

Final report

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Milk Token Evaluation

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1 Introduction

1.1 Background

This report presents FMR Research's evaluation of the Milk Token Initiative for Greater Glasgow NHS Board.

The Milk Token Initiative was established by Govan Health Matters and involves the registration of a community group as a retailer to provide milk in exchange for milk tokens. The scheme obtains the profit/handling charge, which is re-distributed to the customers in the form of fruit and vegetables. Also operating is the Enhanced Milk Token Initiative, which has the same core service but offers a choice to use part of the handling charge towards book vouchers or towards credit union savings. At this time the Enhanced Milk Token Initiative is only operating in a few nurseries in the Govan area.

1.2 Context

The operation of the Milk Token Initiative is fairly complex and it works differently in Govan and Easterhouse. This section sets out the operational context for each area. In addition a brief outline of Kids & Co is included for contextual reasons. It was felt relevant to include this as Kids & Co was mentioned by some survey respondents.

Govan

The Milk Token Initiative originated in Govan, and was designed and piloted by Govan Health Matters over five years ago. There are four nurseries in total involved in the Initiative in Govan, three in Greater Govan, and one in Penilee. For the purpose of this evaluation, these nurseries will be referred to as Govan nurseries, as run by Govan Health Matters. Approximately 80 parents/carers exchange milk tokens at these nurseries. We interviewed 38 of them. These nurseries also operate an Enhanced Milk Token Initiative, which aims to encourage early literacy through a book club, and savings through a credit union savings account registered in the child's name. This is an added service to the fruit and vegetable bags and the milk. The Initiative takes place on a Tuesday morning at 11am and again at approximately 1pm, although one Govan nursery has an additional session on a Thursday morning.

However, in one nursery there is a difference to the Initiative. A separate fruit and vegetable initiative operates in this nursery, and thus parents/carers from this nursery already have access to a fruit and vegetable bag. Therefore the fruit and vegetables supplied as part of the Milk Token Initiative can be sold to those parents who wish to buy more. However, occasionally parents/carers do not require any additional fruit and vegetables and choose to take their milk and transfer the remaining value of their token into the credit union savings account.

Easterhouse

There are seven nurseries in Easterhouse currently involved in the Milk Token Initiative. As yet, these nurseries do not have the opportunity to use the credit union account or book club but do receive a bag of fruit and/or vegetables, and four litres of full fat milk in exchange for their token. There are approximately 100 parents/carers in Easterhouse exchanging their tokens at the nurseries, and we spoke to 51 of them. The nurseries tend to operate the Initiative on a Tuesday morning, and afternoon, at 11am and 1pm, although one nursery chooses to distribute the milk and fruit and vegetables at 3pm.

Kids & Co.

Kids & Co is a community food project that works to improve access to affordable fresh fruit for children and their families. It was pioneered in Govan by Govan Health Matters as part of the Co-opportunity Programme – a partnership programme of co-operative food initiatives. Kids & Co also works in tandem with Easterhouse Kids & Co.

Kids & Co consists of a range of activities, which are centred on a ‘provide and promote’ policy. It operates as a partnership between the nursery unit, local community food projects and families who use the nursery, and makes fresh fruit available, affordable and accessible.

In order to make fresh fruit available and affordable, fruit stands are set up in nurseries, and the fruit is sold at low prices to promote the healthy eating principles of the World Health Organisation’s ‘five-a-day’ plan. By increasing the accessibility of the fruit and vegetables, it is anticipated that snacking on fruit and vegetables will increase among the under fives. All the money made from selling the fruit can be returned as a dividend to the children collectively, or individually, by putting the money towards the toy fund for example.

Kids & Co takes on the role of a fruit stand alongside the Milk Token Initiative in a few of the nurseries in this evaluation. It provides development and administrative systems for the Milk

Token Initiative. Kids & Co is responsible for delivering the fruit and vegetables to the nursery for collection. At the end of the week, Kids & Co collects the milk tokens and the cash to be reconciled.

1.3 Objectives

The requirements were to conduct an overall evaluation of the Milk Token Initiative to inform a model of good practice in Govan and Easterhouse. The evaluation sought opinion from the following five key groups:

- nursery staff;
- non participating nurseries;
- health visitors;
- volunteers; and
- parents/carers.

Each of the five groups required their own research objectives in order to evaluate the programme effectively. These are given in more detail below and formed the basis of FMR's methodology. Once the evaluation commenced it became apparent that consultation with a staff member from Govan Health Matters and Easterhouse Community Health Project would be beneficial, therefore a sixth group – project staff – was included in the evaluation.

Nursery Staff:

- to discover the means by which the nursery heard of Govan Health Matters Milk Token Initiative;
- to find out why the nursery became involved in the project;
- to identify the processes involved in setting up the Milk Token Initiative;
- to identify any obstacles they have encountered;
- to ascertain the nursery's involvement in administering the Initiative;
- to detect the positive/negative aspects of the Initiative;
- to uncover any feedback they have received on the project;
- to identify reasons why some parents/carers opted out of the Initiative;
- uncover improvements to the Initiative;
- to explore their experiences of working with the volunteers; and
- in the same way, similar objectives are required for evaluating the opinions of the volunteers.

Non Participating Nurseries:

- to identify whether the nursery had heard of the Milk Token Initiative;
- to discover why the nursery was not involved;
- to ascertain the advantages and disadvantages of the Initiative; and
- to discover whether these nurseries would consider or reconsider taking part in the Initiative.

Health Visitors:

- to assess their awareness of, and involvement in both the Milk Token Initiative and the enhanced element of the project;
- to identify if they would like to become more involved in the Initiative and, if yes, in what ways in particular;
- to obtain the health visitors' perception of the Milk Token Initiative;
- to identify the strengths and weaknesses of the Milk Token Initiative; and
- to assess ways in which the project could be improved.

Volunteers:

- to discover how they heard of the Initiative;
- to identify reasons for their involvement;
- to discover what their involvement demands;
- to reveal whether they have had any training and, if yes, what form it took, and what the benefits were;
- to identify any barriers to, or problems with their involvement; and
- to assess the best and worst aspects of being involved.

Parents/carers:

- to discover how they heard of the Initiative;
- to reveal why they chose to take part in the project;
- to identify the advantages and disadvantages of using the Initiative;
- to assess whether the Milk Token Initiative impacts on the rest of the family, and in what way;
- to discover the quality, value, and overall use of the fruit bags;
- to reveal any changes in food preparation or planning since the project's implementation;
- to find out whether they have been asked to volunteer at the Milk Token Initiative; and
- to identify how the Initiative could be improved.

2 Methodology

This is the methodology FMR applied to the evaluation.

2.1 Interviews with project staff

Interviews were conducted with a member of staff from each community projects involved in the Milk Token Initiative, i.e. Govan Health Matters, and Easterhouse Community Health Project.

2.2 Interviews with nursery staff

Face to face interviews were carried out with staff from each of the eleven nursery schools currently involved in the Milk Token Initiative. Four of the nurseries were based in Govan and seven in Easterhouse. The nursery staff were contacted by FMR prior to interview, to set up a convenient interview time.

The interviews were conducted using the topic guide developed by FMR and GGNHSB. This, and the other topic guides, are appended.

2.3 Interviews with non-participating nurseries

There were five nurseries interviewed who were not taking part in the Milk Token Initiative. FMR contacted the staff of each of the five nurseries to discover the reasons behind their non- involvement. All five of these nurseries were based in Govan. Telephone interviews were conducted on their perceptions of the Initiative.

2.4 Interviews with health visitors

We conducted telephone interviews with twelve health visitors working in this area. Four were from Govan (comprising Govan Health Centre, Elderpark Health Centre, and Kinning Park) and the remaining eight were split between Easterhouse Health Centre, and Starting Well Health Visitors based in Easterhouse.

2.5 Interviews with volunteers

We interviewed four volunteers involved in the Milk Token Initiative, using a topic guide developed for the purpose. Three of the interviews were conducted face to face and one was conducted over the telephone. Two of the volunteers worked with nurseries in Govan and two worked with nurseries in Easterhouse. This represented the extent of volunteer input to the Milk Token Initiative that we were able to identify which was much lower than the general perception before the evaluation was started.

2.6 Interviews with parents/carers

We researched the views of parents/carers through interview-administered questionnaires.

It was originally estimated that the eleven nursery schools participating in the Initiative would have a sufficiently high user base to provide a sample size of 100 parents/carers. In reality, the user base appeared slightly less than that assumed at the start of the project. We achieved 89 interviews.

All the questionnaires used in this evaluation are appended.

3 Interviews with project staff

This section presents findings from interviews with two project staff involved in the initiation and promotion of the Milk Token Initiative. One staff member worked for Govan Health Matters and one for Easterhouse Community Health Project. Govan is attributed with introducing the Milk Token Initiative, and Easterhouse followed this lead on the basis of the success in Govan. The Milk Token Initiative has been running for over five years in Govan.

How is the Initiative promoted?

In Govan, there were “*posters in each nursery, and community centres and libraries.*” At a local level, word of mouth was viewed as most cost effective, with staff telling parents/carers about the Milk Token Initiative.

In Easterhouse, promotion has been stepped up and targeted at each nursery school. They have spoken to parents/carers and left leaflets and posters in community venues. The project co-ordinator said, “*The project started with small numbers, then other parents wanted to join the scheme.*”

Promotion has also been through child friendly dentists and health visitors “*via any route to reach parents.*” A new channel just being implemented is the distribution of leaflets at the post office where tokens can be collected.

Why did you choose to target nurseries?

In Govan, nurseries were targeted due to the previous success of food co-ops, which were piloted in Govan nurseries.

In Easterhouse there is a large pre-five population and therefore it was recommended that there would be a large target audience to support the implementation of this Initiative.

How many nurseries have opted for the opportunity to get involved with the Milk Token Initiative?

In Easterhouse, seven of thirteen nurseries were taking part. In addition, the Initiative runs in other venues, such as Quarriers, Barlanark Health centre, and shops. In Govan, four out of eight nurseries took part in this Initiative.

Have you encountered any problems or difficulties working with the nurseries?

In Easterhouse, there had been relatively few occasions where the co-ordinator of the project encountered problems with the nurseries. However, one nursery did pull out of the Initiative due to staff and time restrictions.

The Govan perspective was that, *"If the staff are fine, then it usually works."*

What are the best aspects of jointly working with nurseries?

The key benefits cited were access to parents/carers, people to staff the Initiative, premises from which to run it and ready channels of communication to promote the idea.

What are the worst aspects of working jointly with nurseries?

Two problems were mentioned by project staff. The first was that if nurseries declined to participate then this effectively closes a door on the access to a group of parents/carers and children. The second related to the keeping of records of who is overdue with tokens.

What are the aspects of working with volunteers?

Both Govan Health Matters and Easterhouse Community Health had volunteers working for them. In Easterhouse there were three volunteers who bag the fruit directly for the project on Mondays, plus there were at least three extra who come to the steering meetings. In Govan, the co-ordinator thought there were eight volunteers in total in the nurseries in Govan (based on a view that there were two in each project). However, it emerged through the course of the research that there were two volunteers working in the whole of Govan on the Milk Token Initiative.

It is also important to point out that there was some confusion in the interview process when talking about volunteers. The projects did not make the immediate distinction between parents/carers helping out in the nurseries and the volunteers who work directly for the project bagging fruit.

In Easterhouse, the co-ordinator believed that the volunteers were recruited from a local volunteer centre, whereas in Govan, volunteers were generally parents/carers whose child(ren) attend the nursery.

Do you offer any training to your volunteers?

Both Easterhouse and Govan project staff claimed they did not offer training, but from talking to volunteers in Easterhouse, we learned of plans to send volunteers on a food hygiene course.

At the time of this evaluation, Easterhouse was looking at a new application for specific funding to take account of training for volunteers.

Do you think volunteers make a difference to the success of the Milk Token Initiative?

Both Easterhouse and Govan projects agreed that volunteers do make a difference to the Milk Token Initiative, but tempered their views by comments relating to the challenge around getting projects to fit in with volunteers and vice versa.

- *“If volunteers weren’t there in nurseries then it would have to be done by paid nursery staff or alternatively by me, but it really depends on participation of local volunteers to be a success.”*
- *“Volunteers take on an ownership role. Have to take a flexible view of how volunteers work – what works some place may not work in another.”*

In your opinion, do you think that all eligible parents/carers have been invited to join the Milk Token Initiative?

Easterhouse reported that all parents/carers with children who attend a local authority nursery school have been invited to join.

However the Govan interviewee did not think that all parents/carers have been invited to join the Milk Token Initiative and this was a result of limited nursery places in Govan.

- *“...no, there are a lot of parents who can’t access the nurseries because they are over-subscribed, priority is given to pre school children but there are others without places.”*

What are the best aspects of the Milk Token Initiative?

The project staff viewed the best aspects of the Milk Token Initiative as the good value of the token, and the quality and quantity of the fruit and vegetable bags.

- *“Parents use the token to full advantage and it is enhancing their scheme”.*

What are the worst aspects of the Milk Token Initiative?

The project staff mentioned the parents/carers not getting the full value of their milk token was the worst aspect. This applies however to the use of the actual token, rather than a shortcoming of the Initiative itself.

- *“Frustrating – knowing that there are some parents out there not getting the best. Some shopkeepers will still exchange tokens for less value goods like cigarettes. The project is really trying hard but can’t always get access to everyone.”*
- *“The fact that some tokens are exchanged for other things or get poorly dated milk given out by shops, and general abuse of the milk token.”*

In general how successful do you think the milk token scheme has been?

The following comments from the project staff show why they viewed the Milk Token Initiative as very successful. The common denominator between the two views being the reach of the Initiative in the target areas.

- *“Very successful, simply because of the numbers – on the increase (only if illness do numbers go down) so overall the numbers just keep going up. Fourteen different suburbs – unit in every suburb, so can be seen as successful location wise, easily accessible for everybody.”*
- *“Very successful. Going through Govan there are over 300 children who have a Credit union account and this can be carried on through life. In general a good thing to start especially for kids – health wise; when the good habits start, it takes a few years to show up.”*

Feedback received from...

Parents/carers?

Project staff reported positive feedback from parents/carers, especially relating to fruit in the fruit and vegetable bags.

- *“Indirect feedback about how the bags were, generally good.”*
- *“Just positive feedback – sees parents out in the community – it allows parents to discover what fruits children will eat, so they can buy things.”*

Children?

Project staff reported no feedback from children.

Nursery staff?

Feedback project staff received from nursery staff focussed on the quality of the fruit and vegetable bags.

- *“Generally to do with returns, and you hear whether bags were thought to be good or whatever.”*

Do you think the Milk Token Initiative could be improved?

Both Easterhouse and Govan interviewees said the Milk Token Initiative could be improved.

Three specific ways were mentioned:

- local shops to donate additional items to supplement fruit and vegetable bags;
- revised pick up and delivery times; and
- more staff in order to expand the Milk Token Initiative into more nurseries.

Are there any plans to develop the Milk Token Initiative any further?

Both Govan and Easterhouse said they were planning to expand the Milk Token Initiative. In Easterhouse they were looking at ways to expand the Milk Token Initiative into other community venues, for example parent and toddler groups. In Govan they have applied for additional funding for another van and driver to expand the Initiative to the Greater Govan area.

Comment on the Enhanced Milk Token Initiative (Govan Health Matters only)

The perception of the Govan project staff was that the order of merit, in declining importance, of the ingredients of the Enhanced Milk Token Initiative was milk, fruit and vegetables and credit union savings on an equal level, then book vouchers.

Summary

Both the project staff interviewed for this evaluation took a very active role in promoting and overseeing the running of the Milk Token Initiative. However the co-ordinator of Govan Health Matters believed there to be more volunteers helping out in the nurseries than there actually was. Often this co-ordinator helped with the distribution of fruit bags and milk if the regular volunteers were absent.

The co-ordinator in Easterhouse believed the volunteers were recruited from a local volunteer centre, however this was more in connection with those directly involved in the Community Health Project, than those volunteering in the nurseries.

Both saw the Milk Token Initiative as being very successful but with scope for further development in relation to geographical reach, cover for when the nurseries shut in the summer and the involvement of volunteers.

4 Interviews with nursery staff

These findings are drawn from the eleven nursery interviews that form part of the Milk Token Initiative evaluation. They are presented in the order in which the questions were asked.

How did the nursery hear of the Milk Token Initiative?

There were two main communication channels, word of mouth and printed media. Word of mouth was the dominant channel and it divided into two groupings. The first was promotion of the Milk Token Initiative by paid staff members from Govan Health Matters and Kids & Co...

- *“As far I can remember I think GEHP [Greater Easterhouse Health Project] came into the nursery to advertise it.”*

... and the second was praise for the Milk Token Initiative from other nurseries and parents/carers, this being a more passive form of communication.

- *“Word of mouth in the community, both from staff and parents.”*

In the minority of situations where the introduction was via a form of printed material, the nursery took the Initiative to follow up and register an interest, as illustrated below.

- *“Through the driver for Kids & Co; who gave them a leaflet. We phoned up and made some enquiries as to how it would work.”*

Why did the nursery decide to become involved in the Milk Token Initiative?

For the most part, reasons centred on giving a better deal for the local parents/carers and their children. The better deal tended to be in comparison to other outlets that redeemed milk tokens in their area. This is illustrated in the following comments.

- *“Lots of parents were interested, and all the local shops that take milk tokens weren’t doing as good a deal as you get here. It just kind of took off from here.”*
- *“No large stores near here, and I was concerned that people were being ripped off by local stores, people getting over charged. I really believe that the credit union offered*

by milk tokens is a great idea, there are problems in this area with money lenders, but this way they get fruit included, so the parents and kids can benefit.”

One nursery expressed the view that the Milk Token Initiative fitted with a plan it had to encourage healthy living and therefore healthy eating in their area.

What did you have to do to set up the Milk Token Initiative?

The set up work for most of the nurseries appeared to be minimal and reasonable. The projects promoting the Initiative to the nurseries appeared to have played their part in helping the nurseries set up.

- *“Nothing really, the co-ordinator at Govan Health Matters did all the paper work, and talked the staff through it, while the nursery staff talked to parents, as they know them better, to get them involved as volunteers.”*

The main tasks were the promotion of the Milk Token Initiative to parents/carers and trying to recruit volunteers to run the Milk Token Initiative in their nursery. If people had problems getting the Milk Token Initiative started (and only three did), they tended to be storage and staffing. For example, a number of nurseries commented on problems with storing the fruit and vegetables, with some having no refrigeration facilities for milk. In addition to storage problems, finding staff (either paid or voluntary) to administer the Milk Token Initiative proved difficult for some nurseries, see the example below.

- *“...we had to rely on volunteers from parents, but that is problematic in itself, other commitments come into play, and so it kind of muddled along. No staff could help, as time doesn't allow for it. Milk Tokens are distributed as the kids are leaving the nursery which is the time staff are needed most, in terms of security and safety.”*

What is the actual role of the nursery in the Milk Token Initiative?

The role of the nursery itself tended to be as a convenient location/base to hand out the milk.

- *“Just being a base for people to come in and pick up the milk.”*

For the staff at the nursery it tended to be managing the Initiative, ordering the milk and handing out the milk and the fruit and vegetable bags. This is perhaps different to the perception of the Initiative prior to the evaluation, where a greater involvement of volunteer

workers was anticipated and nursery staff would perhaps be expected to have a supervisory role over the volunteers.

What are the best aspects of the Milk Token Initiative?

The main benefits were seen as better value and convenience for parents/carers.

- *“Think the Milk Token Initiative is a super concept, parents are able to get milk on a regular basis, at a place they are visiting anyway, they can collect it when they get their milk, and they can take part in credit union scheme too.”*

Added to this, some nursery staff mentioned dietary benefits as a result of the fruit and soup packs.

- *“The parents who take it are really keen and have commented on how much they enjoy using the recipe cards and making soup. Parents come in looking for their milk and fruit and vegetable bags. Also good for children because they are eating healthier.”*

What are the worst aspects of the Milk Token Initiative?

Three of the nurseries did not mention any problems. Others mentioned a range of specific issues they had with the Initiative at various stages. There were four perspectives in relation to worst aspects, with no single theme to people's comments. One view was about the adverse impact on staff time.

- *“Strain on staff time, because the nursery is so small giving out milk, fruit and vegetable bag can interrupt nursery class time.”*

One comment related to inconsistent delivery times.

- *“At first it wasn't as organised, for example different delivery times, but that's sorted now.”*

Another comment raised the storage problem again, with nursery staff finding it difficult to store milk if it is not collected.

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- *“When the milk isn’t collected, this happens a lot, and we have no where to keep it, so it just gets chucked out. Sometimes if kids are off sick, milk isn’t collected, or if parents miss it a few times running, I just cancel it for them.”*

Finally, one respondent commented on the unreliability of the credit union representative, who did not come along to the nursery when appointments had been made.

- *“Credit Union people have been very unreliable. Wanted someone to be at the nursery while the milk tokens were being collected, in case any one wanted to put more money into their account, or ask any questions, but they never turned up. The same happened, when we invited them along to give the parents talks about their money, but no one showed up. Caused tension between the parents and the volunteers, “where’s that credit union man!” but it has nothing to do with the volunteers.”*

Are volunteers involved in running the Milk Token Initiative in the nursery?

Three of the nurseries had volunteers. Two of these were in Easterhouse, the other in Govan. The number of nurseries with volunteers and the number of volunteers involved was lower than originally expected.

Findings suggested that volunteers tended to be recruited by staff making direct approaches to them, either face to face or in writing.

Those that did not have volunteers working on the Initiative gave reasons for this, which ranged from having never thought about involving volunteers...

- *“Parents probably could sit out there and dish out the milk but I never thought about it.”*

...to comments on the challenges in using parents in a volunteering capacity.

- *“Very difficult to get parents involved long term, it usually lasts as long as their child’s term in the nursery. Easy to get parents to volunteer to help out on a school trip, but more difficult if it requires a long-term commitment.”*

How successful do you feel working with volunteers has been?

Staff from the three nurseries with experience of working with volunteers were asked to rate on an ascending scale from 1 – 10 how successful they felt this had been.

The scores were high, and ranged between 7 and 9. This suggests that, where nurseries had explored the volunteer dimension to providing the service, their experience was a positive one.

Nursery staff said the best aspect of working with volunteers was seen as taking the strain off staff and the worst aspect was a lack of commitment from the volunteers.

Do/could volunteers make a difference to the success of the Milk Token Initiative?

Nine respondents believed volunteers do or could make a difference to the success of the Initiative. The key contribution suggested was saving staff time in terms of administering the Milk Token Initiative. However there were reservations expressed in terms of the physical space of premises...

- *“If parents took it over it would be good for us. But there is no space for volunteers at the moment because we only have one room and we can’t have volunteers wandering around the school.”*

...and the commitment/competence of volunteers.

- *“It very much depends on the volunteers. In the afternoon we have an exceptional parent who gets involved and promotes the Initiative, and asks parents if they have heard of it, and tries to recruit more, and then there are some parents who just take the tokens and hand out the milk. It depends on the way they relate to the parents, and their attitude.”*

In general, how successful do you think the Milk Token Initiative has been?

Those who commented gave answers ranging from quite successful to very successful, with the overall sentiment being strongly positive. Some gave the following qualifying comments with their answers.

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- *“Last year we had some problems with parents taking milk, and saying they would hand tokens in later, and then I would never get them, so I had to just say, if no token is handed in, then there’s no milk!”*
 - *“The fact that it is still going shows its success. We can call on Govan Health Matters to help with promotion, as there is such a high turnover of kids and parents in the nursery.”*

In your opinion, do you think all eligible parents/carers have been invited to join the Milk Token Initiative?

The majority of nurseries believed they had. For example:

- *“All parents whose child has a nursery place have been asked to join.”*
- *“To the best of my knowledge, all eligible parents have been invited to join the scheme”.*

A few were unsure if all parents/carers had been invited to join, with one respondent intimating that they do not ask every parent to join.

- *“We don’t know who is on income support, only if people stop and ask. It is advertised on the notice board, but no one bothers. Maybe a few are not interested.”*

In your experience, do you think the majority of parents/carers entitled to the service, are using it?

A high proportion believed this to be the case in terms of parents/carers of children coming into the nursery. Reasons from those who did not think this were the fact that the milk was semi skimmed and not full fat...

- *“Some parents choose not to take the milk because it’s only full fat milk, they would prefer to have semi skimmed, even though full fat is better for under 5’s.”*

...and a lack of awareness of the Milk Token Initiative benefits.

- *“No. And I don’t know if it is because they are not aware of it, or they choose not to, or maybe they don’t know about the benefits, think they need to do a big sell, and I*

think staff should do it, as a personal basis is required, but this takes time, and we haven't got any."

What feedback (if any) has been received from

Parents/carers?

Nursery staff reported positive feedback from parents/carers as illustrated below.

- *"Feedback, none really, but there is rarely any milk left, so this is a positive sign."*
- *"One woman talks about the quality being much better in the Milk Token Initiative than what you would get in the shops."*
- *One parent thinks soup recipes are great. One or two have commented on bad fruit and vegetables in their bags. But this has only happened once or twice."*
- *Only about the good value and the quality."*

It is interesting to note that one nursery commented that some parents/carers chose not to take the fruit and vegetables or the milk, and instead transferred the total value of their token into the credit union savings account. If the purpose of this Milk Token Initiative is to promote healthy eating and provide milk for the under fives, then this could be viewed as an abuse of the system.

Children?

Respondents noted no direct feedback from children but spoke as if they didn't really expect there to be. They appeared to accept that children's continued use of the Initiative was a tacit endorsement of its efficacy.

- *"The children just know the routine, they like collecting the milk themselves."*
- *"They eat the fruit on the way home, get mum to open the fruit bags, and they say 'is mum's milk coming today?'"*

Volunteers?

Again, respondents reported no feedback from volunteers. However nurseries' comments suggested that volunteers value the social conscience and socialisation dimensions to the Milk Token Initiative.

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- *“I think the fact that people are volunteering in the first place shows that they think this is a worthwhile cause, and they all socialise and have a good banter with the other parents.”*

Have you encountered any problems with the Milk Token Initiative?

Where nursery staff mentioned problems, these related to the previous points made on storage space and the reliability of volunteers.

Do you think the Milk Token Initiative could be improved?

The respondents made the following suggestions to improve the Milk Token Initiative:

- increase delivery days to two instead of one, as this would stop the milk going off;
- improve storage space by providing nurseries with a trolley to stop fruit and vegetable bags being stored on the floor;
- give parents/carers the choice of full fat or semi skimmed milk;
- provide less fruit and more vegetables in the winter for making soup; and
- include more recipe cards.

It should be noted that these are individual responses from nursery staff and cannot be generalised.

Have you heard of the Enhanced Milk Token Initiative? (question for Easterhouse nurseries only)

Two out of seven nurseries in Easterhouse had heard of the Enhanced Milk Token Initiative and planned to offer it. Reasons given by nurseries not planning to offer the enhanced approach focussed on a lack of awareness and the extra work it may involve. These views are highlighted below.

- *“Never heard of the Enhanced scheme. Think the benefits of a credit union would be good, but worry about handling money in the nursery. Think parents would go for it.”*
- *“No, too much hassle, don’t want to change things.”*

A number of Easterhouse nurseries supported the Enhanced idea with the main benefit to parents/carers being added value to their milk token as illustrated below.

-
- *“I think it’s a brilliant idea. I really think parents would go for it, I wouldn’t mind doing that at all, think parents would really go for it, especially a credit union, they would see it as an added value to what they get already, and there is no book club in the nursery so I think they would really love this.”*

Comments on the enhanced part of the Milk Token Initiative (question for Govan nurseries only).

The main comments from Govan nurseries in reference to the Enhanced scheme suggested that books were the least attractive component of the enhanced approach.

- *“Books are the least popular, as they [parents/carers] have a lending library in the centre, and people tend to say, “I’ve got lots of books in the house” or “books are expensive”. With the Enhanced Milk Token Initiative, with every 50p bag of fruit, 5p goes towards a book, and with a book costing about £4, that’s a long wait for a little person.”*

Summary

In summary, these findings suggest that the nursery staff heard about the Milk Token Initiative predominantly through word of mouth, either from the community projects, or from other nurseries successfully undertaking this Initiative. The two main reasons for implementing the Milk Token Initiative were:

- to encourage healthy eating;
- exchanging tokens at the nursery being a better deal for parents than what was on offer at local retailers.

Setting up the Milk Token Initiative required minimal effort, other than promotion through posters or word of mouth to inform parents/carers. The nurseries’ role in administering the Milk Token Initiative was to serve as a convenient location for the distribution of the Initiative, collect tokens from parents/carers, and to distribute the milk and/or fruit and vegetable bags.

The main problems with the Milk Token Initiative were storage space for fruit and vegetables and leftover milk. Only three of the eleven nurseries had volunteers. The volunteers were seen as efficient and removed strain from the staff. Other nurseries either had problems recruiting volunteers or hadn’t thought of so doing.

Where people were able to comment on the Enhanced Milk Token Initiative, its weakest aspect was seen as the book dimension.

Overall, feedback on the Milk Token Initiative was positive.

5 Interviews with non-participating nurseries

There were five non-participating nurseries, all of which are situated in Govan. These findings are based on two telephone interviews conducted with non-participating nurseries, one of which had until recently been part of the Milk Token Initiative. The other three non-participating nurseries were not local authority nurseries, but run by Govan Initiative. The co-ordinator in charge of the three remaining nurseries spoke with FMR, but had never heard of the Milk Token Initiative (the reason behind their non-involvement was believed to be the fact that they were not Council run), but the co-ordinator was interested to find out more and was put in touch with Govan Health Matters.

Have you heard of the Milk Token Initiative?

One of the two had heard about the Initiative and believed it *“gives out fruit and milk.”*

Why did your nursery choose not to get involved?

The main reason given was lack of storage space and staff to run the Milk Token Initiative.

- *“No staff to run it, parents did it before, but there is no space – needs to be done in the entrance hall where all the prams are and all the parents congregate.”*

What would you say are the advantages/disadvantages of the Milk Token Initiative?

Neither of the interviewees was able to offer any opinion as to the advantages or disadvantages of the idea.

Would you consider or reconsider joining the Milk Token Initiative?

One nursery did not believe their participation in the scheme would add anything to the local community, as they already have an initiative offering milk, fruit and vegetables. The same nursery commented that parents/carers would rather use their token in the local shops than the nursery. This suggested they were unaware of the benefits the Milk Token Initiative gives in terms of value.

- *“I don’t think take up would be great, as lots of local fruit shops have good quality fruit and people would use their tokens there rather than the nursery.”*

The other nursery cited space problems and staffing as practical barriers to the running of the scheme.

- *“If ‘you’ provided staff and space – both storage space for milk and space for prams as our hall is only 4ft wide, and the staff were not our own nursery staff, then possibly.”*

Summary

All of the nurseries that did not participate in the Milk Token Initiative were located in Govan. The majority of these nurseries were run by Govan Initiative, not by the local authority, as is the case with the other nurseries in this evaluation. Only one nursery had experience of the Milk Token Initiative, but had withdrawn, citing lack of space and support as the main reasons for not participating.

The remaining four nurseries had never heard of the Milk Token Initiative, but were interested in learning more.

6 Interviews with health visitors

These findings are based on twelve health visitor interviews. Verbatim comments have been split by the particular health visitor's work area. Each quotation is labelled with a G or an E to denote whether this was Govan or Easterhouse.

How did you hear about the Milk Token Initiative?

Initial acquaintance with the Initiative tended to come through a process of osmosis during the course of their work. This is illustrated in the following comments.

- *"Some of the mum's I speak to get it." G*
- *"It was way back – two years ago, doing health visitor training when I was out and about, also heard about Kids & Co." G*
- *"When I first started at the health centre about three months ago, word of mouth by colleagues." E*

What do you know about the Milk Token Initiative?

Respondents indicated a good knowledge of the Milk Token Initiative with the majority of answers picking up on the exchange of tokens for milk, fruit and/or vegetables.

- *"This is the one where they use the milk tokens and also get free fruit. It's quite a good Initiative, it's practical." E*
- *"With a token, parents can take it to specific nurseries and get two jugs of milk and a bag of veg." G*

In addition, two health visitors mentioned the credit union/savings element.

Do you have any involvement in the Milk Token Initiative?

Half the health visitors had no involvement in the Initiative. However, all bar one said they would like to become involved (the person declining interest cited workload pressures as the

barrier). The other six explained that their involvement focussed on the promotion of the Milk Token Initiative to clients.

- *“Yes, but not a lot of direct involvement, if mum’s come into the health centre then I tell them about it.” E*
- *“Yes, just saying to folk about it – mention it to raise families’ awareness and where they can access the milk tokens.” E*

What do you think the advantages are of the Milk Token Initiative?

Where they commented, health visitors saw benefits to children in the form of a healthy diet plus benefits to parents/carers in the forms of nutrition and value for money. The health visitors also saw a range of benefits to themselves in their work role from the Initiative.

- *“Having access to healthy eating and fruit and vegetables makes talking to families easier as you recognise the benefits of healthy eating, easier to encourage others.”*
- *“Anything that helps you to empower parents and promote good health is an advantage.”*

What do you think are the disadvantages of the Milk Token Initiative?

When asked about the disadvantages of the Initiative, none were mentioned from the perspective of the children. Lack of awareness of the Initiative was the only perceived disadvantage from the parents/carers’ point of view. Those who commented from their own perspective said lack of advertising and availability was the main disadvantage, as illustrated below.

- *“Lack of advertising means that not everyone is aware of the Milk Token Initiative and it is only available at certain nurseries.”*

On a scale of 1 to 10 where 1 is very unsuccessful and 10 is very successful, how would you rate the success of the Milk Token Initiative so far?

All but one health visitor rated the Initiative six or higher, with five rating it eight out of ten. This indicated a high degree of satisfaction with the programme. The one rating under five

was from Easterhouse and was due to poor promotion of the Milk Token Initiative in the health centre from where it was run.

- *“4 – don’t think that enough people know about it, there is a desk in the health centre promoting it but I think people just walk past.” E*

Do you think the Milk Token Initiative has changed people’s eating habits?

Four of the health visitors believed it had changed eating habits in a small way, but comments below intimated that more work is needed in order to reach the families who most need it better.

- *“Yes, of a small minority of motivated parents who bother, but will have to go a long way to reach the vulnerable families who need it most.”*
- *“Yes, but there is still some way to go, parents give the fruit and milk to their children, but they have to lead by example and use the fruit and milk themselves.”*

Five health visitors were not sure whether the Milk Token Initiative had changed people’s eating habits and three said it had not changed eating habits at all. Reasons for this latter view were no visible change in the behaviours of those families that health visitors worked with and a feeling that it was outwith the scope of the Milk Token Initiative to change eating habits.

Do you think the Milk Token Initiative could be improved?

The majority of views centred on the promotion of the Initiative, which health visitors thought could be done in two ways:

- through better promotion, for example leaflets and mailing information to families;
and
- ensuring that health visitors were encouraged to raise awareness when out meeting people.

In addition, some felt the Initiative merited extending beyond nurseries to other sites in order to provide a greater catchment. The specific example given was supermarkets. A final suggestion was enhancing what is already offered. This focussed mainly on developing more material on food preparation and cooking, as illustrated below.

-
- *“More leaflets and recipes on food preparation. Can target more mums through health visitors.”*
 - *“Nice to get ongoing recipes and guidelines, and some sort of group initiative. Working in conjunction with dieticians to have cooking classes etc.”*

The enhanced part of the Milk Token Initiative consists of 4 elements, (milk, fruit and vegetables, credit union savings, and book vouchers). Which in your opinion is the most useful in terms of Milk Token Initiative?

Overall, fruit and vegetables came out as the most important, milk as second, the credit union third and the book tokens in fourth and final place. However, there were variations between the health visitors' own views and what they thought would be the view of the parents/carers.

- *“As a health visitor, I would say fruit and veg come first, but I think the public would go for the credit union, milk would be second, and I've never heard of books.”*
- *“I know they'd all go for the credit union part, but the milk is the most important, better than Irn Bru.”*

Summary

Twelve health visitors were interviewed from both areas involved in this evaluation. They had varying degrees of involvement in the Milk Token Initiative. For the most part the health visitors passed on information about the Initiative informally while out speaking to parents/carers, but few had direct involvement. No one had received any formal training/briefing about the Initiative; rather information was gathered from colleagues or parents/carers themselves. This was cited as an area for improvement as a few health visitors wished more information in order to pass onto their clients, and promote more generally.

The health visitors were, by and large, positive about the Milk Token Initiative's contribution to the areas health.

7 Interviews with volunteers

These are the findings from interviews with the four volunteers identified across the two areas. Two were from the same nursery in Easterhouse and two from different nurseries in Govan.

Where/how did you hear about the Milk Token Initiative?

All the volunteers had heard about the Milk Token Initiative through the nursery and all were asked to help out by one of the nursery staff.

What does being a volunteer entail?

There was a range of perspectives around what it is like to be a volunteer. In the main, the role involved collecting milk tokens and handing out the milk, fruit and vegetables.

- *“I go into nursery just before 11.30, gives me 30 minutes to set myself up. The parents sign their tokens and I mark them off in a book, and offer them a bag of fruit or veg depending on what’s on offer”*
- *“I just sort out the fruit, and take the tokens and give them their milk and fruit when they come in.”*

Have you been offered training?

Two volunteers (from Govan) said they had not been offered training but both volunteers from Easterhouse had been offered a food hygiene/handling course at John Wheatley College. One volunteer commented:

- *“The course would be good for my CV, and I might even get a job out of it. Like to think the training would help, I might even get a certificate.”*

How often do you volunteer?

One respondent said she volunteered twice a week, on Tuesday and Thursday mornings only. She also said, if she does not make it to the nursery one of the staff steps in to take the tokens. Another does both sessions on a Tuesday morning and afternoon, which usually took about 30 minutes. One of the Easterhouse volunteers said she volunteered every Tuesday morning, which took up about 45 minutes, which suits, because her children were in the nursery.

Barriers to involvement

None of the respondents cited any particular barriers to their involvement as volunteers and seemed content within their roles. Benefits of volunteering mentioned were: contact with other parents/carers, enjoying the act of volunteering, and a confidence boost (particularly in spelling).

- *"I get to talk to a lot of folk, and I'm bad at spelling so it's gives me the confidence to spell."*

No volunteer mentioned any negative aspects. None had received any feedback from the projects or nurseries about their progress as volunteers but were happy with this on the basis that *"we weren't getting any complaints."*

Do you think the Milk Token Initiative is a good idea?

All the volunteers thought the Milk Token Initiative was an excellent idea and none of the four were able to suggest ways to improve it. In terms of benefits to the local area they cited convenience to the parents...

- *"I think the milk tokens has benefited the parents who come into the nursery, as it has saved them an extra trip to the shops."*

...and the availability of fruit through the Initiative.

-
- *“Not so much the area, just the parents who come here, I’m sure that there are parents who don’t know anything about it. But it is a good scheme, you can’t get fruit in the shops with your token.”*

Summary

These findings revealed a lack of volunteers helping administer the Milk Token Initiative in the nurseries. Nursery staff did highlight a problem in recruiting people, although those who volunteered were fulfilled by their role, and enjoyed the social dimension to their involvement, meeting other parents and, on occasions, the personal development that volunteering facilitated.

Volunteers found their involvement in the Milk Token Initiative convenient and all felt the scheme was beneficial to those using it.

8 Interviews with parents/carers

Eighty nine parents/carers were interviewed as part of the Milk Token Initiative. Thirty eight of these were from Govan and 51 from Easterhouse.

Over 80% (73 respondents) of parents/carers heard about the Initiative through their child's nursery school. Friends and family accounted for 7% and the remainder across a range of other sources.

All but one of the parents/carers interviewed used the Milk Token Initiative. This respondent commented that they would reconsider if semi skimmed milk was on offer.

Why did you decide to take part in the Milk Token Initiative?

Due to the different approaches used in Govan and Easterhouse, the results varied accordingly. It is important to note the base in each table may vary, as questions regarding fruit and vegetables were not applicable to some respondents who did not take the fruit and vegetable option.

Table 1: Why did you decide to take part in the Milk Token Initiative?

	Total		Location			
	No.	%	Govan		Easterhouse	
			No.	%	No.	%
Good deal - more for token	30	34%	10	26%	20	39%
Convenience	19	21%	10	26%	9	18%
Free fruit and veg	19	21%	6	16%	13	25%
Credit union	12	13%	12	32%	0	0%
Getting fruit / healthy option	6	7%	1	3%	5	10%
Good idea	4	4%	1	3%	3	6%
Getting milk, fruit and CU	3	3%	3	8%	0	0%
Other	4	4%	2	5%	2	4%
Total Respondents	89	100%	38	100%	51	100%

Apart from the obvious distinction in area due to the credit union savings account in Govan, the results suggest that overall the majority of parents/carers thought they were getting a

good deal for their tokens. Other reasons cited for joining the Milk Token Initiative were convenience (21%, 9 respondents) and the free fruit and vegetable bag (21%, 9 respondents).

Is the whole of the fruit and vegetable bag used?

Overall, 82% (73 respondents) said they used the whole of the fruit and vegetable bag, but the answers were more positive in Easterhouse (92%, 47 respondents) than Govan (68%, 26 respondents). The reasons why the bag was not used mainly related to people not liking what it contained.

- *“Daughter doesn't like all the fruit.”*
- *“Don't use potatoes, because don't like them.”*

When asked how people used the fruit and vegetable bag, the responses were varied with eat as is being the single biggest response. Other responses were making soup and chopping the fruit into pieces. This suggests little preparatory work being either necessary or undertaken before the bag's contents were consumed.

How confident do you feel preparing and cooking the vegetables?

Parent/carers were asked to rate their answer to this question on a scale of 1 to 10, where 10 was totally confident. The mean score for the parents/carers was 8.5, which suggests a high degree of confidence. Two thirds (58 respondents) said they did not receive any guidance on cooking, for example recipes. Where people received guidance it tended to be in terms of how to prepare fruit and recipes for making soup.

Nearly half (44 respondents) said they would like guidance on cooking. This was consistent across the two locations. The requested guidance was in the form of recipe books/cards and soup recipes.

Who eats the fruit and vegetables?

Most respondents said the whole family ate the fruit and vegetables. This varied between Govan and Easterhouse as shown in table 2 below.

Table 2: Who eats the fruit and vegetables?

	Total		Location			
	No.	%	Govan		Easterhouse	
			No.	%	No.	%
Whole family	56	69%	15	50%	41	80%
Just children	24	30%	14	47%	10	20%
Other	1	1%	1	3%	0	0%
Total	81	100%	30	100%	51	100%

Considerably more respondents in Easterhouse claimed their whole family ate the fruit and vegetables, than in Govan (80%, 41 respondents, and 50%, 15 respondents respectively).

On a scale of 1 to 10, where 1 is poor, and 10 is excellent, how would you rate the quality of the fruit & vegetable bags?

The mean response for quality was 8.4, which shows a high degree of general satisfaction. Of those who responded, all of Govan residents rated the quality 7 or higher, (29 respondents) compared to 80% (40 respondents) in Easterhouse. In the minority of responses where marks were low (on five occasions, respondents rated it four or below) this was mainly due to bruised fruit.

When it came to assessing the variety of the fruit, the mean was 8.6, which suggests variety is good. The minority of respondents who gave a low rating suggested a weekly change of the types of fruit and vegetables in the bag and more variety with vegetables.

Quantity of fruit and vegetables also attracted a high mean score of 8.8 with no one rating it four or under. The quantity of the fruit and vegetables bags was rated slightly higher in Easterhouse than in Govan.

How much do you think it would cost to buy the fruit and vegetable bag in your local shop or supermarket?

As table 3 below shows, the majority of respondents felt the fruit and vegetable bag to be worth up to £4 at supermarket prices. However respondents from Govan felt the bag was worth less compared to the responses from those in Easterhouse.

Table 3: How much would it cost to buy the fruit and vegetables in the supermarket?

	Total		Location			
	No.	%	Govan		Easterhouse	
			No.	%	No.	%
Less than £1	6	7%	5	17%	1	2%
£1 - £2	14	17%	10	33%	4	8%
£2 - £3	20	24%	7	23%	13	25%
£3 - £4	14	17%	1	3%	13	25%
£4 - £5	9	11%	1	3%	8	16%
Over £5	10	12%	2	7%	8	16%
Don't know	5	6%	3	10%	2	4%
Other	3	4%	1	3%	2	4%
Total Respondents	81	100%	38	100%	51	100%

Other responses

- *“Double what’s in there, 44p for a melon is a total bargain!*
- *“A fortune, definitely getting a good deal at nursery.”*
- *“3 or 4 times more expensive, Asda is extortionate, definitely getting a good deal here.”*

Problems with the fruit and vegetable bags

Nineteen percent (17 respondents) said they had experienced problems with the fruit and vegetable bags. Reasons for these tended to be problems with fruit, especially bananas.

- *“Bananas, ripe and bruised.”*
- *“Sometimes apples look like they've had a bite out of them, but probably just getting bashed.”*
- *“Sometimes fruit is either over ripe or especially in case of bananas this week, under ripe.”*

Would you say that receiving the fruit and vegetable bag has changed the eating habits of your family?

Table 4 presents encouraging answers to this question with 70% (56 respondents) believing the fruit and vegetables had changed their eating habits to some degree,

Table 4: Would you say receiving the fruit & vegetable bag has changed your eating habits?

	Total		Location			
	No.	%	Govan		Easterhouse	
			No.	%	No.	%
A great deal	32	40%	9	30%	23	46%
A little	24	30%	8	27%	16	32%
Not at all	22	28%	11	37%	11	22%
Don't know	2	3%	2	7%	0	2%
Total Respondents	80	100%	30	100%	50	100%

Volunteering

Nineteen percent (17 respondents) said they had been asked to volunteer as a helper with the Initiative. When asked whether they would like to get involved, 25% (18 respondents) said they would if they could or they wanted more information.

Attractiveness of the milk token options

When the Govan based participants were asked to rank in order of importance the four ingredients of the Milk Token Initiative, the responses (in declining order of merit) were,

1. Milk (mean position 1.6)
2. Fruit and vegetables (mean position 1.9)
3. Credit union savings (mean position 2.2)
4. Book vouchers (mean position 3.7)

What are the best aspects of the Milk Token Initiative?

The biggest distinction between the two Milk Token Initiative areas was the presence of the credit union in the Govan approach, and this is reflected in the results shown in table 5. Overall good value for their token came through as the best aspect, though this was more strongly emphasised in Easterhouse.

Table 5: Best aspects of the Milk Token Initiative?

	Total		Location			
	No.	%	Govan		Easterhouse	
			No.	%	No.	%
Good value, more for token	32	36%	8	21%	24	47%
Convenience	23	26%	11	29%	12	24%
Free fruit and vegetables	16	18%	4	11%	12	24%
Credit union	12	13%	12	32%	0	0%
Healthier eating	3	3%	2	5%	1	2%
Good for children	3	3%	1	3%	2	4%
Fruit and Credit union	1	1%	1	3%	0	0%
Don't know	4	4%	2	3%	2	4%
Other	2	2%	1	3%	1	2%
Total Respondents	89	100%	38	100%	51	100%

Other comments included;

- *“Trying more different fruit I never thought the kids would like, things like melon.”*
- *“Not using book vouchers, all voucher goes to Credit Union”*

What are the worst aspects of the Milk Token Initiative?

Two thirds (60 respondents) could mention no negative aspects about the Initiative. Of those who did, carrying it home was mentioned by 16% (14 respondents). A few respondents mentioned not being able to access nurseries for their milk and fruit and vegetables during the holidays, and bad fruit as the worst aspects.

Only 6% (5 respondents) said that they had problems with the Milk Token Initiative in general, these were given as:

- *“Been a bit of a mix up with credit union part.”*
- *“Didn't get fruit or milk, ran out before I got here.”*
- *“Just the freshness of the fruit.”*
- *“Nursery closes during holidays so we don't get fruit.”*
- *“Problems with the balance of children's credit union account.”*

Do you think the Milk Token Initiative can be improved?

A quarter of those responding (22 respondents) felt the Milk Token Initiative could be improved. The following suggestions were made:

- better selection and variety of fruit;
- better selection and variety of vegetables;
- fruit and vegetables to be repackaged to minimise bruising;
- extra fruit available if choose not to take vegetables;
- larger fruit and vegetable bags for families with more children;
- recipe cards included in the fruit and vegetable bags;
- personal record card detailing credit union savings;
- more than one delivery day a week; and
- more distribution centres in order to collect milk and fruit and vegetables during holiday periods.

Summary

Eighty nine parents/carers were interviewed. More of these respondents were located in Easterhouse to reflect the greater number of nurseries involved in the Initiative in this area. Getting good value for the tokens and more than from a local retailer has inspired lots of parents/carers to bring their Milk Tokens to the nursery.

The majority of parents/carers used the whole of the bag, and were relatively confident with preparing and cooking vegetables, although a few respondents indicated they would appreciate more guidance in the form of recipes.

There was a discrepancy in the areas in terms of what the fruit and vegetables would cost to buy in the shops, with Govan residents giving less value to the bag than those in Easterhouse. There was no indication why this is the case.

The majority of those interviewed felt that the Milk Token Initiative had improved their eating habits to some degree.

9 Recommendations

The evaluation shows the Milk Token Initiative in generally a very positive light. All of the stakeholders consulted appear to think positively of the scheme.

One purpose of the evaluation was to inform a model of good practice for the Milk Token Initiative.

As an overall recipe, we feel the Milk Token Initiative should comprise the elements of milk, fruit and vegetable bags, and credit union savings (provided this is not abused to the point it detracts from the health objectives of the scheme). The specific recommendations in relation to a model of good practice are as follows.

Promotion

Good progress has been made in promoting the Initiative, yet the evaluation shows that further scope exists for informing other nurseries and parents/carers about the Initiative. Word of mouth promotion was seen as the most cost effective. The evaluation suggested the need for this to be extended by those involved in the Initiative and augmented by aspects such as leaflets, posters, newspaper advertising and perhaps mailings.

Volunteers

This is probably the single biggest area for potential development in the Initiative. The use of volunteers appears low and lower than the projects running the Initiatives in the two areas believed. There might be scope for encouraging a greater degree of volunteering and putting in place personal development for the volunteers, as part of the programme.

Coupled with this is the need to offer support to the nurseries in their efforts to find, support and develop volunteers.

Service improvements

There are some areas of the Initiative that merit consideration for improvement. These are:

- the quality of fruit on occasions (bananas being the most criticised);
- variety of fruit and vegetables from week to week; and
- access points during holiday periods (when nurseries are closed)

Recipe cards

Where received, recipe cards were highly regarded. There seems the opportunity to do more in this direction.

Storage and refrigeration

Some of the nurseries were experiencing problems with storage and/or refrigeration. This physical impediment might be a barrier to the further uptake of the Initiative by other nurseries/facilities, so projects might wish to look into their supply logistics in order to reduce the space burden on the Milk Token Initiative outlets.

Agree the role of the programme, especially with respect to credit unions

There is the ability, and some parents/carers choose to use this, for the value of milk token to be translated into credit union savings. Whether this is an appropriate use of the Initiative could be debated. If the essence of the Initiative is about promoting more healthy diets, then perhaps being able to transfer all to a credit union is inappropriate.

Recognise the lack of interest in book tokens

The book token element of the 'enhanced' version of the Initiative was considered the least valuable by all stakeholders commenting. Perhaps consideration should be given as to whether this continues to be an element of the offer.

There is one recommendation of a geographic nature, which is for the Govan programme to perhaps increase the perceived value of the fruit and vegetable bags. The Easterhouse parents rated this bag more highly in this regard than those in Govan. There was not a major distinction between the two areas, but this is point worthy of note.

10 Conclusions

To conclude, each of the groups consulted in this evaluation made comments based on their own experiences with the Milk Token Initiative.

Word of mouth is the predominant means of promotion for the Milk Token Initiative, and nursery staff recognised benefits of the Initiative in helping to encourage healthy eating. The nurseries themselves served as a convenient base for the collection and distribution of the Initiative.

The main problem for nursery staff was storage space for fruit and vegetables and leftover milk as well as recruiting volunteers. Parents encountered more logistical problems such as carrying the fruit and vegetable bags home, while volunteers sometimes struggled to collect tokens from parents/carers.

One finding was a misuse of the Milk Token Initiative. In one nursery some parents/carers do not take fruit and vegetables or milk, in order to put the full value of their token towards credit union savings. The ability to opt out of taking milk and a bag of fruit and vegetables in favour of credit union savings is not the intention of this Initiative.

Promotion is an important part of the Milk Token Initiative, and several Govan Initiative run nurseries had never heard of it, although were interested in finding out more. Some nurseries felt an initiative would not be popular with parents due to milk and fruit already made available in the nurseries, but the added bonus could be further promoted. Health visitors agreed if they had more available information on the Milk Token Initiative they could actively promote it to their clients as none of the twelve had received any formal training. Rather, information was gathered from colleagues or parents/carers themselves.

Getting good value for the tokens and more than from a local retailer inspired lots of parents/carers to bring their Milk Tokens to nurseries. The majority of parents/carers used the whole of the fruit and vegetable bag, and were relatively confident with preparing and cooking vegetables, although a few respondents indicated they would appreciate more guidance in the form of recipes.

The Milk Token Initiative therefore has scope to be promoted further and expanded into different areas.

11 Appendices

- 1 Project staff questionnaire
- 2 Nursery staff questionnaire
- 3 Non-participating nurseries questionnaire
- 4 Health visitors questionnaire
- 5 Topic guide for volunteers
- 6 Parents/carers questionnaire

Appendix 1 Project staff questionnaire

Contract No: 2259

Contract Name: Milk Token Initiative: Final Project Staff Questionnaire

COLLECT RESPONDENT DETAILS:

EXPLAIN THAT THERE IS A ONE IN TEN CHANCE THAT A SUPERVISOR MAY PHONE TO CONFIRM THE ACCURACY OF THE INTERVIEW.

Respondent Name	
Project Name	
Full Post Code	
Telephone Number	
email address	
<p>CLOSE INTERVIEW BY READING OUT STATEMENT: "Thank you very much for your help. Can I assure you once again that the information you have given will be treated as absolutely confidential and will only be used for the purposes of genuine market research."</p> <p>INTERVIEWER DECLARATION: I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent was not previously known to me.</p>	
Interviewer Name	
Signature	
Date	
Back-checked by	
Date	

INTRODUCTION:

[READ OUT] "Good morning/afternoon/evening, my name is _____ from FMR Research. I am undertaking a survey on behalf of Greater Glasgow NHS Board, Govan Health matters, and Greater Easterhouse Community Project, to assist in the evaluation of the Milk Token Initiative. All your answers will be held in the strictest confidence."

Section 1. Background and Administration

1. Where did the Milk Token Initiative idea come from?

2. How does the Milk Token Initiative work? (probe on how EMTI works, who decides whether MTI or EMTI is offered?, is the EMTI something you are planning to offer?, what they think are benefits of EMTI? what actual role of project staff is?)

3. How is the Milk Token Initiative managed? (probe, who takes responsibility for the implementation of the scheme, and further developments?)

4. How is the initiative promoted within the local community? (probe posters, advertising, where do they advertise?, how do parents know about it?)

Section 2. Barriers

5. Why did you choose to target the nurseries? (probe how did you do it, how get them involved, process?)

6. How many nurseries have opted for the opportunity to get involved in the Milk Token Initiative? (probe what % of all the nurseries in area that is?)

7. Have you encountered any problems or difficulties working with the nurseries?

Yes

No

7b. If yes, please give me any examples. (probe; how were these problems solved?)

8. What are the **best** aspects of jointly working with nurseries?

8b. What are the **worst** aspects of jointly working with nurseries?

Section 3. Volunteers

9. Are volunteers currently involved in the running the Milk Token Initiative?

Yes Go to 9c

No Go to 9b

9b. Please tell me why not? (probe, management problems, lack of interest, previous use, worked in past, stopped using them?)

9c. How many volunteers do you have?

9d. How are the volunteers recruited? (probe, are they registered anywhere?)

10. In your opinion, are your recruitment methods...

Very Successful Quite Successful Neither Nor Quite Unsuccessful Very Unsuccessful

11. Who are the volunteers in terms of;

a. Age?

b. Gender?

11c. How long do the volunteers generally stay involved?

12. Do you offer any training to your volunteers?

Yes Go to 12b

No Go to 12c

12b. If yes, what training do you offer volunteers?

12c. If no, (probe why not, no money?, haven't thought about it?)

13. Do volunteers opt for training? (probe how many, how often?)

13b. Is the training optional?

Yes

No

14. Do you think volunteers make a difference to the success of the Milk Token Initiative?

Yes

No

Don't Know

14b. Please explain your answer, (probe, what ways volunteers make a difference)

Section 4. Access to Milk Token Initiative.

15. In your opinion, do you think all eligible parents have been invited to join the Milk Token Initiative?

Yes

No

15b. If not, (probe why not.)

16. In your experience, do you think the majority of parents entitled to the service, are using it?

Yes

No

16b. If no, why do you think some parents are not involved in the Milk Token Initiative? (probe on lack of awareness, stigma, apathy, other barriers to uptake.)

Section 5. Opinion of Milk Token Initiative

17. What are the **best** aspects of the Milk Token Initiative?

17b What are the **worst** aspects of the Milk Token Initiative?

18. In general, how do you think the Milk Token scheme has been?

Very
Successful

Quite
Successful

Neither
Nor

Quite
Unsuccessful

Very
Unsuccessful

18b Why do you say that?

19. What feedback (if any) has been received from

a. Parents _____

b. Children _____

c. Volunteers _____

d. Nursery staff _____

Section 6. Development of Milk Token Initiative.

20. Do you think the Milk Token Initiative could be improved?

Yes

No

20b. If yes, what other things do you feel could enhance the Milk Token Initiative? (probe recipes, cooking demonstrations, health information leaflets etc?)

21. Are there any plans to develop the Milk Token Initiative further? (probe into other geographic areas? Or into schools?)

Yes

No

Don't know

21b. Why do you say that?

Question 22, for Govan Health Matters only.

22. The enhanced part of the Milk Token Initiative consists of four elements; (milk, fruit and vegetables, credit union savings, book vouchers). Which in your experience is the most popular? Please rank in order of popularity.

Milk _____

Fruit and Vegetables _____

Credit Union Savings _____

Book Vouchers _____

22b. Why in your experience, is _____ the **most** popular?

22c. Why in your experience is _____ the **least** popular?

Thank and Close

Appendix 2 Nursery staff questionnaire

Contract No: 2259
 Contract Name: Milk Token Initiative: Final Draft, Nursery Staff Questionnaire

**COLLECT RESPONDENT DETAILS:
 EXPLAIN THAT THERE IS A ONE IN TEN CHANCE THAT A SUPERVISOR MAY PHONE
 TO CONFIRM THE ACCURACY OF THE INTERVIEW.**

Respondent Name	
Nursery Name	
Nursery Address	
Full Post Code	
Telephone Number	
<p>CLOSE INTERVIEW BY READING OUT STATEMENT: "Thank you very much for your help. Can I assure you once again that the information you have given will be treated as absolutely confidential and will only be used for the purposes of genuine market research."</p> <p>INTERVIEWER DECLARATION: I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent was not previously known to me.</p>	
Interviewer Name	
Signature	
Date	
Back-checked by	
Date	

INTRODUCTION:
 [READ OUT] "Good morning/afternoon/evening, my name is _____ from FMR Research. I am undertaking a survey on behalf of Greater Glasgow NHS Board, Govan Health Matters, and Greater Easterhouse Community Health Project to assist in the evaluation of the Milk Token Initiative. All your answers will be held in the strictest confidence."

1. How did the nursery hear of the Milk Token Initiative?

2. Why did the nursery decide to become involved in the Milk Token Initiative?

3. What did you have to do to set up the Milk Token Initiative?

4. Did you have any problems getting started in the Milk Token Initiative?

Yes

No

If yes, what were the problems getting started?

5. What is the actual role of the **nursery** in the Milk Token Initiative?

5b. What is the actual role of the **nursery staff** in the Milk Token Initiative?

6. What are the **best** aspects of the Milk Token Initiative?

6b. What are the **worst** aspects of the Milk Token Initiative?

7. Are volunteers involved in running the Milk Token Initiative in the nursery?

Yes Go to question 7c

No Go to question 7b

7b. What is the reason you haven't had any volunteers working at the nurseries?

All those who answered question 7b, go to question 10.

7c. How many volunteers have you had/do you have?

Less than 5	1
6-10	2
11-15	3
16-20	4
More than 20	5

8. How are the volunteers recruited?

9. On a scale of 1 to 10 how successful do you feel working with volunteers has been?

1	2	3	4	5	6	7	8	9	10
Very unsuccessful				Neither					Very successful

9b. What are the **best** aspects of working with volunteers?

9c. What are the **worst** aspects of working with volunteers?

ASK ALL

10. Do / Could volunteers make a difference to the success of the Milk Token Initiative?

Yes

No

Don't know

10b. In what ways do volunteers make (or could make) a difference?

11. In general, how do you think the Milk Token Initiative has been?

Very Unsuccessful Quite Unsuccessful Neither Nor Quite Successful Very Successful

11b Why do you say that?

12. In your opinion, do you think all eligible parents have been invited to join the Milk Token Initiative?

Yes

No

13. In your experience, do you think the majority of parents entitled to the service, are using it?

Yes

No

13b. If no, why do you think some parents choose not to be involved in the Milk Token Initiative? (probe stigma, lack of awareness)

14 What feedback (if any) has been received from,

a. Parents _____

b. Children _____

c. Volunteers? _____

15. Have you encountered any problems with the Milk Token Initiative?

Yes

No

If yes, what are the problems? _____

16. Do you think the Milk Token Initiative could be improved?

Yes

No

16b, If yes, what other things do you feel could enhance the Milk Token Initiative? (probe recipes, cooking demonstrations etc?)

Question 17, For Easterhouse nurseries only.

17. Have you heard of the Enhanced Milk Token Initiative?

Yes

No

18. Is the Enhanced Milk Token Initiative a service you are planning to offer?

Yes Go to question 18c.

No Go to question 18b.

18b. If no, why are you not planning to offer the scheme?

18c. If yes, what in your opinion, are the benefits of undertaking this initiative?

Question 19, for Govan nurseries only.

19. The enhanced part of the Milk Token Initiative consists of four elements; (milk, fruit and vegetables, credit union savings, book vouchers) Which in your experience is the most popular? Please rank in order of popularity.

Milk _____

Fruit and Vegetables _____

Credit Union Savings _____

Book Vouchers _____

19b. Why in your experience, is _____ the most popular?

19c. Why in your experience is _____ the least popular?

Classification data

Postcode of nursery, eg G61 1

Total number of children attending nursery school as a whole?

How would you describe the ethnic mix of the class?

Would it be alright, to come back on a milk token day, and to speak to parents?

Yes

No

When is the best time to come?

Set a date.

Thank and Close

Appendix 3 Non-participating nurseries questionnaire

Contract No: 2259

Contract Name: Milk Token Initiative: Final Non Participating nurseries

**COLLECT RESPONDENT DETAILS:
EXPLAIN THAT THERE IS A ONE IN TEN CHANCE THAT A SUPERVISOR MAY PHONE
TO CONFIRM THE ACCURACY OF THE INTERVIEW.**

Respondent Name	
Nursery Address	
Full Post Code	
Telephone Number	
email address	
<p>CLOSE INTERVIEW BY READING OUT STATEMENT: "Thank you very much for your help. Can I assure you once again that the information you have given will be treated as absolutely confidential and will only be used for the purposes of genuine market research."</p> <p>INTERVIEWER DECLARATION: I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent was not previously known to me.</p>	
Interviewer Name	
Signature	
Date	
Back-checked by	
Date	

INTRODUCTION:

[READ OUT] "Good morning/afternoon/evening, my name is _____ from FMR Research. I am undertaking a survey on behalf of Greater Glasgow NHS Board to assist in the evaluation of the Milk Token Initiative. All your answers will be held in the strictest confidence."

1. Have you heard of the Milk Token Initiative?

Yes Go to Question 1a

No Go to Question 7

1a. If yes, what have you heard?

2. Why did your nursery choose not to be involved?

3. Have you ever been involved in the Milk Token Initiative?

Yes Go to question 4

No Go to question 7

4. What was your experience like?

5. What would you say are the **advantages** to the Milk Token Initiative?

6. What would you say are the **disadvantages** to the Milk Token Initiative?

7. Would you consider or re-consider joining the Milk Token Initiative?

8. What support would be necessary for you to take up the Milk Token Initiative?

9. Further Comments?

Classification data.

Postcode of nursery, eg G61 1

Total number of children attending nursery school as a whole?

How would you describe the ethnic mix of the class?

Appendix 4 Health visitors questionnaire

Contract No: 2259

Contract Name: Milk Token Evaluation: Final Draft Health Visitor Questionnaire

**COLLECT RESPONDENT DETAILS:
EXPLAIN THAT THERE IS A ONE IN TEN CHANCE THAT A SUPERVISOR MAY PHONE
TO CONFIRM THE ACCURACY OF THE INTERVIEW.**

Respondent Name	
Practice Name	
Practice Address	
Full Post Code	
Telephone number	
<p>CLOSE INTERVIEW BY READING OUT STATEMENT: "Thank you very much for your help. Can I assure you once again that the information you have given will be treated as absolutely confidential and will only be used for the purposes of genuine market research."</p> <p>INTERVIEWER DECLARATION: I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent was not previously known to me.</p>	
Interviewer Name	
Signature	
Date	
Back-checked by	
Date	

INTRODUCTION:

[READ OUT] "Good morning/afternoon/evening, my name is _____ from FMR Research. I am undertaking a survey on behalf of Greater Glasgow NHS Board, Govan Health Matters, and Greater Easterhouse Community Health Project, to assist in the evaluation of the Milk Token Initiative. All your answers will be held in the strictest confidence."

Section 1. Background.

1. Have you heard of the Milk Token Initiative?

Yes Go to question 1b

No Thank and close

1b. How did you hear about it?

1c. What do you know about the Milk Token Initiative?

Section 2. Involvement / awareness.

2. Do you have any involvement in the Milk Token Initiative?

Yes Go to question 2a

No Go to question 5

2a. If yes, what is your involvement?

3. Would you like to be more involved in the Milk Token Initiative?

Yes

No

3a. Why do you say that?

4. What do you think are the **advantages** of the Milk Token Initiative? (leave open, and then prompt.)

a. For children

b. For parents

c. For yourself (explore how it fits into job as health visitor)

Section 4. Improvements.

7. Do you think the Milk Token Initiative could be improved?

Yes

No

7b. If yes, what changes would you recommend? (probe changes in content of fruit bags, recipes, or administration?)

Ask All

8. The enhanced part of the Milk Token Initiative consists of four elements; (milk, fruit and vegetables, credit union savings, book vouchers) Which in your opinion is the most useful in terms of milk token initiative? Please rank in order of importance.

Milk

Fruit and Vegetables

Credit Union Savings

Book Vouchers

8b. Why do you say _____ is most useful?

8c Why so you say _____ is least useful?

Classification data

9. What geographic areas do you work in?

10. Are you involved in the Startingwell project?

Yes

No

Thank and Close

Appendix 5 Topic guide for volunteers

2259 Milk Token Initiative

Topic guide for Volunteer focus groups

Where / how did you hear about Milk Token Initiative?

How did you get involved? – probe, why and practicalities?

What does being a volunteer entail? Describe an average day as a volunteer.

Have you been offered training? What kind of training? Was it optional, or compulsory?

How often do you volunteer? How does it work?, is it a rota system?

Benefits to training? Anyone want more?

Any barriers to your involvement? (status, gender, age, other?)

Are you satisfied with your role as a volunteer?

Best, worst aspects of being a volunteer?

Any feedback from employers on what you are doing? Feed back from parents/
children/staff?

Do you think Milk Token Initiative is good idea. Can it be improved?

Do you think the Milk Token Initiative has benefited area? Explore.

Differences in benefits of enhanced scheme and normal one?

Further comments.

Appendix 6 Parents/carers questionnaire

Contract No: 2259

Contract Name: Milk Token Initiative: Final Parent/carer questionnaire

COLLECT RESPONDENT DETAILS:

EXPLAIN THAT THERE IS A ONE IN TEN CHANCE THAT A SUPERVISOR MAY PHONE TO CONFIRM THE ACCURACY OF THE INTERVIEW.

CLOSE INTERVIEW BY READING OUT STATEMENT:

"Thank you very much for your help. Can I assure you once again that the information you have given will be treated as absolutely confidential and will only be used for the purposes of genuine market research."

INTERVIEWER DECLARATION:

I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent was not previously known to me.

Interviewer Name	
Signature	
Date	
Back-checked by	
Date	

INTRODUCTION:

[READ OUT] "Good morning/afternoon/evening, my name is _____ from FMR Research. I am undertaking a survey on behalf of Greater Glasgow NHS Board, Govan Health Matters, and Greater Easterhouse Community Health Project, to assist in the evaluation of the Milk Token Initiative. All your answers will be held in the strictest confidence."

Section 1. Background and Administration

1. Have you heard of the Milk Token Initiative?

Yes Go to question 1a.

No Thank and close

1a. How did you hear about the Milk Token Initiative? (Do not prompt)

- | | |
|--|---|
| Friends/family | 1 |
| Child's nursery school | 2 |
| Govan Health Matters | 3 |
| Greater Easterhouse Community Health Project | 4 |
| Health Visitor | 5 |
| Other (please specify) | 6 |
-

2. Does your family use the Milk Token Initiative?

Yes Go to question 3

No Go to question 2a

2a. If no why not? (if necessary probe on any particular reasons, i.e. stigma, lack of interest, knowledge.)

Thank and close

3. Why did you decide to take part in the Milk Token Initiative? (probe on, healthier food for kids, free up tight budget, and convenience of getting milk at nursery?)

Section 2. Use and consumption of Fruit and Vegetable bags.

4. Is the whole of the fruit and vegetable bag used?

Yes

No

- 4a. If no, why not? (probe on how much wasted?)

5. How do you use the fruit and vegetable bags? (probe on cooking, preparation)

6. How confident do you feel preparing and cooking the vegetables?

1 2 3 4 5 6 7 8 9 10

Not Confident at all

Fully Confident

7. Do you receive any guidance on cooking, ie recipes?

Yes Go to 7a

No Go to 7b

7a. If yes, what guidance do you receive?

7b. If no, would you like any?

Yes

No

7c. If yes, what kind of guidance?

8. Who eats the fruit and vegetables?

Whole family

Just children

Just adults

Other

9. On a scale of 1 to 10, where 1 is poor, and 10 is excellent, how would you rate the **quality** of the fruit and vegetable bags?

1 2 3 4 5 6 7 8 9 10

Poor

Fairly Good

Excellent

If poor, (answered 1,2,3,4) probe on why they think the quality is poor?

9b. On a scale of 1 to 10, where 1 is poor, and 10 is excellent, how would you rate the **variety** of the fruit and vegetable bags?

1 2 3 4 5 6 7 8 9 10

Poor

Fairly Good

Excellent

If poor, (answered 1,2,3,4) probe on why the quality was poor.

9c. On a scale of 1 to 10, where 1 is poor, and 10 is excellent, how would you rate the **quantity** of the fruit and vegetable bags?

1 2 3 4 5 6 7 8 9 10

Poor

Fairly Good

Excellent

If poor, (answered 1,2,3,4) probe why the quantity was poor.

9d. How much do you think it would cost to buy the fruit and vegetable bag in your local shop or supermarket?

10. Have you had any problems with the **fruit and vegetable bags**?

Yes

No

10a. If yes, what was your experience?

11. Would you say that receiving the fruit and vegetable bag has changed the eating habits of your family;

A great deal

A little

Not at all

Don't know

Section 3. Volunteers

12. Have you been asked to volunteer as a helper with the Milk Token Initiative?

Yes Go to question 12a

No Go to question 12b

12a. If yes; probe on; did you or did you not volunteer, and reasons for volunteering or not volunteering?

12b. If no; probe on, whether they would like to get involved?

Section 4. Opinions of Milk Token Initiative

Question 13, for Govan Resident's only.

13. The Milk Token Initiative consists of four elements; (milk, fruit and vegetables, credit union savings, book vouchers) Which in your experience is the most useful part of the Milk Token Initiative? Please rank in order of importance.

Milk

Fruit and Vegetables

Credit Union Savings

Book Vouchers

Ask all

14. What are the **best** aspects of the Milk Token Initiative?

14a. What are the **worst** aspects of the Milk Token Initiative?

Section 6. Development of Milk Token Initiative

15. Have you had any problems with the **Milk Token Initiative** in general?

Yes Go to question 15a

No Go to question 16

15a. If yes, what was your experience?

16. Do you think the Milk Token Initiative can be improved?

Yes

No

16a. If yes, what changes would you like to see?

17. Any further comments?

Classification data

1. Age of respondent _____

2. Gender of respondent _____

3. Family's ethnic group?

White - Scottish	1	
White – Irish	2	
White – other British	3	
White – other background	4	
Mixed background	5	
Chinese	6	
Indian	7	
Pakistani	8	
Bangladeshi	9	
Other Asian	10	
Black Caribbean	11	
Black African	12	
Other Black	13	
Other	14	_____

4. If a volunteer, ask if willing to take part in a focus group ?

Yes No

If yes, please collect respondent's details.

Respondent name _____

Address _____

Thank and Close