



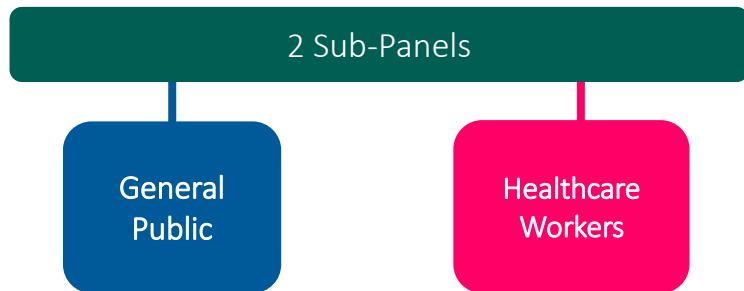
# The Pulse: General and HCW community panels



**core**™ Research

# The Pulse Community Overview

**Purpose:** To hold a continuous dialogue with a number of key groups (general public and HCWs) to obtain rapid insight on their views, attitudes and experiences relating to health in Ireland.



# Participants

## General Panel:

- Recruitment is underway to grow existing general panel to 100 participants.
- Community aims to be representative across gender, age-group and geographical spread across the country.
- Questions for the community can be targeted at specific demographics. For example we have up weighed recruitment on parents of children under 5 and smokers/ex-smokers as these are important groups for current campaigns. Potential to up weigh other groups in future
- Participants are incentivised for each task

## Healthcare Worker Panel:

- Original recruitment via Vaccine Campaign survey (Dec 2020) of n=100 HCW. Shared publicly via HSE website, internal comms, HSE intranet, HSE social channels.
- Recruitment is underway to refresh the HCW panel with a mix of HSE and non-HSE workers
- Voluntary sign-up and interaction with tasks
- Not incentivised





# Tasks – Options and Costs

<b>Rapid Insight</b> €1,000	<p><b><i>A straightforward, simple question.</i></b></p> <ul style="list-style-type: none"> <li>• A dip in to validate hypothesis, or get quick feedback</li> <li>• Limited moderation</li> <li>• Where necessary, we provide a straight output of conversations, with no real analysis.</li> </ul>
<b>Focused</b> €4,000	<p><b><i>Topline moderated discussion on topic:</i></b></p> <ul style="list-style-type: none"> <li>• Usually discussion forum with one or two clear questions</li> <li>• Polls may be included</li> <li>• Stimulus may be shown (photo or board)</li> <li>• Moderators will probe participants for further information.</li> <li>• Analysis of topline findings and shared in a PowerPoint report via email. Typically, no f2f presentation.</li> </ul>
<b>Medium</b> €7,500	<p><b><i>More in-depth exploration of research topic(s):</i></b></p> <ul style="list-style-type: none"> <li>• Layered approach – can use several different community tools (e.g. polls, surveys, discussion forum, picture books etc.)</li> <li>• Can include a ‘pre-task’</li> <li>• Analysis of findings and presented face to face in a PowerPoint report.</li> </ul>
<b>In-depth</b> €10,500	<p><b><i>Deep exploration of key area/ issue(s):</i></b></p> <ul style="list-style-type: none"> <li>• Layering different community tools (e.g. polls, surveys, discussion forum, picture books, IdeaStorm etc.)</li> <li>• Can include a ‘pre-task’</li> <li>• Potentially real time moderated discussions and/or interviews (online groups or live chats)</li> <li>• Analysis of findings and presented face to face in a PowerPoint report.</li> </ul>

Health and Wellbeing provide funding to Communications to manage the Pulse Communities including panel set-up, software and hosting, as well as recruitment of panels and a variety of tasks relevant to H&W campaigns.

Tasks that fall outside of Health & Wellbeing funded campaigns or agreed focus require budget.

# HE Task Types

Core Research can advise on the most suitable task type to meet your objectives. There is a variety of ways to understand conscious and unconscious behaviours and thinking:



## Blog

A versatile, exploratory tool that lets the participant tell their personal stories and views on brands, services and products they see, hear about and use in their everyday lives using text, pictures, videos and web links. Can be private or public.



## Survey

Allows you to create simple surveys with a variety of question types including open ended, single choice, multiple choice and ranking questions.



## IdeaStorm

A mini crowd-sourcing solution. Ideas and concepts can be submitted in text, picture and video formats, either by you for rating by the community, or by the participants in response to a challenge you set. Participants can vote for their favourite ideas, or contribute to existing ideas via comments.



## Diary

Used to zero in on people's everyday habits and behaviours. Users can respond to open ended, single- or multiple-choice questions with written, photographic or video answers on a recurring basis.



## Picture Book

Used when you want to capture multiple images quickly to create rich image-only galleries. It supports group or individual activities and is great for semiotic studies. Good for participant developed mood boards.



## Poll

These offer a great way to get a quick lens on your community's sentiment. You can launch a poll at any time and reap the rewards of instant feedback. A quick-fire response to a simple question. Results are publicly shared.



## Discussion

Used to facilitate an interactive discussion amongst the community, or segments of it. It allows community members to share their views and opinions and comment on each other's responses.



## Markup

Designed for advertising and concept testing. It produces visual outputs such as heatmaps. Participants respond to visual stimuli and drop pins in areas of interest when prompted. Sentiment reactions (positive, negative, neutral) can also be collected.



## External Link

Used when you want to embed a link to an activity outside of the Together platform, for example, if you wanted to link participants to a more complex quantitative survey.



# Sample task:

**Objective:** To get feedback on a draft flyer for local media about local HSE Health services

**Participants:** 30 members of Community Panel.

**Result:** Specific feedback about “legibility, inclusive imagery, use of space and the key points to draw attention to”.

**Actions:** “We adjusted the content based on what people said was important to them - for example people said more mental health information, giving opening hours and what you can talk about when signposting to phonelines, and using eircodes when giving postal addresses.”

**Task Type:** Rapid Insight Task - Mark up

Participants respond to a visual stimuli dropping pins in areas of interest when prompted



**Response from Campaign Manager:** “The process was really simple and we got good engagement in a short timeframe.”





## Sample task two:

**Objective:** To determine key messaging for a campaign burst entitled 'Give Treats a Break'.

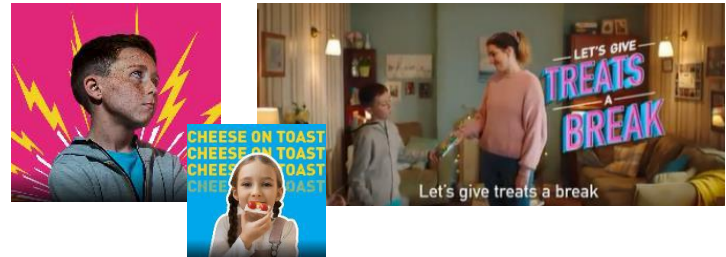
**Participants:** 31 Parents of children aged 6 months to 12 years.

**Result:** As part of the medium task package, Core Research analysed the results and delivered a PPT report based on the survey findings, breaking responses into 'first blink response', 'message clarity', 'noticeability' and 'actions'. Core Research highlighted suggested builds to the execution of the ads, as well as watch outs, such as bright flashing colours and difficult to read text.

Core highlighted key focus areas to help motivate and inspire parents.

**Task Type:** Medium Task - Survey

Participants responded to survey questions about visual creatives including a TV ad, radio ads and social media stimuli.



**Response from Campaign Manager:** The findings *“validated [wider research] on how parents feel about treats and helped shaped the messaging for tv, radio, digital and social media.”*



**Can the Pulse  
community  
panels help  
you?**





# Next steps

## Planning ahead:

- The P&C Research team is currently preparing a pipeline of tasks for the year. If you have a task in mind that you would like to include on this pipeline, please send some information on the task and timing (even general) to [campaigns.research@hse.ie](mailto:campaigns.research@hse.ie) There can be busy times of year for the research panels, and we avoid overlap of tasks for optimum engagement, so flagging topics/timings in advance will ensure your task will be included at the right time.
- If you would simply like more information about the community or examples of tasks or to receive a template briefing document, please contact [campaigns.research@hse.ie](mailto:campaigns.research@hse.ie)

## Once a task is confirmed:

- The P&C Research team will send a template briefing document, where you can complete information such as the objectives, audience and provide any stimulus material. P&C can assist with this briefing if needed. The P&C team will manage timings, agree sign off of task with client, deliver output etc. working directly with Core Research and will share results directly with you.