Case Study

NVIVO

Developing a Community-Based Tailored Exercise Program for People with Severe and Persistent Mental Illness

NVivo pulls together multiple sources of data, enabling researchers to identify trends in mood, social support, as well as physical and mental health outcomes

Background

People with severe and persistent mental illness (SPMI) are at a greater risk of medical issues compared with the general population. However, research has shown that exercise has a positive effect on physical and mental health outcomes among the SPMI population in community settings.

Insight Health is a consulting firm whose mission is to find solutions for current and rising public health challenges. **Community Human Services** (CHS) and CEO Adrienne Walnoha, empower individuals and families to live in stable housing, connect to community resources, build relationships, and access quality food. Insight Health, in partnership with CHS, recently used NVivo to discover and analyze the findings developed from a project to explore the feasibility of implementing a physical activity program at a community agency among clients with SPMI.

The Value of NVivo

So there could be a focus on telling the story and enriching the results and discussion, Insight Health used NVivo for its consultation work to **bring together and analyze multiple sources and types of qualitative data**. They then used vignettes and outputs from the analysis to enhance what the quantitative data told them.

Innovative Social Change in Global Health

Research participants included men and women who met the following inclusion criteria - satisfying conditions for SPMI; age 18 or older; physician's clearance; and current enrollment in a community human services program. Exclusion criteria were current or past episodes of violence or self-reported active substance abuse and diagnosis of cognitive impairment.

Three **focus groups** took place over a two-week period in November 2012 including two female and one male focus group to **understand their perceptions**, **knowledge**, **and attitudes toward physical activity**.

All discussion group data, written notes and surveys were then input into NVivo to analyze and draw out common themes.

Kamden Hoffmann, President of Insight Health said, "The quantitative data was not rich enough to tell the story. Through analysis of the multiple sources of qualitative data with NVivo, we were able to tell the story and enrich the results and discussion."

"With NVivo, we were able to tell the story."

Conclusions

The study found that a gender-specific, group-based, tailored exercise intervention is feasible. It would be developed through collaboration with a community agency serving people with SPMI.

Results indicated people with SPMI understood the benefits of exercise, willingness to participate in exercise programs, and specified perceived benefits, barriers, and preferences regarding the possibility of an exercise program.

Research confirmed that a tailored exercise program was a logical next step to addressing this population's needs. Since implementation those that participate regularly have shown an improved trend in mood, social support, as well as physical and mental health.

What was the singular thing that made the difference in the analysis?

The ability of NVivo to allow multiple researchers to work simultaneously on the same project, share data, and sort through and visualize the results.

Hoffmann said "NVivo gave us the means to analyze data from a variety of sources, including focus group discussions, written notes, and surveys. It's designed to deal specifically with this complex array of data."

Benefits of Using NVivo

- Realize evidence based results faster
- Store, manage and work with different types of data together in one secure spot
- Share, visualize and sort different data easily
- Quickly check researchers' work using automation tools

For more information on the program visit:

insightglobalhealth.com or **chscorp.org**

About NVivo

When it comes to investigating an issue, answering a question or simply making sense of something, we often look to information to help us get there, and it's rare that numeric or linear data will give you the full picture on its own. Qualitative or unstructured data can hold the key to richer insights and true research discovery that can revolutionize your recommendations and set you ahead of the field.

The challenge with this sort of research is that once you've collected your information, what do you do with it? How do you quickly find the valuable answers that respondents are giving you from the collection of data you have across numerous sources?

That's where NVivo comes in.

NVivo is software that supports qualitative and mixed methods research. It's designed to help you organize, analyze and find insights in unstructured or qualitative data like interviews, open-ended survey responses, articles, social media and web content.

For more information visit qsrinternational.com

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