

How do local people want to receive information?



Our findings

February 2021

Introduction

About Healthwatch Rochdale

Healthwatch Rochdale is an independent voice for the people of the Rochdale borough. We are here to listen to the experiences of Rochdale borough residents and give them a stronger say in influencing how local health and social care services are provided. We listen to what people have to say about their experiences of using health and social care services and feed this information through to those responsible for providing the services. We also ensure services are held to account for how they use this feedback to influence the way services are designed and run.

Healthwatch Rochdale was set up in April 2013 as a result of the Health and Social Care Act 2012 and is part of a network of local Healthwatch organisations covering every local authority across England. The Healthwatch network is supported in its work by Healthwatch England who build a national picture of the issues that matter most to health and social care users and will ensure that this evidence is used to influence those who plan and run services at a national level.

Acknowledgements

Healthwatch Rochdale would like to thank the following organisations for their help and assistance in distributing paper copies of this survey to their service users.

- HMR Circle
- Place Team
- St Michaels Church, Middleton
- SM Food boxes
- Heywood Food Bank
- Awakening Minds
- Rochdale Soup Kitchen
- Rochdale Food Bank
- Independent Living Scheme in Heywood
- Independent Living Scheme in Rochdale
- Cherwell Centre
- Home Instead

Rationale

Healthwatch Rochdale recently carried out research to understand the experience of local people living through the Covid19 pandemic. A finding from this research was that some local residents were not satisfied with the information and advice that they were being provided. Following this Healthwatch Rochdale decided to carry out a survey to identify how local people would like to receive information and advice and how current information can be made more accessible.

Methodology

A survey was carried out throughout November and December to identify how local people would like to receive information. The questions asked in the survey aimed to find out the following:

- How people wanted to receive local information
- Where people would like to pick up leaflets and other paper copies of information
- How information can be made more accessible
- What local organisations people usually received trusted information from

Reach

The survey had a total of 683 responses,.

459 responses were received digitally.

1927 paper copies of the survey were distributed and 222 were completed and received back via the following organisations:

- HMR Circle - 57 copies
- Place Team - 13 copies
- St Michael's Church - 46 copies
- SM Food Boxes - 1 copy
- Heywood Food Bank - 7 copies
- Awakening Minds - 57 copies
- Rochdale Soup Kitchen - 1 copy
- Independent Living Scheme in Heywood - 1 copy
- Independent Living Scheme in Rochdale - 14 copies
- Cherwell Centre - 21 copies
- Home Instead - 4 copies

Who are we hearing from?



62% of respondents were female and 34% were male

61% were White British and 19% were Asian British

86% were heterosexual, 9% preferred not to say and over 2% identified as lesbian or gay

17% considered themselves to be a carer

18% considered themselves to have a disability

24% considered themselves to have a long term condition



17% were homeowners

20% were tenants in social housing,

12% were tenants in rented accommodation and

2% were residents in a care home

44% lived in Rochdale North

17% in Rochdale South

16% in Middleton

12% in Heywood and

12% in The Pennines.



We heard from all age group from under 13 years to 75 years plus.

We recognise that our data is not representative of all people living in Rochdale. We are committed to hearing from the people and communities who face multiple layers of disadvantage and discrimination, so that their views and needs can be better presented.

Results

How do you prefer to receive local information within the Rochdale borough?

674 local people told us how they would prefer to receive local information within the Rochdale borough.

The top answer for the way people preferred to receive information was through the post as a letter with 54% of respondents choosing this option.

Of those who picked through the post as a letter:

- 56% had answered the survey digitally
- 52% were White British
- 27% were from the BAME community
- 44% were aged 55 and over and
- 20% were aged 24 and under.



54% through the post as a letter



26% social media



26% email correspondence



21% text message



16% phone call



13% online web searches



11% radio



8% local printed newsletter



3% #TogetherRochdale

Results

Where would you prefer to 'pick up' local newsletters and leaflets?

643 people told us where they would prefer to pick up local newsletters and leaflets.

The top answer was the supermarket with 54% of responses, followed by the doctors at 26%.

Of those who picked supermarket:

- 81% had filled in the survey digitally
- 54% were White British
- 26% were from the BAME Community
- 34% were aged 55 and over
- 28% were aged 24 and under



54%
supermarket

RECEPTION



26% Doctors



22% other



19% chemist



17% library



15% Health
Centre

Other answers included:

- Corner shop
- Pub
- Delivered with prescription.
- Hospital
- Community Centres
- School

Results

How can information be made more accessible to you?

655 people told us how information could be made more accessible to them.

The top answer was none required which was selected by 49% of respondents. Easy read option was chosen by 33% of respondents and translation into another language was chosen by 7%.

Of those respondents who chose easy read:

- 29% classed themselves as having a disability or long-term condition
- 74% had filled in the survey digitally

Of those who had chosen translated into another language:

- 33% were Asian Pakistani
- 91% had filled in the form digitally



33% Easy Read



14% Large Print



11% Audio



7% translation into another language



2% BSL



1% Braille

Other answers included:

- Telephone communication
- Less Jargon
- Easy to understand videos with subtitles
- Video
- Something short and easy to read

Results

What local organisations do you normally receive trusted information from?

655 people told us which organisation they normally receive trusted information from. The top answer was Rochdale Council with 60% of respondents choosing this option, followed by GPs with 42% and schools with 28%.

Of those respondents who answered Rochdale Council:

- 68% answered the survey digitally
- 55% were White British
- 23% were from the BAME Community

Of those respondents who answered GP:

- 61% answered the survey digitally
- 65% were White British
- 18% were from the BAME Community

Of those respondents who answered school:

- 92% answered the survey digitally
- 20% were White British
- 45% were from the BAME Community

Other answers included

- Link 4 Life
- Family
- Mosque
- Church
- Rochdale Online



Results

What information is important to you?

635 people told us what information was important to them.

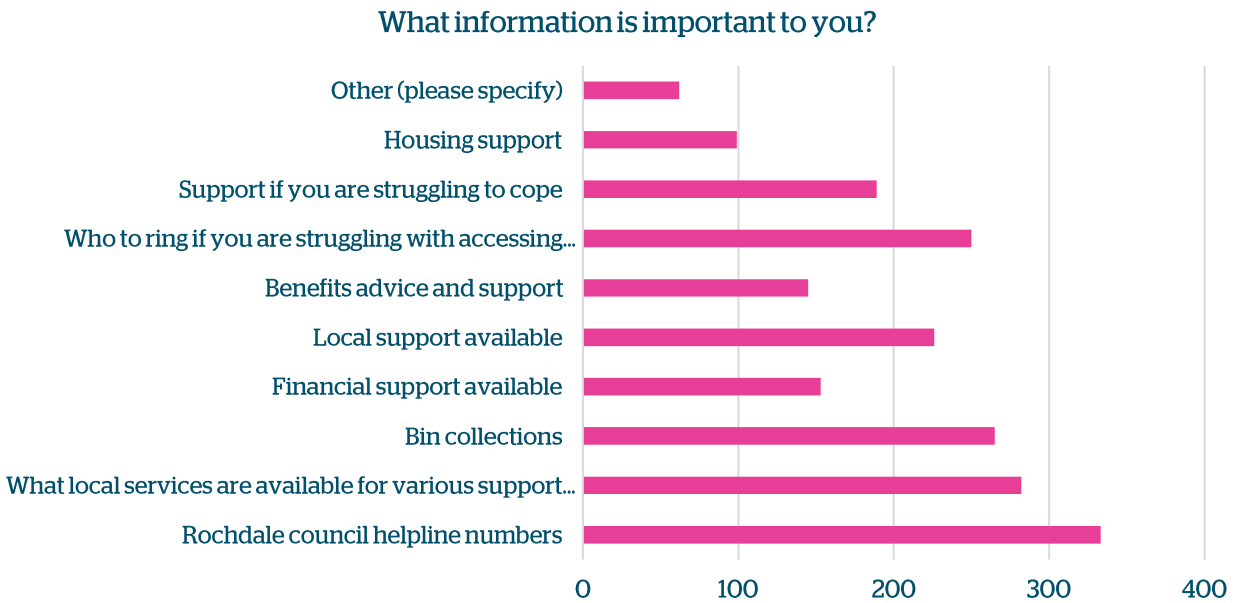
Rochdale Council helpline numbers was chosen by most respondents at 52% followed by local support services at 44%.

138 of respondents who chose Rochdale Council helpline numbers as most important to them answered the survey through a paper copy and 194 answered digitally.

For those who answered digitally the most important information was 'What local services are available for various support e.g. mental health'

The most important information for the BAME community was:

- Rochdale Council helpline numbers
- What local services are available for various support
- Financial Support available



Recommendations

Following the findings in the report, Healthwatch Rochdale recommend the following:

- For statutory organisations to carry out an EIA before communicating messages to identify where there may be gaps and possible actions to overcome this.
- For statutory organisations to liaise with local voluntary and community organisations to identify the best way of communicating with different communities.
- For organisations to provide information in paper format as well as digital to reach the digitally excluded.
- Information to be available to pick up at the supermarket.
- Information to be made available in easy read format.

Response

The below response was received by Steve Rumbelow, HMR CCG Accountable Officer, on 12th April

Thank you for the opportunity to respond to this survey and recommendations, sent to me on March 17th 2021. As our local Healthwatch you play a valuable role in offering an independent ear and voice for the local community on health-related matters and I am pleased that you are able to undertake surveys on a variety of themes - the results of which are duly considered.

I was disappointed to read in the preamble of the report that this survey about communications was pursued because an earlier Healthwatch survey told us that local residents were not satisfied with the information and advice that has been provided throughout the coronavirus pandemic. However, on further examination of the earlier survey, it states that 56% were satisfied with the local information they received about the pandemic. In addition to this, a recent BMG survey undertaken across Greater Manchester found that 68% said they had enough information about getting advice and support, which is encouraging.

In relation to the specific findings in your report, there are some that resonate with us and for which we are already implementing, for example, making information available in hard copy formats where is it possible and feasible to do so. We have continued to produce hard copy editions of our community magazine, Livin' It in the last year (as well as digital ones) and have adapted our distribution mechanism from clinical and community bases, where people have not been able to go, to using our community and voluntary networks to distribute these to people's homes. Other community magazines setting out clear coronavirus messaging have been delivered to multiple households in the borough.

We work hard to reduce the amount of jargon used in our public messaging, commonly use subtitled videos which is recommended and we already liaise extensively with our community and voluntary groups.

As a responsible public body we are also working hard to satisfy the requirements of the accessible information standard; for example key documents are now available in easy read format and report templates are increasingly accessible compliant.

There are other areas within the report that we recognise less and for which we feel signal some inconsistencies. For example, the recommendation that hard copy paper formats are preferred over other forms for communications, however digital returns were the most popular method of completing the survey.

I am sure you will appreciate that as a statutory body, we have very many national, regional and local influences and it is in this context that we devise our many approaches. Although we appreciate the recommendations from this survey, we must consider these amongst many other sources of strategic and community intelligence and are we are not in a position to change our approaches based on one source alone.

Additional Response

Further comments and questions from the Healthwatch Rochdale team and Board were raised following the first response. Healthwatch Rochdale received the below additional response on 9th June

How do RBC/HMR CCG aim to improve the communication channels across the borough?

- Both RBC and HMR CCG continually strive to improve, within the limited resources available, we aim to be responsive to the feedback provided and change approaches to meet the needs of our population, wherever possible. We are very grateful to members of the public within our borough who took the time to complete the survey, and want to thank them for sharing their views and giving their valuable time.

For statutory organisations to carry out an EIA before communicating messages to identify where there may be gaps and possible actions to overcome this

- EIAs are completed where appropriate and the actions identified to overcome any gaps are taken, as you will understand because of the quantity of messages shared, not every item has an associated EIA, however, both organisations ensure statutory requirements are fulfilled, and do their utmost to minimise any negative impact from potential gaps.

For statutory organisations to liaise with local voluntary and community organisations to identify the best way of communicating with different communities

- Both RBC and HMR CCG consider voluntary and community organisations to be a key asset within our communities and utilise the knowledge and skills of these organisations to benefit our population, links are made via various means, timescales and demands dictated at regional and national levels do not always enable the engagement we would wish to pursue, however, we will continue to do our utmost to ensure we utilise these organisations

For organisations to provide information in paper format as well as digital to reach the digitally excluded

- We recognise that not everyone has access to digital information, and wherever possible provide information in alternative formats

Information to be available to pick up at the supermarket

- This has various implications with regards to the supermarket criteria and associated costs, however, it is something that will be considered whenever possible in a positive, non-bias way

Information to be made available in easy read format

- Both organisations are in the process for providing information in an accessible format, changes are taking place and again we are doing our utmost to provide easy read within the resources available and will strive to continue to improve on this.

We would like to take this opportunity to thank HWR for the valuable support they provide within the borough, and again thank members of the public who contributed to the survey and provide valuable information to support improvements for both RBC and HMR CCG.

Contact us



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