



What to people want to know about BlueHealth?

Survey responses

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Aims

The BlueHealth project will be communicating its research findings before the Project comes to a close in June 2020. Content will include, news articles, blog posts and a guidance document for designers and landscape architects. We will also be updating the website, so it's useful to understand what our key audiences want to know.

We wanted to find out the topics of most interest to our target audiences in order to maximise the usefulness of our final materials.

We created a short survey to send out to the BlueHealth community. We received over 80 responses, but wrote this summary when we had 78 responses.

Who responded to our survey?

Researcher was the most common occupation of our respondents (n = 28, 36 %), although there were a range of occupations and interests among our respondents.

Respondents included researchers in the discipline of oceans and human health, environmental managers, those involved with communities, citizens who use blue spaces, marine policy makers, those who use blue spaces for their working life, students, those who live near blue spaces, members of the public engagement group (HEPE), public health professionals, those working on related projects such as INHERIT and SOPHIE, those interested or working in nature conservation and urban planners.

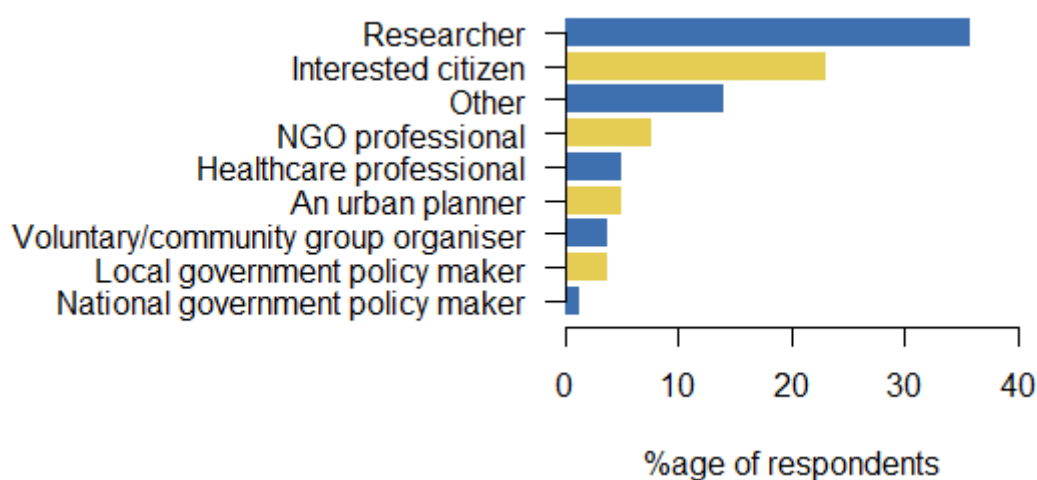


Figure 1 First we asked what occupations people belonged to.

N.B. These occupations were categorised into researcher, interested citizen, other and professional (consisting of all remaining occupations). Those who classified as 'other' included an environmental consultant, a water quality regulator, a teacher, and those who could be grouped as 'interested citizens'.

Locations of interest

Most of our respondents were interested in local or regional applications of BlueHealth for all occupations. Over three-quarters of all professionals and interested citizens were interested in local or regional applications. Many of our respondents were interested in more than one spatial scale. Researchers were also particularly interested in the national scale but this was less so for other occupations. Researchers were also particularly interested in the national scale but this was less so for other occupations.

The continental scale was of least interest to respondents.

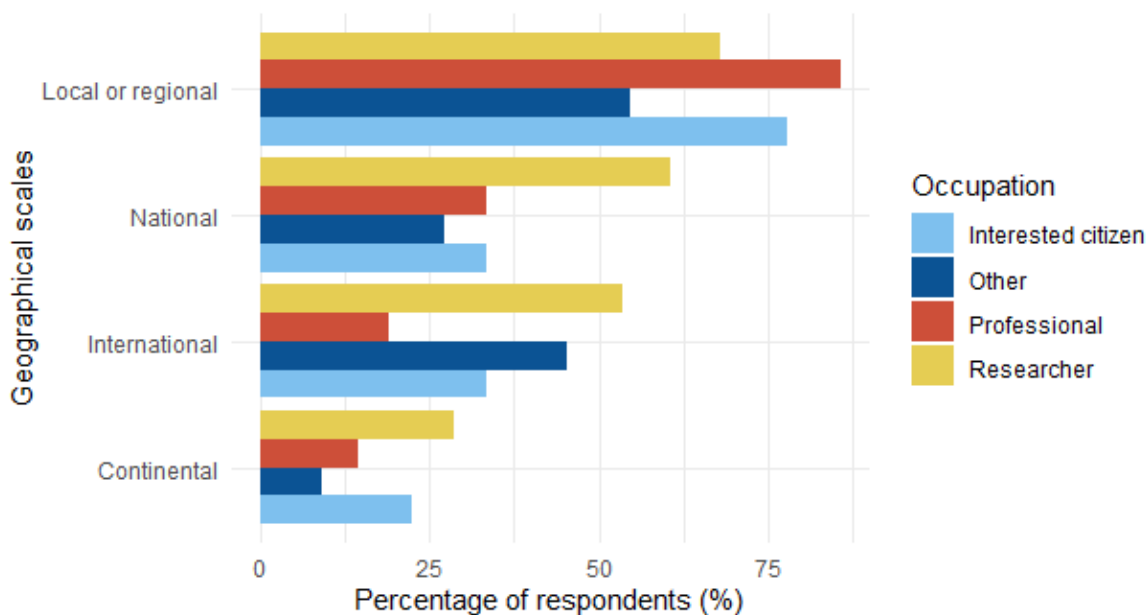


Figure 2 We asked which locations were of most relevance to people or their work. The categories are sorted from most common in total (top) to least common (bottom). Respondents could select more than 1 answer so percentages do not add up to 100.

Most respondents were interested in the UK, followed by Spain and Europe as a whole. Most respondents were interested in European countries, with the USA also of particular interest.

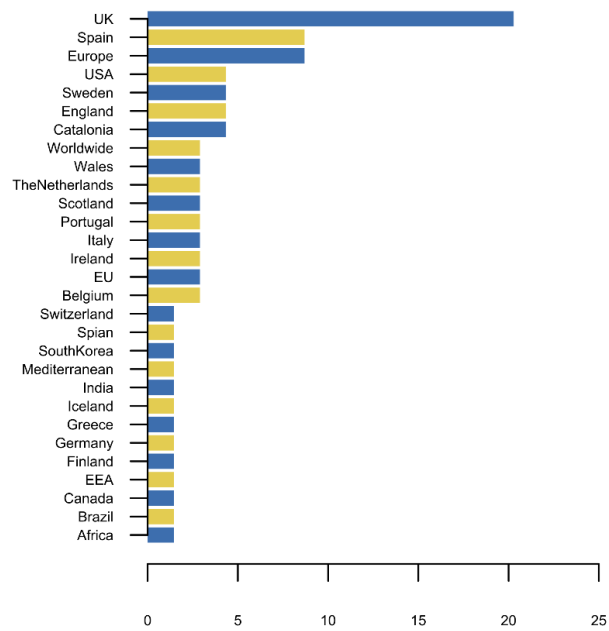
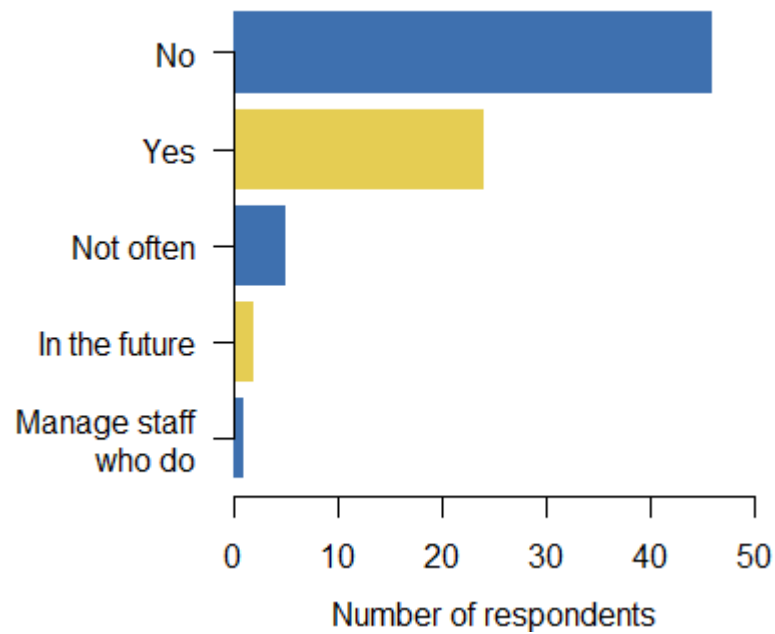


Figure 3 Where people were interested in specific countries, they were asked to state them. They could respond with more than one.

Visiting blue spaces for work

Most people did not visit blue spaces for their work although one quarter (24 %) are required to. Several responded that they are required to occasionally or might be in the future. One person responded that they manage staff who are required to visit blue spaces.



Topics of interest

Respondents could choose more than one option and add their own topic of interest.

Researchers were most interested in the links between blue spaces and health, research methodologies and findings for policy makers.

Professionals were most interested in findings for policy makers, links between blue spaces and health and evidence for preserving blue spaces.

Those who responded with “other” were most interested in links between blue spaces and health, effects of climate change and evidence for preserving blue spaces.

Interested citizens were most interested in links between blue spaces and health, workshops/public events for communication and research methodologies.

Links between blue spaces and health were in the top three of topics for all occupations. Research methodologies, findings for policy makers and evidence for preserving blue spaces were in the top three for two out of the four occupations.

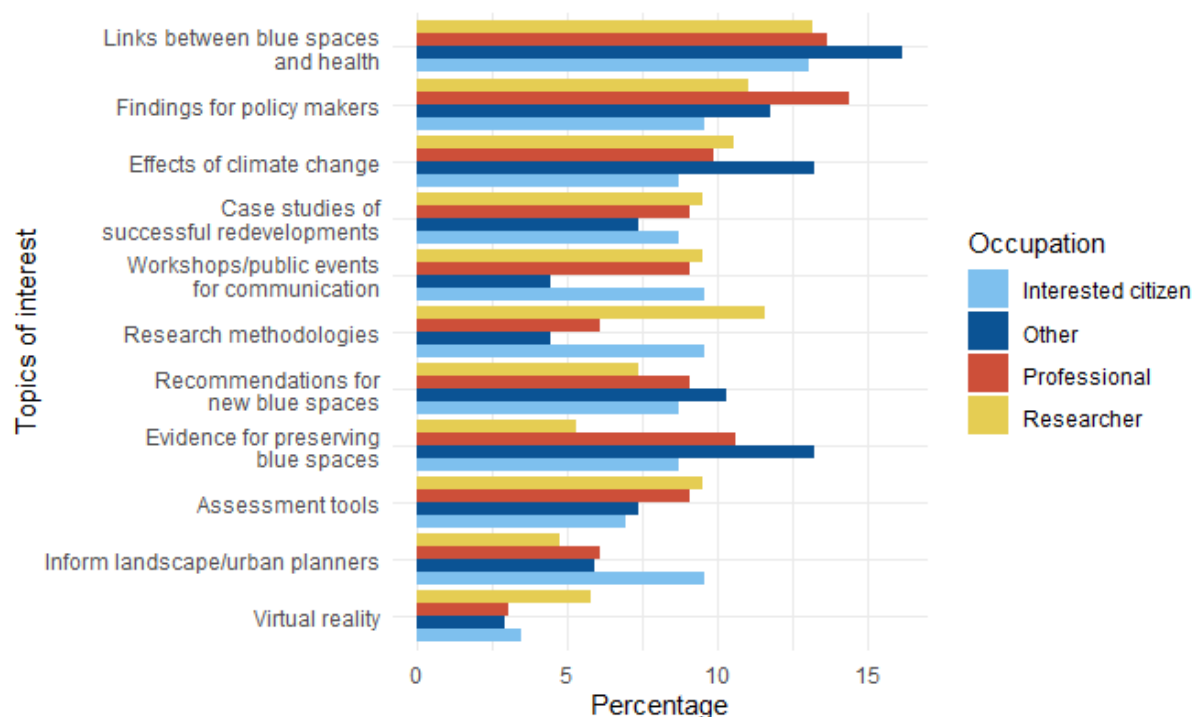


Figure 4 Popularity of topics of interest for inclusion in BlueHealth summary materials. The categories on the y axis are ordered from the most popular overall to the least popular. Topics were only included when there were selected by >1 person.

Usual method of access

Social media followed by a google search were the most common methods of finding guidance, policy or research information for information or work. There was little difference in methods of findings information by researcher status, with the exception of international government bodies as a source of information which was used to a much greater extent by researchers as compared to non-researchers. Charities and industry network were of greater importance to non-researchers compared to researchers.

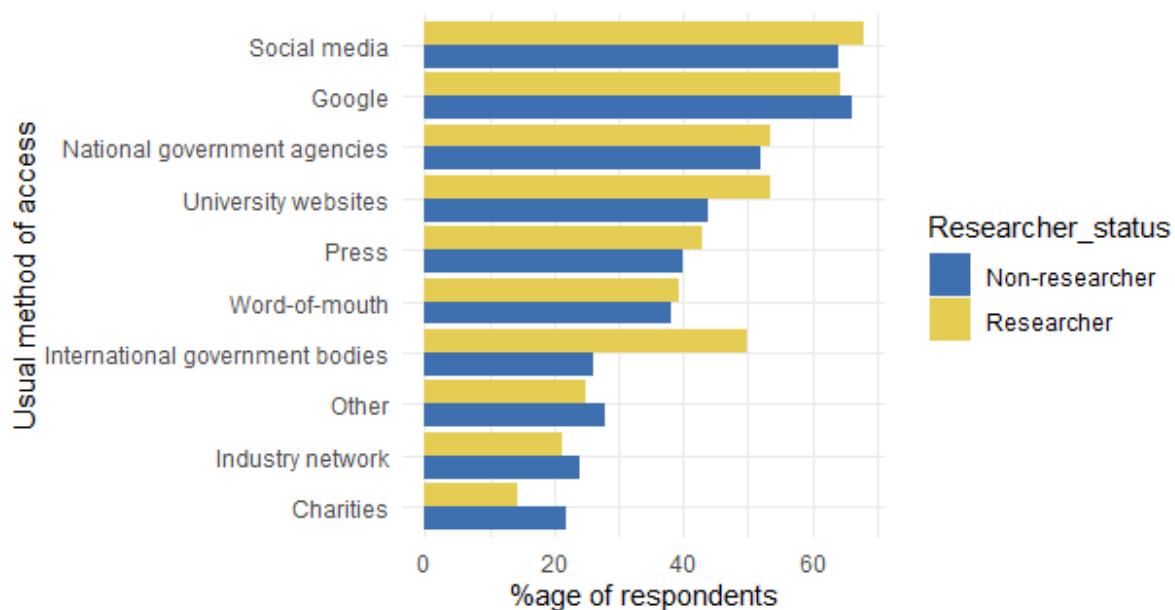


Figure 5 We asked how people usually access guidance, policy or research for information or work. Respondents could select more than one option so the percentages do not add up to 100 %.

Likelihood of use

Our respondents indicated that they would be likely to use the guidance documents by BlueHealth. There was a marked difference between researchers and non-researchers with non-researchers being slightly less likely to use the documents while the most popular response from researchers was “extremely likely” to use the documents.

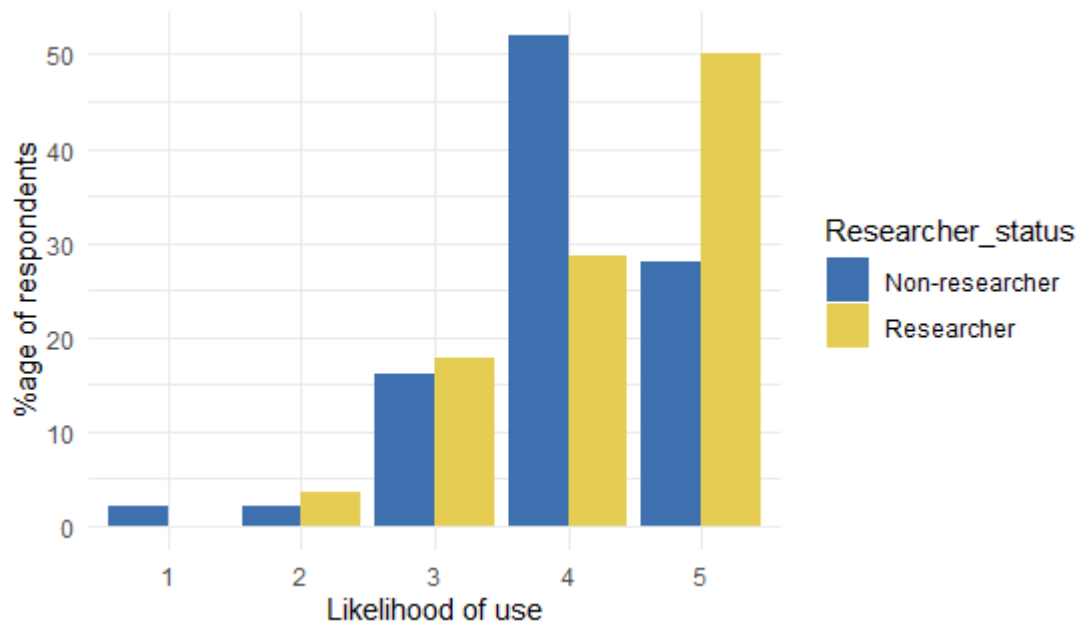


Figure 6 BlueHealth is producing evidence-based guidance documents to inform various audiences. How likely are you or your organisation to use this kind of document? 1 was “Not likely at all” and 5 was “Extremely likely”

Recommendations to inform final communications

1. Highlight content that has local and regional applications and share through applicable online networks.
2. Publish news and blogs when final scientific findings are published about the links between blue spaces and health.
3. Include further details on project pages about research methods used so people can learn about them and contact relevant team members with any questions.
4. Share content with relevant audiences using LinkedIn, institution networks and organisation/community groups (according to topics of interest).
5. Make recommendations clear, actionable and suitable for policy makers.
6. Share content with evidence that is relevant for preserving blue spaces, especially for landscape architects and urban planners.
7. Ensure that any summary materials are well represented on social media, perhaps by tweeting relevant organisations and individuals and including tweetable infographics, pictures and highlights
8. Inform national government agencies about any summary materials.