



Gathering evidence

By 'evidence' we simply mean collecting information about your issue, which helps highlight the problem and potential solutions. The place to start is existing research – what's already out there?

There may be published surveys on particular issues, or official reports and NHS documents. Check out any relevant websites for evidence to back your case – you may find more than you imagine.

bhf.org.uk/statistics - The British Heart Foundation's statistics website has comprehensive and up-to-date statistics on the burden, prevention, treatment and causes of heart disease in the UK.

www.statistics.gov.uk - The UK Government's statistics website may have some figures that could be useful for your campaign.

If you still need more, the next step is to go out and gather your own evidence. There are different ways of doing this: questionnaires; telephone surveys; interviews (in person or over the phone); group discussions; keeping a diary of your experiences; and writing case studies based on the stories you gather.

Tips for questionnaires, surveys and interviews

- If you want hard facts (quantitative evidence), ask 'closed' questions designed to get a one-word answer. If you want opinions and people's stories (qualitative evidence) try 'open' questions that allow people to tell their stories in more detail.

- If you're hosting a group discussion, make sure someone records the meeting or takes notes – direct quotes are always powerful.
- Let people take part anonymously if it helps. Sometimes it leads to more honest opinions.

Questionnaires

Questionnaires can be a really useful tool in any campaign and can be used to gather both quantitative (remember to collect age, gender and occupation if appropriate) and qualitative evidence.

It's always a good idea to keep questionnaires as short as possible to encourage more people to take part. Only include a question if you feel it's absolutely relevant.

There are a few ways that you can conduct your questionnaire. You can ask people face to face, leave a printed questionnaire with them to fill out and collect it later or ask them to post it back to you, or you can set up a free online questionnaire at ***www.surveymonkey.com*** and email it out to people. It's really quick and easy to use with instructions and examples available.

Remember: This is all about demonstrating that your issue matters – and you can do that in big and small ways.

See the next page for an example questionnaire

Was this guide helpful?

Get in touch with any feedback you have, positive or negative, so we can make these guides as useful as possible. Email ***campaigns@bhf.org.uk***

KNOW YOUR SUBJECT INSIDE OUT



Example questionnaire

Questionnaire for heart patients

Aim of the questionnaire: To gather evidence to make the case for improving transport to cardiac rehab sessions

1. Age: _____
2. Are you male/female: _____
3. Occupation: _____

4. Have you taken part in a cardiac rehab session? Y/N
5. If yes, did you find the sessions useful and why?

6. If no, what stopped you from taking part?

7. Did you have to travel far to reach your cardiac rehab session?

8. Do you think that something needs to be done to improve transport options to make it easier for people to attend cardiac rehab? Y/N
9. Do you have any suggestions about how to improve transport options?

10. Any other comments?

11. Thank you for taking part in our survey.

*If you'd like to know what we found out and how we'll use this information in our campaign, please write your email or postal address here:
