

Step 1 Categories generated:

Programme aims Funding body Health aims Walking aims
Recruitment method selection Target population

Step 2 Category relationships:

Funding body —> Programme aims
Programme aims —> Recruitment method selection

Step 3 Working typology and summary:

Recruitment method selection is driven by programme aims

Step 4 Subsequent case analysis enables redefinition:

Programmes with health aims —> targeted recruitment
Programmes with walking aims —> no targeted recruitment

New working typology and summary



Programmes with health aims use more targeted recruitment than those with other aims

Step 5 Negative cases modify previous summary

Programme with walking aims for 20s -30s age range **does** use targeted methods.



Previous summary needs modification



Programme aims which require targeting of specific groups adopt more specific recruitment methods