

# Healthwatch Shropshire

## - User Feedback Survey

March/April 2017

An independent survey of Healthwatch  
Shropshire service users

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## Background:

Healthwatch Shropshire (HWS) gives out information and signposting on health and social care services available to residents.

HWS is an independent registered charity that gives people a powerful voice locally and nationally.

HWS works to help people get the best out of their local health and social care services. With the aim of ensuring that patients and the public are at the heart of decisions about service delivery, improvement, change and. reviews quality

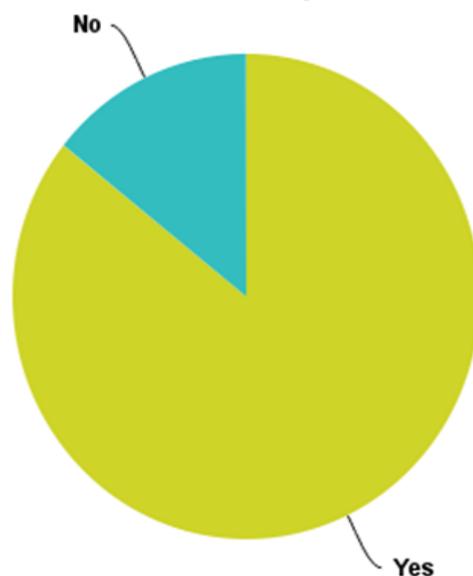
HWS has been in existence for four years and wanted to know how useful users were finding its services and if and how the services could be improved. HWS is also aware that not all residents of Shropshire are familiar with its aims and objectives and wanted to know how current users had heard of HWS and how they used its services. The independent survey was conducted during a six week period March – April 2017.

## Introduction:

HWS wanted to make contact with current users and therefore an e mail was sent out to all HWS members, stakeholders and volunteers, with a link to Survey Monkey questionnaire. HWS also gave out a paper questionnaire at various events and posted the link on the front page of HWS website. In total there were 57 responses over a period of six weeks throughout March-April 2017. Ten questions were asked and the feedback is detailed below.

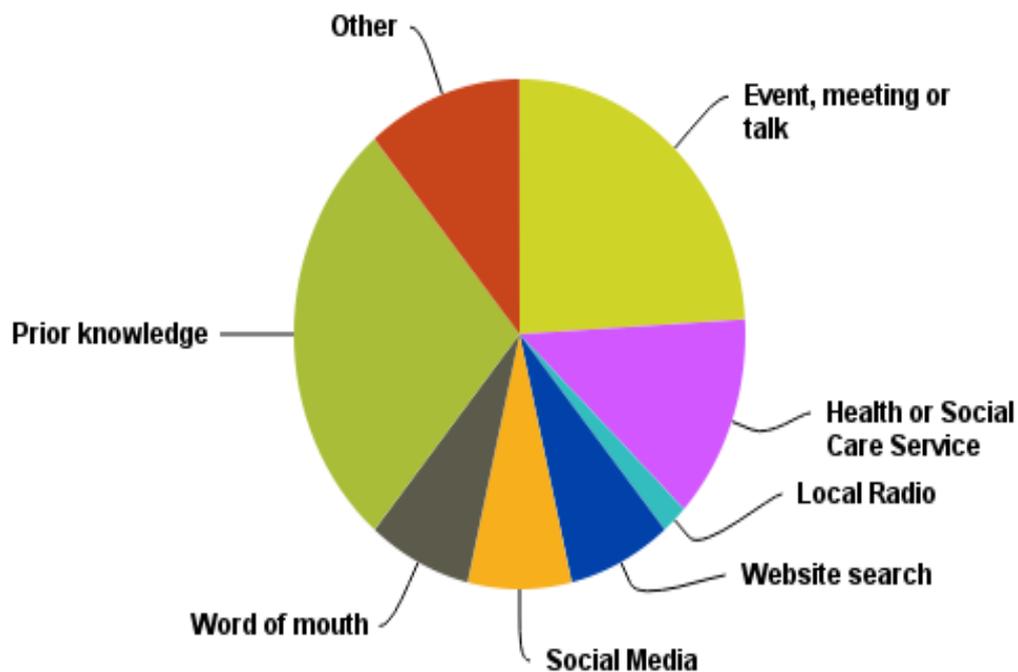
## Findings:

### Q1 Have you heard of Healthwatch Shropshire?



Yes	86%
No	14%
<b>Total 57 Responses</b>	

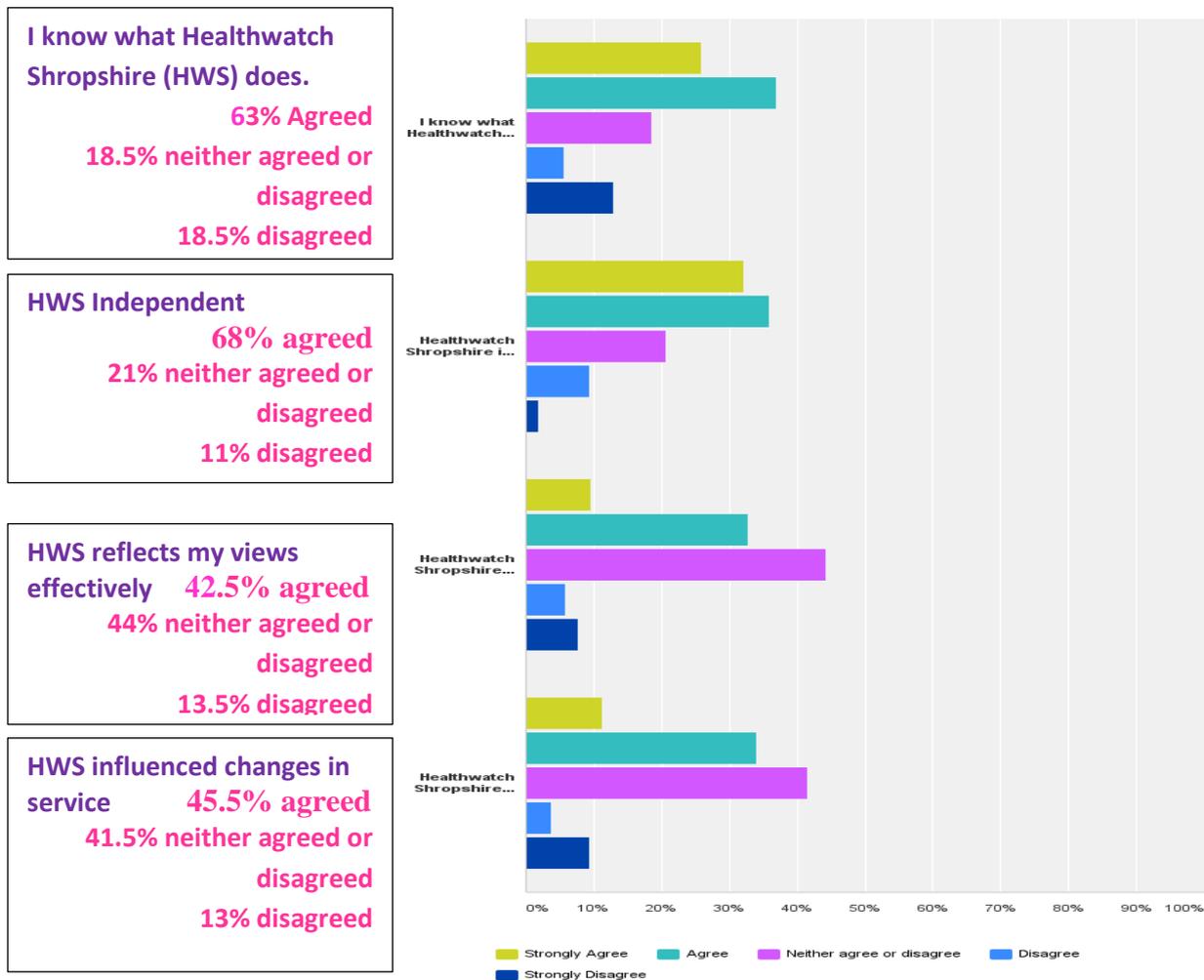
## Q2 How did you hear about Healthwatch Shropshire?



Answer Choices	Responses %	No of Responses
Prior Knowledge	27.27%	15
<b>Event Talk or Meeting</b>	<b>23.64%</b>	<b>13</b>
Health & Social Care Service	12.73%	7
Other	12.73%	7
<b>Word of mouth</b>	<b>7.27%</b>	<b>4</b>
Social Media	7.27%	4
Website Search	7.27%	4
Local Radio	1.82%	1
Local Newspaper	0	0
<b>Total</b>	<b>100.00%</b>	<b>55</b>

Once add **events, talks, meetings and word of mouth** together; face to face contact is currently the most popular way to hear about HWS. Interestingly Newspapers score 0%, Local Radio 1%, Website search 4% and Social Media 4%. Other can be ignored as it is from respondents who had not heard of HWS.

### Q3 How much do you agree with the following statements?



Users were asked if they agreed or disagreed to the four statements above.

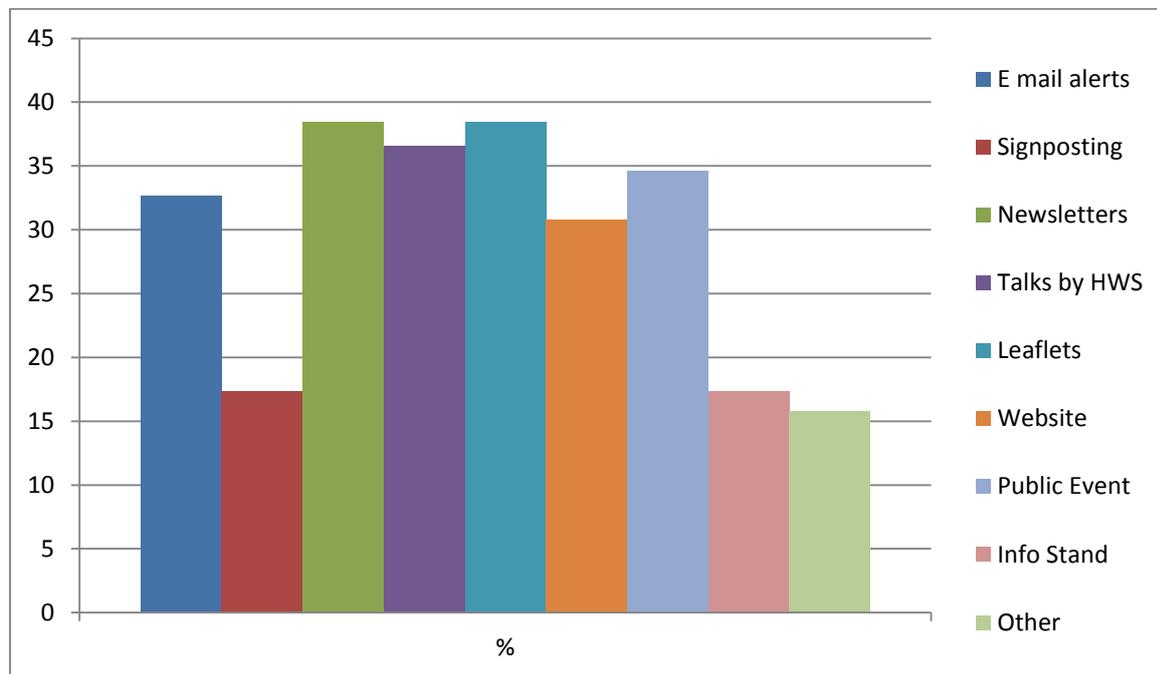
When asked “if knew what HWS did” or “if knew that HWS was independent of the NHS” the score was positive, however when asked if HWS reflected respondents views effectively and influenced changes to services the “neither agree nor disagree” response increased to be a similar percentage to the agreed response. **However, the disagree responses are low to all four statements.**

## Q4: Which way do you feel would be the best way to continue to raise awareness of Healthwatch Shropshire?

Events & Meetings (Public & Stakeholder)	13%
Social Media	12%
Leaflets, Posters & Bus adverts	12%
Talks, Info Stands & word of mouth	10%
Targeted Campaigns & Radio	10%
Newspapers inc local mags	9%
Voluntary & Community groups	8%
Hospitals & GPs presence talks/posters	7%
Not known or negative response	7%
E mail alerts	5%
Case Studies	5%
Professional Links	1%
Schools & Colleagues	1%
	<b>100%</b>

Social Media was the second highest; however, it is interesting to note that when asked the same respondents how they had heard of HWS, Social Media scored a low percentage. Instead events, meeting, talks, info stands and word of mouth scored the highest percentage (i.e. face to face). Again if add together they still score the highest score here.

## Q5: What services from Healthwatch Shropshire have you used?



ANSWER CHOICES	RESPONES
E mail alerts	32.69%
Signposting	17.31%
<b>Newsletters</b>	<b>38.46%</b>
Talks given by Healthwatch Shropshire	36.54%
<b>Leaflets</b>	<b>38.46%</b>
Website	30.77%
Public Event	34.62%
Information Stand	17.31%
Other (please specify)	15.75%

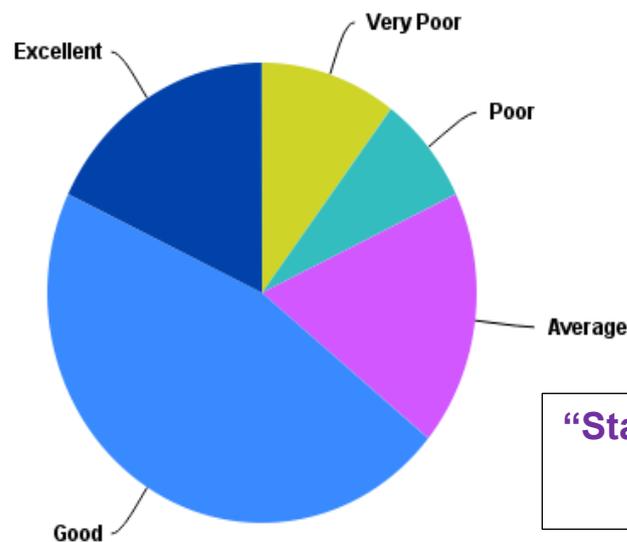
Please note respondents could tick more than one service.

### Highest scored answers:

1. Leaflets & Newsletter 38.46% each
2. Talks 36.54%
3. Public Events 34.62%
4. E Mail Alerts 32.69%
5. Website Search 30.77%
6. Signposting & Info stand 17.31% each
7. Other 15.75%

Other was made up of Professional Links, Independent Health Complaints Advocacy Service and not known.

## Q6: How useful did you find the service?



Excellent	Good	Satisfied	Poor	Very Poor	
17.95%	46.15%	17.95%	7.69%	10.26%	100.00%
Excellent, Good, Satisfied =			82.05%		Poor & V Poor = 17.95%

**Satisfactory, Good or Excellent together scored 82.05%**

**There was a positive response on how users found the service HWS provides, with positive comments including the following:**

- Talks are very good
- Independent and professional. Gaining good reputation across economy
- Represents the objective views of Shropshire people in health committees and groups.
- Connects with local people and tries hard to do so.
- Newsletters are good.
- I think it's good at raising awareness and seeking views on a range of health and social care services (Hot Topics are good as they promote targeted feedback on a particular area)
- Very friendly staff
- Gather evidence methodically and use it to influence for improvement of services
- Enter and View reports
- Keep eye on hospital care
- overall engagement, linking and being a presence
- Represent patients main concerns

## Q7 What in your opinion does Healthwatch Shropshire do well?

Respondents had option to type in their own responses here. The highest scoring answer was **Signposting 18%** followed by **representing patient's views and collecting patients concerns 15%**.

Below are other comments:

- Signposting
- Represent patients main concerns
- Don't know, not sure what they do
- Monitors situations & services
- Independent & professional, gaining good reputation across the county
- Leaflets
- Newsletters are good
- Talks are good
- Support 3rd sector
- Represents view of Shropshire people
- Campaigning
- Gather evidence methodically and use it to influence for improvement of services
- Enter & view reports on Care Homes
- Website is good and from a work perspective, they are really easy to engage and work with
- Hot Topics are good

## Q8 What in your opinion could Healthwatch Shropshire do better?

Respondents had option to type in their own responses here. The highest scoring answer was to raise profile and more publicity. Details below in order of highest score:

### 1. Raise profile & more publicity was the top answer, with quotes listed below:

- I think more publicity about what they have achieved would be good, many people still have not heard about you
- Raise its profile, not sure most understand independent of NHS
- Make people more aware
- More public meetings
- More publicity!
- Public meetings with expert speakers

### 2. Shout about success & change and share feedback was the second most popular answer:

- Share their reports and achievements more widely
- Promoting how it works, improves to lead to change in health & social care services. People provide feedback on services but aren't sure if anything happens as a result
- Case studies please
- Publish what it has achieved

### 3. Challenge was the third most popular response:

- Scrutinise the actions of STP
- Continue to challenge with evidence of poor quality care
- Present true facts to the public not those given by SATH & CCG's

### 4. Other answers included:

- Carry on
- Don't know
- Support patient participation and do some root cause analysis
- Engage children & young people
- Be more feisty
- Make clear that you are here for individuals too
- Widen membership and encourage further involvement
- More involved with volunteers in all areas of Health & Social Care, be part of the team

## Q9 Are there any areas of Health and Social Care you feel Healthwatch Shropshire should concentrate on in particular?

### Answers in list of popularity

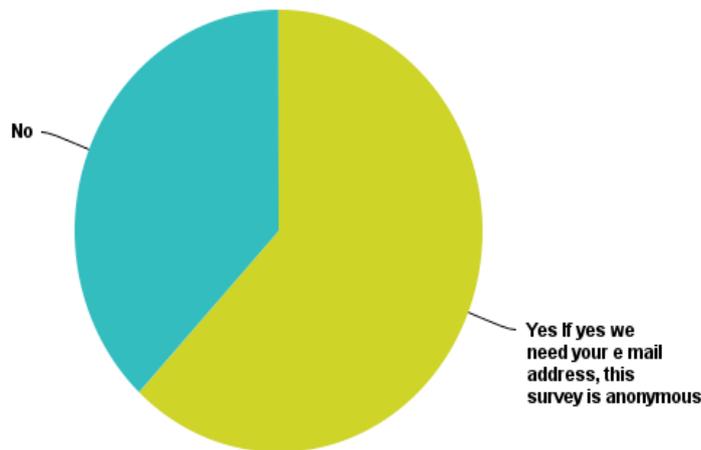
1. Social Care	15%
2. Mental Health Services	15%
3. Poor Quality Care Homes for the elderly & Care Agencies	10%
4. Rural Health and the poor	8%
5. Do not know	8%
6. Maternity Closure	7%
7. A&E Closure	7%
8. Children & Young people's service	4%
9. Delays in hospital appointments & delays in discharge	4%
10. Care in the community	3%
11. Various made up of 1% concerns	19%

### Sample of quotes:

- Many people are not getting enough advice on care costs when relatives have to go into a care home
- Poor quality care homes
- Professional (paid) carers for vulnerable people their training & performance
- Currently, the lack of social care, support for carers, and the need to integrate community and acute health services
- Mental health and autistic spectrum carers
- Forensic Mental Health pathway
- Services especially to the poor, their availability, accessibility and cost eg Exercise on Referral now a paper exercise-connecting you to commercial gyms
- Rural health
- Social Care

- Maternity closure, centralisation of services is not good in a rural large county
- Protecting NHS from privatisation
- A&E Closure
- Clarify the meaning of Minor Injuries Unit, Urgent Care centres, A&E and GP's – who deals with what?
- Transforming Care Plans
- Delays in getting hospital appointments and discharge
- RSH Radiotherapy department

## Q10: Thank you for answering this survey, would you like to be kept up to date with Healthwatch Shropshire issues?



**Yes 62%**  
**No 38 %**

### Discussion:

It is very clear that those who have used the **HWS service have found it good, excellent or satisfactory scoring 82%**. Staff are noted to be professional and friendly and easy to engage and work with. Current users have mostly heard about HWS through **face to face** contact (e.g. talks meetings and events) and this face to face contact has scored high demonstrating the value placed on direct and personal contact by the public.

When respondents were asked **what services they had used at HWS**, newsletters, leaflets, talks, public events, e mail alerts and web searches all scored within the 30% range. (respondents could tick more than one service). Showing that users used a wide range of HWS services to gain the information they needed. This was

reflected in the response from **what does HWS do well**. Signposting was the highest scoring answer. This is good news indeed as this is one of HWS core tasks.

When asked respondents **what HWS could do better**, the majority of respondents suggested positively that raising HWS profile, continuing with the talks meeting and events and that more publicity was needed. The second highest scoring answer was electronic marketing tools (e.g. social media).

### **When asked respondents what areas of Health and Social Care do you feel HWS should concentrate on in particular?**

Social Care and Mental Health Services scored highest and this is where respondents had the most concerns. There were also concerns around poor quality care in care homes and rural health in a large county such as Shropshire.

## **Conclusion and recommendations:**

The majority of users who answered this questionnaire 82% found HWS to be excellent, good or satisfactory. HWS has received very positive feedback as listed in this report, HWS now has a clearer understanding of what services are being used, (newsletters, leaflets, talks and public events were the highest scoring answers) how its users heard about HWS (talks, events and meetings were the highest scoring answers) and some clear ideas on what it can do better.

It is very encouraging that HWS users listed raising its profile and shouting about its success as its two highest scoring answers to what HWS could do better. **“Keep going, make people aware, case studies & stories please, make itself better known, promote how its work has led to changes”** feature prominently in the survey results.

I therefore recommend a marketing strategy should be developed to ensure the best way of getting HWS message across. Some comments make it clear that there is confusion about HWS aims, objectives and remit. The Marketing Strategy should address this.

Top priority should be given to:

#### **1. Developing a Marketing Strategy (MS) to raise HWS profile.**

- Use wide range of media tools
- Ensure aims and objectives are clear
- Be aware of raised expectations
- Need to know demographics of Shropshire to develop MS
- Need to know Demographic of current users of HWS to develop MS
- Revisit Strap Line - Does your strap line really say what you do?
- Link into Healthwatch National Campaigns
- Link into any Health Campaigns
- Networking with Health Professionals
- Networking with Community groups

**2. Collect an ongoing catalogue of Case Studies and promote positive results widely.**

- Videos on website
- Stories/case studies on radio, leaflets and talks
- Challenge more was the third highest scoring answer, in what could HWS do better, any case studies were a challenge has caused a positive change would be a good starting point.

**3. Conduct a yearly Feedback Survey of Users, more in-depth questions.**

**4. Review question nine, on what areas to concentrate on and ensure this factors into the MS possible through Hot Topics.**

**5 Ensure feedback from this survey is available for all to see on website and e-mailed to members, volunteers and stakeholders.** Ask for their comments and review.

This has been a positive survey of HWS services with the **“keep doing what you’re doing and shout about what you do more”** a recurring theme.