

# 15 Steps Online Review



April 2021





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# Content...



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# Introduction

Young Healthwatch Volunteers had previously completed the '15 Steps Challenge' which focuses on seeing care through a patient or carer's eyes, and exploring their first impressions. The results of their first visit to Bedford Hospital in October 2019 can be seen here: <https://healthwatch-centralbedfordshire.org.uk/bedford-hospital-15-steps-report>

The 15 steps programme is where the local population can view different healthcare places (mental and physical) and take in their first impressions from the view of a service user. This in turn can have a large impact and can therefore make it easier for staff to understand where change needs to happen and improve to make their service more accessible for young people.

It has not been possible, due to the current pandemic, to physically visit services during the last 12 months, so Young Healthwatch volunteers took the decision to undertake a review of a health or social care service website, using the methodology of the 15 steps programme. This allowed them to see how useful a website or source of information is and by doing so it is hoped that a greater volume of young people, that need the care the organisations provide, can be reached.

Young Healthwatch volunteers each undertook a review of a website of their choice, in the health and social care sector. These websites were:

- Childline- <https://www.childline.org.uk/>
- CAMHS- <https://camhs.nhs.uk/>
- CHUMS- <http://chums.uk.com/>
- Young Minds- <https://youngminds.org.uk/>
- Barton Surgery- <https://www.bartongroupsurgeries.co.uk/>
- Houghton Close Surgery- <https://www.houghtonclosesurgery.co.uk/>
- Bedford Hospital- <https://www.bedfordshirehospitals.nhs.uk/>
- Oliver Street Surgery- <https://www.oliverstreetsurgery.co.uk/>
- Priory Gardens Surgery- <https://www.priorygardenssurgery.co.uk/>
- YHWCB- <https://healthwatch-centralbedfordshire.org.uk/young-healthwatch>
- CSW- <https://www.csw.org.uk/home.htm>





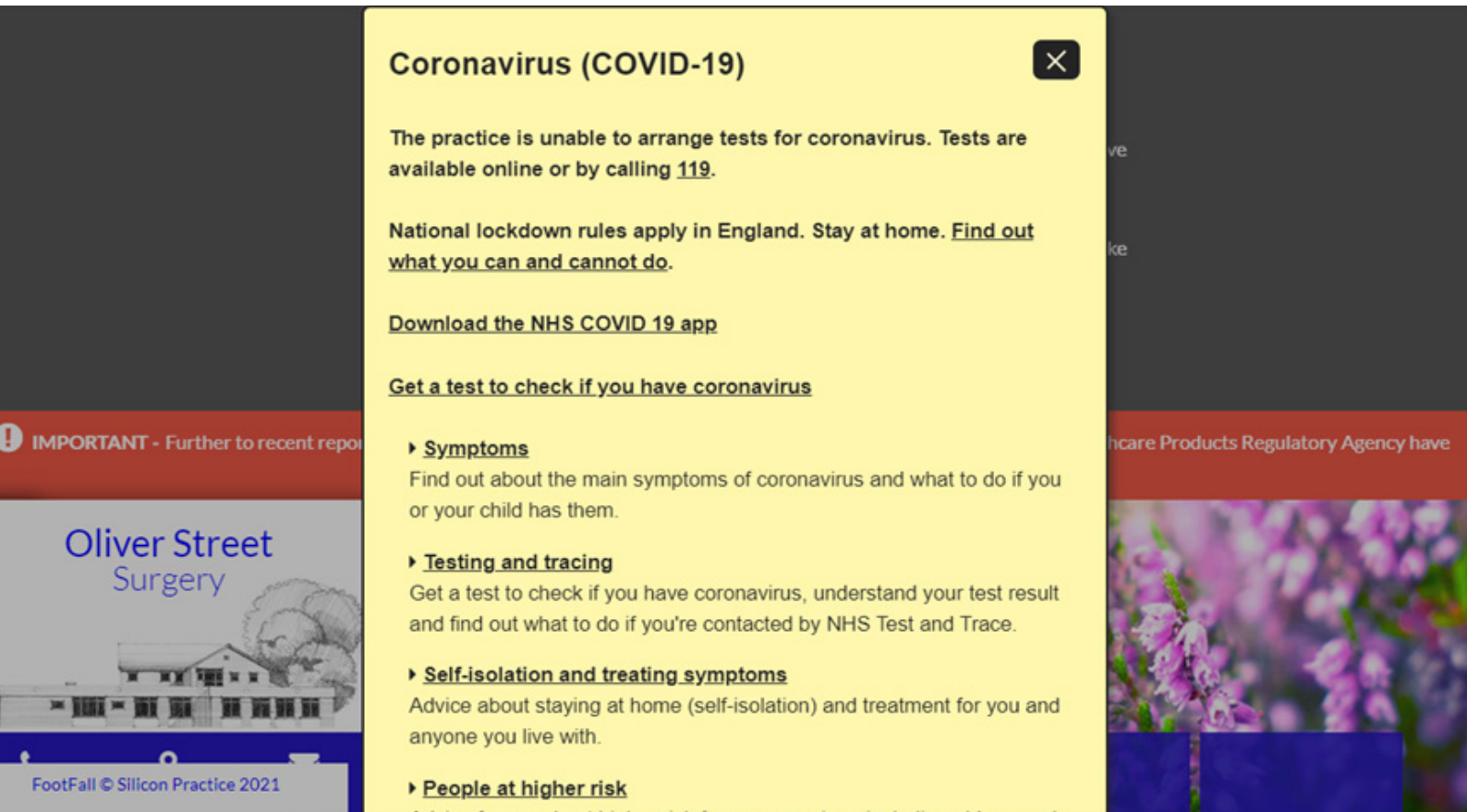
# Objectives and Aims

Young Healthwatch volunteers reviewed 12 health service websites (detailed above) which generated 15 individual reports (three websites were each reviewed by two different volunteers).

The objective was to view each website and determine accessibility for the user; how easy or difficult it was to navigate the website and find relevant information, or if this presented challenges for the user. Young people wanted to know if the website reviewed was 'welcoming', if they could easily understand the content or whether it seemed complicated.

In addition, young people reviewing the sites wanted to know if the website contained helpful and practical advice and information, whether the site itself was well organised with a mixture of narrative and photos, and most of all whether the content would appeal to all age groups and if it was suitable for young people.

The aim was to offer practical advice for each organisation's website to ensure it was user friendly, and to offer suggestions for improvement to make them easier for people to navigate and to have a more positive experience.



Screen shot of Oliver Street Surgery website



# Methodology

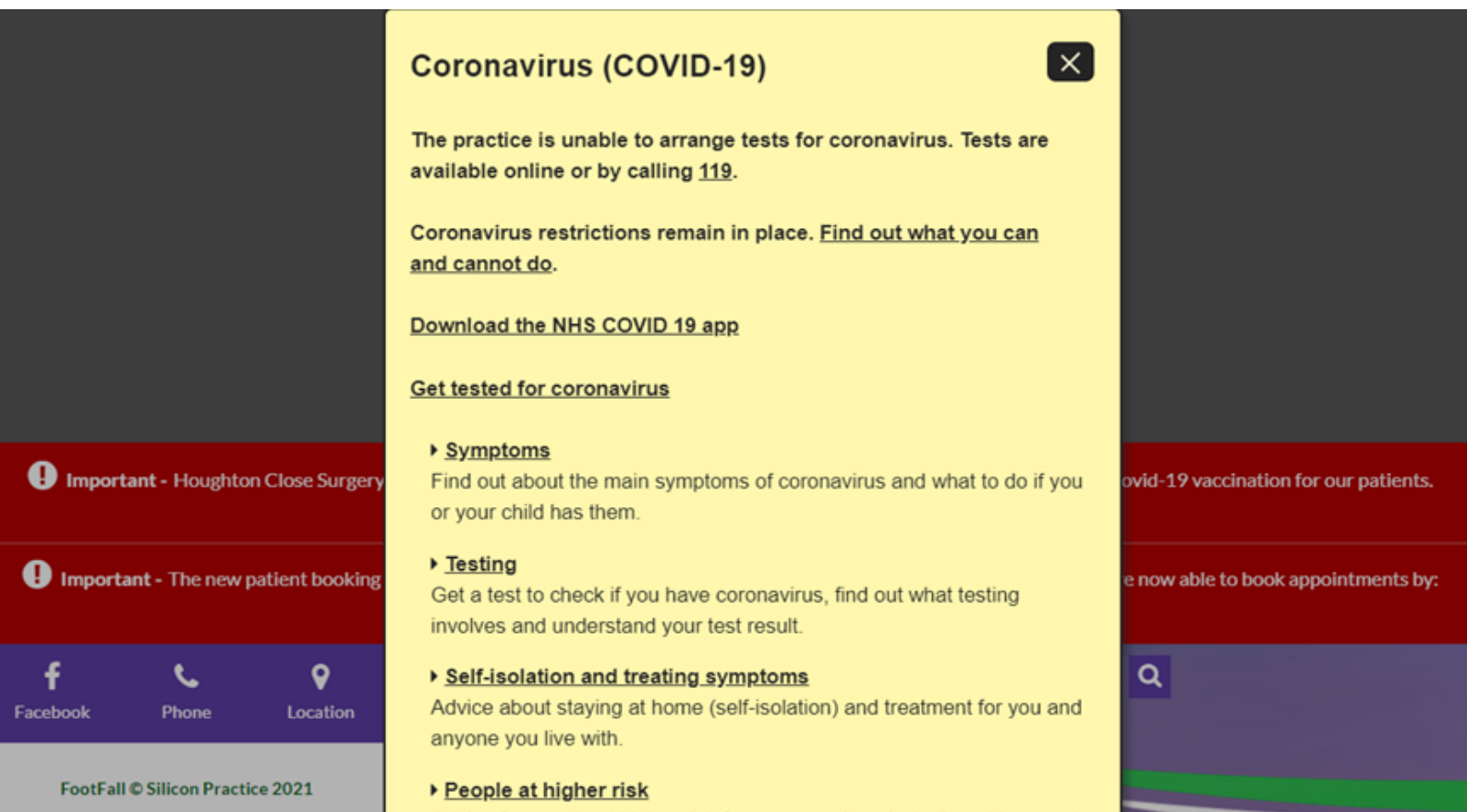
Each member of Young Healthwatch chose one health and social care website that was either their local GP or a service they were particularly passionate about and would be interested in reviewing and writing a report of their findings.

Young Healthwatch volunteers reviewed these websites over the second half of 2020, July - December.

Young Healthwatch volunteers set out to investigate how well these websites were laid out, for example the colour scheme or overall neatness.

They also looked to see how easy it would be to navigate these websites for any age group and many other first impressions.

All young Healthwatch volunteers who reviewed each health and social care website subsequently prepared a report of their findings which included whether they appealed to a younger population.



Screen shot of Houghton Close Surgery website



# Analysis and Key findings

Of the 15 reports prepared by each member of Young Healthwatch, these were split into two main categories, 'young people's mental health', and 'GPs / hospitals'.

One of the most prominent categories was mental health websites. The different websites reviewed in this category were as follows:

- Childline
- CAMHS
- CHUMS
- Young Minds

## Websites - Young People's Mental Health

### Were they 'welcoming'?

One key point that was highlighted in all the reviews was that the websites in this category appeared to be very welcoming; they showed prominent pictures and were all very colourful.

In particular, the 'Young Minds' website was found to have a very specific colour scheme, mainly using blue and yellow. The Young Healthwatch volunteer who reviewed this website discovered that these colours symbolise truth, trust and loyalty. These key values are important for a mental health charity as it depicts a hidden message for the young people using it - that they can rely on this website for help.

When reviewing the 'CAMHS' (Child and Adolescent Mental Health) website our volunteer said, *'My first impression of the CAMHS website is that it had a professional appearance to it'*. This appeared different to many of the other websites reviewed as 'CHUMS' (Mental Health and Emotional Wellbeing Service), 'Young Minds' and 'Childline' were all very colourful and had many pictures when you first go on to the site. However, even though they are different on first appearances, they are all very welcoming too.

On closer inspection of each website mentioned above the young person noticed there was a difference on the CAMHS website in that the subtitles used were all in capital letters which they felt may be intimidating to some young people.

## Websites - Young People's Mental Health

### Were they 'Safe'?

Another key point that was looked for within our reviews was if the website was safe for children and young adults to view.

For all of the websites that were reviewed none of them required the use of an email or personal information. There is an option for a young person who visits the 'Childline' website to create an account, however it also encourages the person to not use any personal names and to instead use a nickname or create a new nickname so that they can be as anonymous as possible. A young person only needs to create an account if they wish to use the 1-2-1 counsellor chat or create posts and comment on other people's posts. Other websites do not require any information to use, and they all give a lot of information and advice to make the person feel safe whilst using the website.

### Were they 'easy to use'?

We also asked the young volunteers to comment on how well the website cares for the people using it and if it is well organised.

Many young people reported that they felt the websites they reviewed were very well organised as they have many different options to click on in order to go to other sections of the website for additional information.

One comment about the 'CHUMS' website was *'The options are very self-explanatory so I can easily assume what is in each section'*. The young people also felt that the information that is provided on the mental health websites is also very easy to understand. The CAMHS website *'adopts a more simplistic approach to explaining the disorders'* but it also provides many links for other websites that may go into slightly more detail.

The 'Childline' website is very good at caring for people with different personality types as there is the option for talking to counsellors and other young people, but it also has sections with games, videos, and a place for drawing for the young people who may be more shy. This website also had the option to 'hide the page'. This is very helpful for someone who may need to hide the website quickly when someone walked in which is also very quick and easy to do.

The 'Young Minds' website had the option of a contact helpline which offered help to care for people who wanted to reach out. However, this service was not available at weekends or after 4pm. This means it would not be useful for most young people as they are often at school for most of the day and therefore this only offers a restricted opportunity to contact them for help.



## Conclusion

In conclusion the websites offering support to young people experiencing mental health issues, that members of Young Healthwatch reviewed, all gave a welcoming experience and were well organised. More importantly they all appeared to be ‘safe’ websites for young people to use.

The majority of websites reviewed appeared to cater well for the cohort of people likely to use them.



Screen shots of ‘Young People’s Mental Health websites

## Websites - GPs / Hospitals

Many local residents will visit a GP or hospital website for advice and information so members of Young Healthwatch also reviewed a selection of local doctors' surgery websites and a hospital website, as follows:

- Barton Surgery
- Houghton Close Surgery
- Oliver Street Surgery
- Priors Gardens Surgery
- Bedford Hospital

Young Healthwatch volunteers recognised that there were similar advantages and disadvantages found between them all.

### Were they 'easy to use'?

Many young people stated how easily accessible the websites listed above were, in particular they noticed that Barton Surgery and Houghton Close Surgery websites contained very useful and up to date Covid-19 information. Having the Covid-19 information pop up on the screen allowed people to properly acknowledge the situation and realise the seriousness of the pandemic, hopefully reducing cases.

In addition, many of the young people reviewing these websites noted how the sites were easily accessible and also easy to use for people of all ages as there was no 'hidden' information. Making an appointment, checking updates etc, was right in front of you making it more comfortable for people who may not find using online technology straightforward, which also applies to a few young people too!

Although some good points were made about the GP websites, it was noted that none of them had a specific area for young adults/ children that may look more appealing and comforting to younger minds. This is the opposite of the findings for the mental health charities. One young person said, *'Although it is easy to navigate, from what I can see, it doesn't have a dedicated area, option or website for young people, which may be something they need to consider, as it may hinder young people from seeking medical help, or make the process seem more daunting'*. This shows that Practices in the Central Bedfordshire area may like to consider making either their website more user friendly or create a sub section for younger people to access. By being more colourful and comforting, fewer young people will be scared to seek help which will assist in improving the health of young people in the local community.

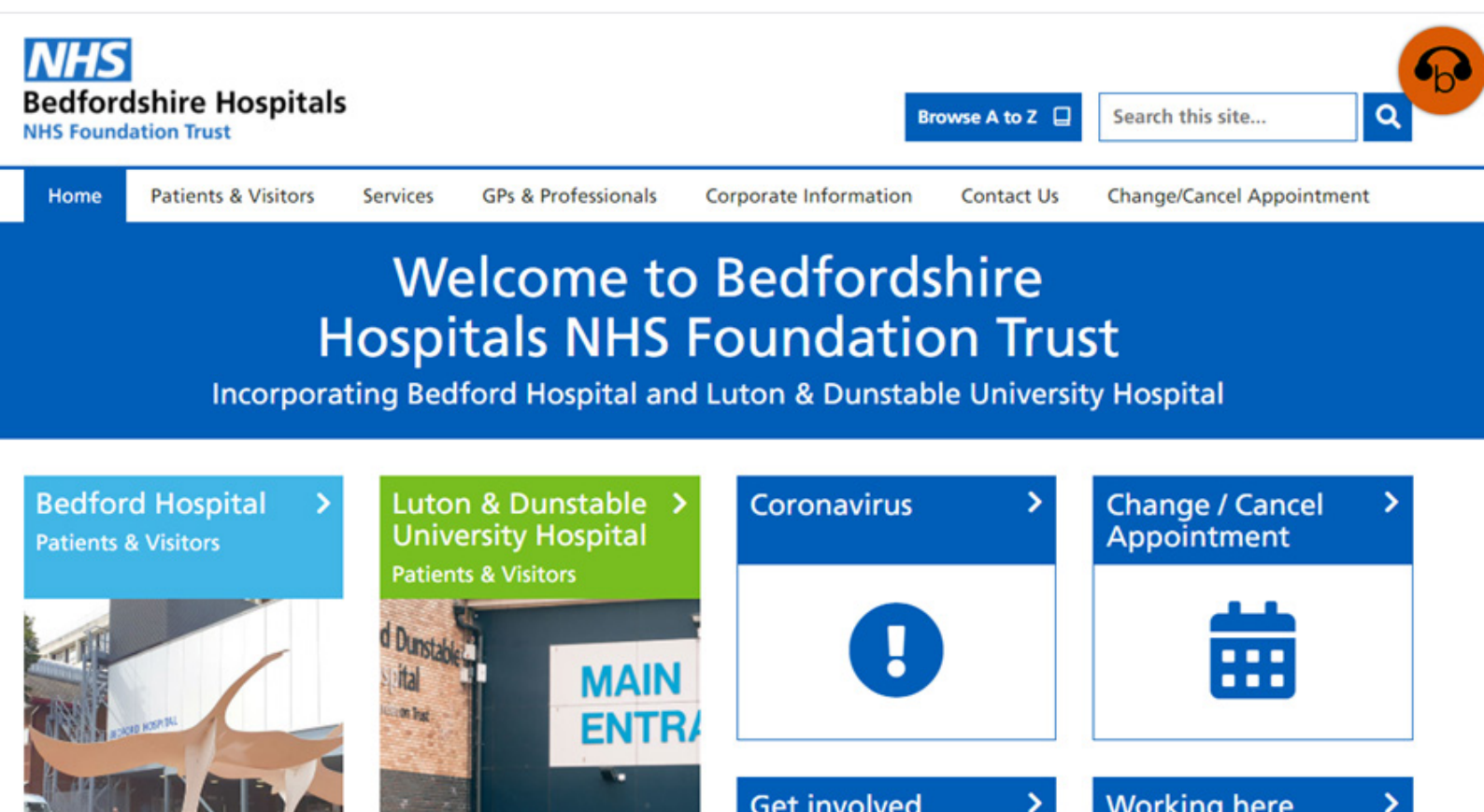
Another disadvantage highlighted on GP websites was that very few doctor's surgeries had a section on their website to make an appointment and talk to a doctor without having to ring up, for example, securing an appointment by 'live chat'. Young Healthwatch members feel very strongly that if this were more accessible, young people especially would be more comfortable with making an appointment. One person explained, *'From personal experience, it can be very difficult discussing personal matters over the phone or in person'*. For some people they may feel more comfortable hidden behind a screen, especially if the reason they are going to the doctors is embarrassing for them.

## Conclusion

In conclusion, from the selection of doctors' surgery websites and the hospital website that the young people reviewed, most found that the websites were professional and well laid out with explicit categories and points of information making accessibility easier and less overwhelming for people of all ages.

However, there were no welcoming pages or images making visitors feel more comfortable when visiting the site, and as each website was viewed from a young person's perspective, they realised that there was not a section specifically aimed at young people or an area of the website created solely for that purpose. This could mean that the younger generation may be more hesitant when visiting the website or going to the doctors as it could be seen as less welcoming or comforting.

In contrast, the Covid-19 information was placed very successfully in that it did not alarm people yet did inform them sufficiently about what to do in order to reduce the rising cases of Covid-19.



Screen shot of 'Bedford Hospital' website



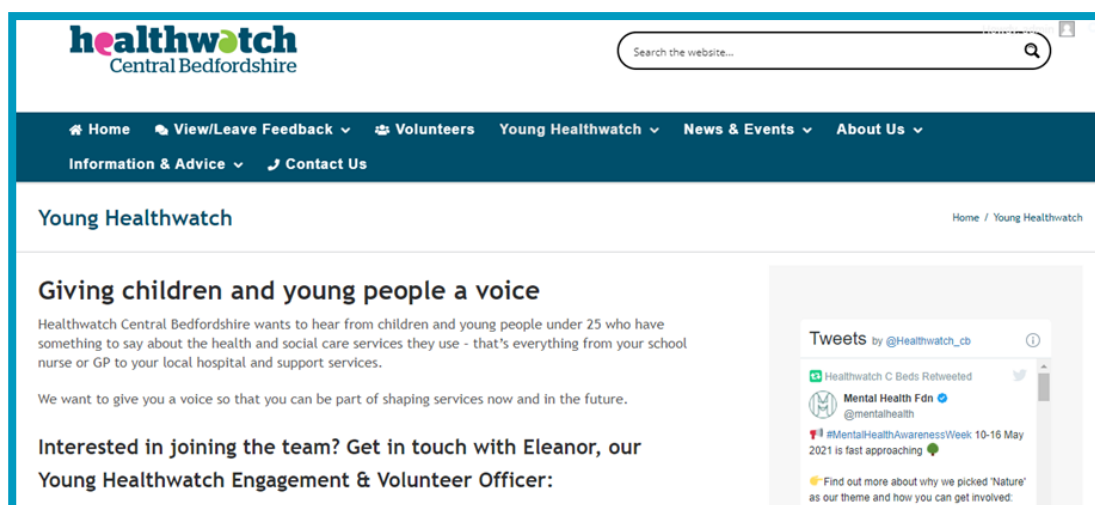
## Other Websites

Two additional websites that did not fall into either of the categories stated above were as follows:

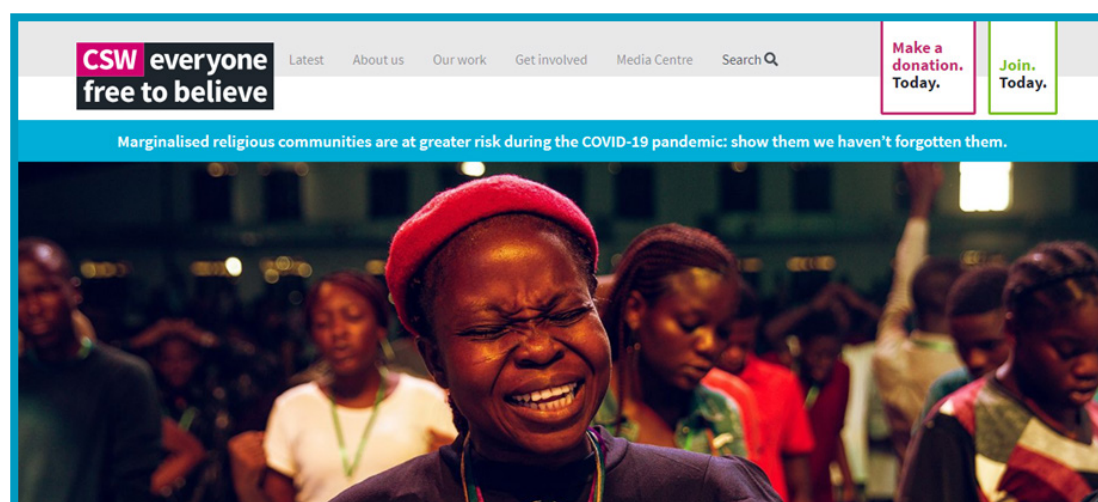
- Young Healthwatch Central Bedfordshire (HWCB)
- Christian Solidarity World (CSW)

The HWCB website was found to be welcoming to those who are using it. However, the welcome message is at the bottom left of the website which was *'scientifically the least optimal place to put the message'*. However, the site is in safe colours and has a lot of pictures. The young volunteer suggested there should be a way of anonymously sharing an experience that the charity can 'investigate'. The information that is found on the website is well laid out. The accessibility score was 89% which was very good.

The CSW website shows details for a human rights organisation. This website is aimed at young people 16+ and was found to be welcoming as it had pictures and a welcome video that explained what the organisation is about. This website is also safe for everyone and only requires personal information if a visitor wants to donate or sign up for email updates, which are both optional. It also has a privacy policy which you can easily access at the bottom of the website. This website is *'very colourful, informative and well laid out'*, although it does seem to be more targeted towards adults as there is some sophisticated and lengthy language that younger people may not fully understand.



Screen shot of 'Young Healthwatch' website



Screen shot of 'CSW' website





# Final Conclusion and Recommendation

The Young Healthwatch volunteers who reviewed the websites highlighted above found that many websites are well suited for young people, whether this is related to the colour scheme, accessibility, or information available.

The mental health charity websites are especially designed for young people, and services such as the 1-2-1 chat service on 'Childline', makes talking to someone easier and more comfortable, meaning that children will be more willing to talk about what they are feeling.

Similarly, websites such as 'CAMHS', 'CHUMS' and 'Young Minds', the information is clearly available and accessible to anyone who may feel the need to use it. The colour scheme of these websites has been clearly thought out to subconsciously make the websites seem more trusting and welcoming.

In addition, the doctor's surgery websites and hospital website make contacting them and seeking information very easy for people of all ages. Although there is no specific area for young people and the websites can often be dull, the general functionality is brilliant for anyone.

As a general conclusion, every website which the young volunteers researched has generated very positive feedback and made a good impression with Young Healthwatch volunteers. Making websites 'young people-friendly' means younger generations will be more comfortable doing things which can be seen as scary and should be a vital consideration when creating a website.





# Appendix A

## References with Thanks

- **Childline** - <https://www.childline.org.uk/>
  - Childline can help anyone under 19 in the UK with any issue they're going through. Childline is a website that will help support any young person on any issues and worries they have. They offer a Childline counsellor, places and ways you can get advice and games.
- **CAMHS** - <https://camhs.elft.nhs.uk/>
  - The Child and Adolescent Mental Health Services (CAMHS) delivered by East London NHS Foundation Trust is part of a wider network of services that offer help and support to children and young people who have mental health difficulties and their families/carers. They provide a service for children and young people up to 18 years old.
- **CHUMS** - <http://chums.uk.com/>
  - CHUMS Mental Health and Emotional Wellbeing Service for children and young people provides therapeutic support in a variety of ways. These include around bereavement, trauma, emotional wellbeing and more recently COVID-19.
- **Young Minds** - <https://youngminds.org.uk/>
  - They are a leading charity fighting for children and young people's mental health in the United Kingdom. Young Minds offer training and toolkits to help support young people and their families.
- **Barton Surgery** - <https://www.bartongroupsurgeries.co.uk/>
  - Barton Surgery is a General Practice (GP) website servicing the residents of Barton Le Clay and surrounding areas. It offers appointment reviews, wellbeing services and prescription services.
- **Houghton Close Surgery** - <https://www.houghtonclosesurgery.co.uk/>
  - Houghton Surgery is a General Practice (GP) website servicing the residents of Ampthill and surrounding areas. It offers appointment reviews, wellbeing services and prescription services.



- **Bedford Hospital** - <https://www.bedfordshirehospitals.nhs.uk/>
  - o Bedford Hospital website also covers Luton and Dunstable University Hospital and showcases the range of services both hospitals offer. These include information about appointments, all the departments available, GP services and COVID-19 updates.
- **Oliver Street Surgery** - <https://www.oliverstreetsurgery.co.uk/>
  - o Oliver Street Surgery is a General Practice (GP) website servicing the residents of Ampthill and surrounding areas. It offers appointment reviews, wellbeing services and prescription services.
- **Priory Gardens Surgery** - <https://www.priorygardenssurgery.co.uk/>
  - o Priory Gardens Surgery is a General Practice (GP) website servicing the residents of Dunstable and surrounding areas. It offers appointment reviews and prescription services.
- **Young Healthwatch Central Bedfordshire** - <https://healthwatch-centralbedfordshire.org.uk/young-healthwatch>
  - o Young Healthwatch Central Bedfordshire (YHWCB) showcases projects, blogs, news and events from the voice of the young person on issues affecting them in the health and social care sector.
- **Christian Solidarity World** - <https://www.csw.org.uk/home.htm>
  - o Christian Solidarity World (CSW) website showcases the work that the organisation carries out around removing religious persecution from the world, as well as showcasing how you can get involved with campaigning, events and donations.



## **Do health and care services know what you really want?**

By sharing your ideas and experiences you can help services hear what works, what doesn't, and how care could be better in the future for Young People and the current challenges they face.

it starts with  
**YOU**

**T. 0300 303 8554**

[www.healthwatch-centralbedfordshire.org.uk](http://www.healthwatch-centralbedfordshire.org.uk)

**YOUNG**  
**healthwatch**  
Central Bedfordshire



# YOUNG healthwatch Central Bedfordshire

Young Healthwatch Central Bedfordshire exists to make health and social care services work for the people that use them, especially young people.

Our role is to ensure that local decision makers and health and care services put the experiences of young people at the heart of their work.

We believe no one should be afraid to speak up .... because our opinion is as good as anyone else's.

Our volunteers have received appropriate 'Enter & View' training and are keen to put their learning into practice by visiting health and social care services such as hospital wards, surgeries and care homes. The young people will then be able to report their findings from their unique perspective. If you would like a group of young Healthwatch volunteers to visit your service please contact [Eleanor.Ryles@healthwatchcentralbedfordshire.org.uk](mailto:Eleanor.Ryles@healthwatchcentralbedfordshire.org.uk).

There is a lot more information on the Young Healthwatch website, <https://healthwatch-centralbedfordshire.org.uk/young-healthwatch>, including the great achievement of one of our volunteers who has secured a fantastic apprenticeship with Cancer Research UK.

If you are under 25, why not consider becoming a member of Young Healthwatch Central Bedfordshire? Get in touch for more information, email [Eleanor.Ryles@healthwatchcentralbedfordshire.org.uk](mailto:Eleanor.Ryles@healthwatchcentralbedfordshire.org.uk) or call 0300 303 8554.





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