



## Case Studies

### **What is a 'case'?**

- ✿ **Individuals** - for example personal quitting stories
- ✿ **Families** - for example, stories of achieving a smoke-free household
- ✿ **Organisations** - for example, stories of achieving a smoke-free household
- ✿ **Partnerships** - for example, stories of TIS building partnerships with local organisations (useful for measuring progress on National Indicator 2)

### **How do we decide what cases to study?**

- ✿ When looking at individual stories, look for people who you feel will be comfortable with sharing their experiences
- ✿ People may not want to tell their story and that is OK too - People must not be made to feel guilty about saying no, so it's important to respect people's answer the first time
- ✿ Put out the word that you are looking for stories, and see who comes forward
- ✿ Choose to study cases that speak to key objectives in your action plan (especially partnerships that aim for progress on National Indicator 2)
- ✿ Let other parts of your evaluation, such as surveys or focus groups, guide which organisational partnerships you would like to learn more about.

### **What kind of information are we looking for?**

- ✿ What works well
- ✿ What doesn't work so well
- ✿ Why certain target populations are not using the program
- ✿ Recommendations for improvement
- ✿ Stories of change

### **How do we conduct a case study?**

- ✿ Conduct interviews with key informants to tell a story
- ✿ Ask people to write up their stories, or use other means of expression such as art, song, or dance
- ✿ Use existing information to understand organisational stories (i.e. meeting minutes, websites, annual reports)
- ✿ Observe and keep track of key interactions, for example
  - ✿ Note a person's attendance and participation in TIS events
  - ✿ Look at a person's comments on the TIS facebook page
  - ✿ To study partnerships: log meetings, e-mail communications, or phone contact with partner organisations
- ✿ One or a combination of the above
- ✿ Make sure that key informants are happy with the way you plan to use their story

### **Limitations**

- ✿ Studying a single case does not necessarily produce knowledge that can be generalised to other cases
- ✿ Confidentiality and sensitive information must be considered carefully in reporting, especially when telling people's personal stories

### **Analysing case studies**

- ✿ Consider the context – take into account social, historical, and organisational factors that have set the stage for the story
- ✿ Focus on key questions – for example, What is happening here, specifically, and what does it tell us about generating local change through TIS?
- ✿ Acknowledge complexity – do not be afraid to include tensions, surprises, or inconsistencies that arise – this is life!
- ✿ Learn from experience – identify and include key points for learning
- ✿ Tell the story – considering the points about, create a narrative that conveys meaning and complexity