

Use of Focus Group Interviews to Design a Health Impact Measurement Tool: A Volunteering Case Study

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Abstract : Environmental volunteering organisations use questionnaires to explore the relationship between environmental volunteers and their health. To the author's best knowledge, no one has explored volunteers' health perception, which could be considered when designing a health impact measurement tool used to increase effective communication. This paper examines environmental volunteers' perceptions of health, knowledge which can be used to design a health impact measurement tool. This study uses focus group interviews, content analysis, and a general inductive approach to explore the health perceptions of volunteers who engage in environmental volunteering activities from the perspective of UK charity The Conservation Volunteers. Findings showed that volunteer groups presented were relatively similar in how they defined the term health, with their overall conceptual model closely resembling that of the World Health Organization 1948 definition. This suggests that future health impact measurement tools in the environmental volunteering sector could base their design around the World Health Organization's definition.

Keywords : health perception, impact measurement, mental models, tool development

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