

# **Market research – Rest home level care facilities on Waiheke Island**

## A. Background to the research

Currently there is no rest home facility operational on Waiheke Island, since the closing of the rest home in Surfdale. Given the aging of the Waiheke population, apparently greater than the rate of the general NZ population, there is likely to be a need for such a facility in the near future.

The purposes of the proposed research are to:

- Assess the market demand for a range of rest home and associated residential level care services, and the projected timing for such services
- Inform discussions with commercial rest home operators and providers of other residential level care services who may be interested in rest home and residential level care provision on the island.

## B. Research approach

A short survey is proposed that will obtain data from potential services users of a rest home or similar residential level care facilities on Waiheke. The survey method will be as follows:

### Target groups

- People who live on the island and would ideally like to stay here for rest home and other types of residential care services
- People who have family or others they are responsible for who might use rest home and other types of residential care services on the island.

### Structure and content

The survey will be constructed in a way that minimises the time required to complete it, thus promoting response rates. It will comprise a maximum of 10 questions<sup>1</sup> with a combination of:

- Rating scales (e.g. ‘Highly/Somewhat/Not very’ likely) and other closed-ended response options (e.g. ‘Yes/No/Maybe’)
- 1-2 open-ended questions for respondents to voice spontaneous preferences.

The questionnaire will include:

#### *Questions about service needs and preferences*

- Multi-choice response questions on the likelihood of use of various service types, including:
  - Semi-independent ‘studio’ accommodation
  - Rest home care
  - Respite care
  - Hospital care
  - Hospice care
  - Disability and dementia care

---

<sup>1</sup> Where one question may comprise a short list of sub-questions.

- Other related services
- For what period of time, if known, the services might be needed by individuals
- At what time in the future, if known, the service might be needed (e.g. immediately/1-2 years from now/3-5 years away/5-10 years away, etc.)
- An open question for comments around ideal service features (e.g. continuity of care till death).

**Demographic questions** – to allow for break-down of the data by demographic attributes, for the following *potential service user*<sup>2</sup> variables: age; sex; ethnicity and cultural background; current residence (Waiheke or elsewhere).

The questionnaire will be available online and in paper copy. It will be developed in Word format which is then scripted into an online programme and saved on to a secure website. A password-protected link is made available via email or website to the respondent sample that takes them directly to the survey. Respondents answer questions by simply using their mouse to click on the desired response option/s to each question.

## Ethical considerations

The survey invitation and preamble will both clarify that:

- The survey is anonymous, with the option for respondents to provide their contact details if they are willing to be contacted by the research team for further questions or clarification
- The raw data will be available only to the research team
- If taking part in the survey causes any stress, respondents may contact a relevant agency for support (normally Lifeline, Age Concern and/or Alzheimers Auckland)
- People may contact the Local Board if they have queries about the survey
- The findings will be disseminated once reported to the Waiheke community through one or more of the local newspapers.

A sample survey invitation is set out in **Appendix 1**.

## Piloting

A draft questionnaire will be developed and piloted with four respondents representative of the targeted population, including people from a range of cultures. Input will also be obtained from two people with extensive experience in rest home management. The refined survey will then be submitted to the Local Board for final approval, and then formatted online and printed for distribution.

## Recruiting respondents

To maximise exposure and responding, the survey will be made available in both online and paper form, as follows:

### Online

- Invitation to the public to participate will be advertised through:

---

<sup>2</sup> That is, not necessarily the person answering the survey.

- Relevant social media, e.g. the Waiheke Community Page
- Three newspapers on the island
- The websites of the Waiheke health providers and aged care/support agencies
- Membership lists of other relevant Waiheke agencies, e.g. Red Cross, RSA, residents associations
- Email and postal address list of the Waiheke Local Board
- Waiheke Library
- Tablets will be set up at the Local Board offices and the Waiheke Library for people to answer the survey online, with support available from Local Board and library staff if needed.

### ***Paper***

- Paper questionnaires will be available at key locations, e.g. Waiheke health care centres, aged care providers, Waiheke library, Local Board Office and other venues recommended by the Local Board.

### ***Incentive to participate***

We recommend that the budget include \$100 for two prize draws of \$50 Countdown vouchers, to encourage completion of the survey.

## **Data analysis**

Quantitative data will be analysed through:

- Simple frequency and percentage counts
- Cross-tabulation of data by variables of interest (e.g. by gender)
- Statistical testing to identify significant results, if the response base is sufficient
- Content analysis of open comments.

## **C. Reporting and communications**

Reporting will comprise:

- A monthly email update on project progress to the Local Board
- A topline research report including:
  - ✧ Data on each of the key research parameters
  - ✧ Tables demonstrating the results analysed key variables (age, sex, etc)
  - ✧ Some illustrative comments from respondents (e.g. specific needs and preferences)
- A 45 minute workshop with the Local Board, following provision of the written report, to clarify any of the research findings.

Further dissemination of the research findings will be undertaken by the Local Board, not the research team.

## **D. Schedule**

The schedule below assumes confirmation of the contract by 30 June. If confirmation is later, the schedule will be pushed out by an equivalent time.

<b>Task</b>	<b>Completion</b>
Survey development	21 July
Survey data collection	20 August
Data analysis	31 August
Report	30 September

## E. Price

The total price, including all research tasks and reporting, is \$12,310 + GST. This budget includes the following assumptions:

- All data collection by survey
- Only those reporting tasks described in section C above
- All reporting in electronic copy only
- Support for the dissemination of the survey invitation and collection of paper copies of the survey to be provided by the Local Board
- Data entry for written survey responses to be provided by the Local Board
- Local Board also to provide a contact phone number and email for people who have questions about the survey

## F. Research team

Pam Oliver and Sue Watson will undertake the research. Our short CV's are attached. Additional expertise will be provided by aged care experts who are willing to donate their expertise to the project to advice on survey design.

### Pam Oliver

Pam has 25 years experience in market research, social research and evaluation, strategy and community development across a broad range of health, education and social services sectors. She has undertaken more than 130 major research projects for public sector, private sector and community organisations, including iwi. Pam specialises in customised evaluation and research design and methodologies tailored to particular organisations and cultures, always working in partnership with clients and communities. Her approach to evaluation and research is utilisation-focused, so that there is learning and value for everyone involved in the process, as well as ultimate benefit for the communities being served. She is a Past Convenor of the Aotearoa New Zealand Evaluation Association (ANZEA) and was also its founding Convenor in 2006. She has contributed chapters to a number of books on community psychology and evaluation, and presents regularly on professional development at national and international evaluation events. Projects directly relevant to aged care services have included the following:

- Survey of staff use of the *interRAI* residential care assessment model (Howick Baptist Homes, 2012)
- Evaluation of Home Support Services (Howick Baptist Homes, 2012)
- Evaluation of Alzheimers Auckland's services (Alzheimers Auckland, 2011)
- Evaluation of the Homelink service for elders experiencing social isolation (Presbyterian Support Northern, 2009).

## Sue Watson

Sue is a self-employed consultant has over twenty years experience in research and evaluation. In 2016 she was contracted by the Waiheke Local Board to develop a business case for social housing and with Mark Inglis she completed an analysis of social housing demand on Waiheke. Sue is currently undertaking a feasibility study for Piritahi Marae and has strong community networks on the Island. She is also a member of Waiheke Housing Steering Group.

## Appendix 1: Sample survey invitation

**Email subject heading:** Evaluation of the [Programme name/s] Suicide Prevention Training Programmes



Greetings and kia ora

The Ministry of Health has commissioned an evaluation of two Suicide Prevention Training Programmes. The evaluation seeks feedback from people who have undertaken these programmes, about the effectiveness and value of the training.

*We encourage you to take part in the survey – it takes only 12-15 minutes.* This is your opportunity to help enhance the effectiveness of suicide prevention programmes in New Zealand. *Everyone who completes the survey before Wednesday 25 March will go into a draw for one of two prizes of \$100 to a registered charity of your choice.*

*If you have already been interviewed as part of this evaluation, or if you have not yet started any suicide prevention training, we would still value your input into this survey.*

**To begin the survey, please click on this link:**

[XXXX](#)

This survey invitation is being emailed out by [provider name/s to comply with the privacy legislation. If you would like any further information about the survey or the evaluation, please contact the Research Manager Pam Oliver 09 3727749 / [pamo@clear.net.nz](mailto:pamo@clear.net.nz), or [name], Portfolio Manager, Ministry of Health 09 5809107 / [email address](#)

Many thanks for assisting the Ministry of Health in this way.