



Ashbrook
RESEARCH & CONSULTANCY

**FINAL REPORT
ENGAGEMENT & COMMUNICATION AUDIT
February 2008**

PREPARED FOR: NHS Lanarkshire

EXECUTIVE SUMMARY

Public Profile

Information Profile

- A majority of respondents rated NHS Lanarkshire as being 'good' in terms of providing the type of information they need, providing enough information, being open and transparent, and consulting about proposed changes. However, a core of respondents rated NHS Lanarkshire as being 'poor' in these regards and, in particular, in respect of consulting about proposed changes, and being open and transparent.
- 4 out of 5 respondents stated that, generally, they find it 'easy' to get information about NHS Lanarkshire's services, plans and activities and, indeed, 1 in 5 respondents specifically stated they found it 'very easy' to source such information.
- Members of the public use a wide range of sources to find out about NHS Lanarkshire services, plans and activities, with the two primary sources of information in this regard being NHS Lanarkshire staff (for example, GPs, nurses and reception staff) and leaflets and posters in NHS Lanarkshire facilities (such as health centres and hospitals).
- There was a general consensus that NHS Lanarkshire should be making 'about the same use' of a range of sources under consideration in respect of providing information about its services, plans and activities. However, a notable core of respondents stated that greater use should be made of some sources – including leaflets and posters in NHS Lanarkshire facilities and NHS Lanarkshire staff – whilst other respondents believed that less use should be made use of some sources – such as correspondence delivered through doors, newsletters, public meetings, adverts (on billboards, bus shelters, radio and so on) and e-mails/text messaging.

- Members of the public have a desire to know more about a range of services and issues relating to NHS Lanarkshire, including GP services, hospital services and community services.

Involvement Profile

- Members of the public interviewed were almost equally split between those who believed that they knew enough about ways they could get involved in the development of Health Services in Lanarkshire, and those who did not hold this belief.
- 4 out of 5 respondents stated that they would not want to be more involved in the development of Health Services in Lanarkshire and, indeed, only 1 in 8 respondents stated that they would possible or definitely want to be involved in such developments, with a desire for this to be primarily through sending correspondence to NHS Lanarkshire, attending meetings to deal with specific issues, attending public meetings or through existing voluntary or community groups.
- Half of respondents stated there were no barriers which were preventing them from getting involved with NHS Lanarkshire. However, the principal barrier which emerged was lack of time and, thereafter, age, work commitments and lack of interest.

Public Partnership Forums

- Based on a description provided to them, 3 out of 10 respondents stated that they had heard of Public Partnership Forums. However, of these respondents, only around 1 in 20 stated that they were involved with these forums.

Decision Making

- A majority of members of the public interviewed stated their belief that *“direct correspondence from NHS Lanarkshire”* was a ‘good way’ for people like themselves in the community to influence decision making of NHS Lanarkshire. Thereafter a range of other routes of were identified here by a core of respondents, including local community groups, NHS Lanarkshire events and meetings, Public Partnership Forums and voluntary groups.
- At least half of respondents agreed with statements that *“it is important that I am informed about decisions taken by NHS Lanarkshire”* and *“there are sufficient opportunities for me to become involved in decisions taken by NHS Lanarkshire”*. However, a notable core of respondents disagreed with the statement that *“I feel that I am well informed about decisions taken by NHS Lanarkshire”*.

Public Partnership Forum Profile

Receiving Information

- A significant majority of PPF representatives rated NHS Lanarkshire as being ‘good’ in terms of keeping them up to date with changes in its services, providing the type of information they need, providing enough information, being open and transparent and consulting about proposed changes.
- 4 out of 5 PPF representatives stated that they found it ‘easy’ to get information about NHS Lanarkshire services, plans and activities. However, 1 in 5 stated that they found ‘difficulty’ in this regard.

Sourcing Information

- Public Partnership Forum representatives use a wide range of sources to find out about NHS Lanarkshire services, plans and activities.
- A significant majority of PPF representatives interviewed believed that a wide range of sources should be used more by NHS Lanarkshire in terms of promoting its services, plans and activities, including adverts on billboards, bus shelters, radio and so on, leaflets and posters in NHS facilities, NHS Lanarkshire staff, public meetings, and information from local voluntary and community groups.
- A majority of the PPF representatives interviewed stated that they would like to know more about a range of services and issues, including hospital services, men's health issues, services for the elderly, mental health services and community services.

Involvement Profile

- Virtually all of the PPF representatives interviewed stated their belief that they know enough about ways they could get involved in the development of Health Services in Lanarkshire.
- Three quarters of the PPF representatives interviewed stated that they would not want to be more involved in the developments of the Health Service in Lanarkshire, primarily due to the extent and level of their existing involvement.
- The majority of PPF representatives interviewed stated that there were no barriers to them getting involved with NHS Lanarkshire – although a core made reference to barriers such as lack of time and lack of awareness of further involvement routes.

Decision Making

- A significant majority of the PPF representatives interviewed agreed with statements pertaining to the importance of them being informed about decisions taken by NHS Lanarkshire, the extent to which they feel they are well informed about decisions taken by NHS Lanarkshire, the importance of them being involved in the decisions that are taken by NHS Lanarkshire the sufficiency of opportunities to become involved in decisions taken by NHS Lanarkshire.

Public Partnership Forum Profile

- Over 9 out of 10 of the PPF representatives who were interviewed believed that people in Lanarkshire know what Public Partnership forums are to 'little or no extent'.
- The PPF representatives interviewed primarily believed that people get involved in Public Partnership Forums due to the fact that they have the interests of the 'community' at heart or have a personal interest in a particular health issue or proposal.
- In contrast, the PPF representatives interviewed stated their belief that people do not get involved in Public Partnership Forums primarily due to *"lack of interest or general apathy"*.
- Two thirds of the PPF representatives interviewed stated their belief that to 'at least some extent' these Forums have been involved in discussions and decisions about local service issues – however, this is perceived to be primarily 'to some extent', rather than 'to a great extent'.
- 9 out of 10 of the PPF representatives interviewed believed that discussions and decisions that Public Partnership Forums have been involved in have been 'valuable' and, indeed, three quarters of

respondents specifically believed that these discussions and decisions had been very valuable.

- Most of those participating in the interview process found difficulty in commenting about the ways they believe PPFs 'fitted with' other public involvement structures, with the primary benefit that was identified being of these structures 'working together'.
- The principal strength of Public Partnership Forums was seen as being the opportunity that they give for 'ordinary people' in the community to have a say in decisions taken by NHS Lanarkshire. However, a range of other strengths were also identified, including the opportunity that PPFs provide to assimilate and disseminate information to the community, and the fact that PPFs give the opportunity for representation of a wide variety of different individuals and groups.
- The key weakness of Public Partnership Forums was identified as being 'lack of interest' amongst members of the public to become involved in them. Thereafter, other weaknesses related to lack of effective communications, and a belief that PPFs had failed to fully engage with the wider community.
- A number of suggestions were made by the PPF representatives interviewed with regard to improvements in service design and delivery within NHS Lanarkshire, including a desire for:
 - Increased funding in the NHS generally and, more specifically, in NHS Lanarkshire
 - A greater degree of consultation
 - NHS Lanarkshire to make greater efforts to 'listen to' the public
 - Waiting times to be reduced
 - Improved transitional arrangements from hospital to home
 - Better communications

1.0 INTRODUCTION

This report details findings to emerge from an Engagement & Communication Audit undertaken on behalf of NHS Lanarkshire by Ashbrook Research & Consultancy Ltd.

During October and November 2007, information was collected in respect of Engagement and Communication by NHS Lanarkshire on the following basis:

- 1,000 face to face interviews with Members of the Public across Lanarkshire (a listing of areas within which interviews were undertaken is attached as *Appendix I*)
- 50 telephone depth interviews with members of the 12 NHS Lanarkshire Patient Partnership Forums

Copies of the questionnaires administered during the interview process are attached as *Appendix III*.

Where possible and appropriate from a statistical perspective, variations in findings for questions requested by NHS Lanarkshire are highlighted for the interviews undertaken with Members of the Public on the following basis:

- Age (under 25, 25-34, 35-44, 45-54, 55-64 and 65+)
- Place of residence (Hairmyres area, Wishaw area, Monklands area – as defined in *Appendix II*)
- Whether or not a respondent had attended hospital as an inpatient or outpatient within the last year
- Whether or not a respondent had a longstanding illness or disability

It should be noted that the data gathered was weighted to reflect the population characteristics of Lanarkshire, and that the refusal rate for

the survey process was 12%. Both of these factors contributed to the high level of accuracy, representativeness and robustness of the data gathered.

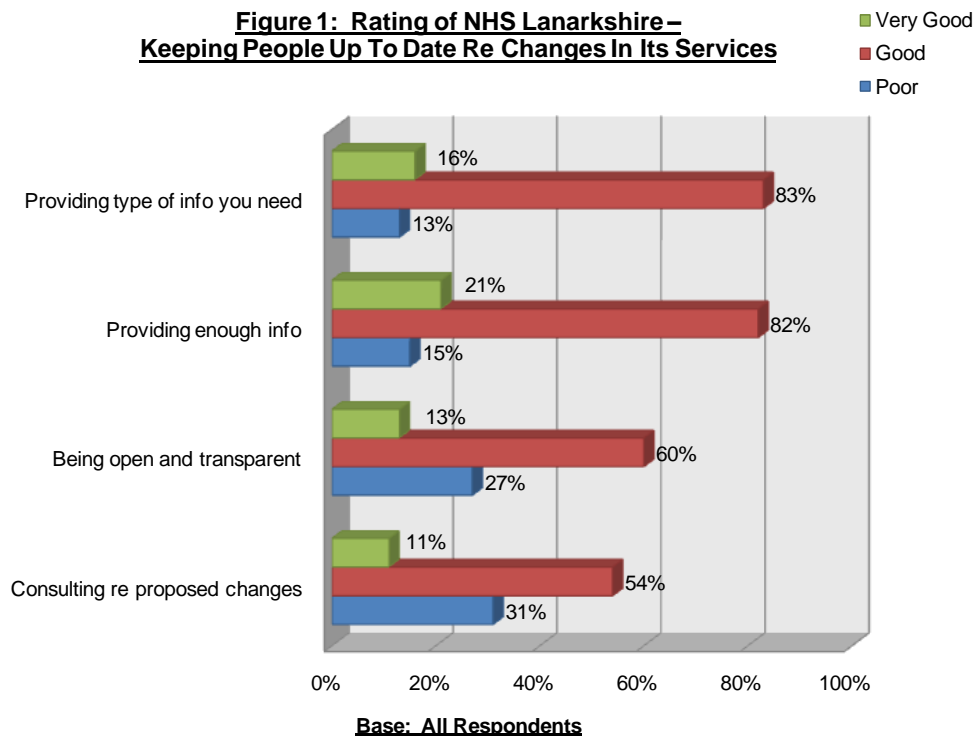
It was also hoped to derive information on an online basis by means of a link – on the NHS Lanarkshire website – to an online questionnaire. However, only 45 questionnaires were completed and, accordingly, this is not sufficient to allow an accurate or representative profile of opinion to be presented.

2.0 PUBLIC PROFILE

2.1 Information Profile

“How would you rate NHS Lanarkshire in keeping you up to date with changes in its services in terms of...?”

Figure 1: Rating of NHS Lanarkshire – Keeping People Up To Date Re Changes In Its Services



From Figure 1 it can be seen that a majority of respondents rated NHS Lanarkshire as being ‘good’ in terms of:

- Providing the type of information they need (83%)
- Providing enough information (82%)
- Being open and transparent (60%)
- Consulting about proposed changes (54%)

Indeed, it should be noted that a core of respondents here specifically rated NHS Lanarkshire as being very good in each of these regards, particularly with respect to *“providing enough information”* (21%).

Despite this positive profile, however, Figure 1 also indicates that a core of respondents rated NHS Lanarkshire as being 'poor' in terms of each of the four indicators and, in particular, in respect of:

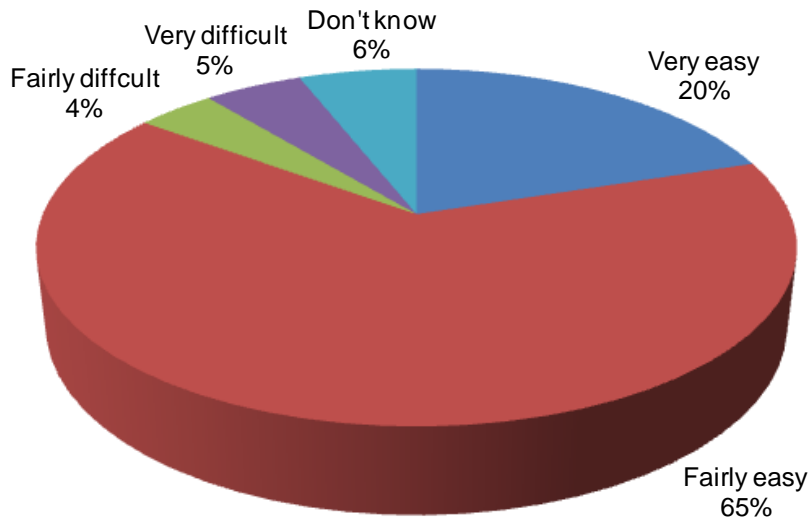
- Consulting about proposed changes (31%)
- Being open and transparent (27%)

Further examination of the data here indicates no significant variances by respondent type in terms of the rating of NHS Lanarkshire in respect of 'providing the type of information people need'. However, there were a number of notable variations here in respect of the remaining factors i.e. those most likely to rate NHS Lanarkshire positively in terms of:

- Providing enough information were respondents aged 35 or over (84% compared to 74% for those aged under 35)
- Being open and transparent were aged 45-54 (67% compared to, for example, only 52% for those aged 25-34) and resident in the Hairmyres and Wishaw areas (65% and 66% respectively compared to 55% for those resident in the Monklands area)
- Consulting about proposed changes: aged 35 or over (56% compared to 48% for those aged under 35) and resident in the Hairmyres and Wishaw areas (61% and 58% respectively compared to 49% for those resident in the Monklands area)

“Generally, how easy or difficult is it for you to get information about NHS Lanarkshire services, plans and activities?”

Figure 2: Ease/Difficulties Re Getting Information About NHS Lanarkshire Services, Plans & Activities



Base: All Respondents

It is encouraging to note from Figure 2 that over 4 out of 5 respondents (85%) stated that, generally, they find it ‘easy’ to get information about NHS Lanarkshire services, plans and activities and, indeed, 1 in 5 respondents (20%) specifically stated that they found it very easy to source such information.

In contrast, less than 1 in 10 respondents here (9%) noted a degree of ‘difficulty’ in respect of sourcing information about NHS Lanarkshire services, plans and activities.

It should be noted that the only notable variance to emerge here was that respondents in the Hairmyres area were slightly likely to state that they found it easy to get information about NHS Lanarkshire services, plans and activities (82% compared to, for example, 89% for those in the Wishaw area).

“Do you use any of the sources on this card to find out about NHS Lanarkshire services, plans and activities?”

Figure 3: Sources Used To Find Out About NHS Lanarkshire Services, Plans & Activities

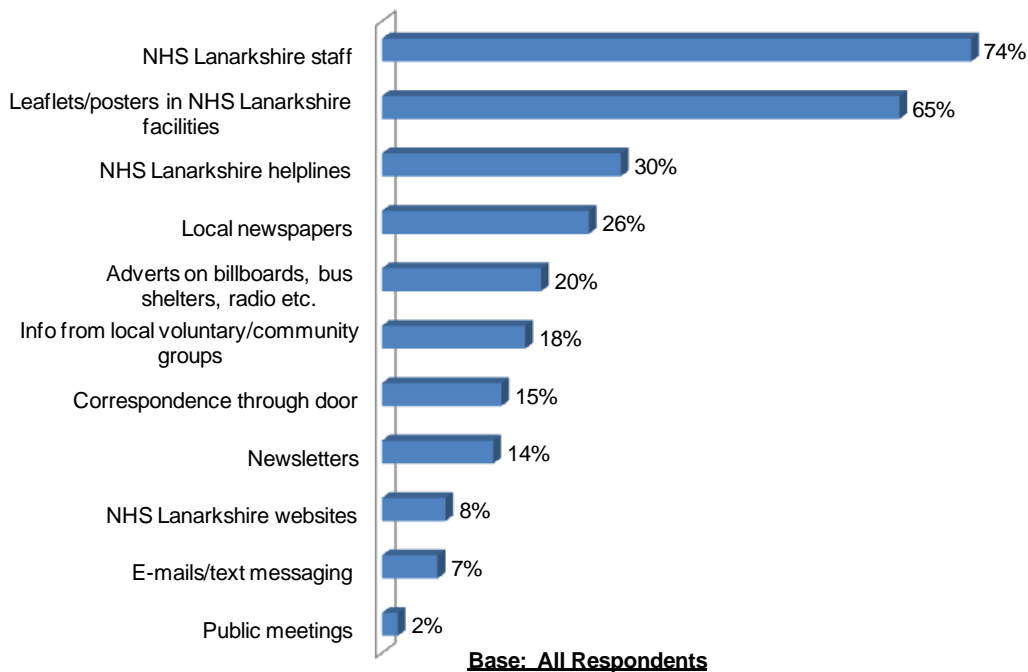


Figure 3 indicates that members of the public use a wide range of sources to find out about NHS Lanarkshire services, plans and activities, with the two primary sources of information in this regard being:

- NHS Lanarkshire staff – for example, GPs, nurses and reception staff (74%)
- Leaflets and posters in NHS Lanarkshire facilities – such as health centres and hospitals (65%)

Thereafter, a range of other sources are used to source information about NHS Lanarkshire services, plans and activities, including:

- NHS Lanarkshire helplines (30%)
- Local newspapers (26%)
- Adverts on billboards, bus shelters, radio and so on (20%)

- Information from local voluntary and community groups (18%)
- Correspondence delivered through doors (15%)
- Newsletters (14%)

The table below highlights the respondent types that were most likely to make use of each of the sources of information under consideration.

<u>Information Source</u>	<u>Respondent Type</u>
NHS Lanarkshire Websites	Respondents aged 25-54 (13%)
NHS Lanarkshire Helplines	Respondents aged 25-54 (33%), those in the Monklands area (34%) and those with a longstanding illness or disability (31%)
Newsletters	Respondents aged 25-54 (18%) and those in the Hairmyres and Monklands areas (18% and 17% respectively)
E-mails & Text Messaging	Respondents aged 25-54 (9%) and those in the Hairmyres area (13%)
Correspondence delivered through doors	Respondents aged 25-44 (19%) and resident in the Hairmyres and Monklands areas (19% and 17% respectively)
Public meetings	No significant variances
NHS Lanarkshire staff	Respondents aged 25 or over (74%), those resident in the Hairmyres and Wishaw areas (85% and 81% respectively) and those with a longstanding illness or disability (77%)
Leaflets and posters in NHS Lanarkshire facilities	Respondents aged 25 or over (66%)
Adverts on billboards, bus shelters, radio etc.	Respondents aged 25-54 (25%) and those in the Hairmyres and Monklands areas (20% and 23% respectively)
Local newspapers	Respondents in the Hairmyres and Monklands areas (32% and 27% respectively) and those without a longstanding illness or disability (28%)
Information from local voluntary and community groups	Respondents aged 25-44 and 65+ (22% and 18% respectively) and those in the Monklands area (27%)

“Do you think that NHS Lanarkshire should be making more use, less use or about the same amount of use of each of the sources?”

Figure 4a: More/Less Use Of Sources Used?

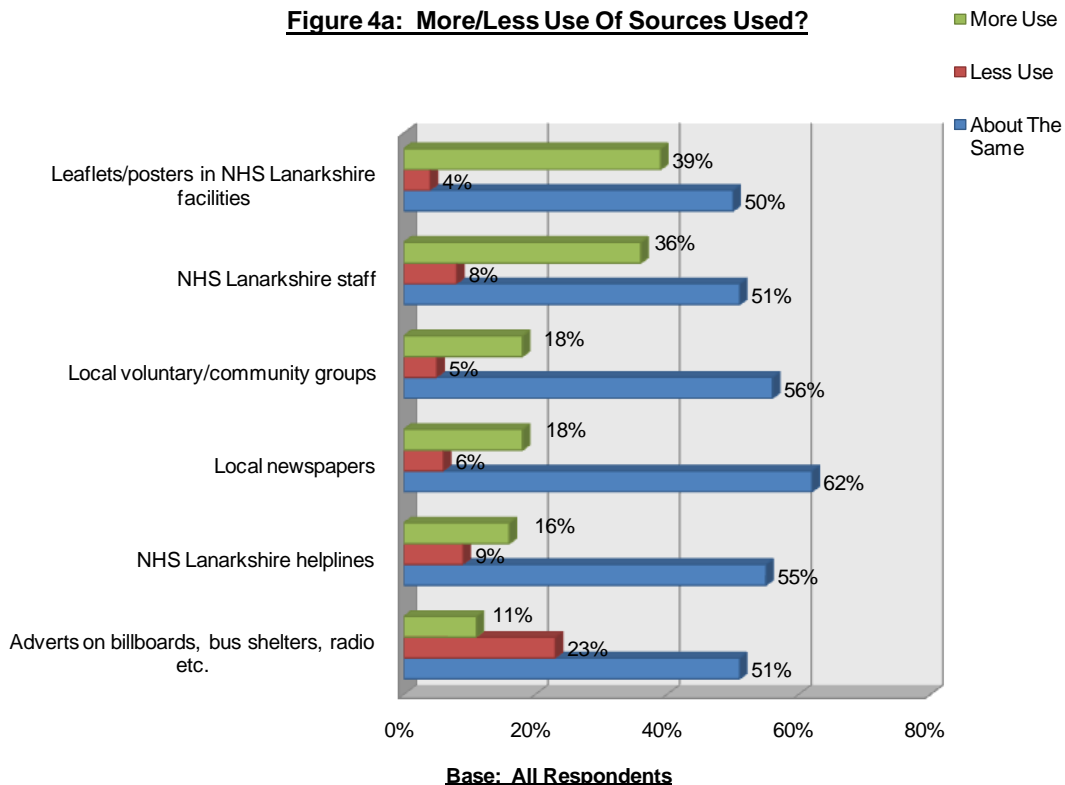
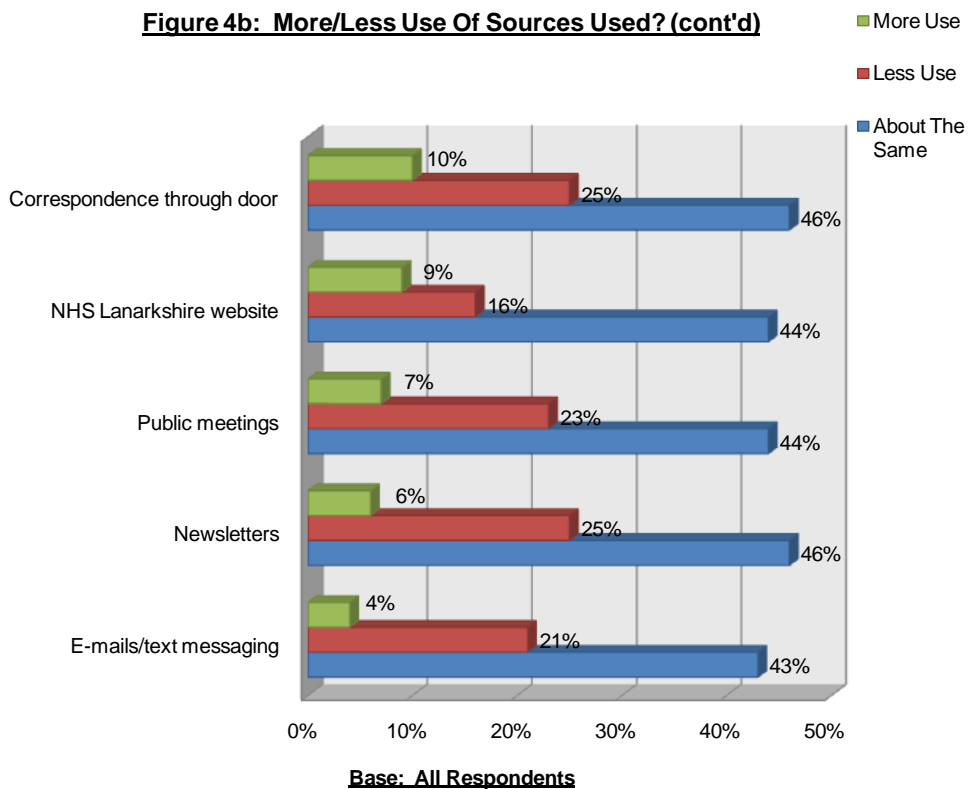


Figure 4b: More/Less Use Of Sources Used? (cont'd)



Figures 4a and 4b indicate that there is a general consensus that NHS Lanarkshire should be making 'about the same use' of each of the sources under consideration and, in particular:

- Local newspapers (62%)
- Information from local voluntary and community groups (56%)
- NHS Lanarkshire helplines (55%)
- NHS Lanarkshire staff (51%)
- Adverts on billboards, bus shelters, radio and so on (51%)
- Leaflets and posters in NHS Lanarkshire facilities – such as health centres and hospitals (50%)

It is of interest to note, however, that a notable core of respondents expressed a desire for greater use to be made of a number of sources and, in particular:

- Leaflets and posters in NHS Lanarkshire facilities (39%)
- NHS Lanarkshire staff (36%)
- Information from local voluntary and community groups (18%)
- Local newspapers (18%)
- NHS Lanarkshire helplines (16%)

It is also of interest to note from Figures 4a and 4b that a notable core of respondents expressed a desire for less use to be made of a number of the sources under consideration and, in particular:

- Correspondence delivered through doors (25%)
- Newsletters (25%)
- Public meetings (23%)
- Adverts on billboards, bus shelters, radio and so on (23%)
- E-mails and text messaging (21%)

The table below highlights the respondent types that were most likely to state that NHS Lanarkshire should be making more use of each of the factors under consideration.

<u>Factor</u>	<u>Respondent Type</u>
NHS Lanarkshire Websites	Respondents aged 25-54 (11%)
NHS Lanarkshire Helplines	Respondents aged under 55 (19%)
Newsletters	No significant variances
E-mails & Text Messaging	Respondents aged 25-54 (6%)
Correspondence delivered through doors	Respondents aged 35-54 (15%)
Public meetings	No significant variances
NHS Lanarkshire staff	Respondents aged 25-54 and 65+ (39% and 28% respectively) and those who had attended hospital as an inpatient or outpatient within the last year (42%)
Leaflets and posters in NHS Lanarkshire facilities	Respondents aged 45-54 (46%) and those in the Hairmyres area (58%)
Adverts on billboards, bus shelters, radio etc.	Respondents aged 35-54 (18%) and those in the Hairmyres and Wishaw areas (14%)
Local newspapers	Respondents aged 35-54 (22%), those resident in the Hairmyres and Monklands areas (both 18%) and those who had attended hospital as an inpatient or outpatient within the last year (23%)
Information from local voluntary and community groups	Respondents in the Monklands area (22%)

“Would you like to know more about any of the services or issues on this card?”

Figure 5: Desire To Know More About Specified Services/Issues

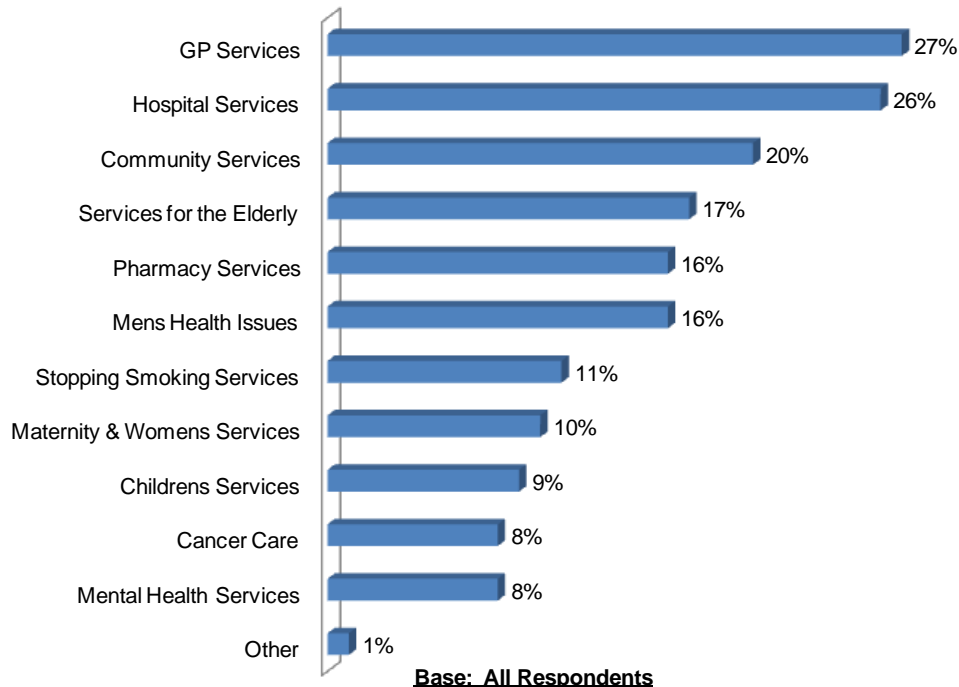


Figure 5 indicates that members of the public have a desire to know more about a range of services or issues relating to NHS Lanarkshire, including:

- GP services (27%)
- Hospital services (26%)
- Community services (20%)
- Services for the elderly (17%)
- Pharmacy services (16%)
- Mens health issues (16%)

The table below highlights the respondent types expressing greatest interest in knowing more about each of the services or issues under consideration.

<u>Service/Issue</u>	<u>Respondent Type</u>
GP Services	Respondents aged 25-54 (32%) and those who had attended hospital as an inpatient or outpatient within the last year (31%)
Hospital Services	Respondents aged 35-54 (35%), those with a longstanding illness or disability (30%) and those who had attended hospital as an inpatient or outpatient within the last year (32%)
Community Services	Respondents with a longstanding illness or disability (24%) and those who had attended hospital as an inpatient or outpatient within the last year (26%)
Pharmacy Services	No significant variances
Cancer Care	Respondents aged 25 or over (9%) and those who had attended hospital as an inpatient or outpatient within the last year (14%)
Mental Health Services	Respondents aged 35-44 (13%) and those who had attended hospital as an inpatient or outpatient within the last year (12%)
Stopping Smoking Services	Respondents aged 35-54 (15%)
Childrens Services	Respondents aged 25-54 (12%)
Services for the Elderly	Respondents aged 54 or over (22%), those with a longstanding illness or disability (22%) and those who had attended hospital as an inpatient or outpatient within the last year (22%)
Maternity & Womens Services	Respondents aged 25-44 (13%)
Mens Health Issues	Respondents aged 35-54 (23%) and those who had attended hospital as an inpatient or outpatient within the last year (21%)

2.2 Involvement Profile

“Would you say you know enough about ways you can get involved in the development of health services in Lanarkshire?”

Figure 6: Know Enough Re Ways To Get Involved In Development Of Health Services In Lanarkshire?

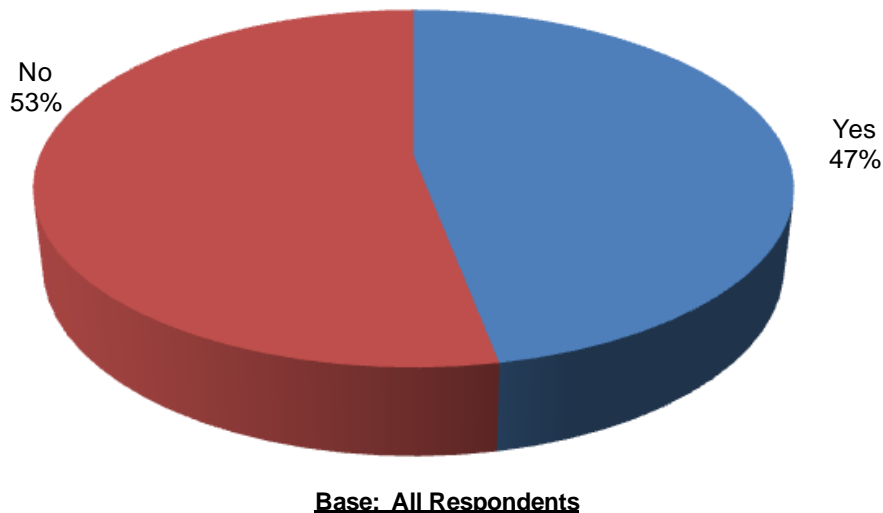


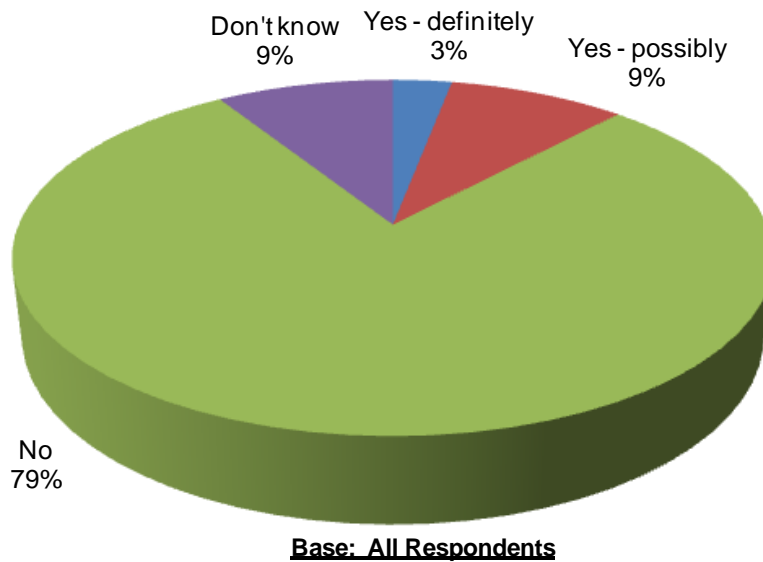
Figure 6 indicates that members of the public interviewed were almost equally split between those who believed that they knew enough about ways they could get involved in the development of health services in Lanarkshire (47%) and those who did not hold this belief (53%).

Further examination of the data here indicates that those who were most likely to state that they knew enough about ways to get involved in the development of health services in Lanarkshire were:

- Aged 25-34 and 65+ (52% and 51% respectively)
- Those resident in the Wishaw area (58%)
- Those with a longstanding illness or disability (49%)
- Those who had attended hospital as an inpatient or outpatient within the last year (50%)

“Would you want to be more involved in the development of your health service in Lanarkshire?”

Figure 7: Want To Be More Involved Re Developments Of Health Services In Lanarkshire?

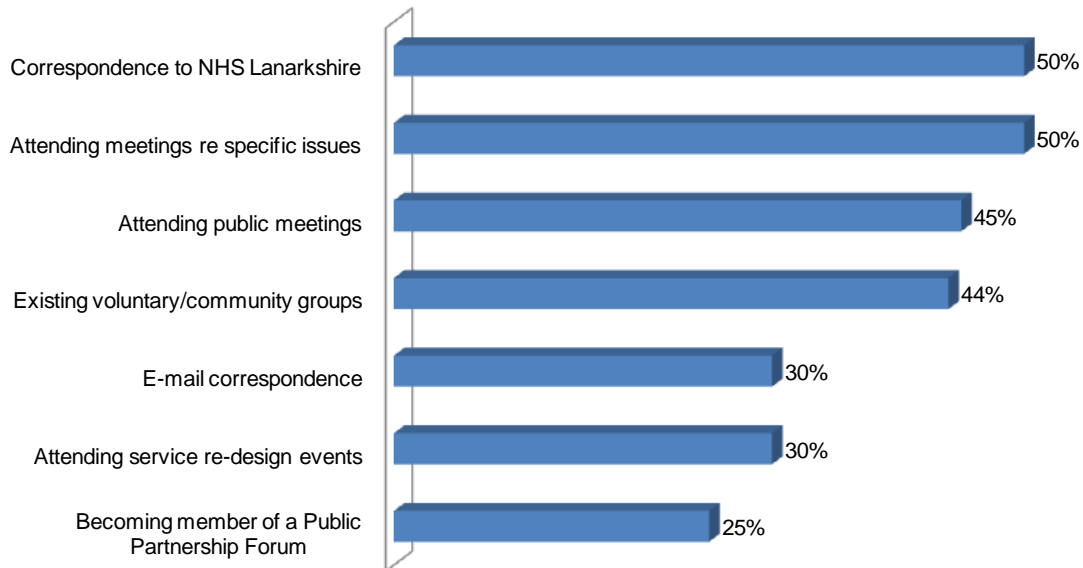


From Figure 7 it can be seen that 4 out of 5 respondents (79%) stated that they would not want to be more involved in the development of their health service in Lanarkshire and, indeed, only 1 in 8 respondents (12%) stated that they would either ‘possibly’ (9%) or ‘definitely’ (3%) want to be more involved in such developments.

Further examination of the data here indicates that those most likely to state their desire to become more involved in the development of their Health Service in Lanarkshire were aged 25-64 (14%).

“Would you like to use any of the following ways to become involved in the development of health services in Lanarkshire?”

Figure 8: Desired Ways To Become Involved Re Development Of Health Services In Lanarkshire



Base: 'Yes' in Figure 7

From Figure 8 it can be seen that – amongst those stating that they would either possibly or definitely want to be more involved in the developments of their Health Service in Lanarkshire – the principal means by which they would like to become involved were:

- By sending correspondence to NHS Lanarkshire (50%)
- By attending meetings dealing with specific issues (50%)
- By attending public meetings (45%)
- Through existing voluntary or community groups (44%)

However, a core of respondents here also made reference to:

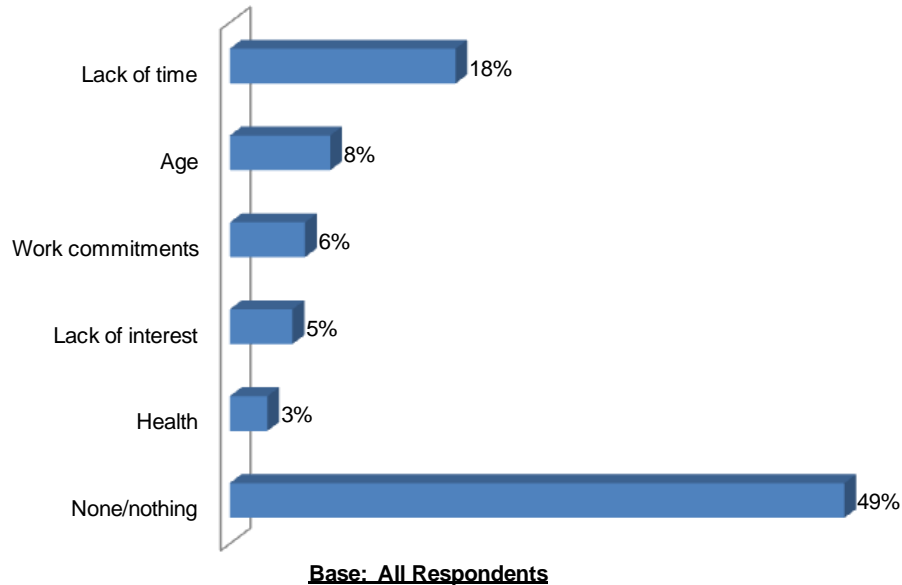
- E-mail correspondence (30%)
- Attending service redesign events (30%)
- Becoming a member of a Public Partnership Forum (25%)

The table below identifies the respondent types that expressed greatest desire to use each of the ways under consideration to become involved in the development of Health Services in Lanarkshire.

<u>Ways To Become Involved</u>	<u>Respondent Type</u>
Existing voluntary or community groups	Respondents aged 45-54 (72%)
By sending correspondence to NHS Lanarkshire	Respondents aged under 25 and 45-54 (57% and 52% respectively) and those who had not attended hospital as an inpatient or outpatient within the last year (53%)
Through e-mail correspondence	Respondents aged 45-54 (52%) and those who had not attended hospital as an inpatient or outpatient within the last year (34%)
By attending public meetings	Respondents aged 65+ (67%), those with a longstanding illness or disability (65%) and those who had attended hospital as an inpatient or outpatient within the last year (57%)
By attending service redesign events	Respondents aged 65+ (53%) and those with a longstanding illness or disability (41%)
By attending meetings dealing with specific issues	Respondents aged under 25 and 35-44 (71% and 72% respectively), those with a longstanding illness or disability (59%) and those who had attended hospital as an inpatient or outpatient within the last year (62%)
By becoming a member of a Public Partnership Forum	Respondents aged 45-54 (40%)

“What, if anything, would you say are the barriers that stop you from getting involved with NHS Lanarkshire?”

Figure 9: Barriers Preventing Involvement With NHS Lanarkshire (Unprompted)



It is of interest to note from Figure 9 that when all respondents were asked – on an unprompted basis – to identify the barriers they believed were stopping them from getting involved with NHS Lanarkshire, almost half of respondents (49%) stated that there were no barriers in this regard.

Thereafter, the principal barrier which emerged was “*lack of time*” (18%) and, beyond this, other factors were cited such as:

- Age (8%)
- Work commitments (6%)
- Lack of interest (5%)

Further examination of the data here indicates a number of notable variations in respect of barriers that were stopping respondents getting involved with NHS Lanarkshire, with the following barriers being most significant for the groups noted below:

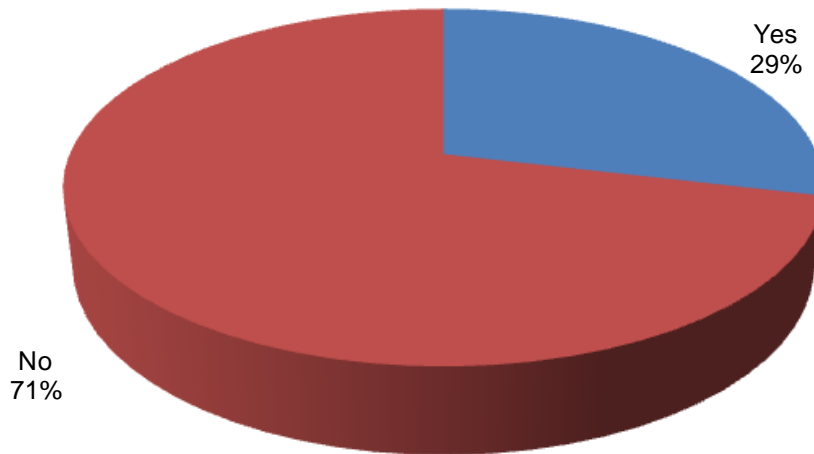
- Lack of time: for all respondents except for those aged 65+ (23%), those without a longstanding illness or disability (21%) and those who had not attended hospital as an inpatient or outpatient within the last year (20%)
- Age: respondents aged 65+ (65%) and those with a longstanding illness or disability (14%)
- Work commitments: respondents aged 35-44 (8%)
- Lack of interest: respondents aged under 25 (10%)
- Health: respondents with a longstanding illness or disability (11%) and those who had attended hospital as an inpatient or outpatient within the last year (9%)

2.3 Public Partnership Forums

All respondents were read out the following statement – *“Public Partnership Forums were set up in April 2006. These forums are made up of patients, carers, the public, the community and voluntary organisations, and are a key way that NHS Lanarkshire links with the communities that it serves”*. Respondents were then asked the following question...

“Before today, had you heard of these Public Partnership Forums?”

Figure 10: Heard Of Public Partnership Forums?



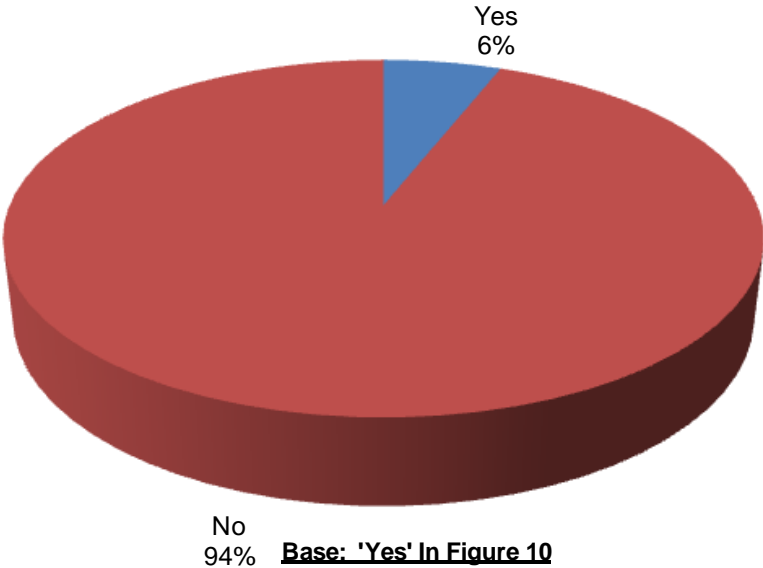
Base: All Respondents

Figure 10 indicates that 3 out of 10 members of the public interviewed (29%) stated that they had heard of Public Partnership Forums. Thereafter, Figure 11 below indicates that only around 1 in 20 of these respondents (6%) stated that they are involved with Public Partnership Forums.

Further examination of the data here indicates that awareness of Public Partnership Forums was highest amongst those aged 25-44 (33%) and lowest amongst those aged under 25 (23%).

“Are you involved with these Public Partnership Forums?”

Figure 11: Involved In Public Partnership Forums?

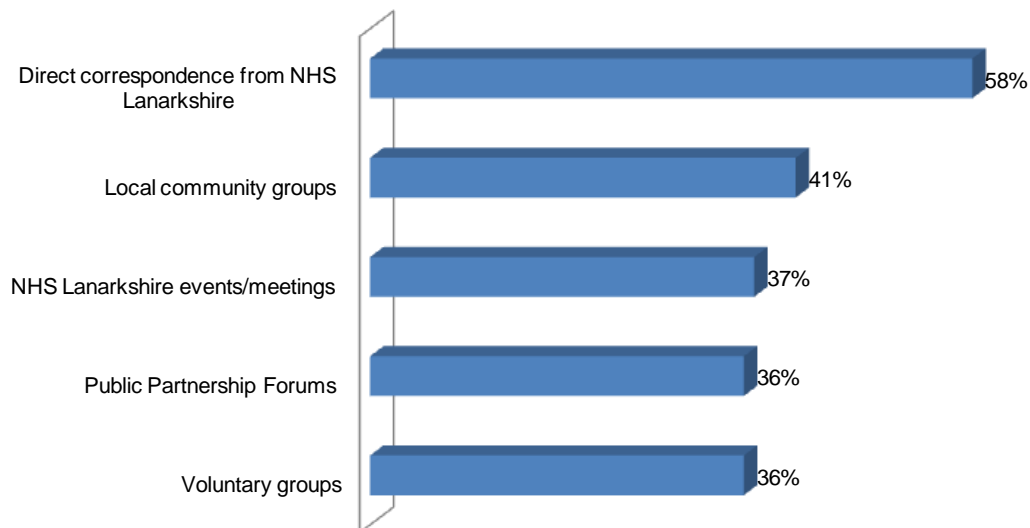


It should be noted that the sub sample of respondents here was insufficient to allow statistically reliable comparisons to be drawn on the basis of respondent type.

2.4 Decision Making

“Would you say that any of the following would be good ways for people like you in the community to influence decision making of NHS Lanarkshire?”

Figure 12: Good Ways To Involve Community Re Influencing Decision Making Of NHS Lanarkshire?



Base: All Respondents

Based on a listing provided to them, Figure 12 indicates that a majority of members of the public interviewed (58%) stated their belief that “*direct correspondence from NHS Lanarkshire*” was a ‘good way’ for people like themselves in the community to influence decision making of NHS Lanarkshire.

Thereafter, a notable core of respondents stated their belief that four further mechanisms would represent ‘good ways’ for people in the community to influence decision making in NHS Lanarkshire, namely:

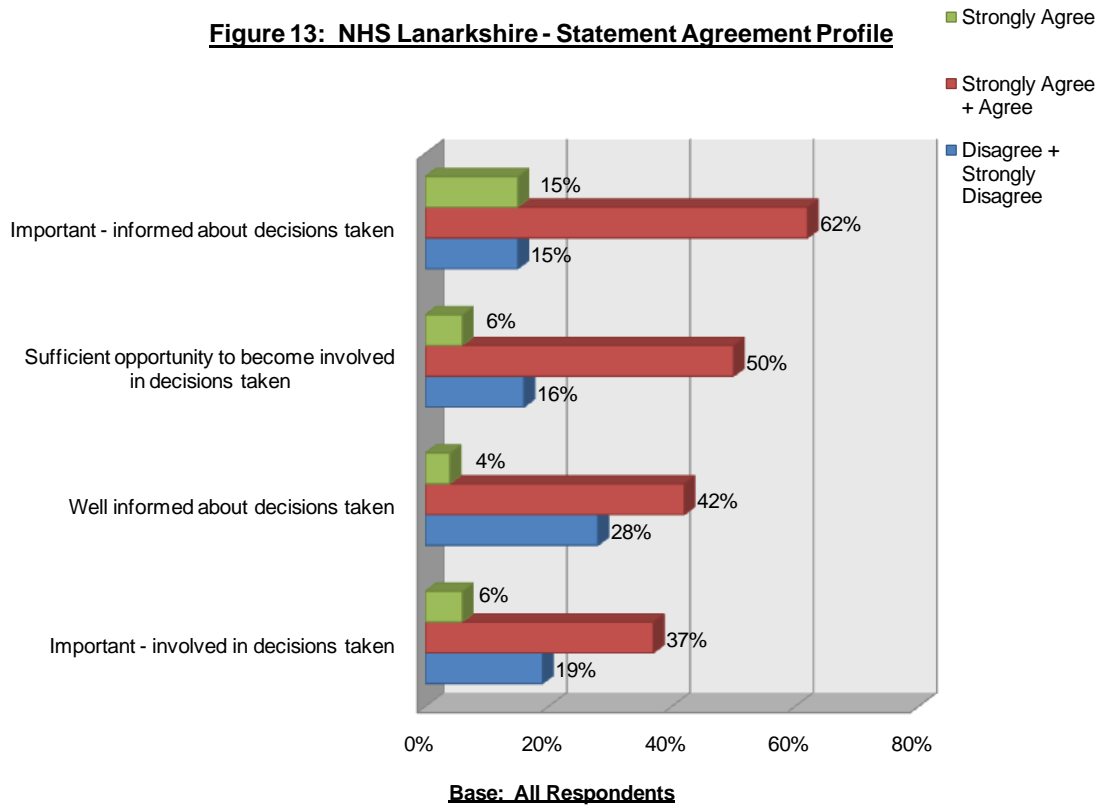
- Local community groups (41%)
- NHS Lanarkshire events and meetings (37%)
- Public Partnership Forums (36%)
- Voluntary groups (36%)

The table below provides a profile of mechanisms which were most seen as representing ‘good ways’ for people in the community to influence decision making in NHS Lanarkshire on the basis of respondent type.

<u>‘Good Ways’</u>	<u>Respondent Type</u>
Public Partnership Forums	Respondents aged 25-44 (44%) and those in the Monklands area (40%)
Local community group	Respondents aged 25-44 (47%) and those in the Monklands area (48%)
Voluntary groups	Respondents aged 25-34 (41%) and those in the Monklands area (42%)
NHS Lanarkshire events and meetings	Respondents aged 45-54 (43%), those in the Wishaw and Monklands areas (36% and 39% respectively) and those who had attended hospital as an inpatient or outpatient within the last year (42%)
Direct correspondence from NHS Lanarkshire	Respondents aged 35-54 (67%), those in the Hairmyres area (72%) and those with a longstanding illness or disability (61%)

“I am going to read out a range of statements and ask you whether you agree or disagree with each of these statements. Alternatively, you may state that you neither agree nor disagree with any of these statements?”

Figure 13: NHS Lanarkshire - Statement Agreement Profile



From Figure 13 it can be seen that at least half of respondents agreed with the following statements:

- *“It is important that I am informed about decisions taken by NHS Lanarkshire”* (62%)
- *“There are sufficient opportunities for me to become involved in decisions taken by NHS Lanarkshire”* (50%)

It should be stressed, however, that only a relatively small proportion of respondents specifically strongly agreed with these statements.

Figure 13 also indicates that a core of respondents noted their disagreement with each of the four statements and, in particular, that “I

feel that I am well informed about decisions taken by NHS Lanarkshire” (28%).

In considering the outcomes presented in Figure 13, it should be stressed that a proportion of respondents provided a ‘don’t know’ response here, particularly in respect of two statements:

- *“It is important that I am involved in decisions that are taken by NHS Lanarkshire”* (40%)
- *“I feel that I am well informed about decisions taken by NHS Lanarkshire”* (38%)

The table below indicates levels of greatest agreement with each statement on the basis of respondent type.

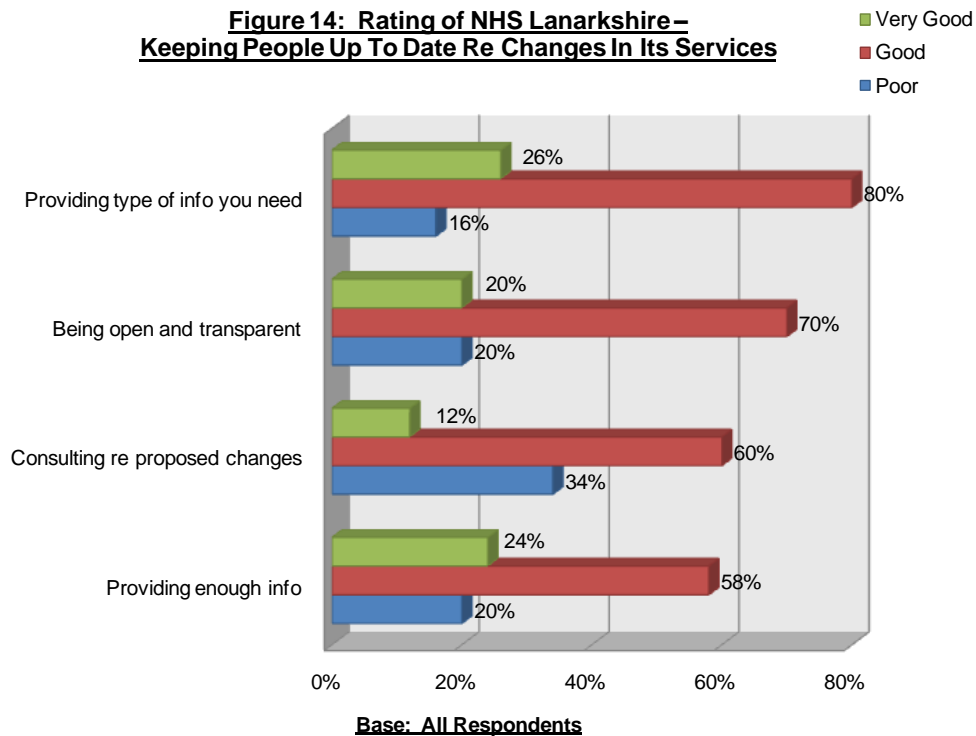
<u>Agreement</u>	<u>Respondent Type</u>
Important – involved in decisions taken	Respondents aged 25-54 (44%), those in the Hairmyres and Wishaw areas (41% and 42% respectively) and those who had attended hospital as an inpatient or outpatient within the last year (41%)
Sufficient opportunities to become involved in decisions taken	Respondents in the Hairmyres and Wishaw areas (66% and 55% respectively), those without a longstanding illness or disability (54%) and those who had not attended hospital as an inpatient or outpatient within the last year (52%)
Important – involved in decisions taken	Respondents aged 35 or over (65%) and those in the Hairmyres area (81%)
Well informed about decisions taken	Respondents aged 35-64 (58%), those in the Hairmyres and Wishaw areas (59% and 46% respectively), those without a longstanding illness or disability (44%) and those who had not attended hospital as an inpatient or outpatient within the last year (45%)

3.0 PUBLIC PARTNERSHIP FORUM PROFILE

3.1 Receiving Information

“How would you rate NHS Lanarkshire in keeping you – as a member of a Public Partnership Forum – up to date with changes in its services in terms of...?”

Figure 14: Rating of NHS Lanarkshire – Keeping People Up To Date Re Changes In Its Services



From Figure 14 it can be seen that a significant majority of PPF representatives rated NHS Lanarkshire as being ‘good’ in terms of keeping them up to date with changes in its services in terms of:

- Providing the type of information they need (80%)
- Being open and transparent (70%)
- Consulting about proposed changes (60%)
- Providing enough information (58%)

Despite these positive outcomes, however, a core of PPF representatives rated NHS Lanarkshire as being ‘poor’ across each of these indicators.

For those who rated NHS Lanarkshire as being poor in terms of “*providing the type of information they need*”, this was primarily a function of:

- A perceived lack of information being provided by NHS Lanarkshire
- A perceived lack of discussion with/consultation by NHS Lanarkshire

For those who rated NHS Lanarkshire poorly in terms of “*being open and transparent*”, this was primarily seen as being a function of ‘lack of consultation’. However, other factors were also cited here including:

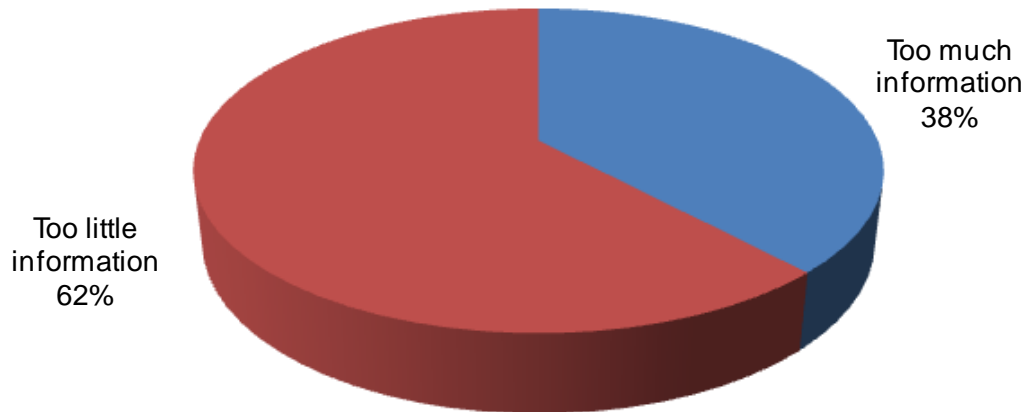
- Lack of engagement with the community
- Failure to adequately promote proposed changes in services
- Provision of ‘partial information’ regarding proposed changes

For those who rated NHS Lanarkshire as being poor in respect of “*consulting about proposed changes*”, this was primarily seen as being a function of:

- Lack of consultation
- Lack of sufficient time for consultation
- A belief that ‘decisions are taken before consultation’
- Poor consultation procedures

“Do you think NHS Lanarkshire provides you with too much or too little information?”

Figure 15: NHS Lanarkshire Provides Too Much Or Too Little Information?

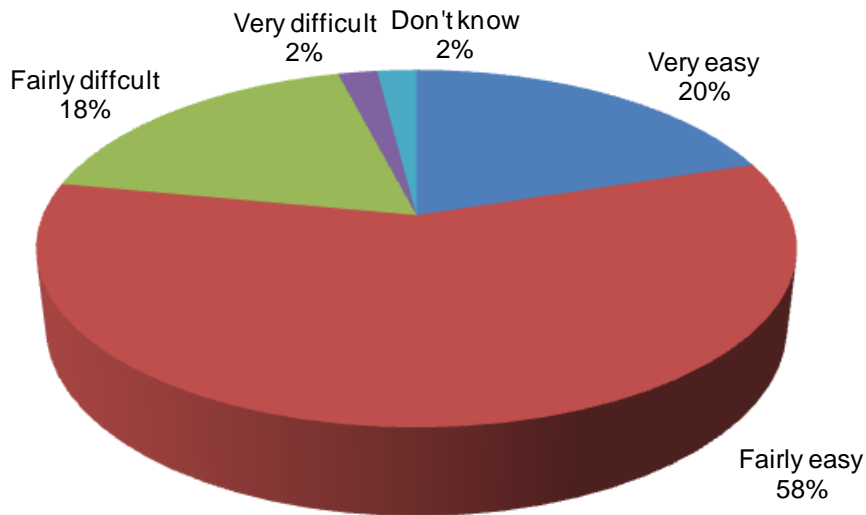


Base: 'Poor' Rating re Providing Enough Information

From Figure 15 it can be seen that, amongst those who rated NHS Lanarkshire as being 'poor' in terms of 'providing enough information', there was primarily a belief that there was too little information provided (62%) rather than too much information (38%).

“Generally, how easy or difficult is it for you – as a member of a Public Partnership Forum – to get information about NHS Lanarkshire services, plans and facilities?”

Figure 16: Ease/Difficulties Re Getting Information About NHS Lanarkshire Services, Plans & Activities



Base: All Respondents

From Figure 16 it can be seen that 4 out of 5 of the PPF representatives interviewed (78%) stated that they found it ‘easy’ to get information about NHS Lanarkshire services, plans and activities – although, interestingly, only 1 in 5 (20%) specifically stated that it was very easy for them to get such information.

It is also of interest to note from Figure 16 that 1 in 5 of the PPF representatives interviewed (20%) stated that it was difficult for them to get information about NHS Lanarkshire services, plans and activities.

3.2 Sourcing Information

“Do you – as a member of a Public Partnership Forum – use any of the following sources to find out about NHS Lanarkshire services, plans and activities?”

Figure 17: Sources Used To Find Out About NHS Lanarkshire Services, Plans & Activities

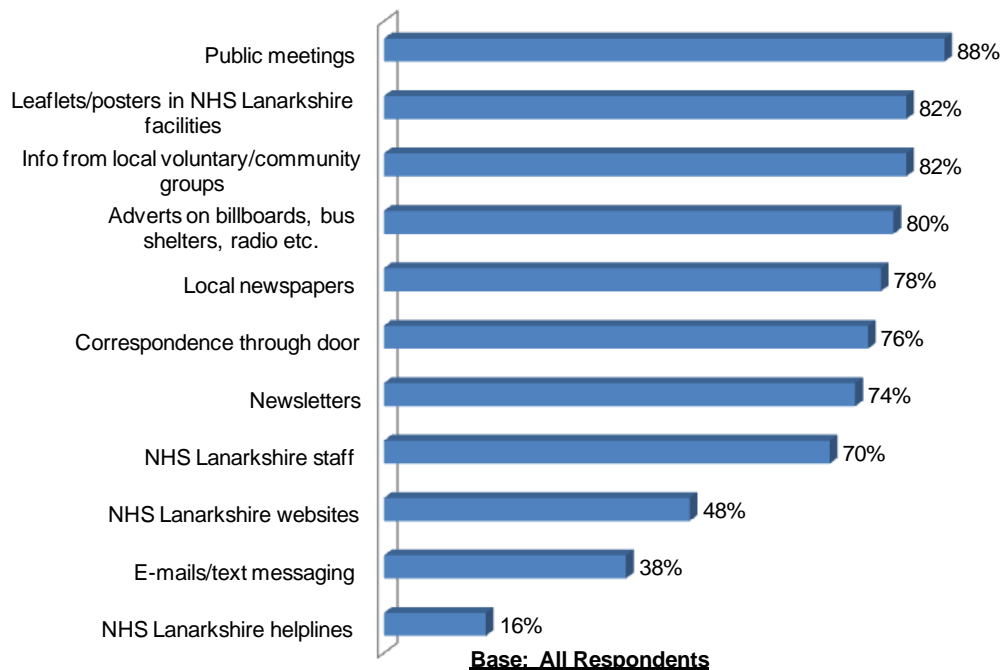


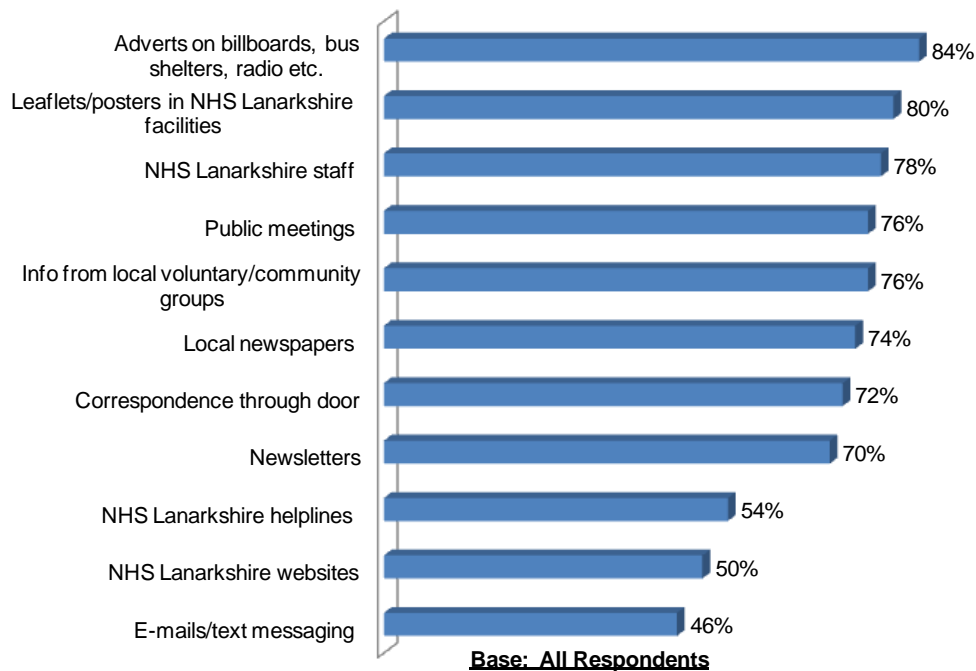
Figure 17 indicates that Public Partnership Forum representatives use a wide range of sources to find out about NHS Lanarkshire services, plans and activities and, in particular, a significant majority of those interviewed used the following sources:

- Public meetings (88%)
- Leaflets and posters in NHS Lanarkshire facilities (82%)
- Information from local voluntary and community groups (82%)
- Adverts on billboards, bus shelters, radio and so on (80%)
- Local newspapers (78%)
- Correspondence delivered through their door (76%)
- Newsletters (74%)

- NHS Lanarkshire staff (70%)

“Do you – as a member of a Public Partnership Forum – think that NHS Lanarkshire should be making more use, less use or about the same amount of use of each of these sources?”

Figure 18: Sources Which Should Be Used More?



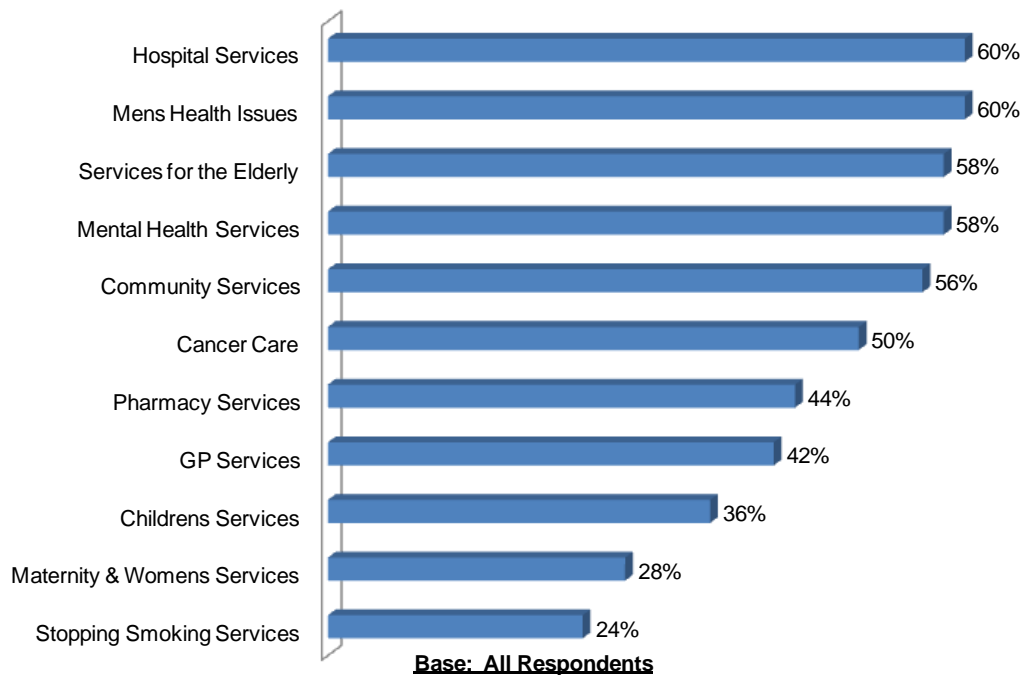
From Figure 18 it can be seen that a significant majority of PPF representatives interviewed believed that a wide range of sources should be used more by NHS Lanarkshire in terms of promoting its services, plans and activities i.e.:

- Adverts on billboards, bus shelters, radio and so on (84%)
- Leaflets and posters in NHS Lanarkshire facilities (80%)
- NHS Lanarkshire staff (78%)
- Public meetings (76%)
- Information from local voluntary and community groups (76%)
- Local newspapers (74%)
- Correspondence delivered through doors (72%)

- Newsletters (70%)

“Would you – as a member of a Public Partnership Forum – like to know more about any of the following services or issues?”

Figure 19: Desire To Know More About Specified Services/Issues



From Figure 19 it can be seen that a majority of the PPF representatives interviewed stated that they would like to know more about the following services and issues:

- Hospital services (60%)
- Mens health issues (60%)
- Services for the elderly (58%)
- Mental health services (58%)
- Community services (56%)

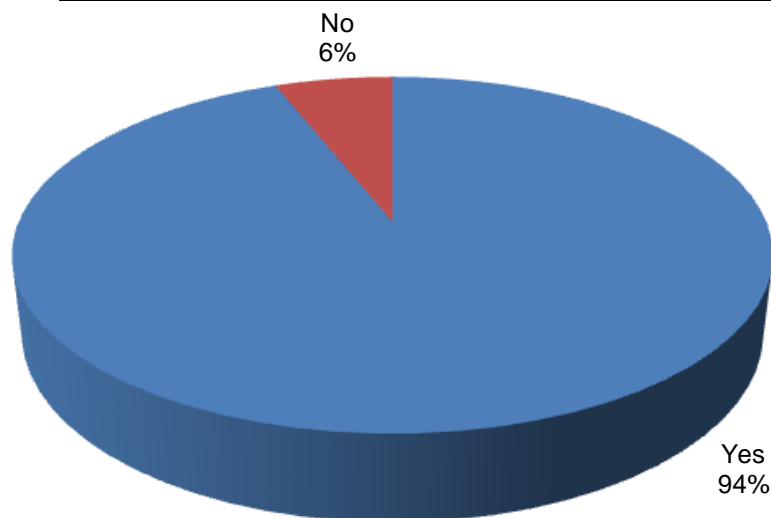
It is also apparent from Figure 19, however, that a notable proportion of PPF representatives also have needs in relation to their knowledge of other services and issues, including:

- Cancer care (50%)
- Pharmacy services (44%)
- GP services (42%)
- Childrens services (36%)

3.3 Involvement Profile

“Would you say you know enough about ways you – as a member of a Public Partnership Forum – could get involved in the development of health services in Lanarkshire?”

Figure 20: Know Enough Re Ways To Get Involved In Development Of Health Services In Lanarkshire?

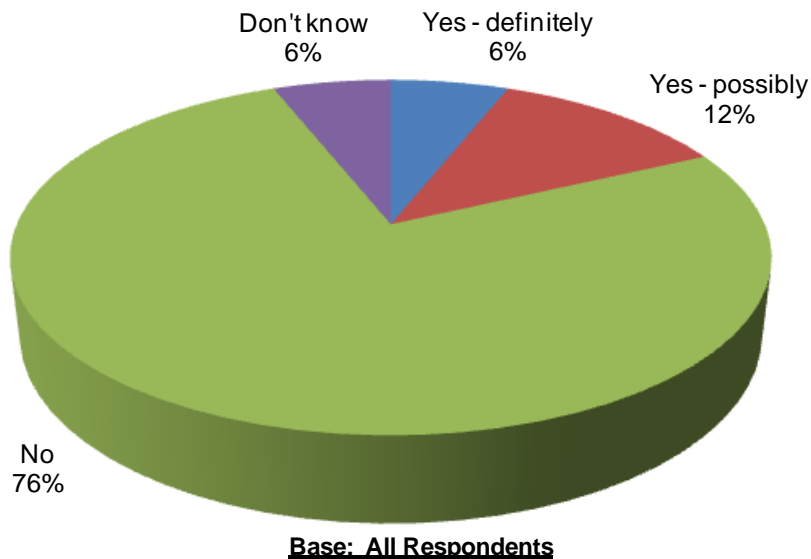


Base: All Respondents

From Figure 20 it can be seen that virtually all of the PPF representatives interviewed (94%) stated their belief that they know enough about ways they could get involved in the development of health services in Lanarkshire.

“Would you want to be more involved in the developments of your health service in Lanarkshire?”

Figure 21: Want To Be More Involved Re Developments Of Health Services In Lanarkshire?



It is of interest to note from Figure 21 that three quarters of the PPF representatives interviewed (76%) stated that they would not want to be more involved in the developments of their health service in Lanarkshire. Indeed, less than 1 in 5 of the PPF representatives interviewed (18%) stated that they would either possibly (12%) or definitely (6%) like to have more involvement in this regard.

It is also interest to note that when these respondents were asked – on an unprompted basis – in what ways they would like to become more involved – the principal responses elicited were:

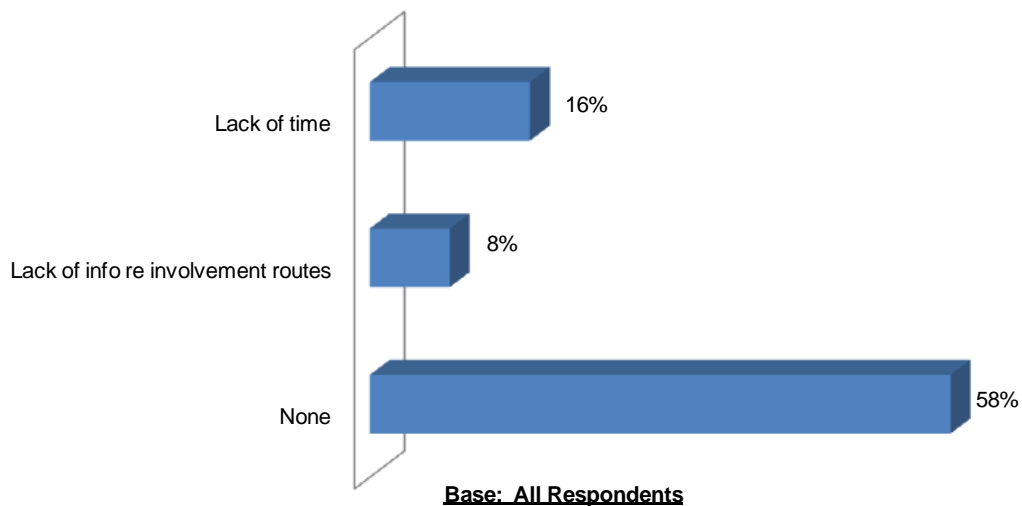
- Greater involvement in consultation activities
- Being provided with more information by NHS Lanarkshire
- Being provided with more guidance by NHS Lanarkshire regarding possible involvement mechanisms

It should also be noted that when those PPF representatives stating that they would not want to be more involved in the developments of

their health service in Lanarkshire were asked – again, on an unprompted basis – why this was the case, all respondents made reference to the extent and level of their existing involvement.

“What, if anything, would you say are the barriers that stop you getting involved with NHS Lanarkshire?”

Figure 22: Barriers To Involvement With NHS Lanarkshire



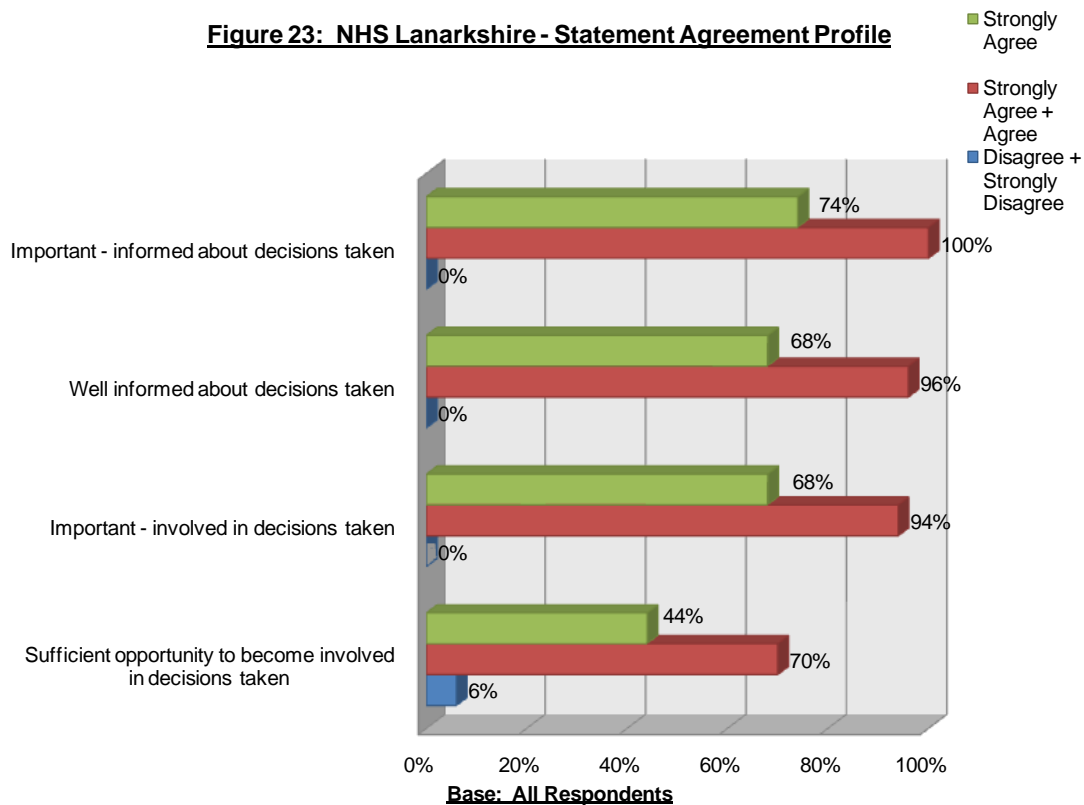
From Figure 22 it can be seen that the majority of PPF representatives interviewed (58%) stated that there were no barriers to them getting involved with NHS Lanarkshire. Interestingly, however, a core of PPF representatives here made reference to:

- Lack of time (16%)
- Lack of awareness of further involvement mechanisms (8%)

3.4 Decision Making

“I am going to read out a range of statements and ask you whether you agree or disagree with each of these statements. Alternatively, you may state that you neither agree nor disagree with any of these statements?”

Figure 23: NHS Lanarkshire - Statement Agreement Profile



From Figure 23 it can be seen that a significant majority of the PPF representatives interviewed agreed with each of four statements, namely:

- *“It is important that I am informed about decisions taken by NHS Lanarkshire”* (100%)
- *“I feel that I am well informed about decisions taken by NHS Lanarkshire”* (96%)
- *“It is important that I am involved in decisions that are taken by NHS Lanarkshire”* (94%)
- *“There are sufficient opportunities for me to become involved in decisions taken by NHS Lanarkshire”* (70%)

Indeed, Figure 23 indicates that a significant majority of respondents specifically strongly agreed with 3 of the 4 statements and, indeed, in relation to only one statement (regarding the sufficiency of opportunities to become involved in decisions taken) was there any disagreement.

Amongst those who believed that it was 'important' that they were involved in decisions that are taken by NHS Lanarkshire, it was stated – on an unprompted basis – that this was principally a function of “*the importance of involving ordinary people in Lanarkshire in the decision making processes of NHS Lanarkshire*”. However, a number of other secondary factors were also cited, including:

- A desire to gain information about specific proposals and the 'direction' of NHS Lanarkshire
- The perceived importance of being involved in decisions relating to services which are of specific importance to individuals (for example, from a personal health perspective)
- A desire to 'have an input' in decisions taken by NHS Lanarkshire

Those who believed that it was 'important' that they are informed about decisions taken by NHS Lanarkshire primarily stated – on an unprompted basis – that this was at two levels:

- At a strategic level: i.e. the generic decisions being taken about the Health Service in Lanarkshire (“*the direction the Health Service is taking*”)
- For specific services: and, in particular, services which were likely to be of 'personal importance' to individuals (e.g. maternity services, accident & emergency services etc.)

Amongst those who believed that they were well informed about decisions taken by NHS Lanarkshire, this was principally seen as being a function of:

- The amount of information they receive (particularly through PPF activities)
- The range of mechanisms which are available to them to allow them to both proactively seek and reactively receive information regarding NHS Lanarkshire (particularly as a function of their role as a PPF representative)

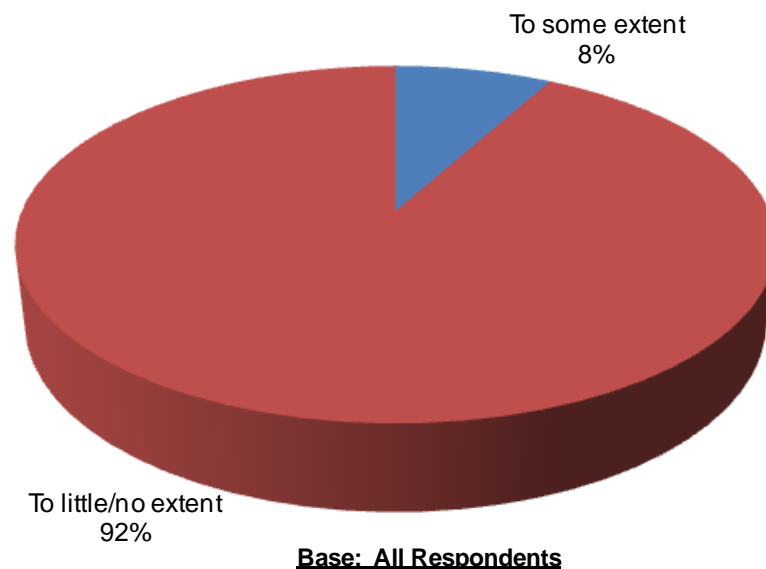
Finally, amongst those who disagreed that there are sufficient opportunities for them to become involved in decisions taken by NHS Lanarkshire, it was primarily stated that this was a function of:

- Lack of knowledge regarding involvement mechanisms
- A belief that decisions can be made at a senior level before communities are consulted

3.5 PPF Profile

“To what extent do you think that people in Lanarkshire know about what Public Partnership Forums are?”

Figure 24: People In Lanarkshire Know What PPFs Are?



From Figure 24 it can be seen that over 9 out of 10 of the PPF representatives who were interviewed (92%) believed that people in Lanarkshire know what Public Partnership Forums are ‘to little or no extent’.

Why Do People Get Involved In Public Partnership Forums?

Thereafter, the PPF representatives interviewed were asked why they thought those who got involved in Public Partnership Forums do so and, on this basis, two principal categories of response were elicited:

- Due to the fact that they have the interests of ‘the community’ at heart i.e. wish to contribute to the effective delivery of health services to the people of Lanarkshire

- Due to the fact that they have a personal interest i.e. are either direct or indirect service users and, thereby, may be affected by decisions taken by NHS Lanarkshire

Why Don't People Get Involved In Public Partnership Forums

When the Public Partnership Forum representatives were then asked to consider why they thought people do not get involved in Public Partnership Forums, by far the most common response elicited was that of *“lack of interest or general apathy”*.

Thereafter, however, a number of other factors were cited here, including:

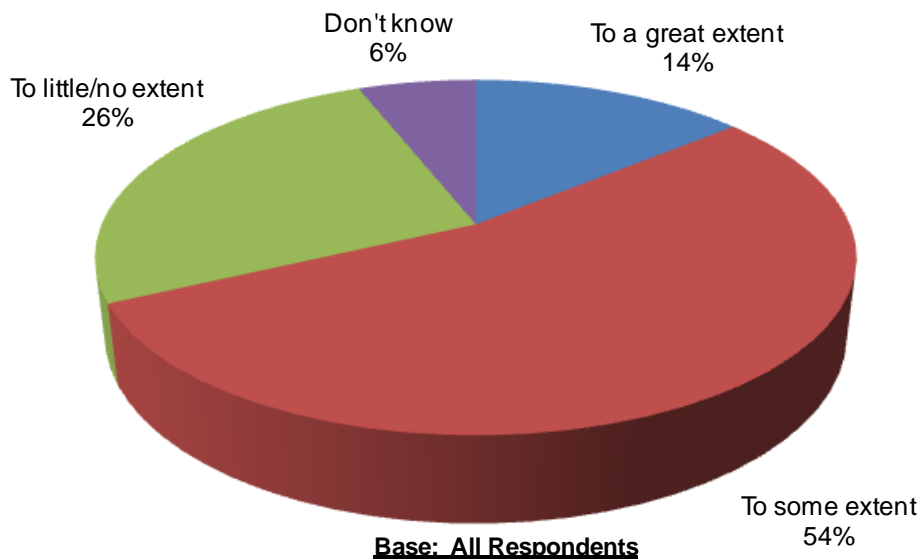
- Lack of knowledge of the existence of Public Partnership Forums and their role
- Lack of time to participate in Public Partnership Forums

In addition, a small number of respondents made reference here to:

- A lack of 'belief' in Public Partnership Forums i.e. that they can *“actually influence decision making processes”*
- Individuals lacking the confidence to participate in Public Partnership Forums

“To what extent would you say Public Partnership Forums have been involved in discussions and decisions about local service issues?”

Figure 25: Extent Of PPF Involvement In Discussions/Decisions Re Local Service Issues



From Figure 25 it can be seen that two thirds of the Public Partnership Forum representatives interviewed (68%) stated their belief that, to at least some extent, these Forums have been involved in discussions and decisions about local service issues. However, it is of interest to note that this was primarily perceived as being ‘to some extent’ (54%), rather than ‘to a great extent’ (14%).

“How valuable do you believe discussions and decisions that Public Partnership Forums have been involved in have actually been?”

Figure 26: Value Of Discussions/Decisions Of PPFs

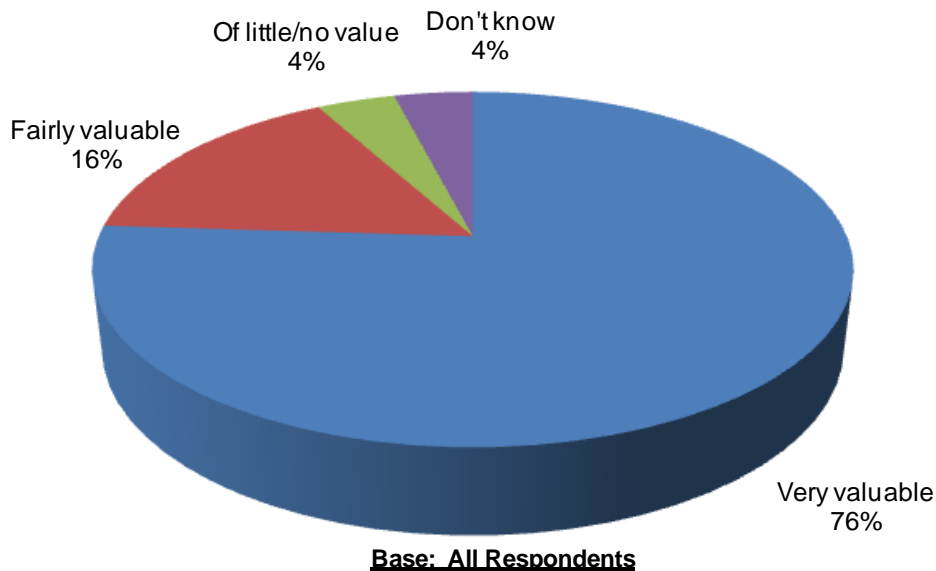


Figure 26 indicates that 9 out of 10 of the PPF representatives interviewed (92%) believed that discussions and decisions that PPFs have been involved in have been ‘valuable’ and, indeed, three quarters of respondents (76%) specifically believed that these discussions and decisions had been very valuable.

Ways In Which PPFs Fit With Other Public Involvement Structures

Many of those participating in the interview process found difficulty in commenting about the ways they believed PPFs ‘fitted with’ other public involvement structures (like Community Planning, Health Improvement and the Inequalities Agenda) and, indeed, a number specifically stated that they did not know how PPFs ‘fitted with’ other public involvement structures.

Indeed, the quality of responses to this question was generally poor and tended to focus around perceived benefits associated with PPFs

and other public involvement structures 'working together', particularly in terms of:

- The development of linkages
- Networking benefits
- The identification and implementation of standards

Strengths Of Public Partnership Forums

Towards the end of the interview process, respondents were asked to 'sum up' what they believed to be the strengths of Public Partnership Forums. On this basis, the overwhelming response elicited was that of a belief that the key strength of Public Partnership Forums was that they give an opportunity for 'ordinary people' in the community to have a say in decisions taken by NHS Lanarkshire.

Thereafter, however, a number of other factors were cited here as strengths of PPFs, including:

- The opportunity for PPFs to assimilate and disseminate information to the community
- The fact that PPFs give the opportunity for representation of a wide variety of different individuals and groups
- The knowledge and understanding of health related issues which PPF representatives develop
- The networking benefits associated with PPFs i.e. working with other agencies

Weaknesses Of Public Partnership Forums

It was apparent from the interview process that the PPF representatives interviewed found it far more difficult to identify

weaknesses of Public Partnership Forums than they did to identify strengths.

However, the key weakness of Public Partnership Forums which was identified related to the 'lack of interest' amongst members of the public to become involved in PPFs. Indeed, this was linked to a belief that PPFs (including their roles and importance) are not sufficiently promoted to the general public.

In addition to this key weakness, a number of others were also identified, including:

- A belief that there is a lack of effective communications – particularly in terms of the communication of outcomes of PPF activities to the wider community
- A belief that PPFs had failed to fully engage with the wider community and, in particular, had failed to engage with disadvantaged groups within the community (particularly those who find it difficult to gain access to health services)

Suggestions For Further Improvements In Service Design & Delivery With NHS Lanarkshire

At the end of the interview process respondents were asked to provide suggestions for further improvements in service design and delivery within NHS Lanarkshire and, on this basis, six principal suggestions were made:

- A desire for increased funding in the NHS generally and, more specifically, in NHS Lanarkshire – with particular reference being made here to funding to enhance staffing levels, and for the targeting of resources to particular areas (such as mental health and services for the elderly)

- A desire for a greater degree of consultation with the public regarding proposals
- A desire for NHS Lanarkshire to make greater efforts to 'listen to' the public i.e. their experiences of patient care and their desires for changes to the way the health service is delivered (including an emphasis on seeking greater 'patient feedback')
- A desire to see waiting times reduced within NHS Lanarkshire – with a particular emphasis being placed here on GP appointments
- A desire to improve transitional arrangements from hospital to home and, in particular, better co-ordination with other agencies, in order to ensure that adequate support is available to those who require it once they have left hospital
- A desire to see better communications regarding services available to members of the public and the means by which they can access these services

4.0 **CONCLUSIONS**

4.1 **Public Profile**

The interview programme with members of the public provided a range of highly positive outcomes for NHS Lanarkshire in terms of engagement and communication, and particularly with respect to:

- NHS Lanarkshire being rated positively from an information perspective, particularly in terms of how easy people find it to get information about services, plans and activities, the type and amount of information provided, being open and transparent, and consulting about proposed changes
- The extent to which members of the public consider that there are sufficient ways for people to become involved in decision making processes
- The extent to which Public Partnership Forums are seen as being a useful means for NHS Lanarkshire to involve the community in decision making

Despite this positive profile, however, there are a number of areas for improvement which should be considered by NHS Lanarkshire. In particular:

- Potential improvements in the extent to which NHS Lanarkshire consults about proposed changes and is seen as being open and transparent
- The extent to which there could be improvements in the extent to which people feel well informed about decisions taken by NHS Lanarkshire – which is of significance given the fact that this is seen as being of particular importance by members of the public

In seeking improvements in these areas, NHS Lanarkshire – on the basis of the outcomes of this research – may wish to give consideration to making greater use of a number of sources as ‘information disseminators’, including leaflets and posters in NHS Lanarkshire facilities and NHS Lanarkshire staff.

The increased use of these information dissemination mechanisms may also be of significance in the context of the significant desire amongst members of the public to know more about a range of services and issues pertaining to the Health Service in Lanarkshire.

There would also appear to be a number of key challenges facing NHS Lanarkshire on the basis of the research undertaken amongst members of the public and, in particular:

- To increase the extent to which members of the public wish to be involved in developments of the Health Services in Lanarkshire – and, in particular, tackling the perceived barriers of ‘lack of time’ and ‘lack of interest’
- Increasing levels of involvement in Public Partnership Forums (and, allied to this, increasing levels of knowledge and understanding of these Forums)

4.2 Public Partnership Forums

The review of Public Partnership Forum representatives also provided a wide range of positive outcomes in respect of engagement and communication by NHS Lanarkshire and, in particular:

- The positive views expressed by Public Partnership Forum representatives regarding information provided to them by NHS Lanarkshire, particularly in terms of how easy they find it to get information, the amount and type of information provided, NHS

Lanarkshire being open and transparent with them, and NHS Lanarkshire consulting with them regarding proposed changes

- The extent to which Public Partnership Forum representatives feel that they are informed and involved in decision making processes – which is of considerable significance given the fact that both of these factors are seen as being important by PPF representatives
- The extent to which PPFs are seen as being involved in discussions and decisions about local services and the perceived value of these discussions and decisions
- The extent to which PPFs are seen as providing an opportunity for 'ordinary people' in the community to have a say in decisions taken by NHS Lanarkshire

Despite this positive outcome, however, a number of areas of potential improvement emerged from the review of PPF representatives, including:

- To respond to the desire amongst PPF representatives to improve their knowledge in respect of a range of services and issues pertaining to Health Services in Lanarkshire
- To respond to the desire amongst PPFs for NHS Lanarkshire to use a greater range of information dissemination mechanisms
- To tackle the perceived 'lack of interest and apathy' relating to Public Partnership Forums amongst members of the public (and, as part of this, increase levels of knowledge of PPFs amongst members of the public)
- To increase the extent to which PPFs are involved in discussions and decisions about local services
- To increase the extent of knowledge and understanding amongst PPF representatives with regard to how Public Partnership Forums 'fit with' other public involvement structures

Finally, in the context of enhancing engagement, it was seen that there is limited scope for existing PPF representatives to extend their involvement in the development of the Health Service in Lanarkshire.

APPENDIX I

INTERVIEW AREAS

AIRDRIE

BELLSHILL

COATBRIDGE

MOTHERWELL

WISHAW

CUMBERNAULD/KILSYTH

HAMILTON

EAST KILBRIDE

RUTHERGLEN/CAMBUSLANG

CLYDESDALE

APPENDIX II

DEFINITION OF AREAS

Monklands area: Airdrie, Coatbridge, Cumbernauld/Kilsyth, Bellshill

Wishaw area: Motherwell, Wishaw, Clydesdale, Bellshill

Hairmyres area: East Kilbride, Hamilton

APPENDIX III

FINAL DRAFT

PROJECT: NHS LANARKSHIRE – COMMUNICATION & ENGAGEMENT SURVEY (J566)

Job No: J566 Researcher No: _____ Questionnaire No: : _____ Date: _____

RESEARCHER - READ OUT:

"My name is _____ from Ashbrook Research & Consultancy Ltd. We have been commissioned by NHS Lanarkshire to collect views amongst people living in this area (**Researcher: confirm that respondent lives in the locality you have been allocated**). I wonder if you could spare a few moments to answer some questions. Your answers will, of course, be treated with the strictest confidentiality".

[SHOWCARD 1]

1. How would you rate NHS Lanarkshire in keeping you up to date with changes in its services in terms of... (Very Good [VG], Fairly Good [FG], Fairly Poor [FP], Very Poor [VP], Don't Know [DK])

	<u>VG</u>	<u>FG</u>	<u>FP</u>	<u>VP</u>	<u>DK</u>	<u>Route</u>
Providing the type of information you need	1	2	3	4	5	
Providing enough information	1	2	3	4	5	
Being open and transparent	1	2	3	4	5	
Consulting about proposed changes	1	2	3	4	5	Q2

2. Generally, how easy or difficult is it for you to get information about NHS Lanarkshire services, plans and activities?

		<u>Route</u>
Very easy	1	Q3
Fairly easy	2	Q3
Fairly difficult	3	Q3
Very difficult	4	Q3
Don't know	5	Q3

[SHOWCARD 2]

3. Do you use any of the sources on this card to find out about NHS Lanarkshire services, plans and activities and (Q4) do you think that NHS Lanarkshire should be making more use, less use or about the same amount of use of each of these sources? (**Researcher: code Q3 in col Q3 below, then code Q4 in col Q4 below for all on list**)

	<u>Col Q3</u>	<u>Col Q4</u>				<u>Route</u>
	Used	More use	Less use	About the same	Don't know	
NHS Lanarkshire websites	1	1	2	3	4	
NHS Lanarkshire helplines	1	1	2	3	4	
Newsletters	1	1	2	3	4	
E-mails & text messaging	1	1	2	3	4	
Correspondence delivered through your door	1	1	2	3	4	
Public meetings	1	1	2	3	4	
NHS Lanarkshire staff – for example, GPs, nurses & reception staff	1	1	2	3	4	

	<u>Col Q3</u>	<u>Col Q4</u>				<u>Route</u>
	Used	More use	Less use	About the same	Don't know	
Leaflets and posters in NHS Lanarkshire facilities – such as health centres and hospitals	1	1	2	3	4	
Adverts on billboards, bus shelters, radio and so on	1	1	2	3	4	
Local newspapers	1	1	2	3	4	
Information from local voluntary and community groups	1	1	2	3	4	
Any others? (specify) _____	1	1	2	3	4	
Any others? (specify) _____	1	1	2	3	4	Q5

[SHOWCARD 3]

5. Would you like to know more about any of the services or issues on this card?

	<u>Yes</u>	<u>No</u>	<u>Route</u>
GP services	1	2	
Hospital services	1	2	
Community services	1	2	
Pharmacy services	1	2	
Cancer care	1	2	
Mental health services	1	2	
Stopping smoking services	1	2	
Childrens services	1	2	
Services for the elderly	1	2	
Maternity and women's services	1	2	
Men's health issues	1	2	
Any other? (specify) _____	1	2	Q6

6. Would you say you know enough about ways you could get involved in the development of health services in Lanarkshire?

		<u>Route</u>
Yes	1	Q7
No	2	Q7

7. Would you want to be more involved in the developments of your Health Service in Lanarkshire?

		<u>Route</u>
Yes, definitely	1	Q8
Yes, possibly	2	Q8
No	3	Q9
Don't know	4	Q9

[SHOWCARD 4]

8. Would you like to use any of the following ways to become involved in the development of health services in Lanarkshire?

	<u>Yes</u>	<u>No</u>	<u>Route</u>
Through existing voluntary or community groups	1	2	
By sending correspondence to NHS Lanarkshire	1	2	
Through e-mail correspondence	1	2	
By attending public meetings	1	2	
By attending service redesign events	1	2	
By attending meetings dealing with specific issues	1	2	
By becoming a member of a Public Partnership Forum	1	2	
Any other? (specify) _____	1	2	
Any other? (specify) _____	1	2	Q9

9. What, if anything, would you say are the barriers that stop you getting involved with NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

None 1

Q10

[SHOWCARD 5]

10. **Researcher, read out:** *“Public Partnership Forums were set up in April 2006. These forums are made up of patients, carers, the public, the community and voluntary organisations and are a key way that NHS Lanarkshire links with the communities that it serves”* Before today had you heard of these Public Partnership Forums?

		<u>Route</u>
Yes	1	Q11
No	2	Q12

11. Are you involved with these Public Partnership Forums?

		<u>Route</u>
Yes	1	Q12
No	2	Q12

12. Would you say that any of the following would be good ways for people like you in the community to influence decision making of NHS Lanarkshire?

	<u>Yes</u>	<u>No</u>	<u>Route</u>
Public Partnership Forums	1	2	
Local community groups	1	2	
Voluntary groups	1	2	
NHS Lanarkshire events and meetings	1	2	
Direct correspondence from NHS Lanarkshire	1	2	Q13

[SHOWCARD 7]

17. How would you describe your cultural or ethnic background?

			<u>Route</u>
White - Scottish	1		Q18
White - Irish	2		Q18
White - Other British	3		Q18
Any other White background	4	Please specify _____	Q18
Mixed	5	Please specify _____	Q18
Asian, Asian Scottish or Asian British	6		Q18
Indian	7		Q18
Bangladeshi	8		Q18
Pakistani	9		Q18
Chinese	10		Q18
Any other Asian background	11	Please specify _____	Q18
Black, Black Scottish or Black British	12		Q18
Caribbean	13		Q18
African	14		Q18
Any other Black background	15	Please specify _____	Q18
Any other background	16	Please specify _____	Q18

18. Do you have a longstanding illness or disability?

		<u>Route</u>
Yes	1	Close
No	2	Close

Researcher: code gender and SEG below, then close interview by reading out statement below

<u>Gender</u>		<u>SEG</u>	
Male	1	A	1
Female	2	B	2
		C1	3
		C2	4
		D	5
		E	6

“Thank you very much for your help. Can I remind you that this was a bona fide market research interview conducted within the Market Research Society code of practice by Ashbrook Research & Consultancy Limited. If you would like to check that we are a bona fide market research agency then you can call Freefone Market Research on 0500 369999.”

RESEARCHER DECLARATION:

I declare that this interview was carried out accordingly to instructions, within the Market Research Society’s Code of Conduct and that the respondent was not previously known to me.

Researcher Signature _____

FIRST DRAFT

PROJECT: NHS LANARKSHIRE – COMMUNICATION & ENGAGEMENT SURVEY (J566/2)

Job No: J566 **Researcher No:** _____ **Questionnaire No: :** _____ **Date:** _____

RESEARCHER - READ OUT:

"My name is _____ from Ashbrook Research & Consultancy Ltd. We have been commissioned by NHS Lanarkshire to interview people, like yourself, who are members of a Public Partnership Forum. I wonder if you could spare some time to take part in an interview at the moment – the interview will last around 15 minutes (**Researcher, if current time unsuitable, arrange suitable time/date to call back**). Your answers will, of course, be treated with the strictest confidentiality".

1. How would you rate NHS Lanarkshire in keeping you – as a member of a Public Partnership Forum – up to date with changes in its services in terms of providing the type of information you need?

		<u>Route</u>
Very Good	1	Q3
Fairly Good	2	Q3
Fairly Poor	3	Q2
Very Poor	4	Q2
Don't Know	5	Q3

2. Why do you rate NHS Lanarkshire poorly in terms of providing the type of information you need? (**Probe fully. Do not prompt**)

	<u>Route</u>

_____	Q3

3. How would you rate NHS Lanarkshire in keeping you – as a member of a Public Partnership Forum – up to date with changes in its services in terms of providing enough information?

		<u>Route</u>
Very Good	1	Q5
Fairly Good	2	Q5
Fairly Poor	3	Q4
Very Poor	4	Q4
Don't Know	5	Q5

4. Do you think NHS Lanarkshire provides you with too much or too little information?

		<u>Route</u>
Too much information	1	Q5
Too little information	2	Q5

5. How would you rate NHS Lanarkshire in keeping you – as a member of a Public Partnership Forum – up to date with changes in its services in terms of being open and transparent?

		<u>Route</u>
Very Good	1	Q7
Fairly Good	2	Q7
Fairly Poor	3	Q6
Very Poor	4	Q6
Don't Know	5	Q7

6. Why do you rate NHS Lanarkshire poorly in terms of being open and transparent? **(Probe fully. Do not prompt)**

Route

Q7

7. How would you rate NHS Lanarkshire in keeping you – as a member of a Public Partnership Forum – up to date with changes in its services in terms of consulting about proposed changes?

		<u>Route</u>
Very Good	1	Q9
Fairly Good	2	Q9
Fairly Poor	3	Q8
Very Poor	4	Q8
Don't Know	5	Q9

8. Why do you rate NHS Lanarkshire poorly in terms of consulting about proposed changes? **(Probe fully. Do not prompt)**

Route

Q9

9. Generally, how easy or difficult is it for you – as a member of a Public Partnership Forum – to get information about NHS Lanarkshire services, plans and activities?

		<u>Route</u>
Very easy	1	Q10
Fairly easy	2	Q10
Fairly difficult	3	Q10
Very difficult	4	Q10
Don't know	5	Q10

10. Do you – as a member of a Public Partnership Forum – use any of the following sources to find out about NHS Lanarkshire services, plans and activities and (Q11) do you – as a member of a Public Partnership Forum – think that NHS Lanarkshire should be making more use, less use or about the same amount of use of each of these sources? **(Researcher: code Q10 in col Q10 below, then code Q11 in col Q11 below for all on list)**

	<u>Col Q10</u>	<u>Col Q11</u>				<u>Route</u>
	Used	More use	Less use	About the same	Don't know	
NHS Lanarkshire websites	1	1	2	3	4	
NHS Lanarkshire helplines	1	1	2	3	4	
Newsletters	1	1	2	3	4	
E-mails & text messaging	1	1	2	3	4	
Correspondence delivered through your door	1	1	2	3	4	
Public meetings	1	1	2	3	4	
NHS Lanarkshire staff	1	1	2	3	4	
Leaflets and posters in NHS Lanarkshire facilities – such as health centres and hospitals	1	1	2	3	4	
Adverts on billboards, bus shelters, radio and so on	1	1	2	3	4	
Local newspapers	1	1	2	3	4	
Information from local voluntary and community groups	1	1	2	3	4	
Any others? (specify) _____	1	1	2	3	4	
Any others? (specify) _____	1	1	2	3	4	Q12

12. Would you – as a member of a Public Partnership Forum – like to know more about any of the following services or issues?

	<u>Yes</u>	<u>No</u>	<u>Route</u>
GP services	1	2	
Hospital services	1	2	
Community services	1	2	
Pharmacy services	1	2	
Cancer care	1	2	
Mental health services	1	2	
Stopping smoking services	1	2	
Childrens services	1	2	
Services for the elderly	1	2	
Maternity and women's services	1	2	
Men's health issues	1	2	
Any others? (specify) _____	1	2	Q13

13. Would you say you know enough about ways you – as a member of a Public Partnership Forum – could get involved in the development of health services in Lanarkshire?

		<u>Route</u>
Yes	1	Q14
No	2	Q14

14. Would you want to be more involved in the developments of your Health Service in Lanarkshire?

		<u>Route</u>
Yes, definitely	1	Q15
Yes, possibly	2	Q15
No	3	Q16
Don't know	4	Q17

15. In what ways would you like to become more involved in the development of Health Services in Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q17

16. Why would you not like to become more involved in the development of Health Services in Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q17

17. What, if anything, would you say are the barriers that stop you getting involved with NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q18

18. Do you agree or disagree that it is important that you are involved in decisions that are taken by NHS Lanarkshire?

		<u>Route</u>
Strongly agree	1	Q19
Agree	2	Q19
Neither agree nor disagree	3	Q21
Disagree	4	Q20
Strongly disagree	5	Q20
Don't know	6	Q21

19. Why do you agree that it is important that you are involved in decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q21

20. Why do you disagree that it is important that you are involved in decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q21

21. Do you agree or disagree that there are sufficient opportunities to become involved in decisions that are taken by NHS Lanarkshire?

		<u>Route</u>
Strongly agree	1	Q22
Agree	2	Q22
Neither agree nor disagree	3	Q24
Disagree	4	Q23
Strongly disagree	5	Q23
Don't know	6	Q24

22. Why do you agree that there are sufficient opportunities to become involved in decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q24

23. Why do you disagree that there are sufficient opportunities to become involved in decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q24

24. Do you agree or disagree that it is important that you are informed about decisions that are taken by NHS Lanarkshire?

		<u>Route</u>
Strongly agree	1	Q25
Agree	2	Q25
Neither agree nor disagree	3	Q27
Disagree	4	Q26
Strongly disagree	5	Q26
Don't know	6	Q27

25. Why do you agree that it is important that you are informed about decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q27

26. Why do you disagree that it is important that you are informed about decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q27

27. Do you agree or disagree that you are well informed about decisions that are taken by NHS Lanarkshire?

		<u>Route</u>
Strongly agree	1	Q28
Agree	2	Q28
Neither agree nor disagree	3	Q30
Disagree	4	Q29
Strongly disagree	5	Q29
Don't know	6	Q30

28. Why do you agree that you are well informed about decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q30

29. Why do you disagree that you are well informed about decisions that are taken by NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q30

30. To what extent do you think that people in Lanarkshire know what Public Partnership Forums are?

		<u>Route</u>
To a great extent	1	Q31
To some extent	1	Q31
To little/no extent	1	Q31
Don't know	1	Q31

31. If people do get involved in Public Partnership Forums, why do you think they do so? **(Probe fully. Do not prompt)**

Route

Q32

32. If people don't get involved in Public Partnership Forums, why do you think they don't? **(Probe fully. Do not prompt)**

Route

Q33

33. To what extent would you say Public Partnership Forums have been involved in discussions and decisions about local service issues?

		<u>Route</u>
To a great extent	1	Q34
To some extent	2	Q34
To little/no extent	3	Q34
Don't know	4	Q34

34. How valuable do you believe discussions and decisions that Public Partnership Forums have been involved in have actually been?

		<u>Route</u>
Very valuable	1	Q35
Fairly valuable	2	Q35
Of little/no value	3	Q35
Don't know	4	Q35

35. In what ways do you think Public Partnership Forums fit in with other public involvement structures like Community Planning, Health Improvement and the Inequalities Agenda? **(Probe fully. Do not prompt)**

Route

Q36

36. What would you sum up as being the strengths of Public Partnership Forums in Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q37

37. What would you sum up as being the weaknesses of Public Partnership Forums in Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q38

38. What suggestions, if any, do you have for further improvements in service design and delivery within NHS Lanarkshire – particularly with regard to patient care or in public influence in service design and delivery within NHS Lanarkshire? **(Probe fully. Do not prompt)**

Route

Q40

40. Finally, can you confirm the Public Partnership Forum of which you are a member?

Route

Close

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Researcher Signature _____