

22nd December 2014

Taking the Pulse: CALD Community Research

Introduction

A need has been identified to garner insight into the wellbeing of the CALD community in greater Christchurch. This research is required to inform the development of the All Right? campaign so that it can effectively reach and support this community.

Engagement will be underpinned by meeting with CALD community members in natural meeting places, and to focus on those most marginalised.

Suggestions from Shirley Wright, Canterbury Resettlement Services (CRS) to engage were:

- ⌘ CRS Youth Camp at Hanmer on 14 January if possible – up to 50 young people will be attending, and this is a great opportunity to connect with the youth voice
- ⌘ To liaise with English schools prior to the new term – PEETO, Hagley and Living Well in Christchurch – students are vulnerable due to lack of English language, and cover refugee and migrant backgrounds
- ⌘ To connect with Migrant Centre and their activity programme participants
- ⌘ Connect with Multi-Cultural Council and Refugee Council
- ⌘ Same for CRS Health Promotion activities – largely refugee background, and the Health Information Provider team
- ⌘ Connect with CRS' (and other organisations) CALD workforce

We will incorporate these suggestions within the proposed methodology as far as possible.

Research Objectives

This insight will be utilised:

- ⌘ To inform the development of the All Right? campaign in 2015 so that it can effectively reach and support the CALD community in greater Christchurch.
- ⌘ To identify wellbeing behaviours and their characteristics among the CALD community including psychological, behavioural, social, environmental and demographic makeup.
- ⌘ To determine the positive influencers, motivators, obstacles and barriers to undertaking behaviours that increase their wellbeing.
- ⌘

- § To identify what is required in order to engage people to help have a conversation with them about their wellbeing.
- § To determine how we might use messages around wellbeing e.g. All Right?, Five Ways to Wellbeing as approaches to changing behaviour and increasing wellbeing.

Sample Structure and Methodology

The CALD community comprises of a diverse range of people each with their own unique story and situation.

Given the scope of this research it will only be possible to garner insight across the community as a whole and to drilldown to some level in terms of at least some to the following factors:

- § Refugee or migrant
- § Ethnicity including Nepalese/ Bhutanese, Ethiopian, Sudanese, Iranian, Afghani, Korean, Chinese, Pilipino, Malaysian
- § Gender
- § Life stage
- § Religion
- § Language, in particular level of English
- § Length of time in New Zealand
- § Connectedness with the community/ others
- § Marriage/ domestic circumstances e.g. married to a Kiwi

We propose to structure the sample for this research in terms of the above factors to ensure a good cross section of people from within the CALD community are included in the research.

We will guide and support with Lilia Garza the recruitment of participants for this research.

The following sample structure is proposed:

CALD community leaders – two exploratory qualitative sessions:

CALD leader session structures	
Migrant leaders	Approx. 4 - 6 to attend
Refugee leaders	Approx. 4 – 6 to attend

CALD community - A series of four exploratory qualitative mini-groups structured as follows:

CALD community mini-group structures		
	Migrants	Refugees
Male	Approx. 5 to attend	Approx. 5 to attend
Female	Approx. 5 to attend	Approx. 5 to attend

CALD community - A series of 8 one on one exploratory qualitative depth interviews structured as follows:

CALD community in depth interview structures		
	Migrants	Refugees
Male	Approx. 2	Approx. 2
Female	Approx. 2	Approx. 2

Note: minimum age of participants is to be 15 years old.

The leader and mini-groups can be conducted at Opinions and the Viewing Studio utilised, alternatively, if considered more appropriate for some groups alternative locations such as natural meeting places for the community can be used. We anticipate that each group will last in the region of two hours.

We anticipate the one on one in depth interviews will be conducted at the persons home. We anticipate that each depth interview will last in the region of one hour to one and a half hours. A translator will be required for these one on one depth interviews. It is understood the translators will be organised by Lilia Garza.

This research has been designed to be qualitative in nature in order to address the research objectives. Please note given the qualitative nature of this research the findings will be indicative only.

We propose discussing and finalising the content for discussion in consultation with Sue Turner and Lilia Garza.

The participants will each receive an incentive of \$80 for participating in this research as a gesture of thanks and to cover for any costs.

Ethics Approval

It will be necessary to consider the ethics of this research. We understand Canterbury District Health Board will organise and manage any ethics requirement.

We propose at the finish of each research session to provide participants with contact details of support people and organisations.

Time Schedule

It is understood this research is to be conducted in early 2015. The following schedule is proposed on this basis.

Week commencing	Action	Responsibility
22nd December 2014	Proposals available	Opinions
5th January 2015	Research structure confirmed including ethics approval	CDHB
12th January 2015	Planning meeting to finalise recruitment details	CDHB and Opinions
19th January 2015	Recruitment of participants	CDHB
26th January 2015	Recruitment of participants	CDHB
2nd February 2015	Leader sessions and mini-focus groups conducted	Opinions with Lilia Garza
9th February 2015	Mini-focus groups conducted and in depth interviews	Opinions with Lilia Garza and translators for in depth interviews
16th February 2015	In depth interviews conducted	Opinions with Lilia Garza and translators for in depth interviews
23rd February 2015	Analysis of findings	Opinions with Lilia Garza
2nd March 2015	Analysis of findings	Opinions
9th March 2015	Preparing to report findings	Opinions
16th March 2015	Reporting of findings	CDHB and Opinions

Investment

To conduct this research as outlined in these proposals will be \$30,000 excluding GST and subject to Opinions Market Research Ltd Terms of Business.

This amount is based on the following:

Opinions:

- ⌘ Design of the project
- ⌘ Initial planning
- ⌘ Guide and support Lilia Garza with the recruitment of participants
- ⌘ Moderating the leader sessions, mini-focus groups, in depth interviews
- ⌘ Analysis of findings
- ⌘ Written report of findings
- ⌘ Verbal discussion of findings
- ⌘ Use of the Christchurch Viewing Studio as required

For participants:

- ⌘ Incentives of \$80 per participant on the basis of a total of 42 participants in this research. Should more be involved then we may need to reconsider the structure of the incentives
- ⌘ Refreshments at the leader sessions and mini-workshops of \$100 each session

CDHB:

- ⌘ Ethics approval obtained by CDHB
- ⌘ Based on recruitment of participants by Lilia Garza

Translators:

- ⌘ Based on translators being required for the 8 in depth interviews \$100 per interview (allows for an initial briefing of requirements prior to the interview)

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1. Any quotation given by the Company is valid for 60 days from the date of the quotation. After that the Company reserves the right to revise the quotation.
2. The fees quoted are for the research design and services as set out in the research proposal. Any changes made at the Client's request may result in additional fees.
3. The research specifications will cover an electronic copy of the presentation and/ or written report.
4. On acceptance of the quotation by the Client, fees will be invoiced as follows:
 - 60% on commissioning
 - 40% on delivery of the presentation of findings.
5. All invoices are due for payment within 14 days of the date of the invoice. The Company reserves the right to charge default interest on overdue accounts at the rate of 5% above the Company's Bank's base rate for lending for each day outstanding.
6. All costs and expenses incurred including legal fees and debt collection agency fees in collecting overdue fees will be paid by the Client.
7. The Company may agree at its total discretion to cancellation or postponement of research work at the Client's request. If cancellation or postponement is agreed to the Client agrees to pay the Company to cover costs of work undertaken and commitments made up to the time of acceptance of cancellation or postponement including an appropriate amount of profit.
8. The Client shall indemnify the Company against all costs and liabilities which may arise as a result of the use or demonstration of any goods or services supplied by the Client for the purposes of the research project.
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