNYC-Progress-Report-2018.pdf">https://onenyc.cityofnewyork.us/wp-content/uploads/2019/04/OneNYC-Progress-Report-2018.pdf</a>

## Websites

Governments and organisations measuring progress towards wellbeing outcomes may invest in an interactive website which allows users to understand progress by individual outcome or indicator. Some examples from across the UK and internationally are as below:

Name	Description	Link
Scotland's National Performance Framework	A dashboard of the data the Scottish Government holds on the national indicators of the National Performance Framework. To use this dashboard, users can select a national outcome. Once selected, users can select from a list of national indicators that help measure progress towards the national outcome. With a national indicator selected, users can explore the data held for the national indicator on an interactive chart and table. Users can download the charts and the tables produced.	<a href="https://scotland.shinyapps.io/sg-equality-evidence-finder/#equality-npf-top">https://scotland.shinyapps.io/sg-equality-evidence-finder/#equality-npf-top</a>

## Embedding Wellbeing in Northern Ireland

<p>ONS Measures of National Well-being Dashboard</p>	<p>The dashboard provides a visual overview of the data in the dashboard and can be explored by the areas of life (domains) or by the direction of change. It supports the Measuring National Well-being programme which provides a more detailed look at wellbeing in the UK.</p>	<p><a href="https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/measuresofnationalwellbeingdashboard/2018-04-25">https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/measuresofnationalwellbeingdashboard/2018-04-25</a></p>
<p>OECD Better Life Index</p>	<p>This Index allows users to compare wellbeing across countries, based on 11 topics the OECD has identified as essential, in the areas of material living conditions and quality of life.</p>	<p><a href="http://www.oecdbetterlifeindex.org/">http://www.oecdbetterlifeindex.org/</a></p>
<p>OECD How's Life in Your Region?</p>	<p>This interactive site allows users to measure wellbeing in their region and compare it with 402 other OECD regions based on eleven topics central to quality of life.</p>	<p><a href="https://www.oecdregionalwellbeing.org/">https://www.oecdregionalwellbeing.org/</a></p>
<p>New Zealand Living Standards Framework Dashboard</p>	<p>The New Zealand Treasury developed the Living Standards Framework Dashboard, a practical set of meaningful current and future wellbeing indicators, to inform its policy advice.</p>	<p><a href="https://lsfdashboard.treasury.govt.nz/wellbeing/">https://lsfdashboard.treasury.govt.nz/wellbeing/</a></p>
<p>The Co-op Wellbeing Index</p>	<p>The index gives an insight into what is important to people in a local community. From the quality of education, housing affordability, and public transport - to the amount of green space and the number of community centres. The research identified nine areas that matter for community wellbeing. These areas are grouped into people, places and relationships.</p>	<p><a href="https://communitywellbeing.coop.co.uk/">https://communitywellbeing.coop.co.uk/</a></p>
<p>Sainsbury's Living Well Index</p>	<p>Users can take the Living Well quiz; track different life stage groups and see what influences are impacting their wellbeing; and access the national average of the Living Well Index.</p>	<p><a href="https://www.about.sainsburys.co.uk/about-us/live-well-for-less/living-well-index">https://www.about.sainsburys.co.uk/about-us/live-well-for-less/living-well-index</a></p>

## Embedding Wellbeing in Northern Ireland

Happy City Thriving Places Index	The Thriving Places Index framework measures the local conditions for wellbeing, and whether those conditions are being delivered fairly and sustainably. It consists of a broad set of indicators grouped into three headline domains, from datasets produced by established national data agencies such as the Office for National Statistics, Public Health England and the Index of Multiple Deprivation.	<a href="http://www.thrivingplacesindex.org/">http://www.thrivingplacesindex.org/</a>
Dorset Statistics – Health and Wellbeing Dashboard	A website of interactive dashboards covering a wide range of wellbeing domains for Dorset.	<a href="https://apps.geowessex.com/stats/Dashboards">https://apps.geowessex.com/stats/Dashboards</a>

## Illustrations

A visual representation mapping progress made against the national outcomes as a tool for engaging citizens, as below:

Name	Description	Link
Scottish Government National Performance Framework Big Picture Illustration	An illustration of themes relating to the national outcomes of the National Performance Framework.	<a href="https://nationalperformance.gov.scot/sites/default/files/documents/NPF%20illustrating%20outcomes%2020_0.pdf">https://nationalperformance.gov.scot/sites/default/files/documents/NPF%20illustrating%20outcomes%2020_0.pdf</a>

## Videos

Animation or live action videos outlining overall progress or progress on a specific outcome or indicator are increasingly used for communicating with citizens, as below:

Name	Description	Link
Wellbeing 365, City of Santa Monica	A series of videos on different domains of wellbeing, with information on related opportunities and services.	<a href="https://wellbeing.smgov.net/get-involved">https://wellbeing.smgov.net/get-involved</a>

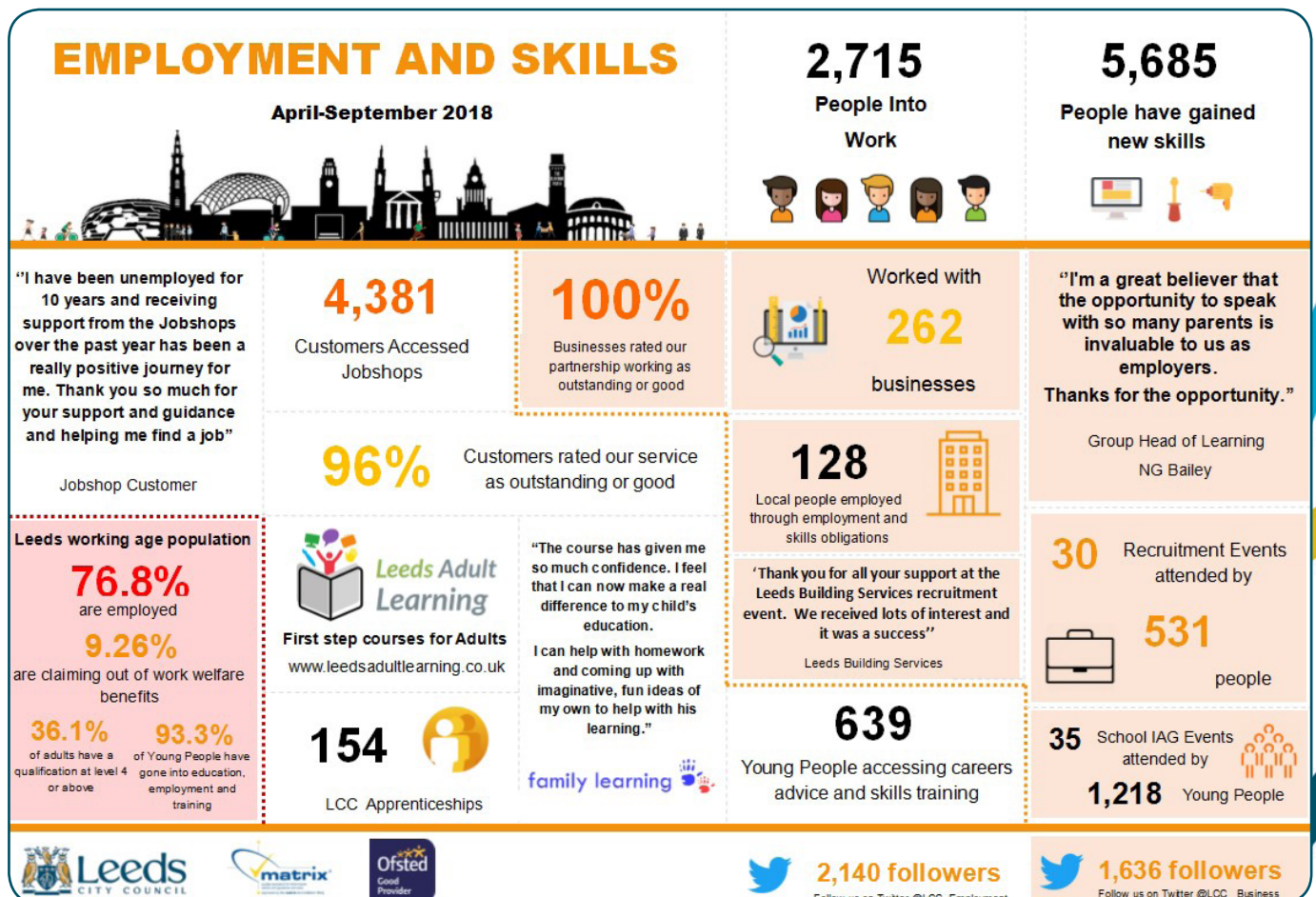
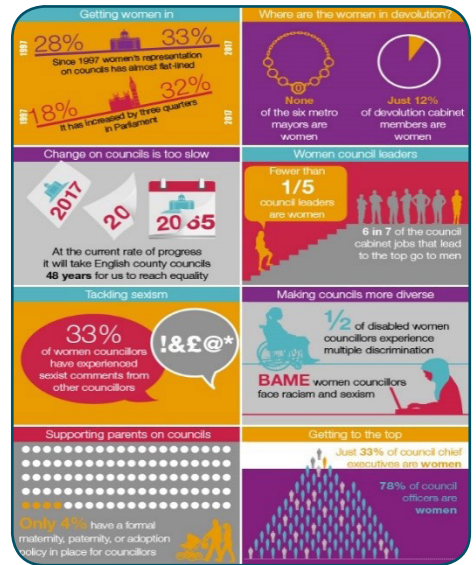
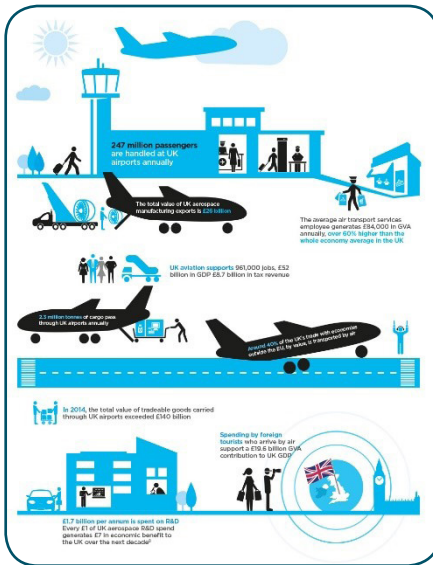
## Embedding Wellbeing in Northern Ireland

State of Health in London Animation	An animation from Public Health England on the health profile of London, including wellbeing indicators such as school readiness, childhood obesity and transport.	<a href="https://www.youtube.com/watch?v=TdLU7bEbTHA">https://www.youtube.com/watch?v=TdLU7bEbTHA</a>
8 Millennium Development Goals: What We Met And Missed	A visual representation of progress towards and outstanding actions required in the effort to achieve the Millennium Goals by 2015.	<a href="https://www.youtube.com/watch?v=A5giOGjj5X8">https://www.youtube.com/watch?v=A5giOGjj5X8</a>
Millennium Development Goals – progress in human wellbeing	This animation explores the Millennium Development Goals and changes in human wellbeing over the past 20 years. It also introduces the Sustainable Development Goals.	<a href="https://www.youtube.com/watch?v=VWBMDi2_Skw">https://www.youtube.com/watch?v=VWBMDi2_Skw</a>
Why do we measure wealth instead of wellbeing? Introducing the Thriving Places Index	This video introduces the Thriving Places Index by Happy City UK.	<a href="https://www.youtube.com/watch?v=ssweiFuujtw">https://www.youtube.com/watch?v=ssweiFuujtw</a>
Ards and North Down Borough Council: The Big Plan	This animation provides an overview of Ards and North Down's Community Plan.	<a href="https://whitenoisestudios.com/work/ards-north-down-borough-council-the-big-plan">https://whitenoisestudios.com/work/ards-north-down-borough-council-the-big-plan</a>
Arts and Business NI: Creative Together	An animation explaining the benefits of collaboration between arts organisations and businesses in Northern Ireland.	<a href="https://whitenoisestudios.com/work/arts-business-creative-together">https://whitenoisestudios.com/work/arts-business-creative-together</a>
Translink: Belfast Hub project	A video designed to raise awareness of the Belfast Hub project.	<a href="https://whitenoisestudios.com/work/translink-belfast-hub">https://whitenoisestudios.com/work/translink-belfast-hub</a>
Scottish Government National Performance Framework	A video outlining the key components of the Scottish National Performance Framework.	<a href="https://twitter.com/scotgov/status/1163163653534711808?s=20">https://twitter.com/scotgov/status/1163163653534711808?s=20</a>



## Infographics

An infographic, outlining key information relating to the progress made, is often designed to accompany more substantial or technical reports of progress, and shared on platforms such as social media for communicating visually with citizens. Examples of infographics which communicate key data are as below:



## Embedding Wellbeing in Northern Ireland

The following websites or software packages may prove useful for producing infographics and other data visualisations:

Name	Description	Link
Canva	Infographic design software – free version available	<a href="https://www.canva.com/">https://www.canva.com/</a>
Biteable	Short video design software – free version available	<a href="https://biteable.com/">https://biteable.com/</a>
Visme	Infographic design software – free version available	<a href="https://www.visme.co/make-infographics/">https://www.visme.co/make-infographics/</a>

## Podcasts

In recent years, governments, their representatives and intermediaries have increasingly developed or hosted podcasts on public services which have been used to analyse or report on public policy, as below:

Name	Description	Link
Government Digital Service Podcast	The Government Digital Service podcast looks at innovation and digital transformation across the public sector.	<a href="https://governmentdigitalservice.podbean.com/">https://governmentdigitalservice.podbean.com/</a>
GovLove	A podcast about the people, policies and profession of local government.	<a href="https://www.stitcher.com/podcast/govlove">https://www.stitcher.com/podcast/govlove</a>
Local Government Information Unit	A fortnightly podcast on issues related to local government.	<a href="https://www.lgiu.org.uk/category/podcast/?show=all">https://www.lgiu.org.uk/category/podcast/?show=all</a>
One Team Gov	A podcast featuring conversations with people innovating in government and the public sector. Connecting passionate public sector reformists from around the world with inspirational content.	<a href="https://www.oneteamgov.uk/podcast">https://www.oneteamgov.uk/podcast</a>
Local Gov Life	A podcast with a mix of stories, insights, and advice from local government leaders.	<a href="https://player.fm/series/2317365">https://player.fm/series/2317365</a>

## Embedding Wellbeing in Northern Ireland

Talking Local Government	A podcast about, for, and by anyone working in or interested in UK local government and associated public services.	<a href="https://player.fm/series/talking-local-government">https://player.fm/series/talking-local-government</a>
--------------------------	---	---

## Webinars

Representatives of those working to deliver outcomes can hold a webinar and relay the story of how progress has been made, and ongoing challenges, as below:

Name	Description	Link
Arizona: Live Webinar on Native Hawaiian Health and Wellbeing – Progress & Recommendations	A webinar from the Association of Schools and Programs of Public Health designed to summarise progress made since 1985 in improving the Native Hawaiian health, and to discuss the recommendations and strategies to improve Native Hawaiian health and wellbeing.	<a href="https://www.aspph.org/event/arizona-live-webinar-on-native-hawaiian-health-wellbeing-progress-recommendations/">https://www.aspph.org/event/arizona-live-webinar-on-native-hawaiian-health-wellbeing-progress-recommendations/</a>
Introduction to The Well-being of Future Generations (Wales) Act 2015	A webinar explaining why the Act was developed, the role it plays in ensuring the sustainable development of Wales, and how the third sector can contribute to its delivery.	<a href="https://wcva.adobeconnect.com/_a1155017186/ppuw1pv1sdai/?proto=true">https://wcva.adobeconnect.com/_a1155017186/ppuw1pv1sdai/?proto=true</a>
Network of Wellbeing	The Network of Wellbeing runs regular free webinars to explore how wellbeing outcomes can be improved.	<a href="https://networkofwellbeing.org/webinars/">https://networkofwellbeing.org/webinars/</a>
Evaluation Support Scotland	Getting ready to report – a webinar outlining the things to consider when reporting on outcomes.	<a href="http://www.evaluationsupportscotland.org.uk/resources/465/">http://www.evaluationsupportscotland.org.uk/resources/465/</a>

### Support Guides

A number of support guides are available on reporting on progress or impact, as below:

Name	Description	Link
Evaluation Support Scotland – Report Writing	This guide looks at how you can report on the impact of work.	<a href="http://www.evaluationsupportscotland.org.uk/media/uploads/resources/supportguide3.3reportwritingjul09.pdf">http://www.evaluationsupportscotland.org.uk/media/uploads/resources/supportguide3.3reportwritingjul09.pdf</a>
Evaluation Support Scotland – Writing case studies	This guide shows how case studies can help to bring work alive.	<a href="http://evaluationsupportscotland.org.uk/media/uploads/resources/supportguide3.2casestudiesjul09.pdf">http://evaluationsupportscotland.org.uk/media/uploads/resources/supportguide3.2casestudiesjul09.pdf</a>

# DELIVERY MECHANISMS

In addition to the tools identified above, communicating effectively with citizens on the progress made on improving wellbeing outcomes should involve taking the message to citizens where they are physically, or where they access information. Examples of delivery mechanisms are as below:

## Local newspapers

Paying for a supplement in the local newspaper or engaging with a local journalist to outline the progress made will reach citizens as part of how they routinely consume news and information.

## Attending community groups

Investing staff capacity in attending and presenting to community groups and community meetings, such as Community Council meetings; sports clubs; church groups; youth groups; and parent and toddler groups, will increase direct engagement with the findings. These can be in addition to dedicated events held by staff to deliver the findings and update citizens, and can be supported by visual PowerPoint presentations.

## Posters

Poster presentations at local authority and partners' offices can update citizens while engaging in wider public services.

## Social media

A dedicated social media account tweeting content related to the outcomes, indicators and progress made can reach citizens digitally. Examples of Twitter accounts currently operating to promote wellbeing frameworks include the account of Scotland's National Performance Framework @ScotGovOutcomes and the Office of Civic Wellbeing at the City of Santa Monica, @CityofWellbeing.

The use of a dedicated hashtag for the framework will allow social media content related to the framework to be collated, and the use of hashtags related to the local geographical area will increase engagement with the content by local Twitter users.

## Embedding Wellbeing in Northern Ireland

For more information on the project, please visit [www.carnegieuktrust.org.uk/theme/enabling-wellbeing/](http://www.carnegieuktrust.org.uk/theme/enabling-wellbeing/) or contact Lauren Pennycook, Senior Policy and Development Officer, at [lauren@carnegieuk.org](mailto:lauren@carnegieuk.org).

Join the [Embedding Wellbeing Support Network](#) and follow @CarnegieUKTrust and the hashtag #NIwellbeing on Twitter for project updates.

 Derry City and Strabane

 Armagh, Banbridge and Craigavon

 Lisburn and Castlereagh



Andrew Carnegie House  
Pittencrieff Street  
Dunfermline KY12 8AW

Tel: +44 (0)1383 721445  
Email: [info@carnegieuk.org](mailto:info@carnegieuk.org)

  
CarnegieUK  
TRUST

CHANGING MINDS • CHANGING LIVES

Carnegie United Kingdom Trust  
Registered Charity No: SC 012799 operating in the UK  
Registered Charity No: 20142958 operating in Ireland  
Incorporated by Royal Charter 1917