



healthwatch
Bexley

healthwatch
Bromley

healthwatch
Greenwich

healthwatch
Lambeth

healthwatch
Lewisham

healthwatch
Southwark

NHS PRIMARY CARE WINTER COMMUNICATIONS PROGRAMME

SOUTH-EAST LONDON HEALTHWATCH EVALUATION REPORT

MAY 2017



SEL HEALTHWATCH EVALUATION OF PRIMARY CARE WINTER COMMUNICATIONS

CONTENTS

SEL Healthwatch Evaluation of Primary Care Winter Communications.....	1
Disclaimer.....	2
Introduction	3
Engagement methods (and anticipated engagement levels / numbers).....	4
Results.....	4
Demographics	4
Use of NHS services.....	5
GP Access Hubs/Extended primary Care services (ECPS).....	5
Awareness of NHS 111	7
Breakdown by Borough.....	8
Awareness of Health Help Now	9
Breakdown by Borough.....	10
Keeping up to date with health services.....	11
Key Messages	12
Impact of leaflet drop	12
Impact of Digital campaign	12
impact of CCG Website Template Wording.....	13
Impact of Business cards.....	13
Age Correlation	14
Conclusions	14
Appendix 1: About healthwatch	16
Appendix 2: Respondent Demographics.....	17
Borough.....	17

Age	17
Gender	18
Ethnicity	18
Sexual Orientation.....	19
Employment status	19
Disability.....	20
Carers	20
Appendix 3: Copy of Survey	21

DISCLAIMER

Please note that this report relates to findings observed on the specific dates set out below. Our report is not a representative portrayal of the experiences of all service users, nor should it be seen as a fully representative sample of the local populations.

We confirm that we are using the Healthwatch Trademark (which covers the logo and Healthwatch brand) when undertaking work on our statutory activities as covered by the licence agreement.

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INTRODUCTION

Following initial contact via Healthwatch England from NHS England, the six Healthwatch (Bexley, Bromley, Greenwich, Lambeth, Lewisham and Southwark) in the South-East London NHS Sustainability and Transformation Plan (STP) footprint, were asked to provide independent support to assist the NHS London region with the evaluation of the effectiveness of the Transforming Primary Care Programme's winter communications programme.

The communications programme was designed to help ensure people receive treatment and support at the places most appropriate to them, to ensure the NHS could meet the expected winter demand for services and to reduce the pressure on A&E and urgent care services.

NHSE wanted to find out the following regarding their primary care winter communications programme:

- What has worked well in terms of what they are doing now (including against the Winter initiatives – see below)?
- What does not work – what messages are not getting to the public regarding the primary care services that are available to them locally?
- What could they do differently to make their communications clearer to patients / or to ensure that patients understand where they should go? Should they be using different channels? Should they be using different terminology?

In this report, Healthwatch will be looking specifically at the following methods used by the NHS as part of the communications programme:

- Business Cards in specific emergency departments / urgent care centres which were in challenged areas
- Digital campaign across London
- Communications campaign in Lambeth, Southwark and Waltham Forest
- Template wording for CCG and practice websites

ENGAGEMENT METHODS (AND ANTICIPATED ENGAGEMENT LEVELS / NUMBERS)

The six South East London Healthwatch within the South-East London STP footprint have utilised existing and established communication and engagement methods, to distribute a survey across the six London Boroughs. The survey was developed by all six South East London Healthwatch in association with Healthwatch Enfield who led on the evaluation for the North Central London STP footprint. The six Healthwatch then publicised and promoted the survey over a four-week period, with targeted groups and individuals having the opportunity to respond online, face to face or in writing.

In the available timescales (see Timeframes) we expected to be able to engage people at the approximate numbers below:

- Online survey (promoted at meetings and events, and through Twitter, Facebook, Instagram, Linked In and e-bulletins):
 - Approximately 90 respondents (15 per borough).
- Engagement through existing established links with groups such as the local pensioner's forum, patient user groups, BAME community groups and pre-planned Healthwatch events:
 - Approximately 120 respondents (20 per borough).
- Generic outreach activities, for example library and hospital drop-in sessions.
 - Approximately 90 respondents (15 per borough).

The total number of survey responses was expected to be around 300 in total. The survey was published on the 6th April 2017 and closed on the 28th April 2017 (22 days). In this time, 498 responses were gathered. This is 65% higher than originally planned.

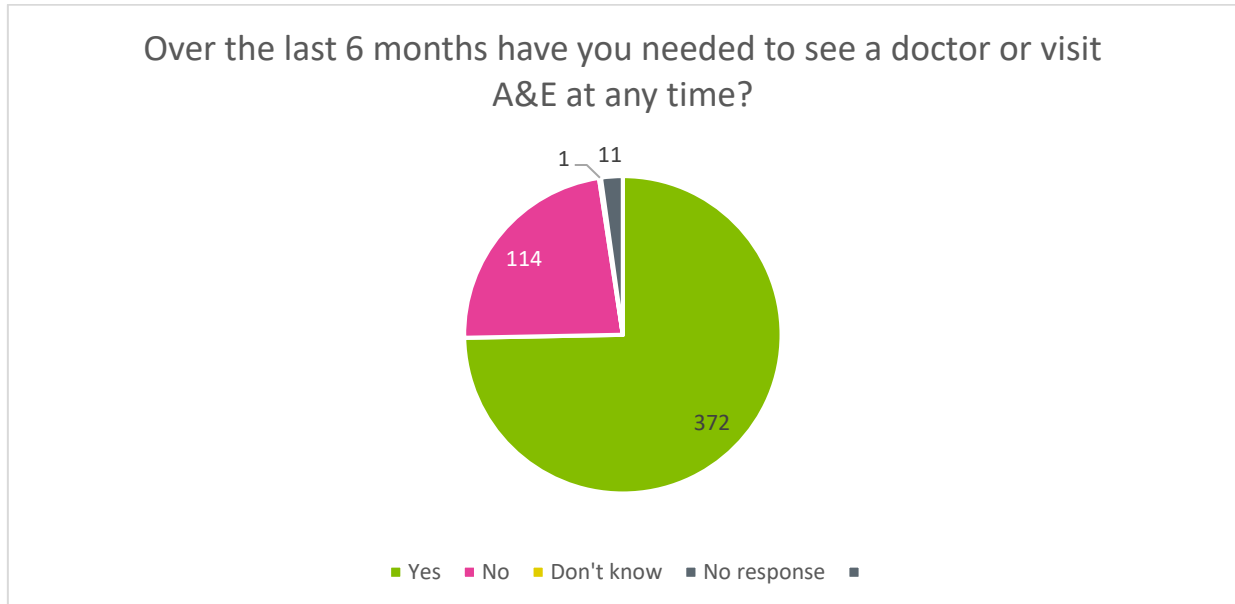
RESULTS

DEMOGRAPHICS

A full breakdown of respondent demographics can be found in Appendix 2. Overall there was good spread of people, with a broad age range from 16 to 96, and an approximate 70/30 female/male split. There was also a good spread from across the six Boroughs with between 57 and 106 responses from each one.

USE OF NHS SERVICES

Respondents were asked if they had needed to see doctor or visit Accident and Emergency (A&E) at any time in the past 6 months. Of those that replied to the question (97.8%) 76.4% said Yes, 23.4% said No, 0.2% Didn't Know or couldn't remember.

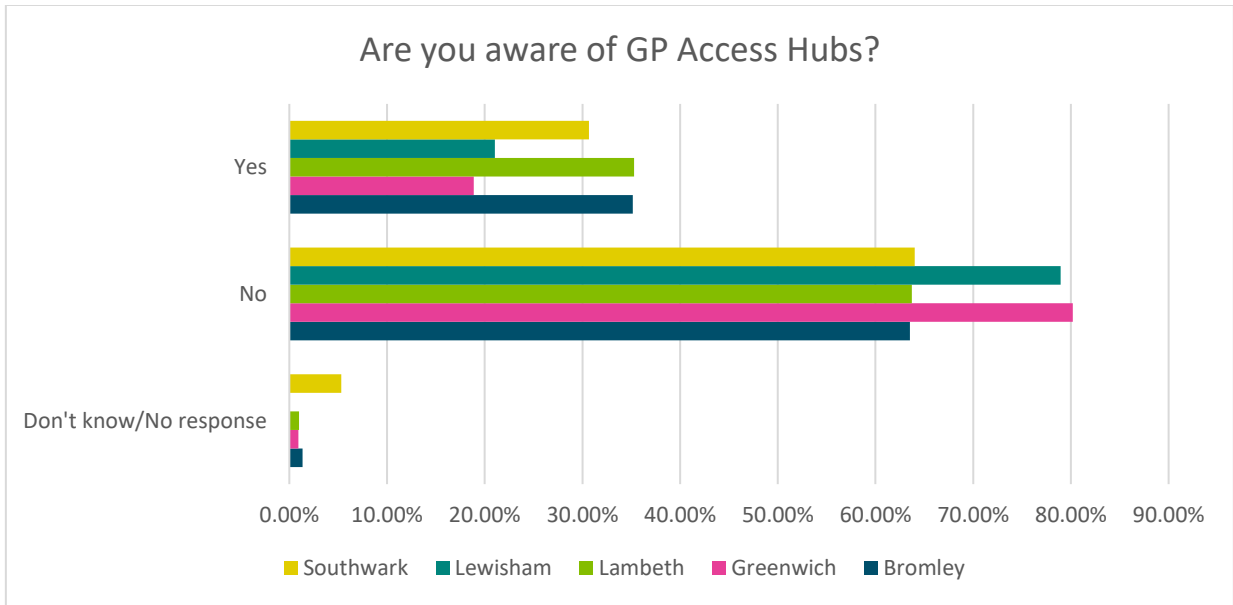


Of those that stated they had used a service in the last 6 months, making a GP appointment was by far the most common (82.3%), followed by visiting A&E (18.8%) or Urgent Care Centre (10.5%).

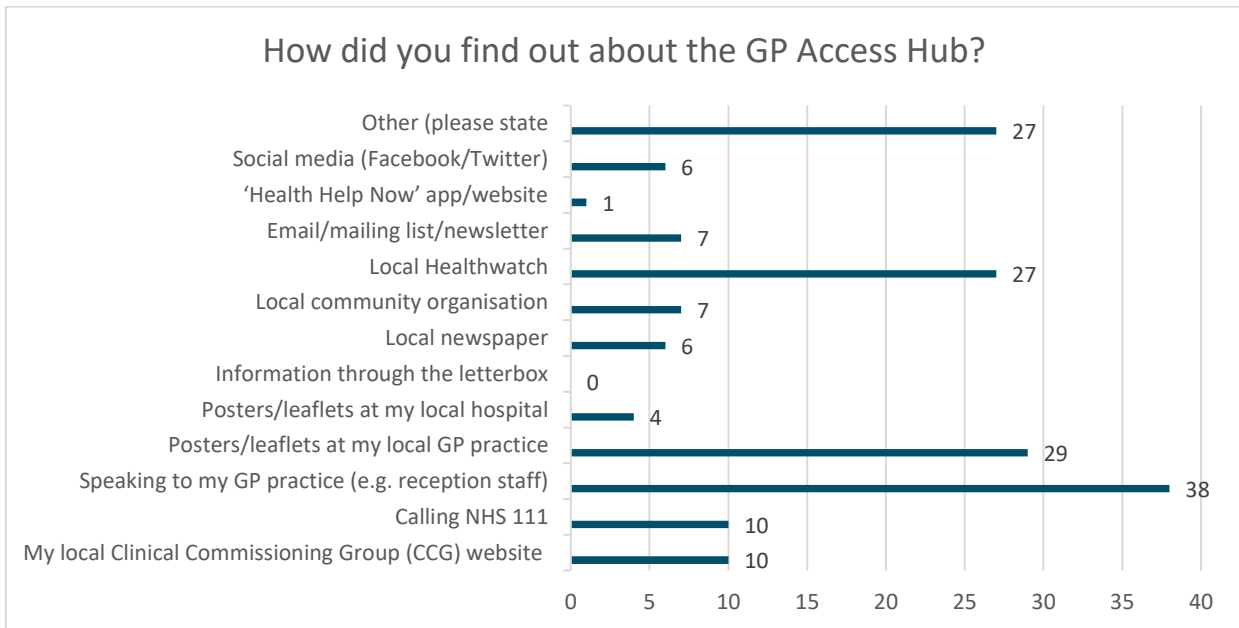
GP ACCESS HUBS/EXTENDED PRIMARY CARE SERVICES (ECPS)

Respondents were asked if they were aware that they could make out of hours GP appointments through their local GP Access Hub or Extended Primary Care Service (EPCS) – this was qualified as Bexley currently doesn't operate a GP Access Hub service – instead patients are referred to the Urgent Care Centres.

Of those who responded to the question (92.4%), 73.2% of people had not heard of the GP Access hubs/ECPS or were not aware they could access weekend or evening appointments through them. Awareness was greatest in Lambeth (35.3% aware) and Bromley (35.1% aware), and lowest in Greenwich (18.9% aware) and Lewisham (21% aware). This excludes Bexley.



Of those that were aware of the GP Access Hubs/ECPS, there were a number of ways in which people found out about them. The most common of these was direct information from their GP practice (verbally, followed by through leaflets and posters). The next most common was through local Healthwatch, although we recognise that this result may be slightly skewed, as many people completing the survey may have regular contact from their local Healthwatch and may not be truly representative of the local population as a whole.



Some of the 'Other' methods of how found out about the GP Access hubs included:

"I found this out because my GP appointment was cancelled at short notice and when I rang to find out about this I was offered an appointment at the GP hub".

"[I found out though] my GP website".

"I'm a member of the Patient Participation Group at my surgery".

Patient Participation Groups (PPGs) seemed to be a common way for people to find out (with 11 people mentioning it), however, as with some of the Healthwatch responses, it is reasonable to assume that the people most likely to be engaged with PPGs are also those most likely to receive and complete a survey relating to the NHS.

AWARENESS OF NHS 111

In the survey, respondents were shown two key graphics and asked if they had seen it or something similar. The first was a copy of the NHS111 awareness cards produced by NHSE:

NHS

CALL 111

You need medical help fast, but it's not life-threatening?

Call 111 for assessment, medical advice and if necessary, to be booked into services for treatment.

www.nhs.uk/111

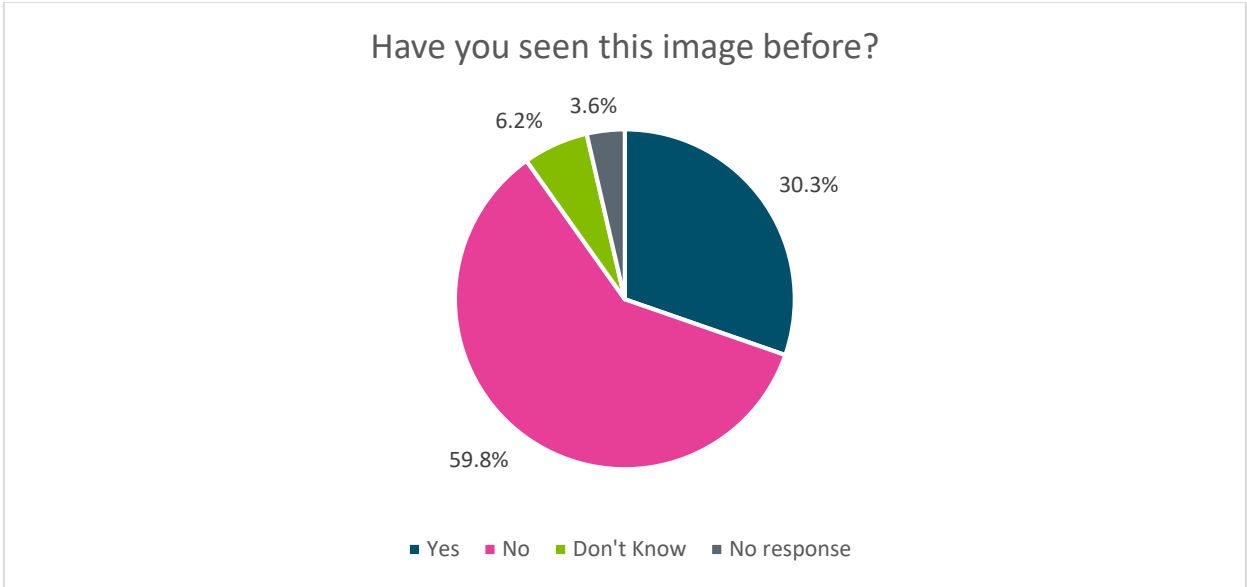
Need an urgent GP appointment?

Doctors in Waltham Forest, Barking and Dagenham, Havering and Redbridge, and Newham are working together to make more GP appointments available by extending their opening hours during evenings and weekends at local hubs.

Speak to your GP surgery or call NHS 111 to book.

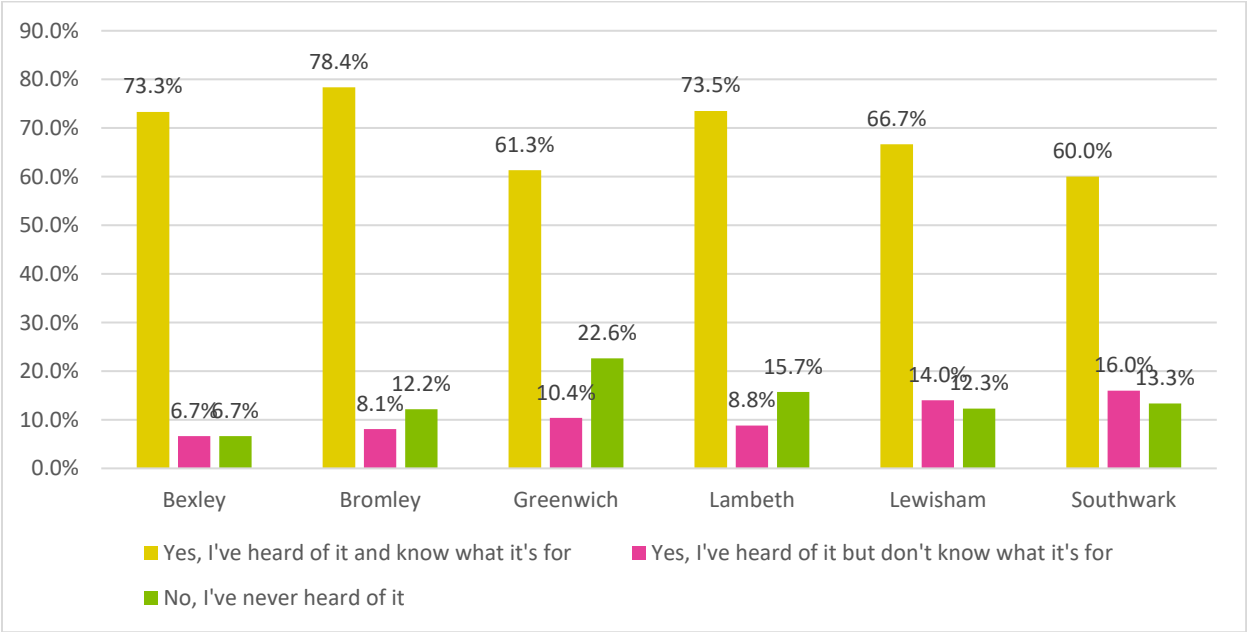
CALL 111

Respondents were then asked if they had seen this image or something similar.



The majority of respondents (59.8%) said they hadn't seen the image (or similar) before. However, nearly four out of five people had heard of NHS111 (78.3%) with 67.9% knowing what it's for. 10.4% weren't sure what it's for and 14.3% had never heard of it. 7.4% didn't know or didn't respond.

BREAKDOWN BY BOROUGH



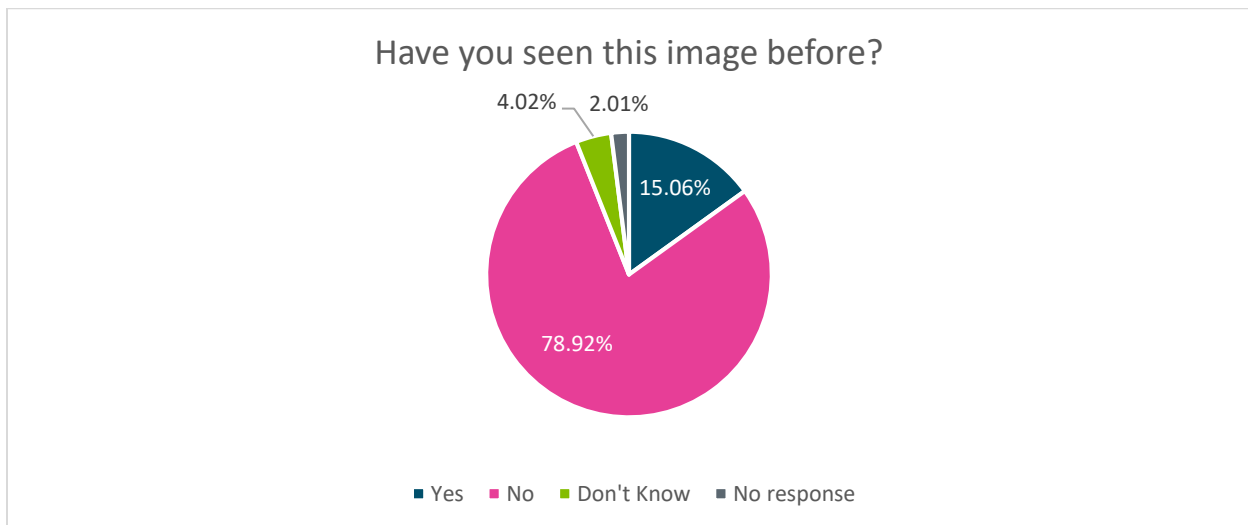
Full awareness was lowest in Greenwich, with only 71.7% of people having heard of NHS 111 and highest in Bromley, with 86.5% of people having heard of it.

AWARENESS OF HEALTH HELP NOW

The second graphic shown to respondents was a sample advert for the Health Help Now app and website:

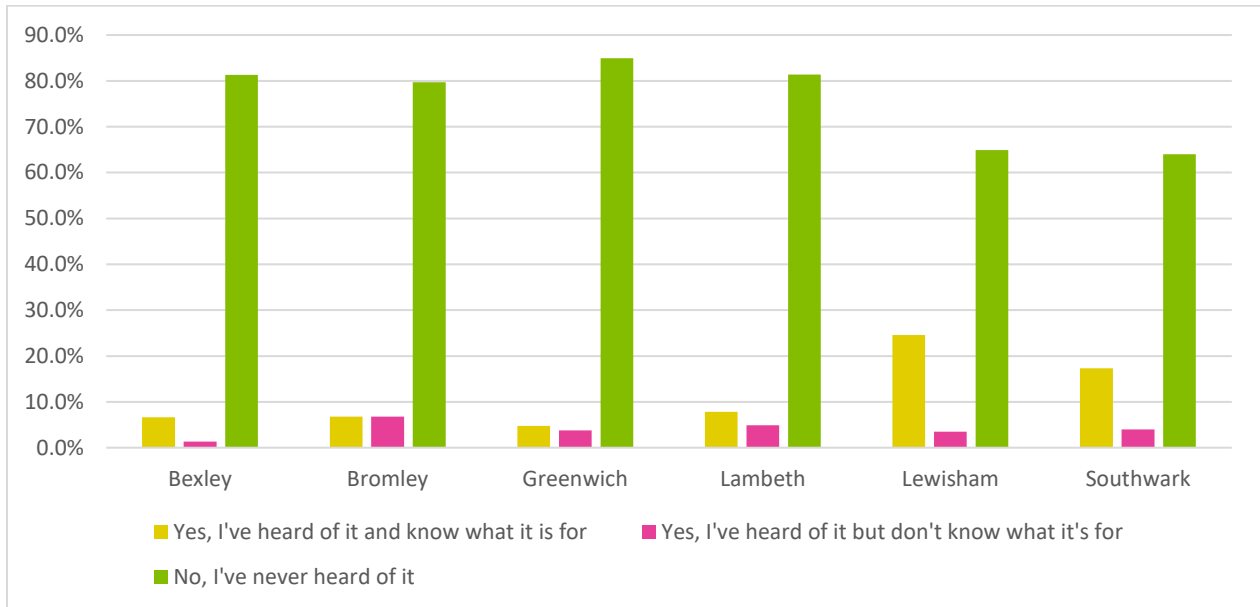


Respondents were again asked if they had seen this image or something similar. This time, the vast majority of residents hadn't seen the image or anything similar or couldn't remember (82.9%).

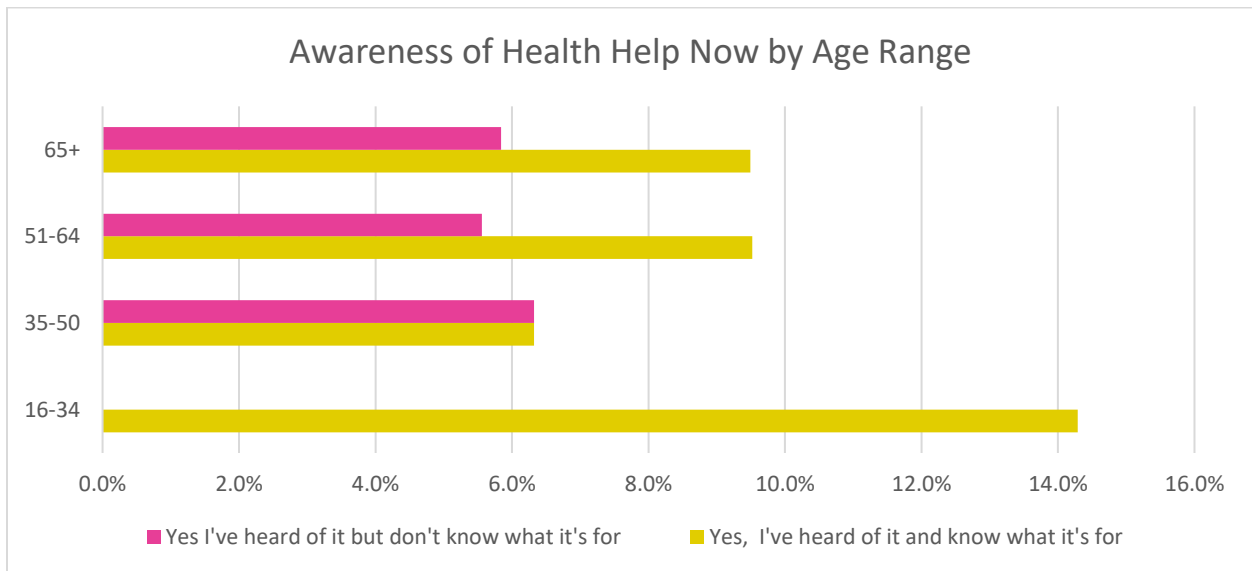


Unlike NHS111 however, the overwhelming majority of respondents (79.7%) had also not heard of Health Help Now.

BREAKDOWN BY BOROUGH



Awareness was significantly higher than most of the Boroughs in Lewisham at 24.6% and lowest in Greenwich at 4.7%.



Health Help Now is a web and app based service, which may explain that whilst general awareness of Health Help Now is broadly consistent across all age ranges, a noticeably higher percentage of 16 to 34 year olds stated that they were aware of what Health Help Now is for (14.3% of 16 to 34 years, compared to an average of 8.4% awareness amongst all other age groups).

KEEPING UP TO DATE WITH HEALTH SERVICES

We asked people how they best kept up to date with health services in their area.

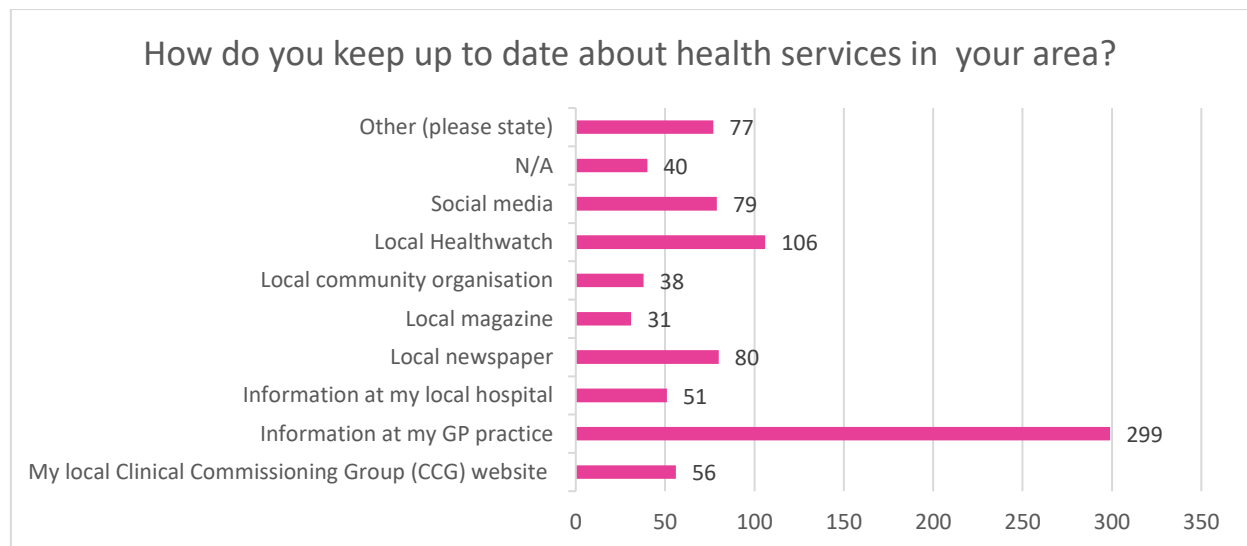
Information from the local GP practices was again by far the most popular way for people to keep up to date with health services, followed by local Healthwatch (although we once again recognise that this may be a slightly skewed sample). In addition, a number of people commented that they use other methods to keep up to date and find information out, including Google, BBC radio, the NHS website or through friends a family.

"I don't feel very well informed. I am on the mailing list for Healthwatch and went to the CCG website to find out about specific things – e.g. STPs - but generally don't think I have as much of a feel for what's going on as I used to".

"I'm actually quite scared to contact my GP. Last time I did I was told it was a minimum 5 week wait! Why bother try contacting them with that waiting time! No walk-in service any more [my] Surgery".

Posters and flyers and are not always effective. One respondent commented:

"Haven't heard about it. I am blind and cannot read notices at [the] surgery."



KEY MESSAGES

Without pre-survey baseline data, it is difficult to measure the impact of the whole campaign. It would therefore be a good idea to re-run the survey both before and after any future campaign, to identify changes. That said, there do appear to be areas of correlation between some of the activities undertaken and awareness of the services available.

Most people who expressed an opinion preferred to find out information about health services from their local GP. Awareness of NHS111 was noticeably higher amongst those who had used a health service in the previous six months - 71.2% of people who had been to the doctor or A&E were aware of NHS111 and what it was for, compared to 61.4% who had not visited their GP or A&E in the previous 6 months.

Awareness of NHS111 and what it is for, across different age groups averaged 67.8% for all age groups with a maximum variance 0.7% from the mean, with the exception of the over 65s, where awareness rose slightly to 73.7%.

IMPACT OF LEAFLET DROP

In addition to the general communications programme, the campaign in Lambeth and Southwark included a leaflet drop to every household in the Borough, promoting GP Access Hubs/EPCS and Health Help Now. There are noticeably higher levels of awareness of both services in those two Boroughs compared to Boroughs that did not have the leaflet drop, so it may be reasonable to attribute this awareness. Health Help Now awareness was significantly higher in Lewisham and Southwark at 24.6% and 17.3% respectively, compared to an average of 6.5% in the other four Boroughs.

Awareness of GP Access Hubs was also relatively high in Bromley, which may be related to the use of Business cards at Bromley PRUH and UCC (see below).

IMPACT OF DIGITAL CAMPAIGN

The digital campaign (which including an extension to the main NHS111 campaign with a push on Facebook and Twitter) aimed to boost awareness of the GP Access Hubs/EPCS. With 82% of 18 to 29-year-olds, 79% of 30 to 49-year-olds and only 56% of 65 and overs using Facebook, it would be

reasonable to assume that this campaign would have a greater impact on the younger age groups. However, only 16.4% of 16 to 50 year olds were aware of the GP Access Hubs, compared to 33.6% of over 65s. NHS111 awareness was at an average of 68% for 16 to 50 year olds compared to 73.7% of over 65s.

Of those who were aware of GP Access Hubs/EPCS, only 4.88% stated they had found out about them via social media, with no one under 35 or over 65 having found out this way.

As stated above, in the absence of pre-campaign baseline data to measure this against, we are unable to tell whether or not awareness of the Hubs has increased following the digital campaign. It is likely that higher awareness amongst the over 65s is due to more regular attendance at health services (Average of 70% amongst the 16 to 50 year olds compared to 81% of over 65s having used a health service in the previous 6 months).

IMPACT OF CCG WEBSITE TEMPLATE WORDING

In addition to the social media campaign, the NHS also provided template wording for CCG and practice websites, although the use of this appears to be patchy across the region, with most CCGs and GP practices appearing not to use it or at best only using part of it. Of those who were aware of the GP Access Hubs/EPCS, 13% stated they had found out from a CCG website. However, there was a variance amongst the age ranges with only 7.7% of 16 to 50 year olds saying this compared to 19.4% of 51 to 64 year olds and 15.2% of over 65s.

As mentioned earlier, awareness of Health Help Now was also twice as high amongst the 16 to 34 age groups compared to all other age groups (14.3% compared to 8.4%).

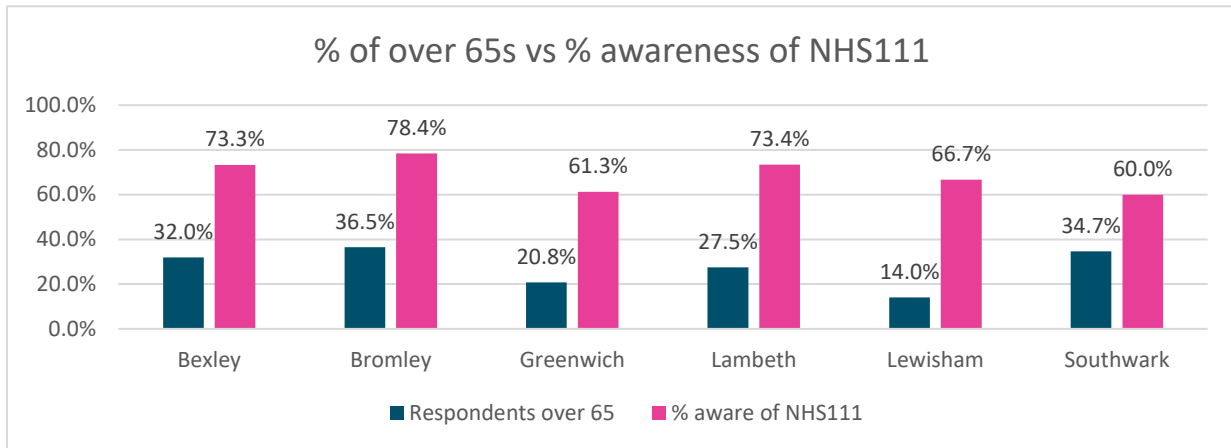
IMPACT OF BUSINESS CARDS

The NHS produced the NHS111 graphic (shown on page 7) in business card format and distributed it to several A&E and Urgent Care Centres (UCC), including the A&E at Bromley Princess Royal University Hospital (PRUH) and UCC, and Guy's and St Thomas' A&E and St Thomas' UCC (in Lambeth). There is a possible correlation between the Boroughs in which business cards were used and higher levels of

awareness of NHS111. This was 78.4% in Bromley and 73.5% in Lambeth, compared to an average of 65.3% across the other four boroughs.

AGE CORRELATION

Older people were generally more likely to have awareness of NHS111 than younger people in most Boroughs, with the exception of Southwark.



CONCLUSIONS

Awareness of NHS 111 and the GP Access Hubs/EPCS is higher amongst the over 65s than other age groups which generally correlates with levels of recent use of health services. Without baseline data drawn prior to the campaign it is difficult to draw conclusions about the impact of the various strands. There does not appear to be a correlation between awareness of services and the digital campaigns, however there does seem to be a strong correlation between the leaflet drops in Southwark and Lambeth and general awareness levels of Health Help Now.

There is a strong correlation between age and awareness as well as age and use of health services. From this information, it may be reasonable to assume that (for older people at least), information provided at their GP practice in leaflet, poster and verbal form is probably the most effective way to communicate with people.

Healthwatch was also a popular source of information and despite the potential that this result was skewed by the target group, it should not be entirely overlooked as a positive means of spreading awareness to the general public.

There may be an impact from social media on young people's awareness, however there is not yet enough data to determine this and it would warrant further investigation.

Surprisingly, it appears that most people do not gather this kind of information from websites (i.e. CCG websites), but this may be due to a general lack of awareness of the sites available.

It is reasonable to conclude that greater emphasis at existing health service provision is the best way to raise awareness of NHS111 and other services, and help to encourage people to access the appropriate services in the future.

APPENDIX 1: ABOUT HEALTHWATCH

Healthwatch gives give people a powerful voice locally and nationally. At a local level, Healthwatch works to help people get the best from their health and social care services, whether it's improving them today, or helping to shape them for tomorrow. Healthwatch is about local voices being able to influence the delivery and design of their services, not just for the people who use them, but anyone who might need to use them in future.

Healthwatch regularly undertakes local qualitative research on a wide variety of health and social care related projects. Whilst we do carry out surveys, analyse data and look for emerging trends, our approach is to focus on individual patients using interviews and case studies, attempting to understand and reflect the patient experience.

For more information visit:

Healthwatch Bexley

Lotta Hackett (Manager) on 020 8304 9344 or email lhackett@healthwatchbexley.co.uk
www.healthwatchbexley.co.uk

Healthwatch Bromley and Healthwatch Lewisham

Folake Segun (Director) on 0208 315 1916 or email folakes@healthwatchbromley.co.uk
www.healthwatchbromley.co.uk
www.healthwatchlewisham.co.uk

Healthwatch Greenwich

Rikki Garcia (Chief Executive) on 020 8301 8340 or email rikki@healthwatchgreenwich.co.uk
www.healthwatchgreenwich.co.uk

Healthwatch Lambeth

Catherine Pearson (Chief Executive) on 020 7274 8522 or email
Catherine.Pearson@healthwatchlambeth.org.uk
www.healthwatchlambeth.co.uk

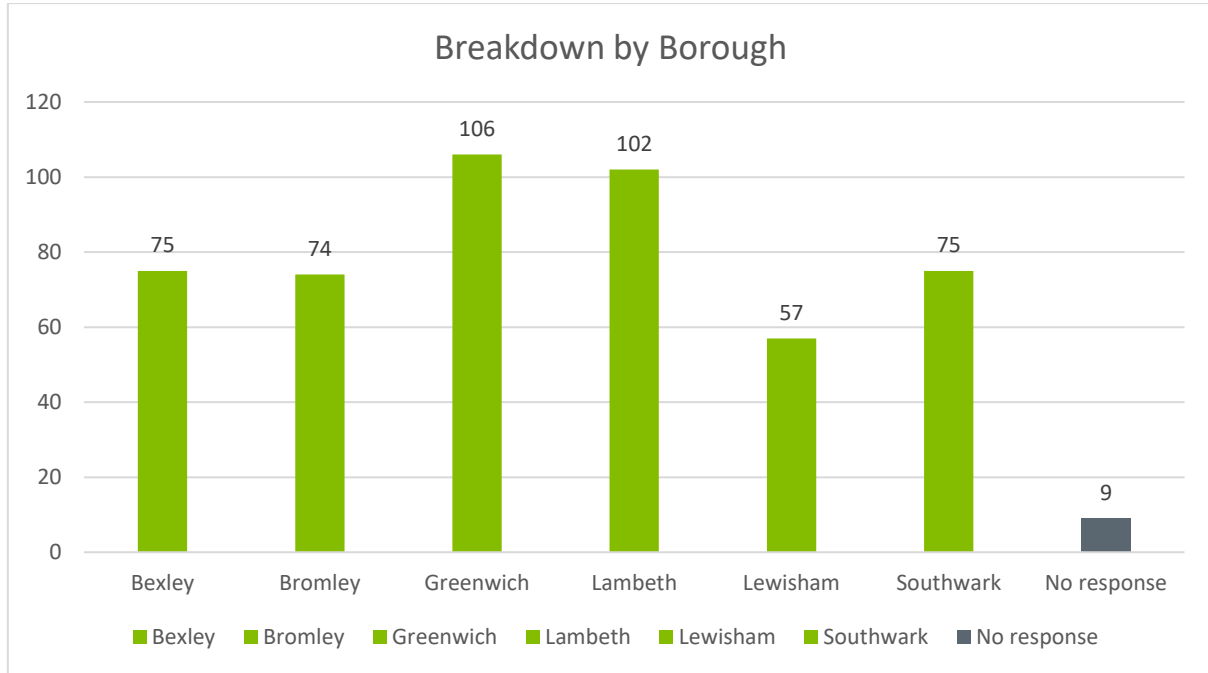
Healthwatch Southwark

Aarti Gandesha (Manager) on 020 7358 7005 or email aarti@communitysouthwark.org
www.healthwatchesouthwark.co.uk

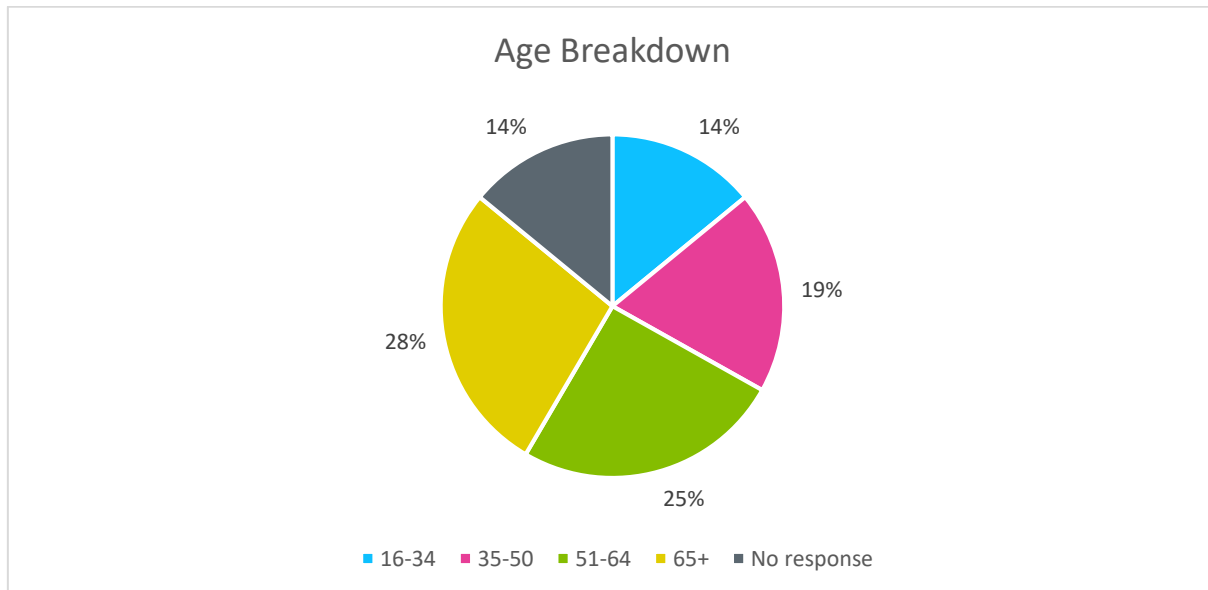
APPENDIX 2: RESPONDENT DEMOGRAPHICS

The demographics of survey respondents breaks down as follows:

BOROUGH

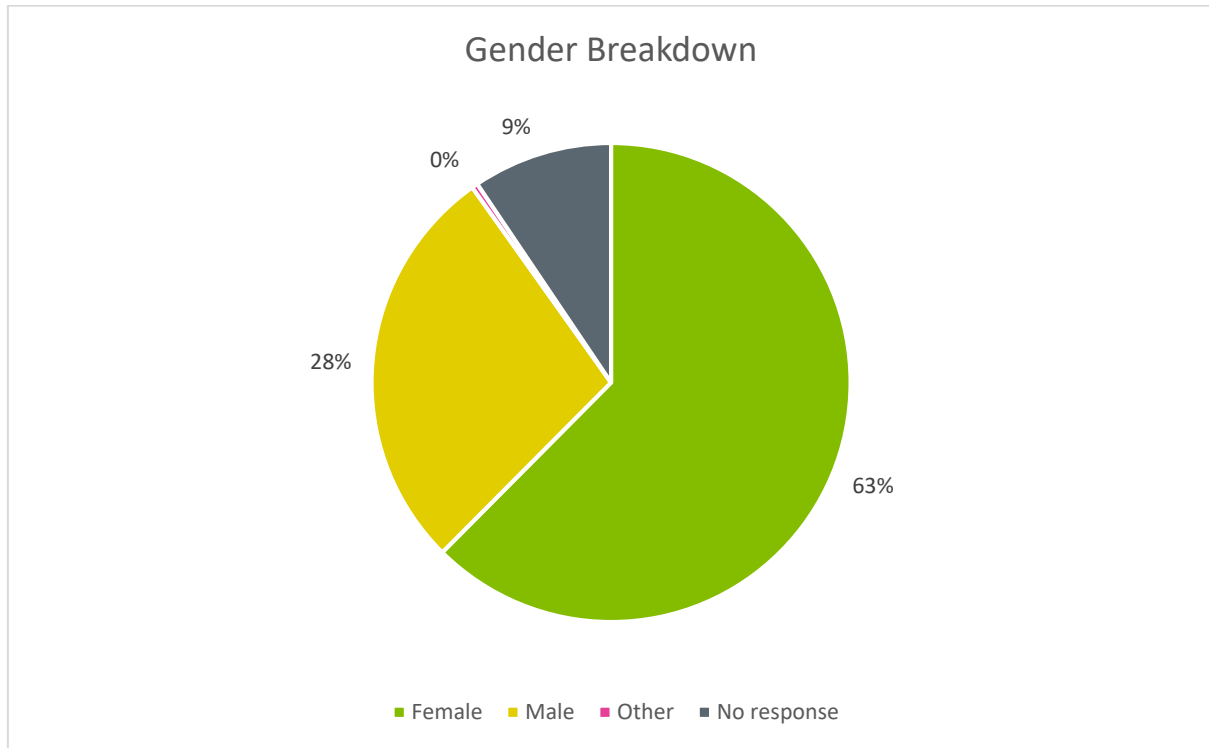


AGE

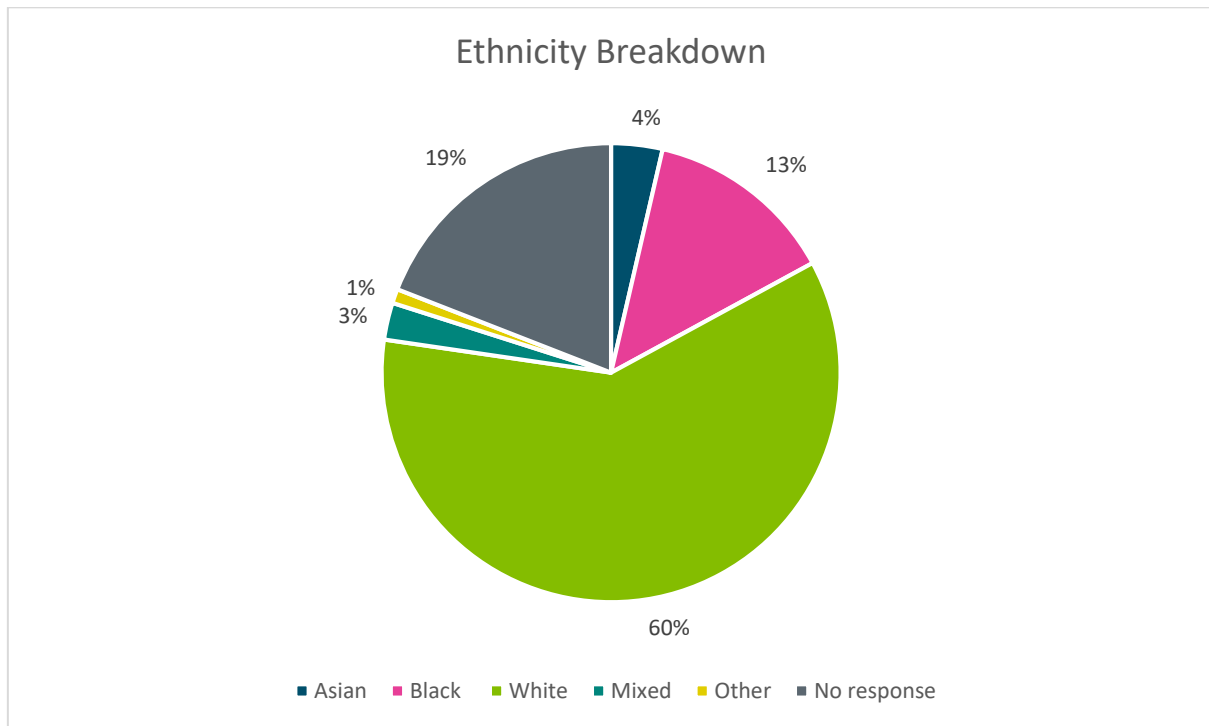


The youngest respondent was 16, with 8 being under 18. 32 were over 80, 3 over 90, and the oldest was 96.

GENDER

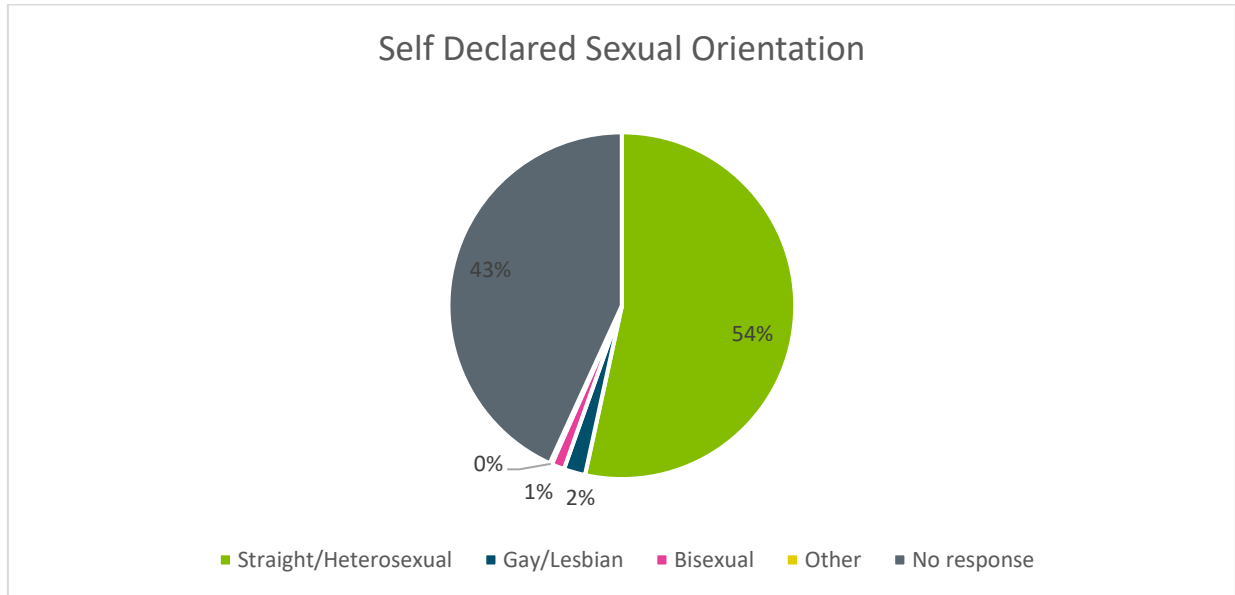


ETHNICITY

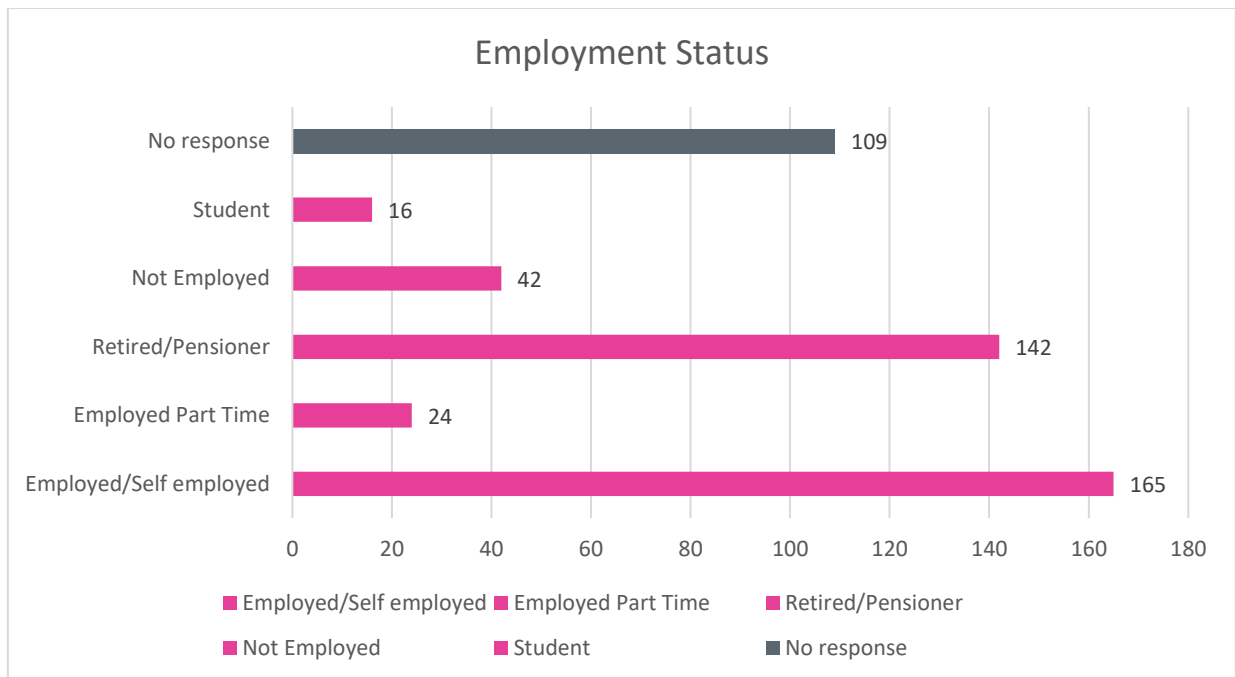


SEXUAL ORIENTATION

A large percentage of respondents did not provide an answer for this question.

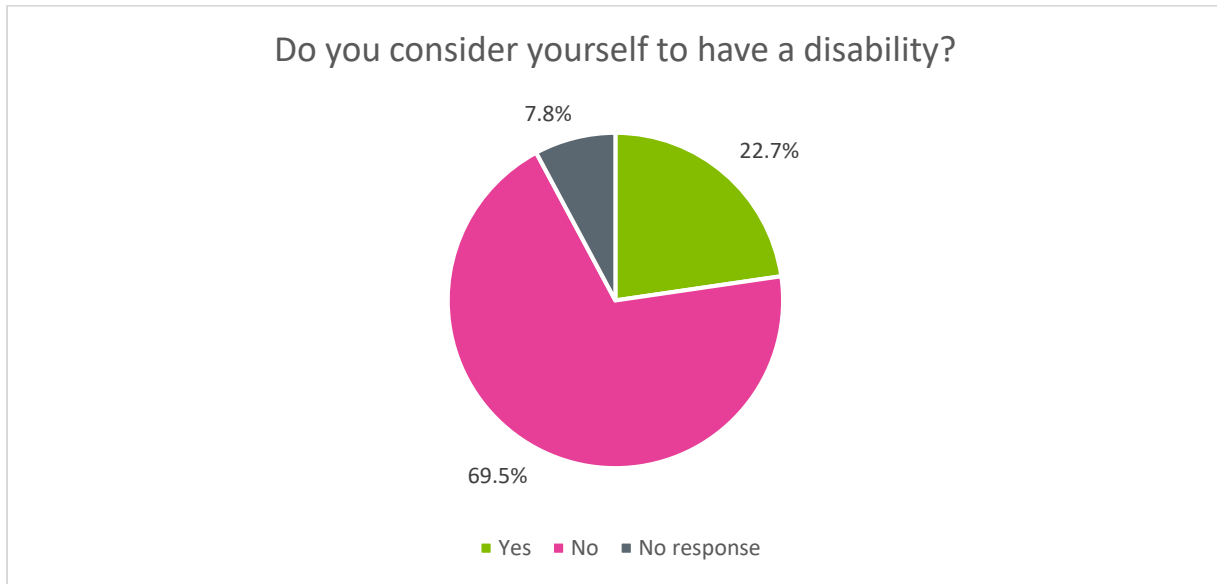


EMPLOYMENT STATUS



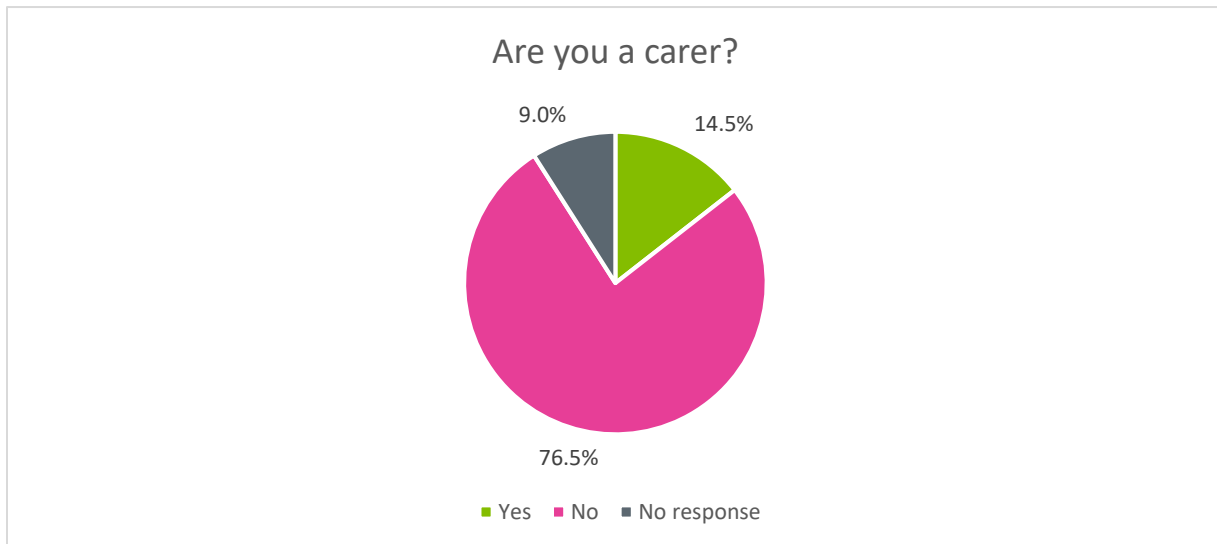
Of those employed, 23 were self-employed. Of those not working, 4 had a long term illness or disability, 6 identified as homemakers and 4 were volunteering.

DISABILITY



22.7% identified as having a disability compared to national estimates of 17.8% of the UK population¹

CARERS



14.5% identified as a carer compared to approximately 10% of the UK population²

¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/321594/disability-prevalence.pdf

² <https://carers.org/key-facts-about-carers-and-people-they-care>

APPENDIX 3: COPY OF SURVEY



NHS ENGLAND TRANSFORMING PRIMARY CARE WINTER COMMUNICATIONS PROGRAMME: HEALTHWATCH EVALUATION SURVEY

  <p>You need medical help fast, but it's not life-threatening?</p> <p>Call 111 for assessment, medical advice and if necessary, to be booked into services for treatment.</p> <p>www.nhs.uk/111</p>	<p>Need an urgent GP appointment?</p> <p>Doctors in Waltham Forest, Barking and Dagenham, Havering and Redbridge, and Newham are working together to make more GP appointments available by extending their opening hours during evenings and weekends at local hubs.</p> <p>Speak to your GP surgery or call NHS 111 to book.</p> 
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The Transforming Primary Care programme, part of the Healthy London Partnership, would like to receive feedback and gain an understanding of how effective last winter's primary care communications campaign was. The campaign aimed to raise awareness of alternative ways to access health care to attending accident and emergency (A&E)

ABOUT HEALTHWATCH

Healthwatch gives people a voice. Locally Healthwatch helps people get the best from their health and social care services, whether it's improving them today, or helping to shape them for tomorrow. Healthwatch seeks out and represents local voices to influence the delivery and design of health and social care services.

Healthwatch is helping to evaluate the NHS winter communications programme.

ALL OF THE INFORMATION GIVEN WILL REMAIN COMPLETELY CONFIDENTIAL.

We will always ask your explicit permission before using any potentially identifiable information.

1. In which borough do you live or access health services:

- Bexley
- Bromley
- Greenwich
- Lambeth
- Lewisham
- Southwark

2. Over the last 6 months have you needed to see a doctor or visit A&E at any time?

- Yes
- No
- Don't know

3. If yes, what did you do?

- Made an appointment with my GP
- Went to a walk-in session at my GP practice
- Called NHS 111
- Went to an Urgent Care Centre
- Went to a GP Access Hub/Extended Primary Care Service
- Went to Accident and Emergency (A&E)
- Used the 'Health Help Now' app or website
- Other (please state)

Comment: _____

4. Did you know that during winter, you could have booked a GP appointment out of hours (including evenings and weekends) through your local GP Hubs, also known as GP Access Hub or Extended Primary Care Service (EPCS) (excluding Bexley)?

- Yes
- No

5. If yes, how did you find out about the GP Hubs (tick all that apply)?

- My local Clinical Commissioning Group (CCG) website
- Calling NHS 111
- Speaking to my GP practice (e.g. reception staff)
- Posters/leaflets at my local GP practice
- Posters/leaflets at my local hospital
- Information through the letterbox
- Local newspaper
- Local community organisation
- Local Healthwatch
- Email/ mailing list/newsletter
- 'Health Help Now' app/website
- Social media (Facebook/Twitter)
- Other (please state)

Comment: _____

6. Have you seen this or a similar image before?



The image is a promotional graphic for NHS 111. It features a blue triangle with 'CALL 111' on the left. The main text asks 'You need medical help fast, but it's not life-threatening?' and provides instructions to call 111 for assessment and booking. The URL 'www.nhs.uk/111' is at the bottom. On the right, it says 'Need an urgent GP appointment?' and lists locations (Waltham Forest, Barking and Dagenham, Havering and Redbridge, and Newham) where GP appointments are available during evenings and weekends at local hubs. It also includes a blue telephone icon with 'CALL 111' and the instruction 'Speak to your GP surgery or call NHS 111 to book.'

- Yes No Don't know

7. Have you heard of NHS 111 before today?

- Yes, I've heard of it and know what it is for
- Yes, I've heard of it but don't know what it is for
- No, I've never heard of it
- Don't know

Comment: _____

8. Have you seen this or a similar image before?



- Yes
- No
- Don't know

9. Have you heard of Health help Now before today?

- Yes, I've heard of it and know what it is for
- Yes, I've heard of it but don't know what it is for
- No, I've never heard of it
- Don't know

Comment: _____

10. How do you keep up to date about health services in your area (tick all that apply)?

- My local Clinical Commissioning Group (CCG) website
- Information at my GP practice
- Information at my local hospital
- Local newspaper
- Local magazine
- Local community organisation
- Local Healthwatch
- Social media
- N/A
- Other (please state)

Comment: _____

11. Demographics:

Gender:

Age:

Ethnicity:

Religious belief:

Sexual orientation:

Employment status:

Do you consider yourself to have a disability?

- Yes No

Are you a carer?

- Yes No

If you are interested in hearing from Healthwatch in the future please complete your details below. We will not share your information with any other organisation.

Name:

Email:

Telephone:

Address:

Thank you for your time