Playbook

Formal Evaluation – University of Ottawa: Citizen Scientist Approach		
10 Parts		
The Stronger Together project elected to use an audit tool developed by The Australian Alliance for Social Enterprise (TAASE) at the University of South Australia, called the Citizen Science Approach. We partnered with the University of Ottawa to adapt the tool so that we can measure dementia inclusivity in our communities.		

Subject	Description	How-to
1. Background research	Conducted a review of the scientific and grey literature examining dementia friendly/inclusive communities.	1. Conduct a literature search using a web search engine or comprehensive e-library e.g. google scholar. 2. Consult with stakeholders in the field e.g. academics, policymakers and NGOs who may have access to unpublished studies, data and other relevant documents.
Lessons Learned	**Tip**: It is also important to access unpublished reports which may have been conducted by NGOs as they often contain critical information to better inform the process being employed and to understand the target group.	
2. Ethics Approval	Submitted and obtained ethical approval to conduct the study from	1. Using the required platform, complete the submission for ethics approval.

	the University of Ottawa's Office of Research Ethics and Integrity.	2. Fill in the required information, e.g. co-investigators and collaborators, study method, process for receiving informed consent and ensuring data privacy.
Lessons Learned	The submission for receiving ethics approval should be done as soon as possible to avoid delays	
3. Development of working group/steering committee	Create an interdisciplinary committee to guide the process of developing the draft tool to assess the dementia inclusiveness of communities	1. Determine key stakeholders and participants in the group. 2. Ensure a variety of expertise in the group whereby participants are from the fields of public health, marketing, communication, evaluation, demography and project management.
Lessons Learned	An interdisciplinary steering/working group is best as it allows key issues to be examined from various perspectives	
4. Development of draft assessment tool	Hire a postdoctoral fellow to review existing tools and share them with the group for feedback.	1. Conduct a review of the published literature to identify assessment tools that focus on older adults. 2. Share reviews and gather feedback from the working group 3. Update/modify questions based on input from the working group.

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Lessons Learned	While tools are available to assess age-friendly communities, many tend to be vague and do not expand on key issues older adults face.	
5 Recruitment of participants	Study participants were recruited from the Ottawa-Renfrew area	1. Using the Dementia Society mailing list, recruit ten persons living with dementia and/or their care partners to take part in the study.
Lessons Learned	Reliance to only one resource for recruitment is not advisable. It is best to consider all possible stakeholders and their potential ability to reach the target audience. **Tip:** Consider using social media posts to encourage people to come forward as volunteers	
6 Participant workshops	Three consultations were held with participants to introduce them to the concept of the citizen science approach, engage them in finalizing the assessment tool and train them in using the tool on their smartphone.	1. As part of the consent process, participants must agree to participate in 3 mandatory workshops. 2. These workshops occur over a 4 to 5-week period, and each lasts for approximately 1-1.5 hours. 3. Participants have the option of attending in person or virtually.
Lessons learned	Plan workshops in advance and ensure that the facilities meet all required criteria e.g. for covid-19	
7 Finalization of assessment tool	This activity is linked to #6 Between Workshop 2 and 3, participants can test the draft assessment tool and to provide	1. In workshop 2, assist participants in downloading the assessment tool to their smart devices. 2. Go over how to use the tool and how to overcome common issues they may face e.g. while uploading photos or recording audio.

	feedback to the research team. This feedback is then used to finalize the tool and tested in Workshop 3.	3. Ask participants to pilot the tool as they go about their daily activities for a 1 to 2-week period and to provide feedback to the research team either in person or via telephone/virtually.
Lessons Learned	● Introduce new concepts slowly and utilize a step-by-step approach in reviewing the tool with participants. Allow adequate time for participants to pilot the tool and provide feedback in each setting.	
8 Piloting/Data collection	Participants piloted the tool while going about their daily lives in their communities. The tool audits indoor areas, outdoor areas, and transport services.	1. A Qualtrics survey link was provided to all participants, who then use it to audit/assess their experience at a place in their community that they have visited. 2. Participants were guided through a series of questions, and their responses were automatically stored once submitted.
Lessons Learned	● It is best to ask participants to conduct at least two to three audits per week as they go about their daily routine, as this will help to ensure sufficient data collection. In addition, participants should be encouraged to assess a variety of areas e.g. both indoor and outdoor areas.	
9 Data analysis	After the data collection process is complete, stored data is cleaned, coded and analyzed using a statistical software package e.g. SPSS.	1. Using a statistical software package, both quantitative and qualitative analyses are conducted

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Lessons Learned	Clean data and analyze responses on a rolling basis which allows for any issues to be resolved in a timely manner and helps to ensure that project deadlines are met.	
10 Dissemination/Knowledge translation activities	Data dissemination occurs throughout the course of the study in the following ways: 1. Webinar targeting the general public describing the project and the citizen science approach. 2. Webinar to share study findings. 3. Two conference presentations – one national and one international	1. Plan and conduct a few webinars/information sessions in collaboration with a trusted partner organization who have a vested interest in the topic and a wide reach.
Lessons learned	Pay close attention to the key dates for webinar and conference submissions to ensure that at least preliminary results are available	