



# Who Knows?

Annual Survey 2017/18

**Lifeline**  
Projects

**healthwatch**  
Barking and  
Dagenham

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# Contents

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- Contents ..... 2
- 1. Introduction ..... 3
  - 1.1 Methodology ..... 3
  - 1.2 Acknowledgements ..... 4
  - 1.3 Disclaimer ..... 4
- 2. Key findings ..... 5
- 3. Findings ..... 6
  - Provider responses ..... 12
  - How we made a contribution to service providers and organisations ..... 14
- 4. Conclusions ..... 15
- 5. Demography ..... 16



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# 1. Introduction

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Healthwatch Barking and Dagenham believe it is only by listening to people who use the services that we can determine where improvements can be made and use this information to hold services to account. But how do we know if we having a real impact?

To ensure that we are constantly improving and delivering a good service, we undertake an annual survey. The aims of the survey are to find out:

- If people have heard of Healthwatch and are aware of the signposting service, we offer
- If they have used our service and what the outcome was
- How we can do better
- What areas of health and social care we should look at in the future

## 1.1 Methodology

To ensure the voices of people across the borough were captured, the following steps were taken.

- The survey link was sent to individuals and organisations currently on the Healthwatch mailing list, inviting them to respond
- Information about the survey and a link to survey monkey was uploaded to the website, inviting visitors to respond
- Social media platforms were utilised to circulated and promote the survey
- The Healthwatch team attended various groups and organisations across the borough to speak to people and gain their feedback



## 1.2 Acknowledgements

Healthwatch Barking and Dagenham would like to thank everyone who took part in the survey and assisted with the distribution of it.

## 1.3 Disclaimer

Please note that this report relates to findings from the responses received. Our report is not a representative portrayal of all service users and only an account of what was contributed at the time of the consultation period.

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## 2. Key findings

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Our key findings were:

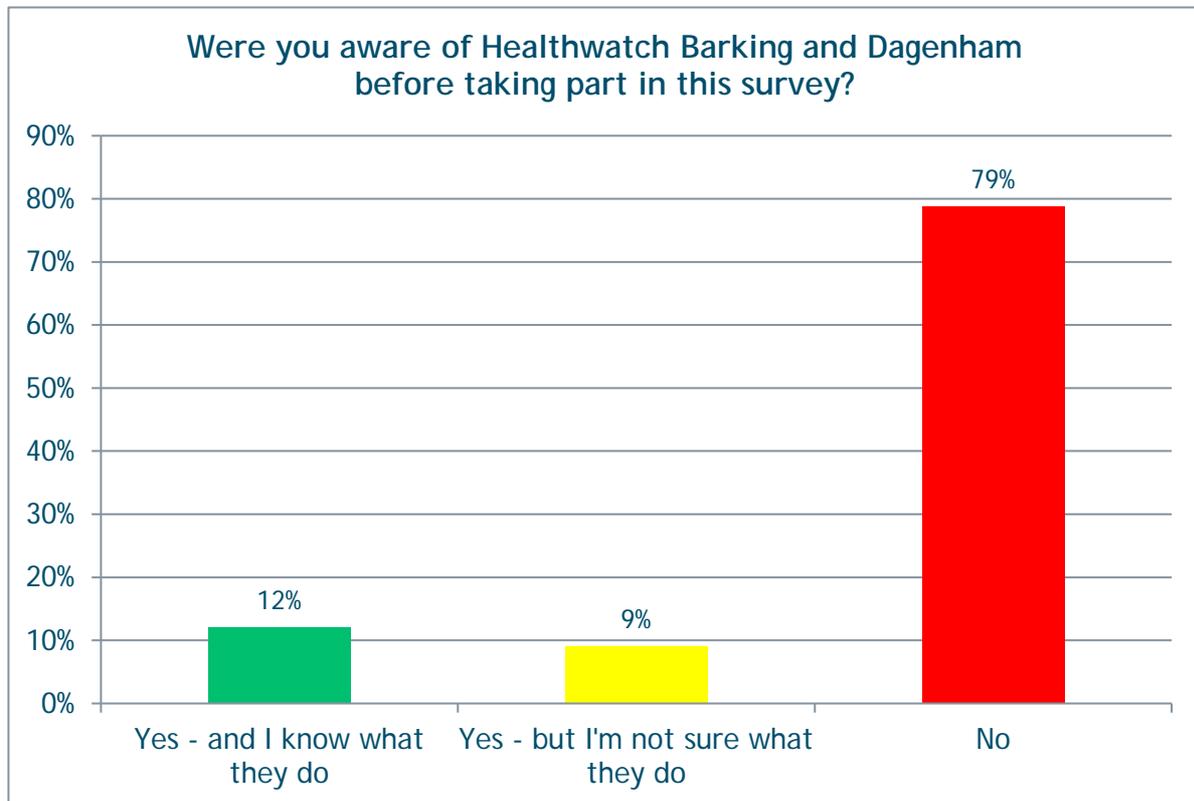
- 79% of the respondents said they had not been aware of Healthwatch prior to taking the survey.
- Majority (76%) of the respondents indicated they use Facebook whilst 39% said they use Instagram. These figures will assist Healthwatch to share information through the relevant social media channels.
- The findings from the survey show that there is little awareness amongst the public about the role of Healthwatch.
- There is a need to have a clear precise message about the role Healthwatch has, the impact we have and the services we offer.
- People told us we should look into access to GPs as part of next year's work plan. Mental Health was also an area which was highlighted.



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## 3. Findings

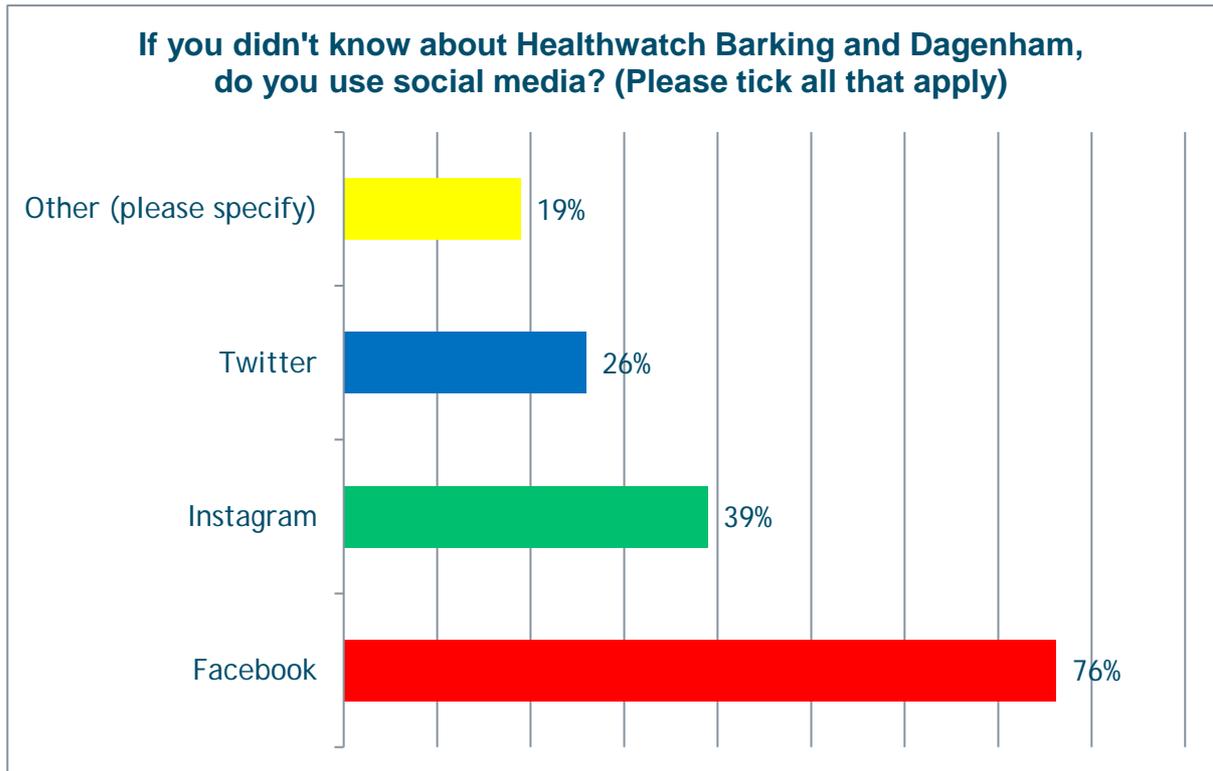
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One of the main roles of Healthwatch is to ensure our feedback to service providers and commissioners is robust and identifies the needs and experiences of local people.

Respondents were asked if they had heard of Healthwatch, to assist in assessing the level of awareness amongst residents and those working in the borough.

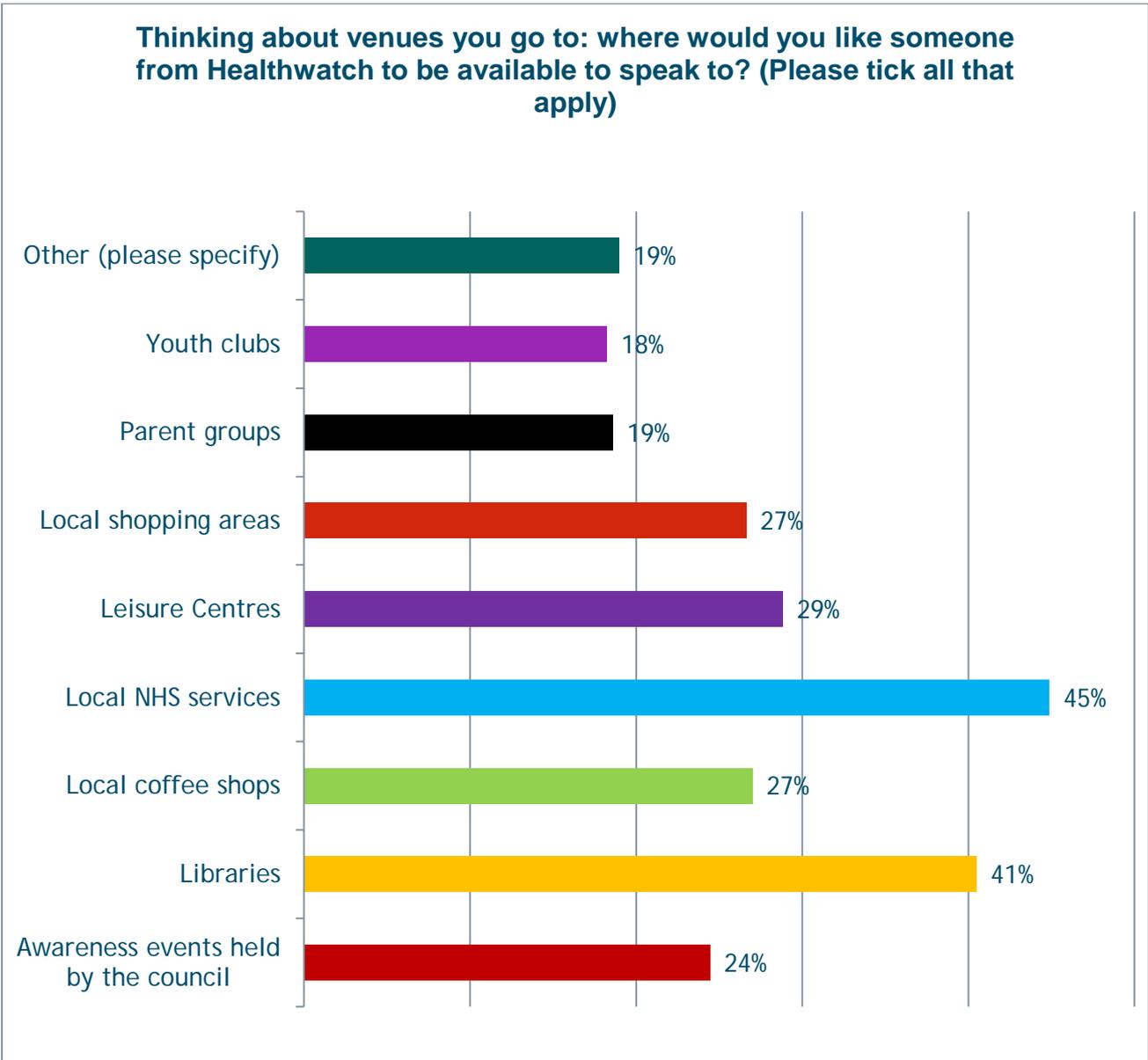
Findings show that 79% of the respondents had not heard of Healthwatch. There were a small fraction of residents who knew about the service, however 9% of those were unsure about what it offered. **There is a need to have a clear and precise campaign about the services offered. This will be incorporated into next year's work plan.**



Healthwatch currently have a Facebook and Twitter Account, however it is important to research and understand what social media platforms are being used in borough. This information will inform the social media platforms utilised to proactively inform, involve and interact with local people. It will also assist in reaching people in the local community who are currently unaware of the service.

The survey results show that there are a mix of social media platforms being used by people living the borough. Majority (76%) of respondents indicated they use Facebook whilst 39% said they use Instagram. Only 26% of the respondents use Twitter. Other social media applications identified by respondents included the use of WhatsApp and Snapchat.

**The research clearly identifies that there is a need to use a range of social media platforms in order to capture the views of the wider population. Consideration will be given to the capacity for and benefits of adding an additional platform.**

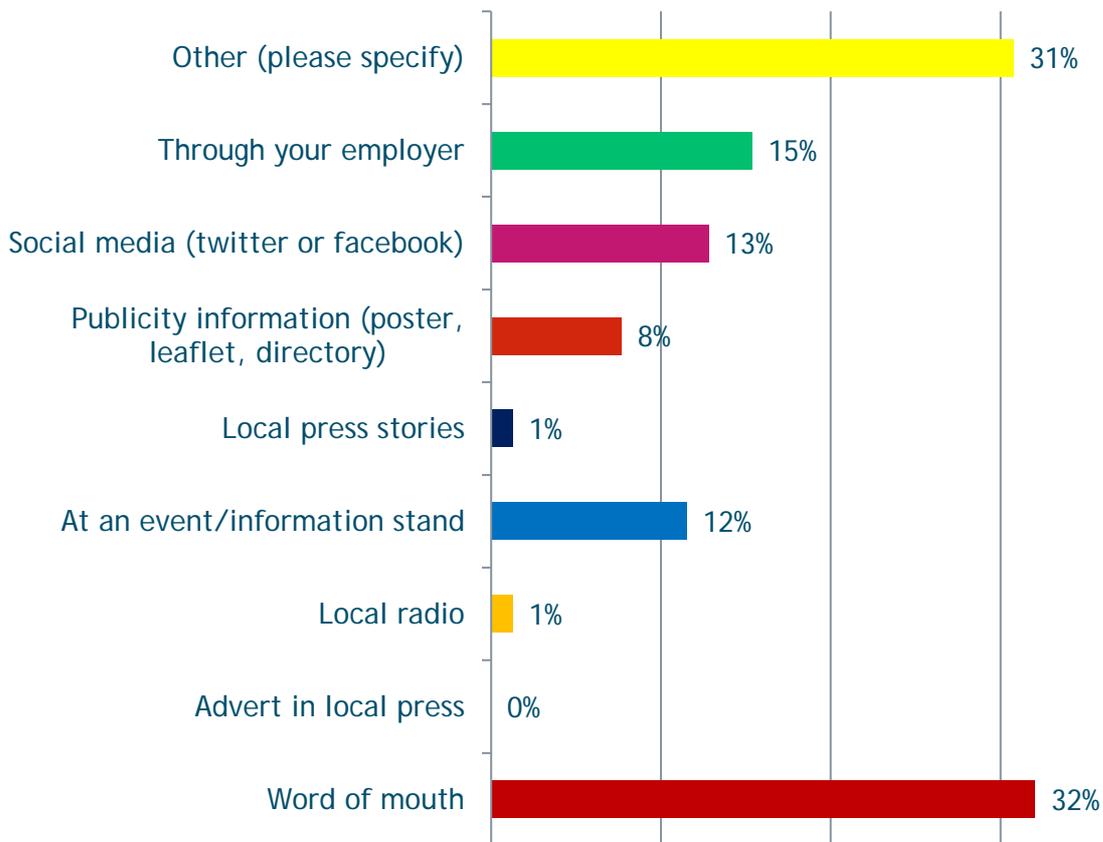


Throughout the year Healthwatch staff and volunteers run local engagement sessions in different venues across the borough. These have proved to be a successful mechanism in collecting people’s experiences of accessing health and care services. Therefore, as part of the survey we asked “*where* would you like a member of staff to be available to speak to?”

Respondents indicated that they would like to be able to speak to Healthwatch staff at libraries (41%) and local NHS services (45%). Furthermore, a small number of people indicated that having someone available to speak to at local leisure centres would also be beneficial.

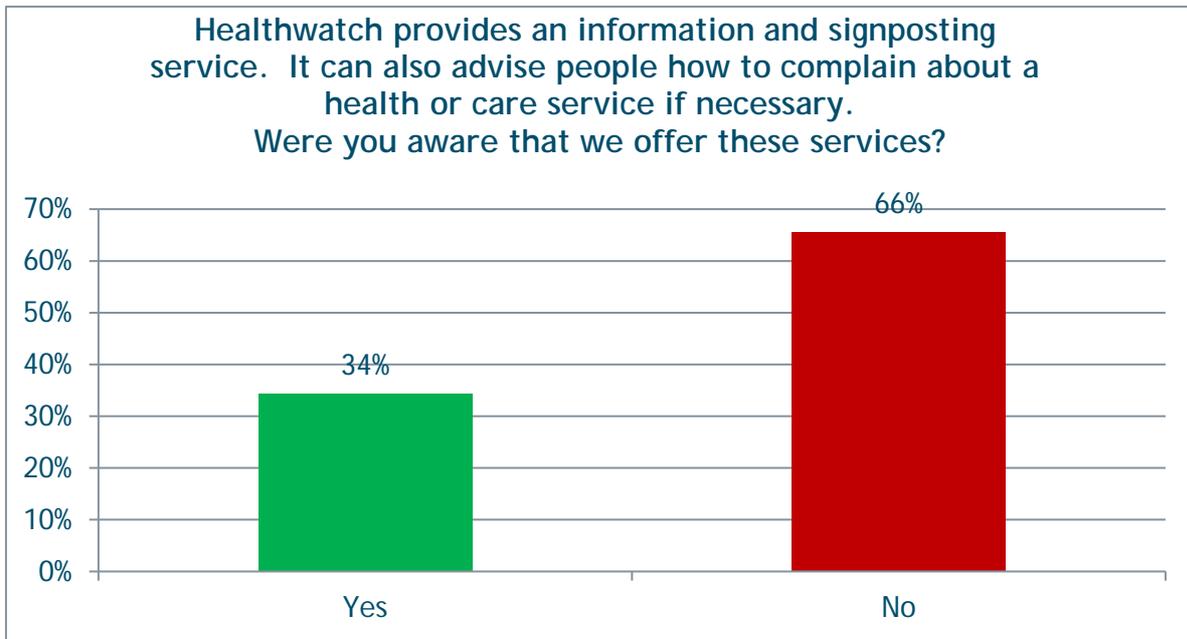
**In order to capture the opinions and experiences of as many people as possible, different areas that have been identified will form the basis of our outreach plans for next year.**

**If you had heard about us before taking part in this survey, how did you hear about us? Please tick all that apply**

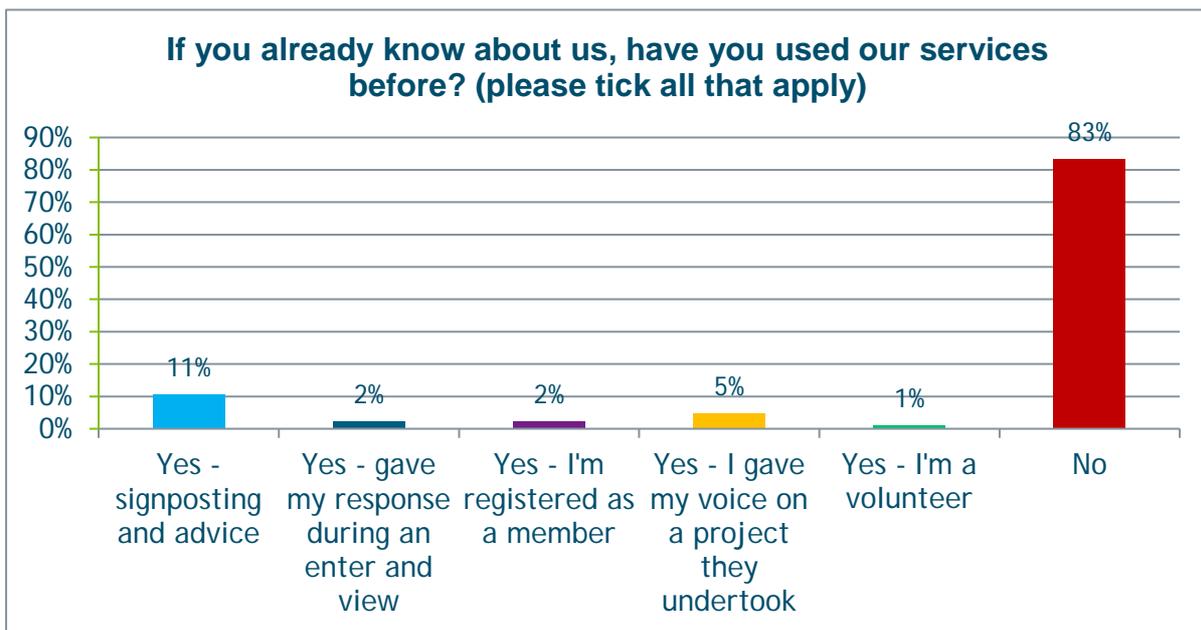


We asked respondents how they found out about Healthwatch, 32% found out through word of mouth, 15% said they heard about us through their employer and 13% came to know about Healthwatch through social media. Over 30% of respondents indicated other ways they had heard of us, but no themes emerged from these findings.

Healthwatch have not maximized the use of local press over the past eight months. However the press can reach a large number of people within the borough and so greater emphasis will be placed on getting stories into the local media as part of next year's work plan.



From the small percentage of people who said they had heard about Healthwatch, only 34% were aware that an information and signposting service was available.



The vast majority of people commented that they have not used the Healthwatch services before. Just over 10% of respondents said they had accessed the signposting service, and 5% took part in a Healthwatch project. This is not surprising; a response to an earlier question highlighted that residents were unsure of the services that Healthwatch offer. **This highlights the need to raise awareness to the public about the services that are available.**

What areas of health and care do you think we should look into next year?

As part of the survey, respondents were asked about the areas of health or social care they believed should form part of next year's work plan.

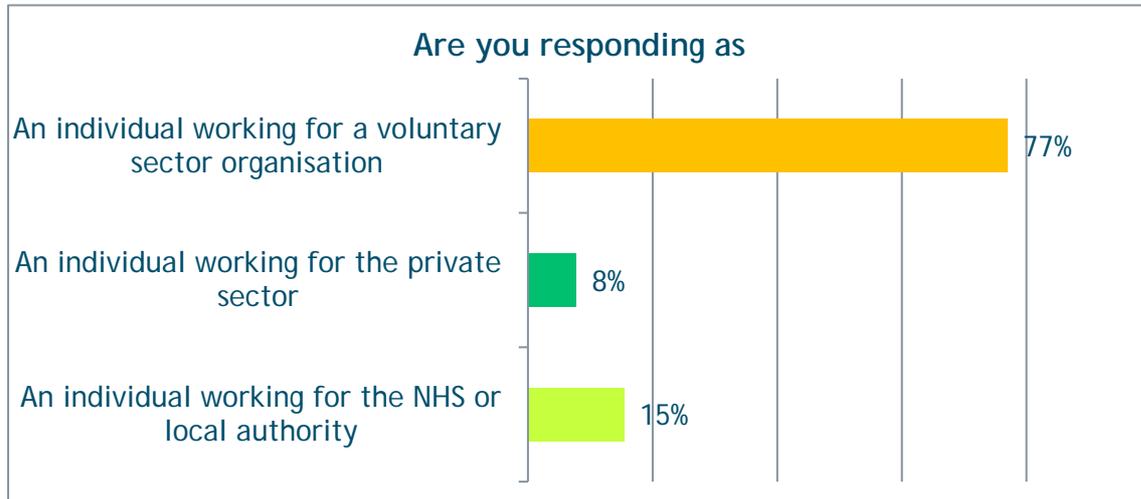
Themes that emerged from the open ended questions were:

- Access to GPs
- What is available to new and expectant mothers
- Mental Health



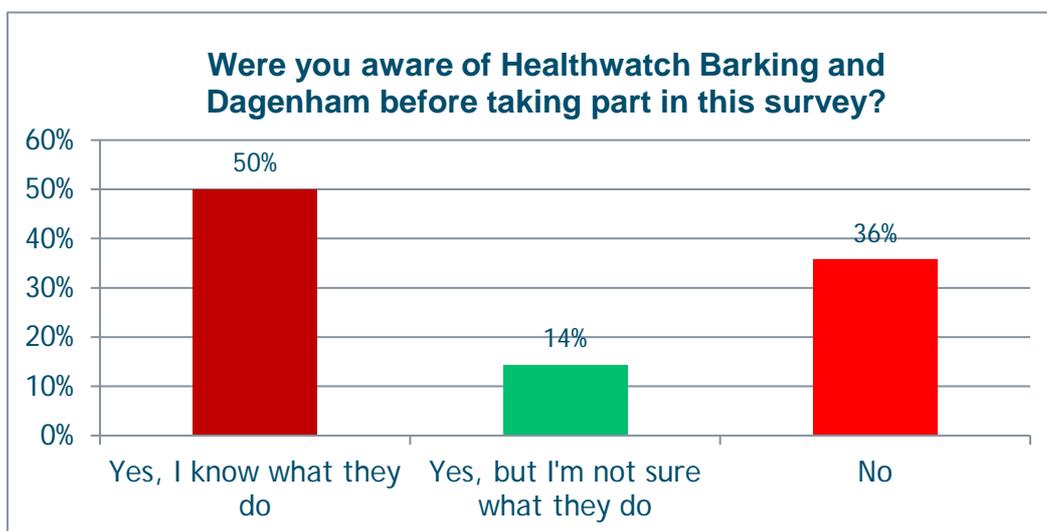
## Provider responses

The response rate for the provider survey was much lower than the resident survey, therefore the analysis in this section is brief. However next year organisations and service providers will be targeted to ensure we have a clear picture of the difference that Healthwatch has made.

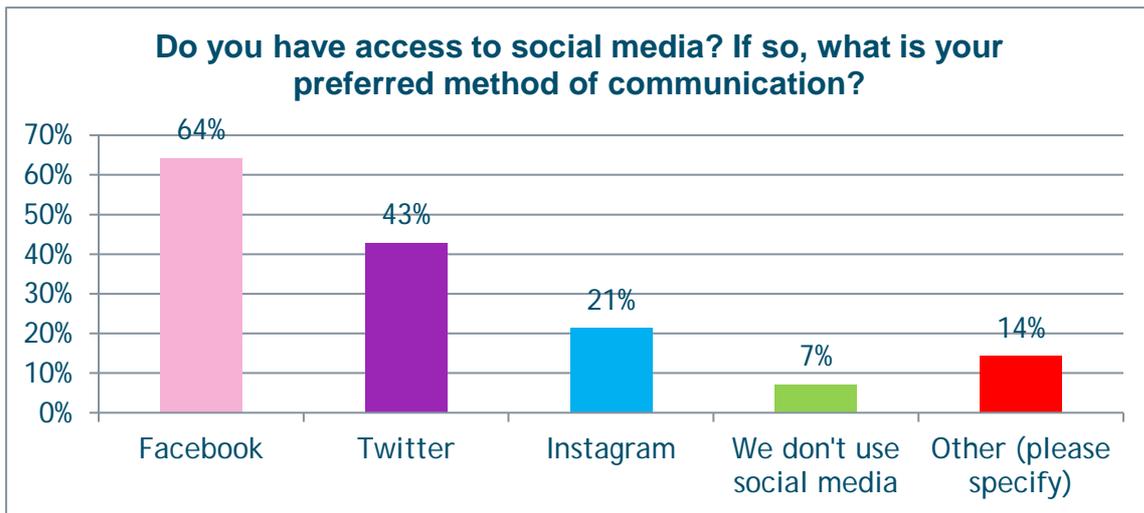


The majority of respondents said they worked within the voluntary sector, while 15% worked within the NHS or the local authority.

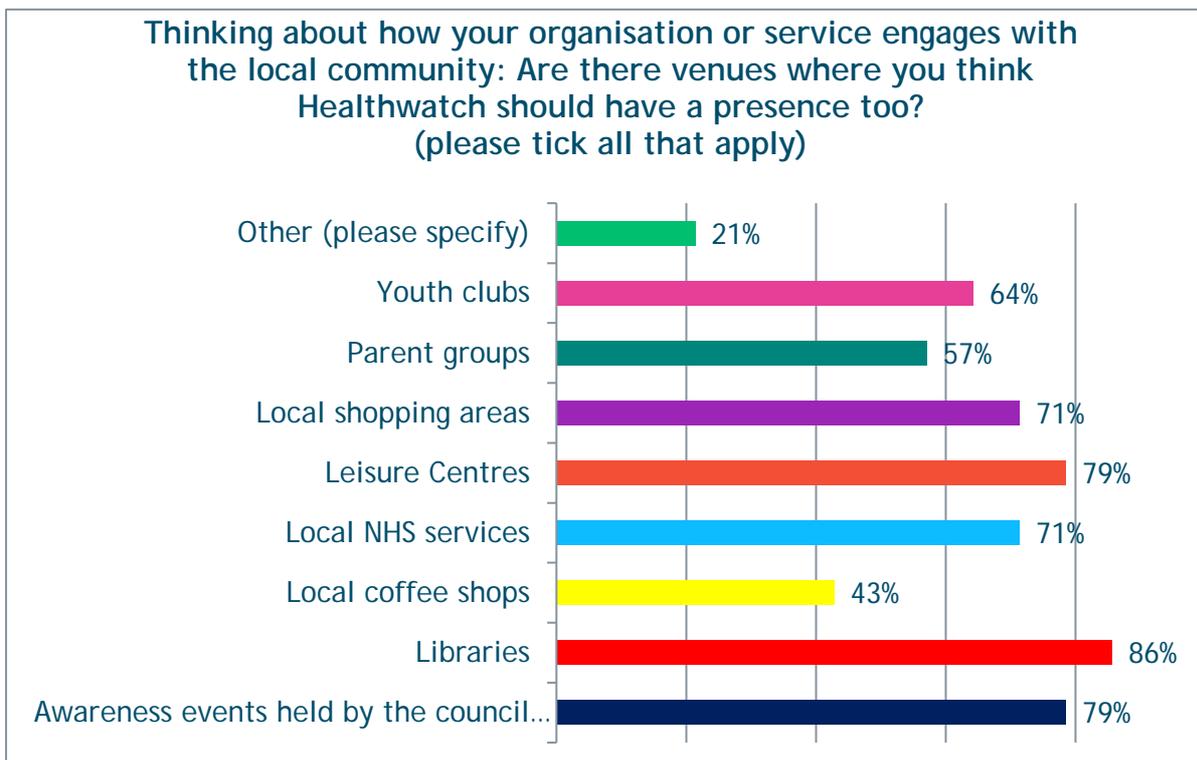
A very small number of professionals who took part were from the private sector.



Findings show that 50% of respondents were aware of Healthwatch, 14% had heard of Healthwatch but were not aware of what the service was and 36% had not heard of Healthwatch prior to taking part in the survey.



The majority of respondents said Facebook was their preferred method of communication, with 43% citing Twitter and 21% Instagram.



Providers were given the opportunity to share their ideas about the different venues Healthwatch could attend to engage with the community. The five favoured venues were:

- 📍 Libraries
- 📍 Leisure Centres
- 📍 Awareness events held by the council
- 📍 Local NHS Services
- 📍 Local shopping areas

## How we made a contribution to service providers and organisations

Respondents indicated that Healthwatch made a difference to service delivery or their service users in the following areas:

- Hospital wards
- Information of events and policy changes
- Partnership working - statutory service and neighboring Healthwatch
- Enter and View visits helped to identify areas for improvement
- Assisted with promoting opportunities in the organisation



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## 4. Conclusions

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The survey was well responded to by the public; 274 completed surveys were received from residents and 14 surveys from providers. This is a 58% increase on the previous annual survey response rate. 79.5% of surveys returned were paper-based. The remaining 21.5% were completed online.

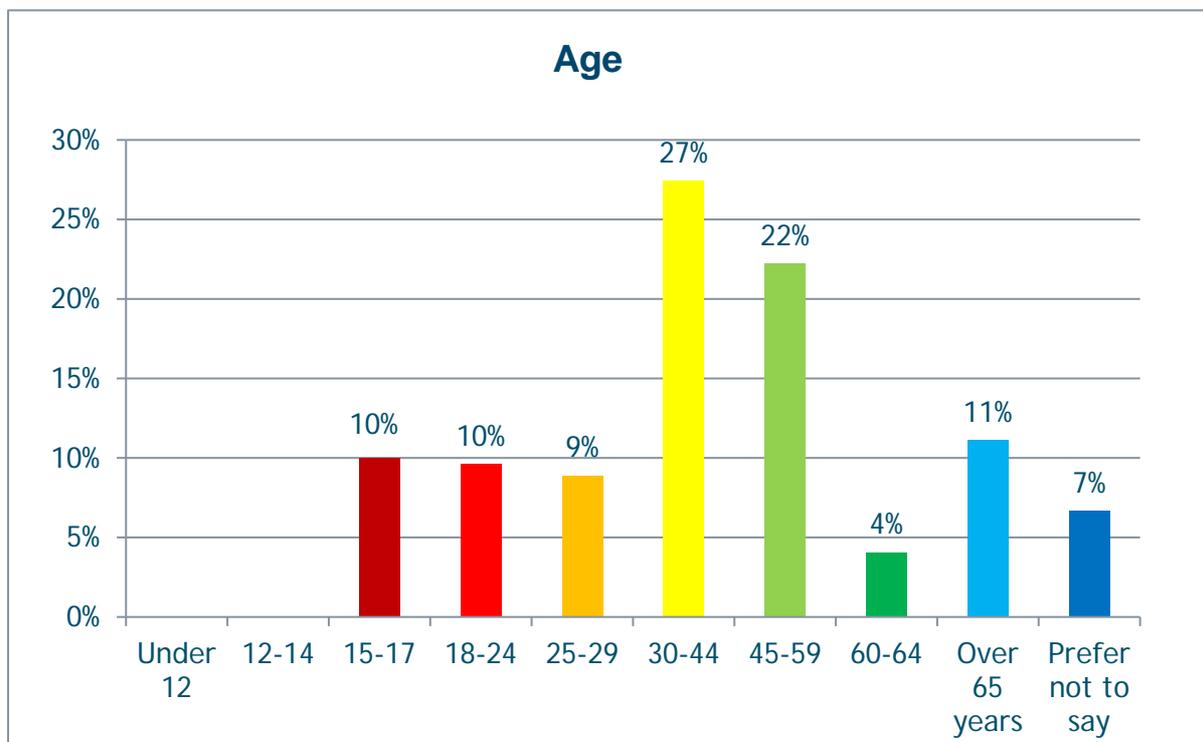
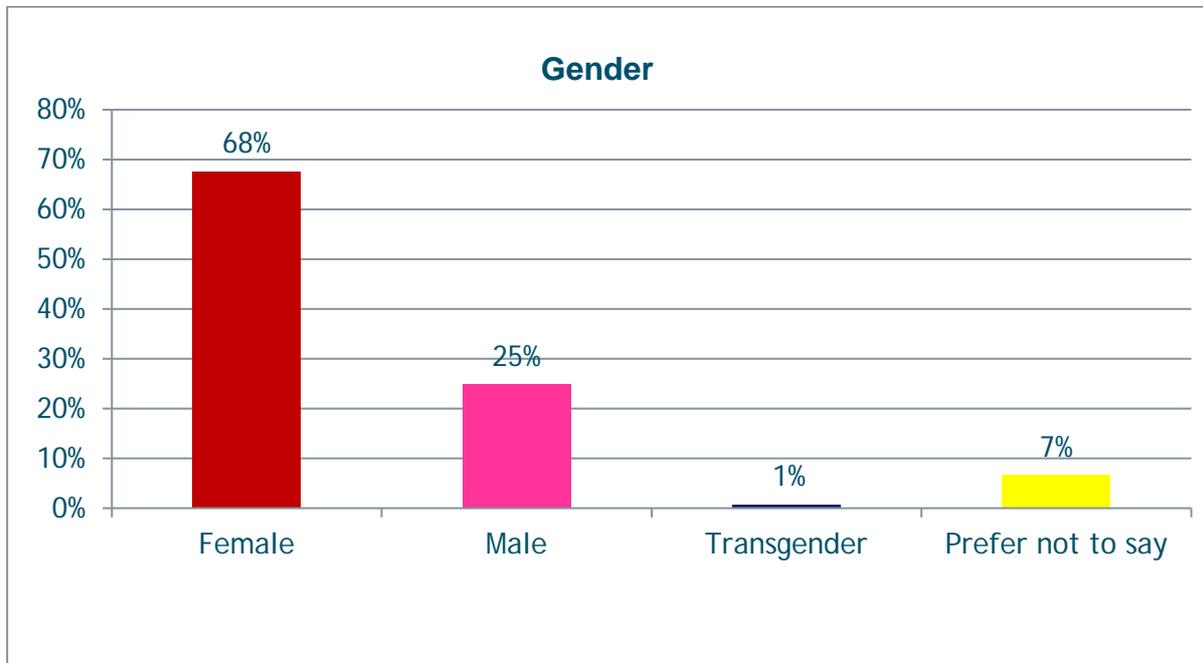
Feedback from respondents shows clear evidence that there is a need to raise the profile of Healthwatch amongs residents in Barking and Dagenham and local voluntary and statutory organisations.

In order to achieve this Healthwatch will:

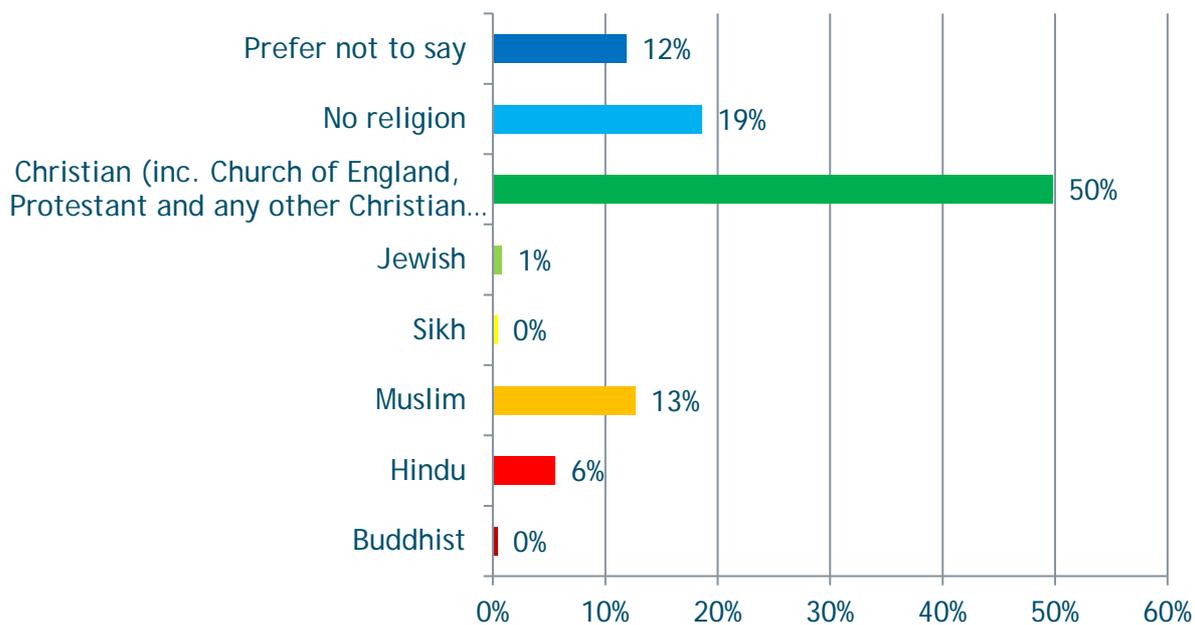
- Ensure there is a clear and precise message about who we are and what we offer.
- Share the impact we have had more widely.
- Run engagement sessions and stands across the sites identified through this annual survey.
- Continue to use Twitter and Facebook to share information and engage with local providers and residents.



# Demography



### Religion, faith or belief?



### Ethnicity

