

## WHAT IS A CASE STUDY?

Case studies give an insight into the work that you do at a particular moment – a snapshot. Ideally, it should have a single focus and feature an individual. The human angle is key to engaging the reader.

It is important to include wider context but case studies should be about specific situations, where a challenge or problem arose and a solution in the form of a response or initiative was put in place/planned. As such, they should be action oriented – presenting the response to a need and the outcome/planned outcome of that intervention. It should not simply be a description of a way of doing things.

Remember: case studies do not have to just be about success. They could also show where something didn't work so well, what the constraints were, and what was learnt.

## PLANNING YOUR CASE STUDY

### AUDIENCE

It is also important to consider the target audience of your content. Different and diverse audiences interpret and take in information in different ways. As you seek to influence a different audience, the language and approach you use may need to change. It is worth taking the diversity of your target audiences into consideration when planning your case study and setting your objectives.

### QUESTIONS TO CONSIDER

- What level of understanding does the audience have about the topic you are discussing?
- How do you want the audience to feel after engaging with your content?
- What tone will they best respond to? E.g. formal, conversational, friendly or informative.
- What do you want them to think?
- What do you want them to do? For example, is there a call to action you would like to end with such as 'please retweet to show your support', or 'click here to donate'.

### FORMAT AND LENGTH

They should be brief, not longer than 600 words – short, snappy titles, statistics to break up the narrative and they should be 'real' with pictures, quotes, names of people (names can be changed if necessary) and places involved etc.

**Permissions:** Case studies can be written in the first person by the individual involved, or they could be based on an interview or series of interviews with other people. When conducting interviews, remember to always explain what the purpose of the interview is, how the data will be used, and get permission to quote.

#### 1. TITLE OF THE CASE STUDY

Example: Turn 'Reducing health harm caused by alcohol in Upper West Region, Ghana' into 'Tackling alcohol abuse in Ghana'

#### 2. OVERVIEW: NAME OF THE PARTNERS INVOLVED

Include the name of the town and country. A short history of the Partnership if relevant.

#### 3. FOCUS OF THE CASE STUDY

Name of person/intervention/innovation.

---

#### 4. LOCATION

Where did this take place? Can you describe the area?

---

#### 5. WHAT PROBLEM DOES THE INTERVENTION/PROJECT SEEK TO ADDRESS?

What was the need that prompted the intervention? Please put it into context and provide figures if possible.

---

#### 6. HOW DOES YOUR PROJECT/INTERVENTION ADDRESS THE PROBLEM?

What did/will you do?

What was the role of the Partnership/THET in addressing this problem? What was the contribution made by the UK partner and the developing country partner?

---

#### 7. MAIN SUCCESSES AND ACHIEVEMENTS

Both expected and unexpected.

---

#### 8. WHAT IS THE IMPACT OF YOUR PROJECT/INTERVENTION?

Who has benefitted? What has changed? This can be qualitative or quantitative but should be based on evidence- preferably from your M&E activities.

---

#### 9. KEY CHALLENGES

What were the barriers to the success of the project? How were they overcome?

---

#### 10. LESSONS LEARNT

Why do you think the initiative was successful/not successful? What would you recommend to someone else working on a similar issue?

What lessons did you learn that may help those also working in a Health Partnership?

---

#### 11. QUOTES

Including source of quote

---

#### 12. ANY TOOLS/RESOURCES DEVELOPED ASSOCIATED WITH THE INTERVENTION/CHALLENGE

E.g. referral guidelines/toolkits

---

#### 13. IMAGERY

If you have any relevant images that can accompany the case study, for example of the project team, the health institution(s) where your project is being implemented, or the health workers impacted by the project, please do share these with us.

Please be aware that the image(s) may be shared on THET's social media platforms, on THET's website and through our regular communications. You must therefore ensure that you have the consent of all individuals who feature within the photograph before sharing it with THET.

Suitable imagery should show:

1. Positive partnership collaboration
2. An urgent, serious need
3. Strong, dedicated, capable health workers

Technical considerations:

It is important to label all photographs taken. The image information field must contain the following essential information:

- Date
- Name of person(s) in image (Left to right)
- Name of content collector and if they want to be credited
- Location
- Health theme this relates to (i.e. maternal health, mental health etc.)
- Project

This information can be added by taking the following steps: Right click on image, go to properties, go to summary and input the information in the allocated fields.

- PHOTOS MUST BE GOOD QUALITY – IN FOCUS, GOOD COMPOSITION, WELL LIT.
- PHOTOS MUST BE DEPICTIONS OF REAL MOMENTS AND NOT STAGED (UNLESS IT'S A PORTRAIT)