

Meeting of
Lanarkshire NHS Board
25 August 2010

Lanarkshire NHS Board
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SUBJECT: PUBLIC ENGAGEMENT AND COMMUNICATIONS SURVEY

1. Purpose

Following the public engagement and communications survey in 2007 the Board agreed that a further survey would take place in 2010.

The Stakeholder Engagement Group commissioned the survey with a view to benchmarking the results against the previous survey.

The survey was competitively tendered and the contract was awarded to Ashbrook Research and Consultancy Ltd. The survey took place during March and April 2010 and took the format of 1,000 face to face interviews with members of the public across the ten localities in Lanarkshire and a self-completion survey by members of the North and South Public Partnership Forums.

A copy of the survey report has been forwarded to Board Members. Dr David Brooks, Director of Ashbrook Research and Consultancy Ltd, will present an overview and analysis of the survey findings at the Board Meeting.

2. Key Findings

Public Survey

- Overall the results of the public survey are encouraging in that the significant majority of the public rated NHS Lanarkshire as good in terms of keeping them up to date with changes in services. This reflected a marginally lower rating from 2007.
- Members of the public are increasing their use of a wide range of sources to obtain information about NHS Lanarkshire and this is reflected in a public desire for an even greater use of the wide range of sources.
- The ways in which the public wished to be involved in developing services in Lanarkshire saw a shift in 2010 from 2007 with more identifying email correspondence and attending public meetings as desirable.
- An encouraging result was the increase in those who stated there was nothing stopping them from getting involved with NHS Lanarkshire.

- There was more public awareness of the PPFs but this did not reflect in the numbers of people who wished to be involved in a PPF.
- The importance of being involved in decisions taken by NHS Lanarkshire was an indicator that saw a significant increase by those surveyed.

PPF Survey

It is notable that a different system for completing the survey was used for the PPFs this year. Self-completion surveys were issued to the PPFs as opposed to a telephone based survey which was used the last time. This has resulted in a poorer response and is half the return rate from the last survey. The PPF survey results are more qualitative in nature and should be viewed as such.

The key results were:

- A significant majority of PPF representatives rated NHS Lanarkshire as being good in terms of providing information and found it easy to get information about NHS Lanarkshire, both of which were increased results from the 2007 survey.
- The results identified issues relating to consultation on proposed changes with concerns raised regarding the timing of PPF involvement.
- While the majority of PPF representatives knew how to get involved in the development of local health services there was a notable reduction compared to 2007.
- There was a significant increase in the PPF representatives who would want to become more involved in the development of local health services.
- All PPF representatives identified that it was important they were informed about and involved in decisions taken by NHS Lanarkshire and highlighted these areas could be improved.

3. ACTIONS

The survey results have been presented to the Corporate Management Team and the Stakeholder Engagement Group. The results will also be presented to the Public Partnership Forums and will be publicised to staff and members of the public.

It is proposed that the Stakeholder Engagement Group review the survey findings and develop a workplan of actions that can be taken forward to address the key survey results.

4. CONCLUSIONS

The Board is requested to:

- note the survey results contained in the report from Ashbrook Research & Consultancy Ltd.
- agree to the recommendation that the Stakeholder Engagement Group develop a workplan to address the key survey results.

5. FURTHER INFORMATION

For further information or clarification of any issues in this paper please contact: Karon Hamilton, Head of Communications, NHS Lanarkshire, Tel: 01698 245218

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