

SHEU SURVEYS

What people say

April 2008

HEALTHY SCHOOL STUDENT NEWS

A monthly email with Internet links to information about 11-16 year olds health related behaviour chosen from our databanks and the Internet.

Recent links have included: "...boys are motivated more by love and a desire to form real relationships with the girls they date" and "Stopping teenagers getting pregnant - Teens and Toddlers programme".

SPORTS NEWS

A monthly email with Internet links to information about sport for School Sport Partnerships.

Recent links have included: "First female footballers celebrate an advanced apprenticeship in sporting excellence qualification" and "Orienteering - British Schools Champions".

HEALTHY STUDENT NEWS

A monthly email with Internet links to information about the health related behaviour of young people aged 16+

Recent links have included: "One thousand reasons why suspect food additives are hard to avoid" and "HIV prevention and condom acceptability in Maasai culture".

Would you and your colleagues like to receive these free publications?

Please return the enclosed postcard or email
david.mcgeorge@sheu.org.uk
and tell us
which free monthly emails
you wish to receive.

FEEDBACK

"I would like to say how much we appreciated the work you and your team have put in to this project, a big thank you for the excellent reports that you have completed on our behalf." (Assistant Director of Public Health)

SHEU has been carrying out young people surveys for over thirty years and has been an independent company for the past eleven years.

Why people use our survey services

- Local data from your school/college
- Instant results from online survey or 6-8 weeks from paper survey
- Surveys successfully used by many Local Authorities since 1977
- Your school/college results compared with SHEU's unique databank
- Data used to support Healthy School and Healthy College programmes
- Successful school/college sport programmes based on SHEU local data
- Survey support from SHEU staff who have worked in schools and colleges
- Detailed analysis of your data in easy-to-read reports
- Data used as evidence for ECM programmes
- Surveys successfully completed by over 1 million young people
- Repeat surveys by many Local Authorities

FEEDBACK

"The online survey is beneficial to be able to benchmark with other organisations and the potential to share good practice." (Student Services Manager)

Data collection

Data are collected via paper based and/or online questionnaires. Organisations enjoy working with us as they often repeat surveys over a number of years allowing trends to be detected and programmes to be evaluated.

FEEDBACK

"We use the questionnaire every two years and analyse the outcomes at school leadership level and report to Governors, families and the children." (Headteacher)

For details of SHEU surveys for your education and health communities contact

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www.sheu.org.uk



Schools Health Education Unit

ESTABLISHED 1977

CONSULTING YOUNG PEOPLE

Here is a selection of recent surveys across the country:

- Mulberry School, Tower Hamlets - 1 secondary school
- Bromley - 5 secondary schools
- Leicester - 1 secondary and 4 primary
- Swindon - 4 secondary and 15 primary
- East Sussex - 27 secondary and special schools
- Solihull - 10 secondary schools and 44 primary and special schools.
- Stockport - 4 FE institutions, 15 Secondary schools and 30 primary and special schools
- Essex - 31 secondary and 96 primary and special schools

Recent feedback from schools

"The HRBS (Health Related Behaviour Survey) has proved to be invaluable in terms of planning for PSHE so I am glad we did take part."

"It is fine to send our results to the healthy schools team. The survey proved to be of great use to us. We used it in a presentation to the governors asking for a revamp of our sex and relationships teaching which was granted (obviously things are different in a catholic school so this is a great move forward). The rest of the report is influencing our own revamp of PSHE in general and there were many positive things (esp about bullying and self esteem) that gave the staff a boost - so all in all an excellent tool, thank you very much."

"We found the survey 2 years ago invaluable in helping us both improve our PSHE/Citizenship provision and apply for Healthy Schools Status. I used the data from the study as the rock for my argument for a separate Citizenship lesson which we achieved this year. It would now be very interesting to see what difference this has made."

For details of paper-based and online surveys please contact
Angela Balding:
Tel. 01392 667272
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SURVEY TOPICS

SHEU's Health Related Behaviour Questionnaire's major headings are taken from 'Every Child Matters', the governments' strategy paper:

Being Healthy

Diet, exercise, drugs, sexual health, mental health

Staying Safe

Accidents, bullying, experience of crime

Making a Positive Contribution

Leisure activities, volunteering, children's voice in school

Economic Well-being

Money, work, spending, plans after 16

Enjoying and Achieving

Satisfaction, GCSE expectations, enjoyment of lessons, useful lessons

IT'S ALL GO!

We're busier than ever this year at SHEU and we have surveys on the go from all four corners of the country (NW: Stockport; NE: Gateshead; SW: Bristol; SE: Hertfordshire) -- and in the middle (Midlands: Dudley).

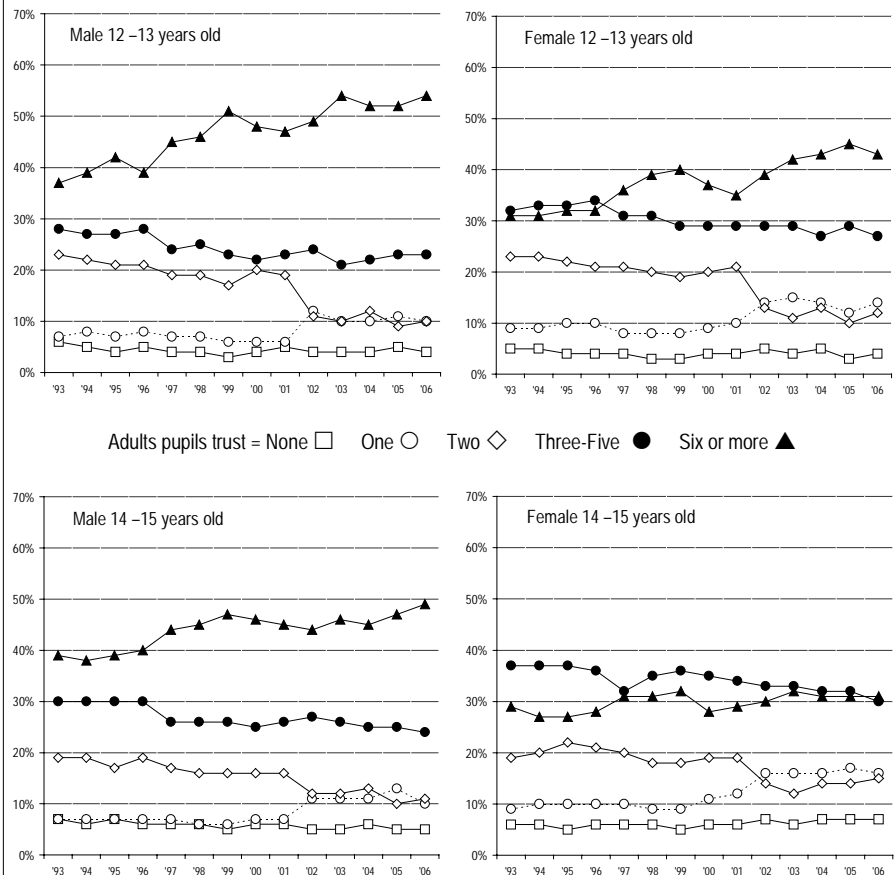
We have another batch of new faces in the engine room (and hello from Kelly, Nick, Andrew and Charlotte) and a new face at front of house: Charleigh George is our new Administrator, having worked in other roles in SHEU for the last year.

David Regis is facing his usual challenge of shoehorning different versions of the questionnaire together. We are always pleased to accommodate local versions customising the questionnaire to suit local priorities, but David's face at this time of year can betray the occasional mixed feeling. Watch this space for news of *Young People into 2008*.

HOW MANY ADULTS DO PUPILS TRUST?

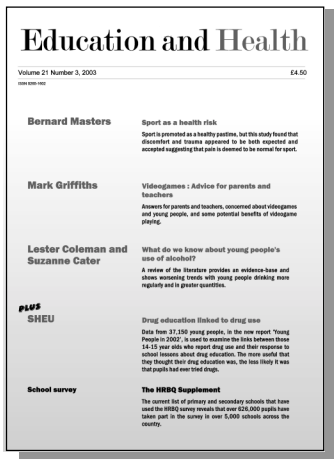
Since 1993, in our school surveys, we have asked thousands of 12-15 year olds..."How many adults do you trust?"

Most 14-15 year old females have always said '3-5' adults. But in the recent past the numbers choosing '6 or more' adults appears to be on the increase (see charts below).



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Issue no.1 for 2008 contained an eclectic mix of articles.

Alun Williams, Guernsey's Lifelong Learning Manager, wrote about Guernsey's top class Teenagers and the Press reaction to the publication of the Young People's Survey.

Zena Jones is the Lead Nurse Contraception and wrote about Doncaster College's drop-in sexual health service

Leila Harris is Barnet's Lead teacher for PSHE and wrote about developing an interagency approach to provide specialist support in schools.

Lucy Emmerson is the Senior Development Officer in the Sex Education Forum. Lucy wrote about on-

site sexual health services in further education.

Suzanne Cater is the Research Officer for Teens and Toddlers and wrote about a youth development and teenage pregnancy prevention programme.

Barbra Plunkett is a Head of Student Services and wrote about Lincoln College's Chlamydia screening day

Lisa Hartley is a Health Development Practitioner and wrote about the Healthy College Journey Conference held at Accrington and Rossendale College.

Sonita Pobi is a project development worker and wrote about a project to reduce salt intake in young parents and their children.

Alison Johnson is a Director and wrote about the Girls Matter and Boys Matter Conferences and Emotional Literacy.

Peter Chell is the FE Advisor at the National Healthy Schools Team and wrote about colleges broadly in-support of a national healthy colleges programme.

Kim Wiltshire is a community project manager and wrote about an alcohol education resource.

We hope you will continue to enjoy, read and support Education and Health. We do hope you can persuade others to stop reading your copy and take out their own subscription for £20.

LOCAL SURVEYS LARGE AND SMALL

Since 1977 we have collected data from young people about their attitudes to health and healthy lifestyles.

The local nature of our surveys can often mean that we work with small numbers of schools and colleges involving a few hundred students or larger surveys involving 10,000 young people.

As a local survey provider we are able to obtain a picture of young people that identifies issues that are relevant to individual schools and colleges. In addition, our unique database enables us to compare local data to our larger sample taken from young people across the country.

As an independent organisation we can remain unbiased and objective when asking young people questions. This independence is complimented by our history of providing survey services to the education and health sectors for over 30 years.

It is unknown if we have worked with representatives of all relevant professional groups over the years. However, our surveys are commissioned, and the results used, by a wide range of people in the health and education communities

For details of our unique services please contact Angela Balding
angela.balding@sheu.org.uk
01392 667272
www.sheu.org.uk

ONLINE OR PAPER?

We've just completed the second wave of survey work in Essex. The idea was originally that the survey be conducted on our survey website www.schoolsurveys.co.uk, but in the end about half of the schools preferred to complete the exercise on paper. This arrangement of 17 schools working on paper and 16 online allowed us to perform a 'natural experiment' to compare whether the same questions performed differently in the different media.

We generated a whole set of tables that showed the paper and online results side by side. The figures showed good agreement, we thought: then, we decided, very good... actually, these are spookily similar!

		Paper	Online	All
No		72%	71%	72%
Don't know		3%	4%	4%
Yes		24%	25%	25%
Valid Responses	%	100%	100%	100%
	Count	1720	1779	3499
Total Sample (Count)		1760	1867	3627

Not all the tables are that close but you get the idea. This gives us a lot of confidence that the questionnaire is robust across the different methods of delivery. Whatever headaches it gives our programming colleagues in explaining to the different sets of computers how to combine the information, the pupils seem to take the questionnaire in their stride.

WEIGHTY MATTERS

It's often the case that we survey 100 or so pupils from each year group in a secondary school, and if you have 10 schools taking part you will have over a thousand Year 8 pupils in your sample. Although the schools taking part may be different sizes, we have taken the same size sample from each school. This means that smaller schools actually get over-represented; even though most pupils go to the 5 big schools in your area, half your sample is from small schools. If there is, say, more satisfaction about choice of school dinners in large schools, then our results will show too low a figure for satisfaction.

Similar biases can appear in your samples if you have more schools taking part from the north than the south of the authority, or even if you have more boys' schools taking part than girls' schools.

What can we do about this? There is a statistical approach called weighting, where we can rebalance a sample to reflect better the known population. So, we might have schools of sizes as in the first column on the table:

Schools	No. on Roll in Y8	% of population	Sample	% of sample	Target %	Weight	Effective sample
A	100	5%	100	10%	5%	0.5	50
B	100	5%	100	10%	5%	0.5	50
C	300	15%	100	10%	15%	1.5	150
D	200	10%	100	10%	10%	1	100
E	100	5%	100	10%	5%	0.5	50
F	400	20%	100	10%	20%	2	200
G	100	5%	100	10%	5%	0.5	50
H	100	5%	100	10%	5%	0.5	50
I	400	20%	100	10%	20%	2	200
J	200	10%	100	10%	10%	1	100
		2000	1000				1000

Three-quarters of the population go to larger schools, but only 50% of our sample are from large schools. We re-weight the figures, explaining carefully to the computer the different weight we give to each school. The computer then comes up with a new set of results that properly reflect the known population. Result: greater satisfaction!

REPORTS

We've listened to our survey customers to find out the best way to present the results from their young people surveys. Most require an easy-to-read A4 format with a simple 2 colour layout with pie charts and tables. The reports are then sent to a wide cross section of people in the local communities.

For a hardcopy example report please email: sheu@sheu.org.uk or telephone 01392 667272

Alternatively please view a pdf example on our website:

www.sheu.org.uk/whoweworkwith/pdfs/yourarea.pdf



ONLINE SURVEYS

SHEU has websites that run online surveys for schools and colleges

We have found that our surveys give robust data via online or paper-based questionnaires.

Often the final decision about which survey method to use can depend on the availability and ease of access of computers in schools and colleges.

Either way we manage to satisfy our customers needs for local data with results presented in easy to read reports. For more information please visit:-

www.sheu.org.uk/surveys/onlineurvey.htm