

Invitation to take part in a research study

Study Summary: Keeping Warm in Later Life Project (KWILLT)

Background

Living in cold, damp housing is linked to health problems, high levels of avoidable winter deaths and low quality of life in older people. It is therefore important to promote keeping warm at home to reduce the burden on individuals and the health service. The Yorkshire and Humber region has the second highest level of fuel poverty in the UK. Fuel poverty is defined as a household which needs to spend more than 10% of its income on fuel.

Social marketing is an approach to develop interventions that promote healthy behaviour. It often involves trying to increase the public awareness and knowledge about something, but also how services are delivered. The aim is to make services easier to access. In order to develop information and services that work it is important that people are consulted and their views recognised. In this study we want to try to use social marketing methods to help older people keep warm, and overcome barriers to accessing things that could help, for example, Warm Front, housing or benefits.

Aim

This research study aims to examine the knowledge, beliefs and values of older people regarding keeping warm at home, and identify the barriers they experience that prevent them accessing help in keeping warm. It will then use this information to develop social marketing 'keeping warm' interventions, including brief intervention training materials for health and social care staff, assessment referral tools and social marketing public campaign insight.

Methods and progress so far

Different methods will capture the views of older people and professionals to ensure that we obtain an accurate understanding of factors that influence older people keeping warm.

1. Individual interviews and room temperature measurement with 50 older people and interviews with 25 health and social care professionals to explore the knowledge, beliefs and values of older people regarding keeping warm at home. Data was collection from older people in the winter months of 2009/2010 and 2010/2011. Staff interviews were completed in the summer of 2010.
2. 6 focus groups with older people, health and social care professionals and people in a policy or strategic capacity. These focus groups will verify, challenge and expand upon findings from the individual interviews. They are being conducted between February and April 2011. We are inviting you to participate in a focus group.
3. A consultation event with up to 50 lay and professional stakeholders to examine the findings and shape the social marketing 'keeping warm' intervention. This will be held in summer or autumn 2011.

The research is being led by Sheffield Hallam University.

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The details of the meeting are confirmed as;

- Friday 25th March
- Lunch at 1:00pm
- Discussion starting at 1:30pm
- Close of meeting at 3:00pm

If you are interested in taking part, please contact Kate Taylor
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