

Early Life Cohort Study

Presentation of stakeholder engagement survey findings

September 2021

Aims of the survey

To capture policy, research and practitioner views on:

- The key groups the study should gather data on and the best ways of engaging these groups;
- Organisation's evidence and policy needs that this study and the larger one could support; and
- The key content areas the study should explore.

1. Overview of survey content & respondent profile

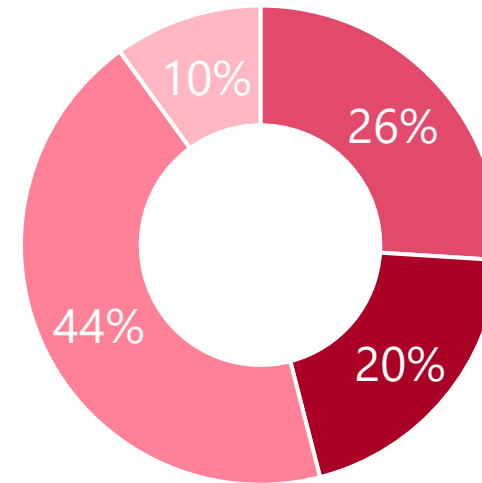
Survey content and administration

- 12 questions – largely closed-ended
- 5 sections including:
 - All about you and your organisation;
 - Key groups for inclusion within feasibility study and approaches to maximising engagement;
 - Evidence and policy needs;
 - Key content areas; and
 - Conclusion.
- The survey was administered between 17th August and 10 September 2021
- Survey administered online using Survey Monkey

Survey response and breakdown of respondents area of work

Survey responses received from **133 individuals**

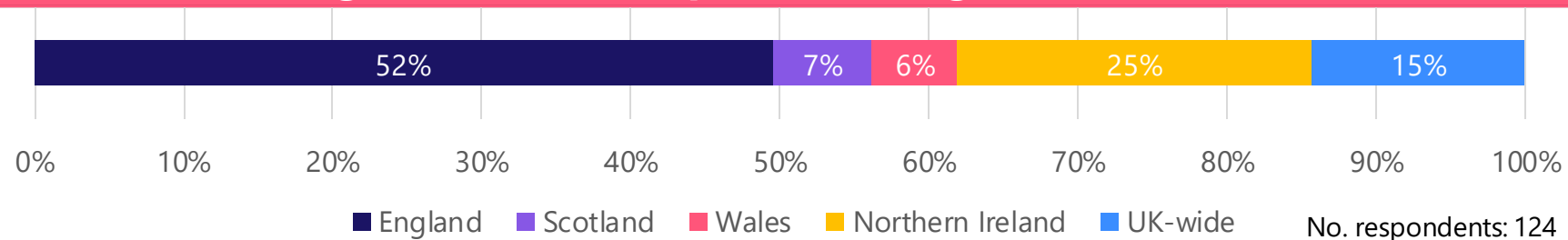
Policy / practitioners represent 70% of all respondents



- Policy
- Research
- Practitioner / Service manager
- None of these

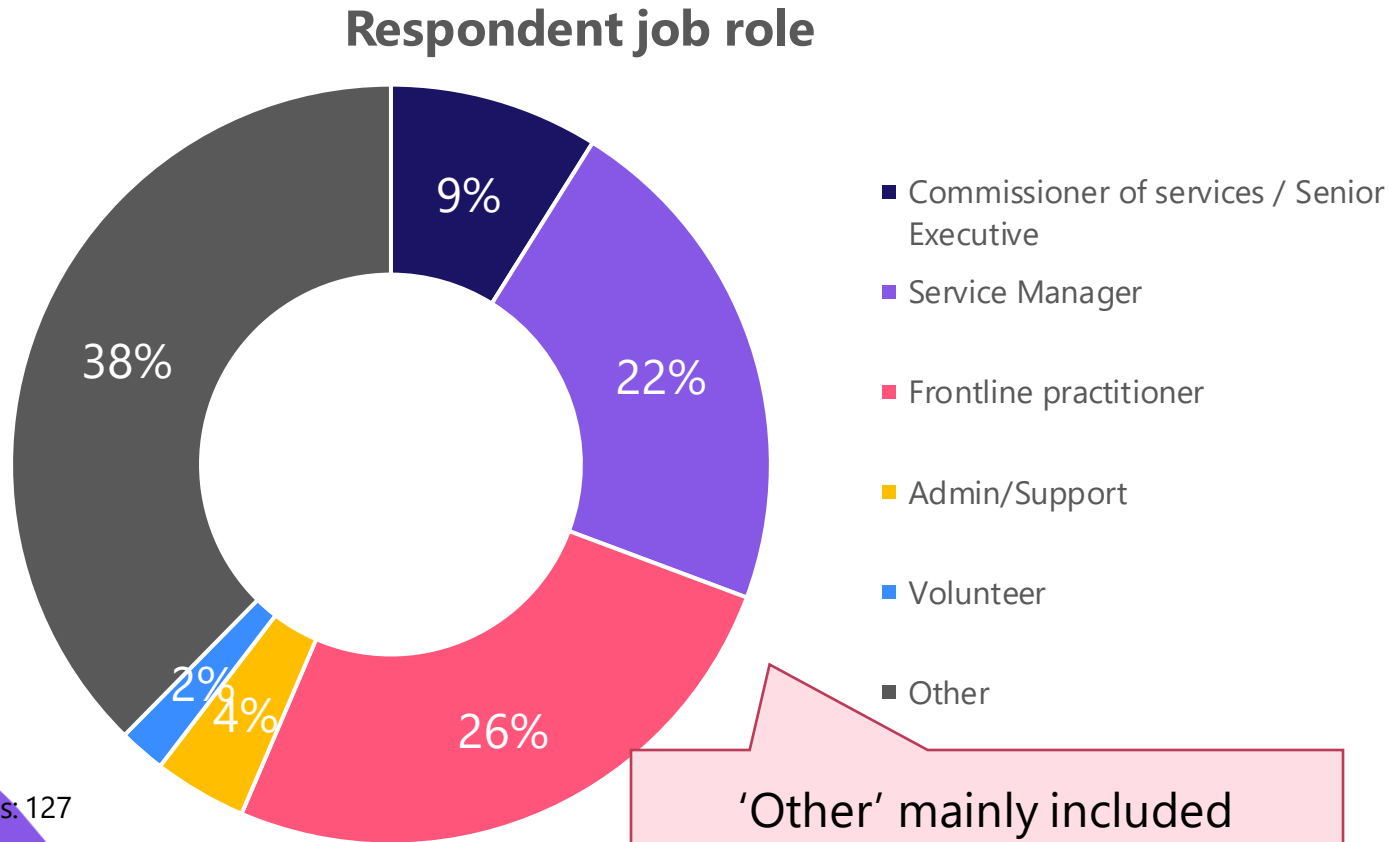
No. respondents: 125

Region in which respondent's organisation works

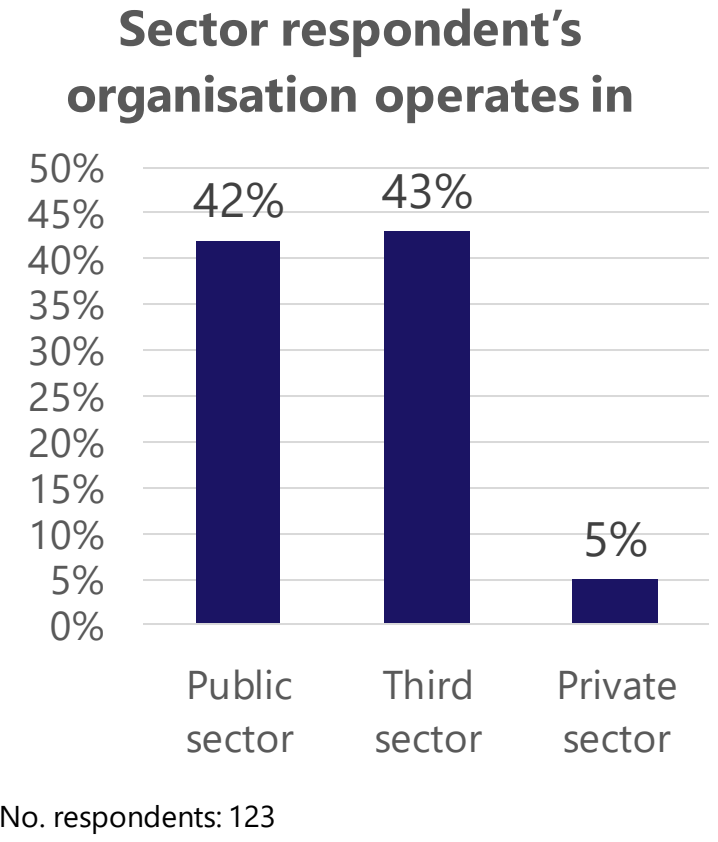


No. respondents: 124

1. Overview of survey content & respondent profile

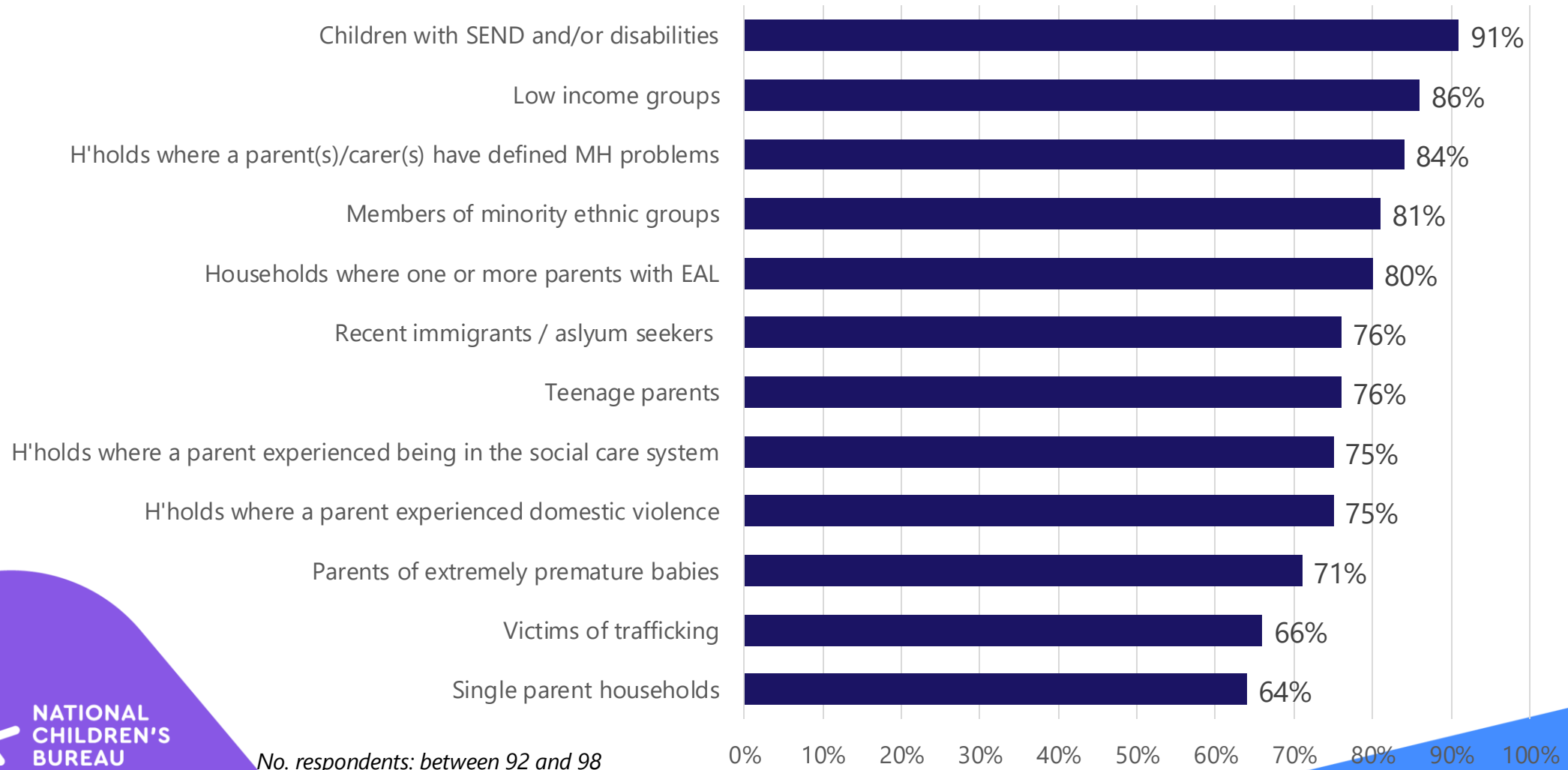


'Other' mainly included
- researchers / academic staff
- Policy officers / leads



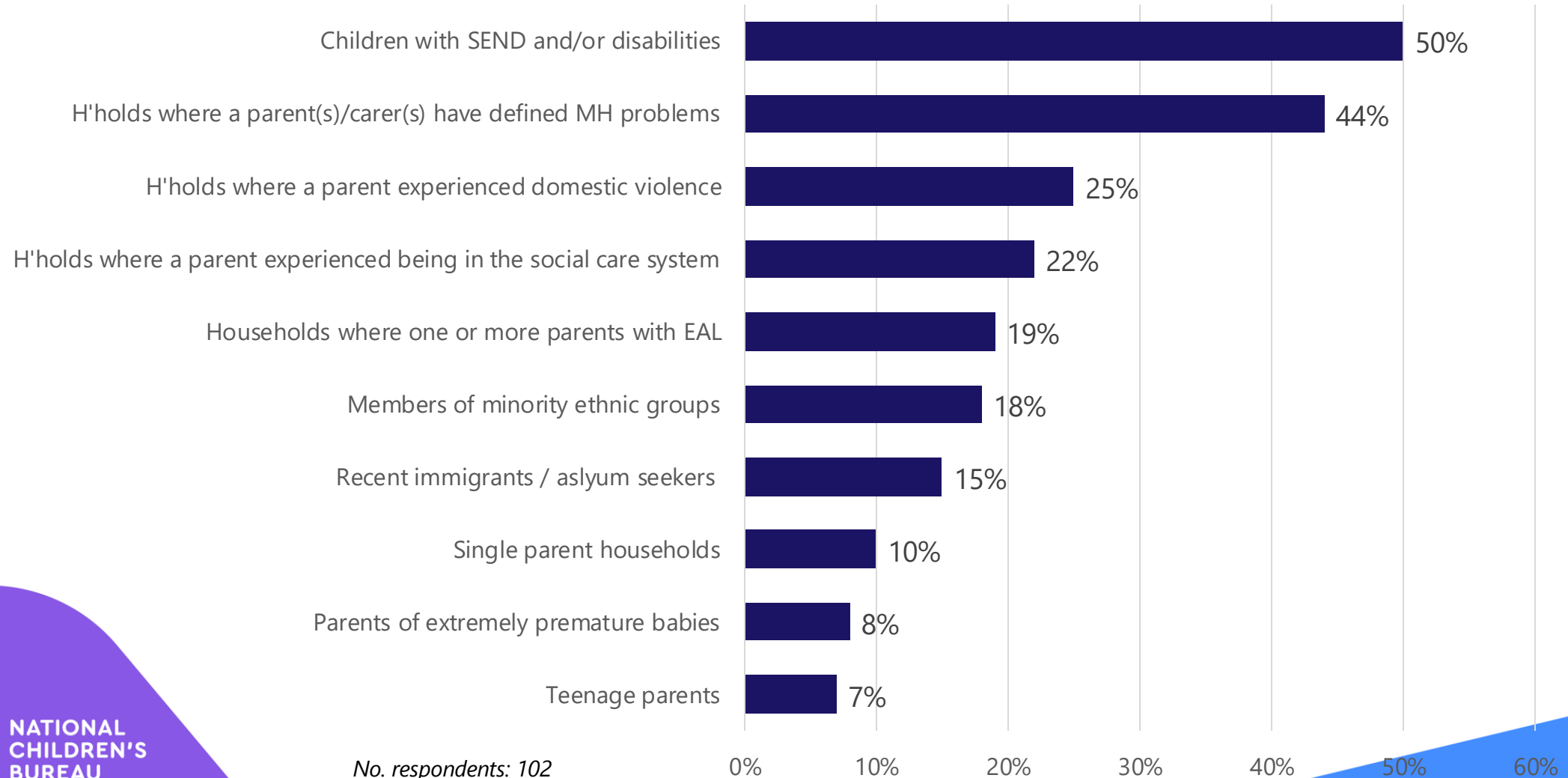
2a. Key groups for inclusion within feasibility study

% who indicated that the following groups should be included within the feasibility study

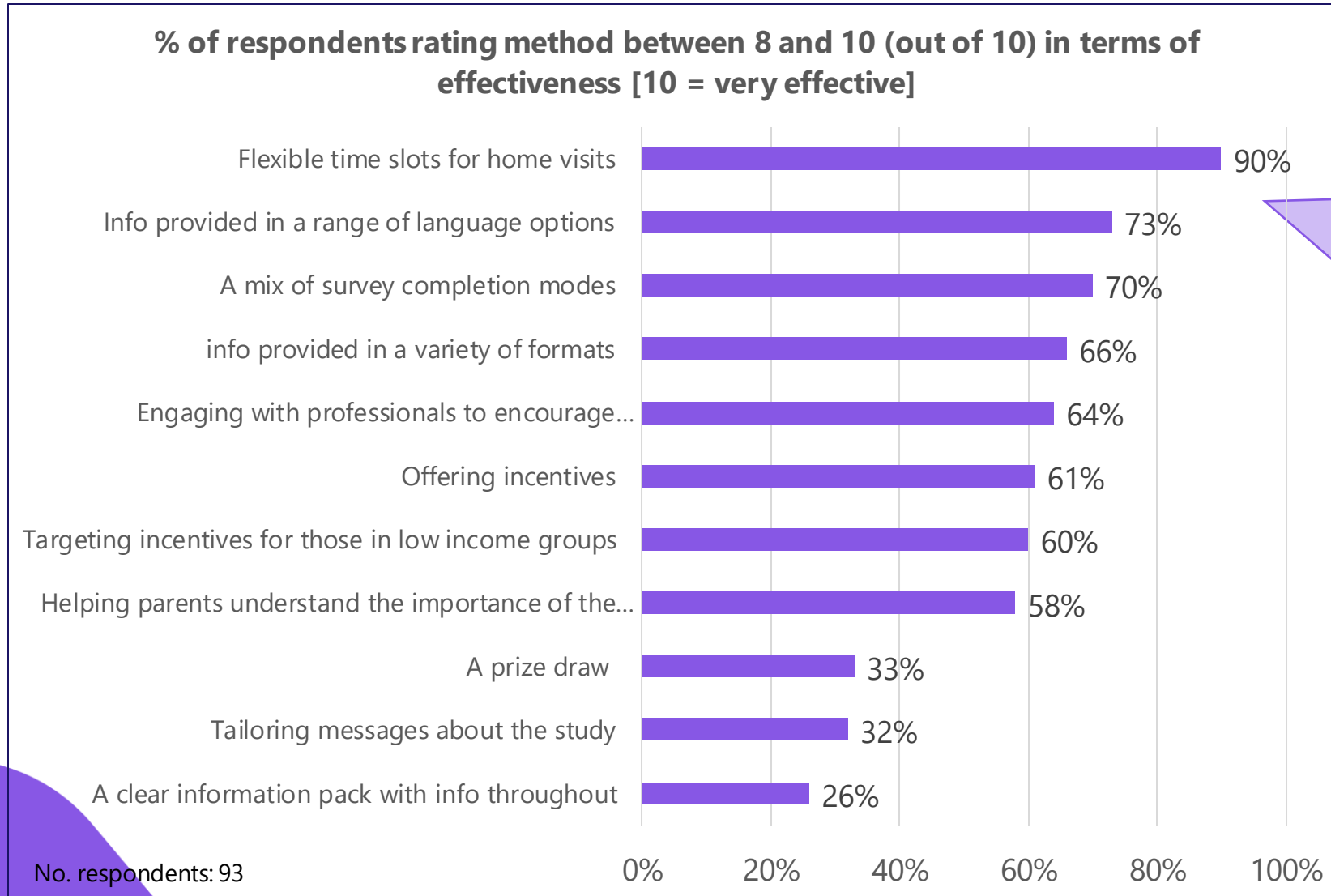


2a. Key groups for inclusion within feasibility study

% of respondents who selected these options as one of their top 3 to prioritise



2b. Methods to encourage participation



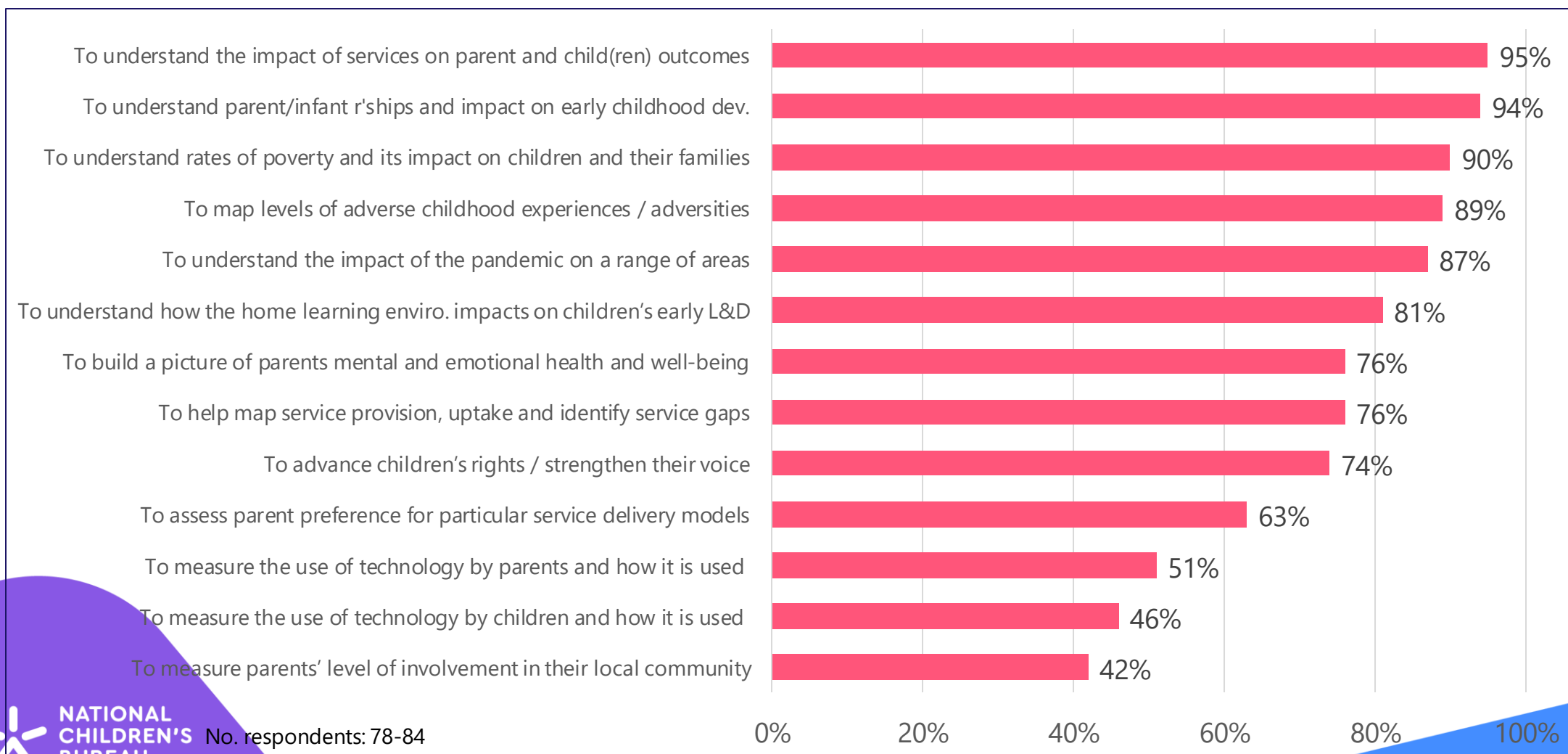
Flexible timeslots for home visits / virtual visits rated between 8 and 10 (of 10) by 90% of respondents, followed by info provided in a range of language options (73%) and offering a mix of survey completion modes (70%)

2b. Methods to encourage participation

- The following were the most highly rated methods in terms of engaging hard-to-reach families
 - Engaging with organisations in local communities who know / have contact with the families (55% selected this as one of their top three options)
 - Offering incentives (38%)
 - Engaging with professionals to encourage participation (32%)

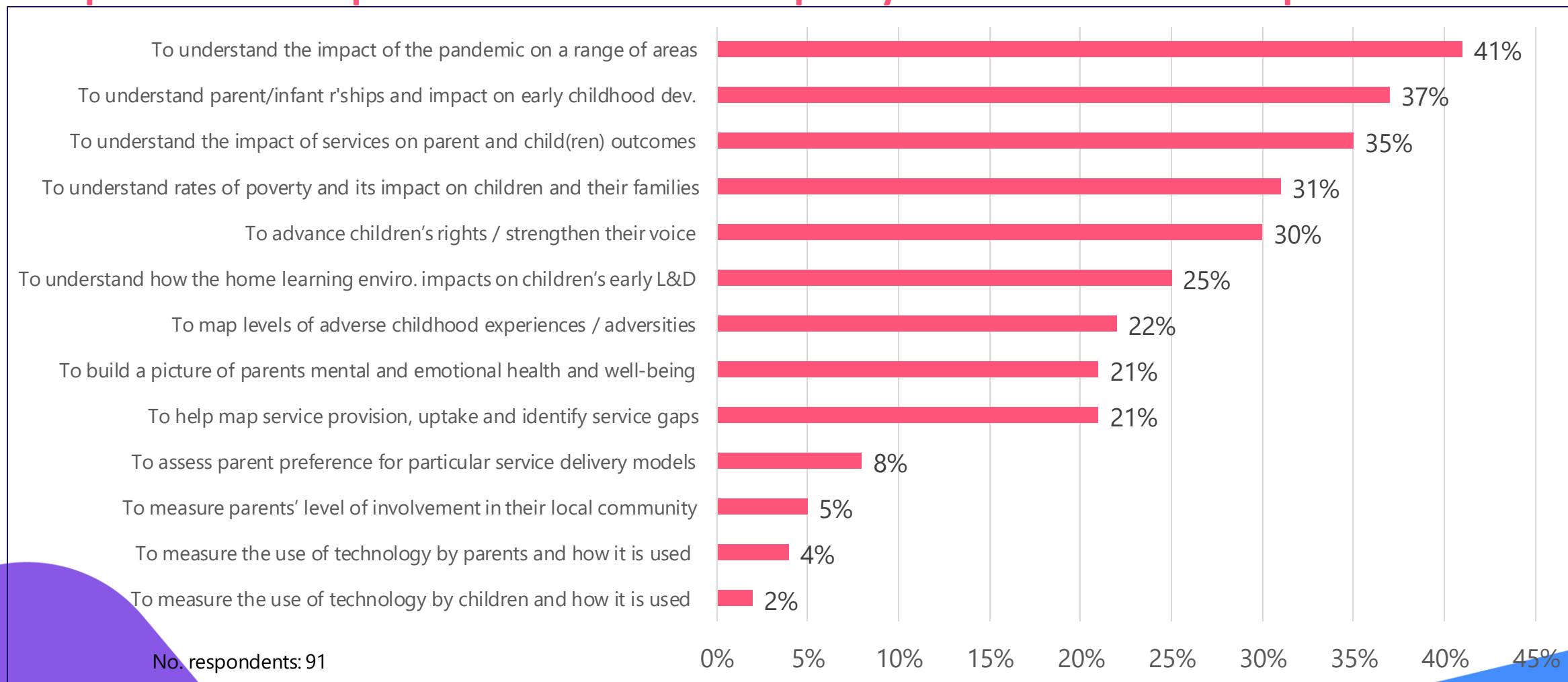
3. Evidence and policy needs

Anticipated uses of data from the study



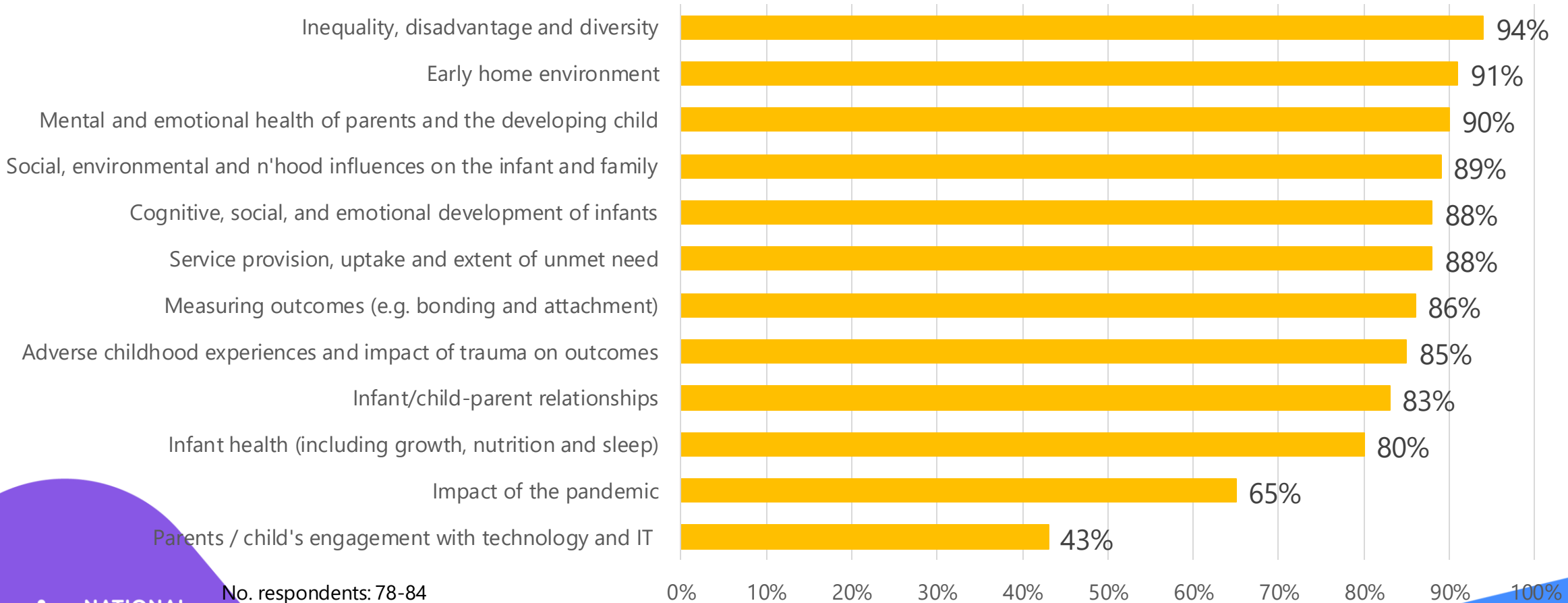
3. Evidence and policy needs

% of respondents who prioritised evidence and policy needs within their top 3



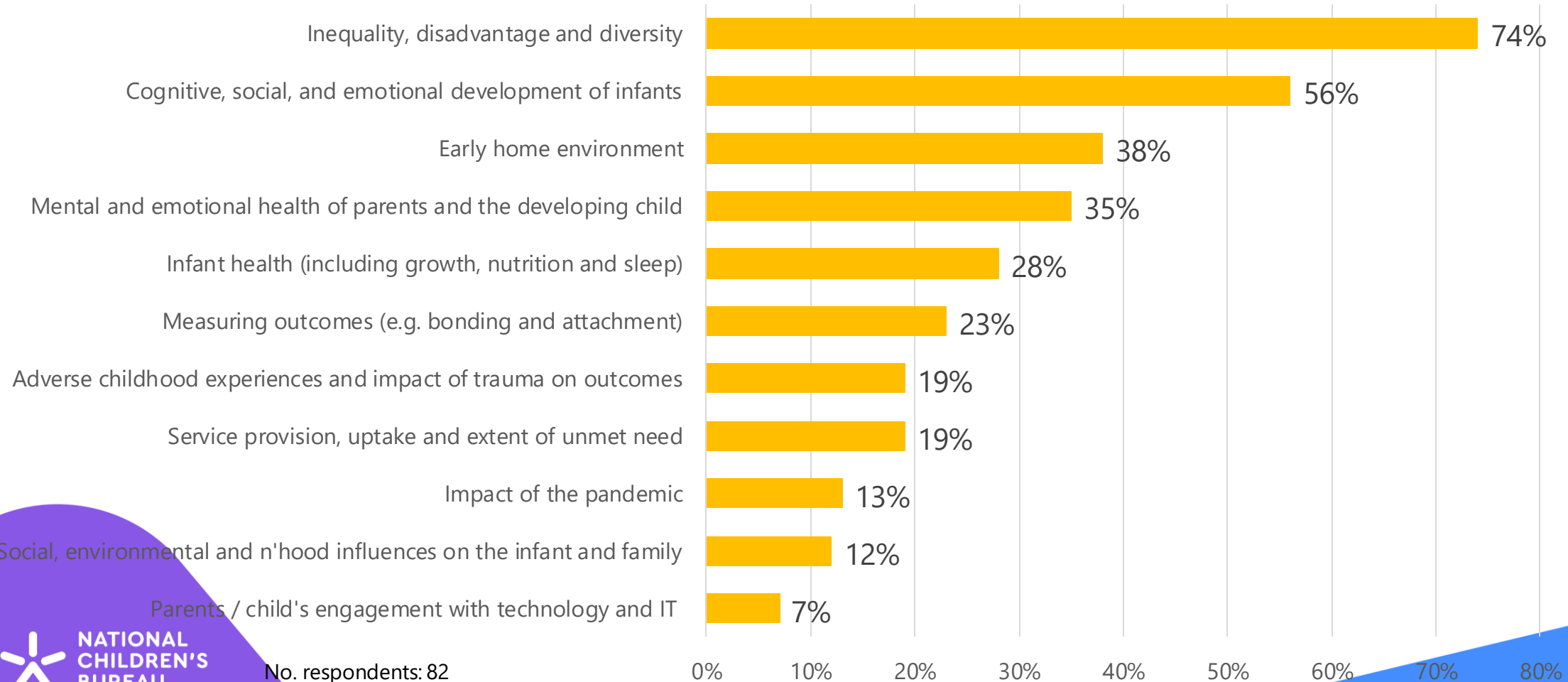
4. Key content areas

% of respondents rating content areas between 8 and 10 (out of 10) in terms of importance [10 = very important]



4. Key content areas

% of respondents who ranked these content areas within their top 3



5. Other comments to inform the study

Variety of comments received including:

- Importance of taking into account the different terminology used across the UK.
- Ensuring fathers' and mothers' parenting roles are captured.
- Importance of face-to-face data collection mode in terms of maximising the parental engagement and response.
- Additional areas to consider: LGBTQ+ issues; parental knowledge and understanding of child development; capturing voice of the child.