Qualitative Insight Toolkit
Section 4 of 5:

PRESENTING AND SHARING YOUR FINDINGS

This is the fourth of five sections of the Qualitative Insight Toolkit. This section provides options and considerations when presenting and sharing your findings.

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Choosing Your Outputs

How you choose to present your insights depends on the type of insight you have, your aims, and your audience. The boxes below give examples of outputs and their main advantages:

Reports	**Executive summary**	**Journey map**
• Space for detail • Structured layout	• Concise • Quick to read	• Visualise thoughts and feelings at milestones

| **Case Studies**	**PowerPoint slides**	**Word Cloud**
• Bring your insights to life • Show the complexities of human experience	• Visual • Highlight interesting takeaways	• Show the popularity of themes

You could also incorporate your insights into your other work, such as annual reports, project evaluations, funding applications, and content marketing. For example, case studies and quotes are powerful for showing the impact of your work.

Telling a story with your insights

No matter which output method you choose, you will want to tell a story with your insights.

To do so, you could use a combination of: **narrative** to describe or explain the insight you have gathered and the 'So what?' of your findings; **examples** of participant experience and quotes to evidence your point; and **visuals** to engage your audience.
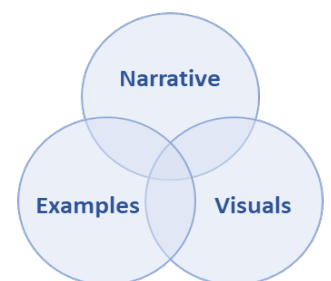

Think about how you will structure your findings. You could break them down by research question, by themes you have identified, or by participant demographics. Alternatively, you might order your findings by their prevalence (how often they were spoken about by your participants), their importance to participants, or in a chorological order.

Using quotes

- Make sure your quotes illustrate your point
- Give context to your quotes
- Tell the reader who's speaking, e.g. *(A Teacher, aged 40)*
- If you have promised your participants anonymity, ensure that there is no information in your quotes that could personally identify them
- Use square brackets [] to show you've added your own words
- Use ellipsis in square brackets […] to show omissions or joined phrases
- Don't overuse quotes – try a mix of quotes and paraphrasing:
  - **Quote:** "My back pain means I can't go out with friends" *(Stacey)*
  - **Paraphrase:** Stacey said her back pain stops her from socialising.

Choose whether you want to clean up any grammatical errors or repetitions of 'erm'. You might keep them to portray someone's dialect or mannerisms.
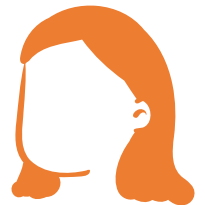
Writing or speaking about people

Confidentiality

Put yourself in your participant's shoes when sharing their experiences. There are parts of a person's story you might exclude because you noticed they looked uncomfortable sharing that information.

Person-centred language

People are more than their circumstances, so put people first when talking about them. For example, rather than using 'diabetics' you can say 'people with diabetes'.

Talking about ethnicity

Wirral Council no longer uses the term 'BAME' (Black, Asian, and Minority Ethnic) as it disguises huge differences in outcomes between ethnic groups, and it emphasises certain ethnic groups but omits others. Wirral Council encourages the use of specific ethnic groups. The terms 'ethnic minority' or 'people from ethnic minority backgrounds' are only used when absolutely necessary to group people together.

Adapting to your audience

Consider the audiences that may read or hear your work. To make your outputs accessible you could:

- Use simple language
- Be concise
- Define acronyms

- Use pictures and icons
- Create easy read versions
- Use formats that can be translated online

Also consider getting advice on best practice from the community you are reporting on or sharing your insights with.

Sharing your findings and outcomes

Feeding back to the people you've engaged with

Feeding back your findings and any outcomes/impact is important for building trusting relationships with the communities and organisations you have engaged with. Showing them that their contribution is helping towards something will help make them feel heard and could encourage future participation.
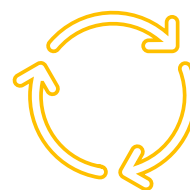
Sharing your insights with Public Health

If you have gathered insights which show Wirral resident's experiences and needs around health and wellbeing, please consider sharing your insights with Wirral Council's Public Health team. This will help Public Health build a repository of insights on health and wellbeing in Wirral.

To share your insights with Public Health email qualitativeinsightteam@wirral.gov.uk

Please include a note of your participant's demographics. Where possible, include participant's full postcode, age group, gender, and employment status. This information will support Public Health in mapping who has been engaged with.

Looking for more information on the Qualitative Insight Toolkit?

This guidance is the fourth of five toolkit sections in the Qualitative Insight Toolkit. The five sections of the toolkit are:

1. Planning Your Approach
2. Gathering Your Insight
3. Bringing Your Insight Together
4. Presenting and Sharing Your Insight
5. Reflecting on Your Work

To access the full toolkit guidance, toolkit templates that you can print and use, or guidance and templates for the specific sections above, see:

https://www.wirralintelligenceservice.org/local-voice/qualitative-insight-toolkit/

Contact

If you have questions or feedback about this resource, email the Qualitative Insight Team at qualitativeinsightteam@wirral.gov.uk.

About us

Qualitative Insight is a type of research that speaks to people to gather their thoughts, experiences, and ideas on particular subjects. The Qualitative Insight Team at Wirral Council work with residents to ensure that their voices are heard when informing council policy and decision making. The team supports the delivery of the Health and Wellbeing strategy, in which residents' voices are a key strand.

Document information

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