

Our Health Our Future Panel

Survey 4 results — A survey on the **Coronavirus vaccine**, sharing **personal health & care records digitally** and **NHS 111**

Survey conducted 16th November to 15th December 2020

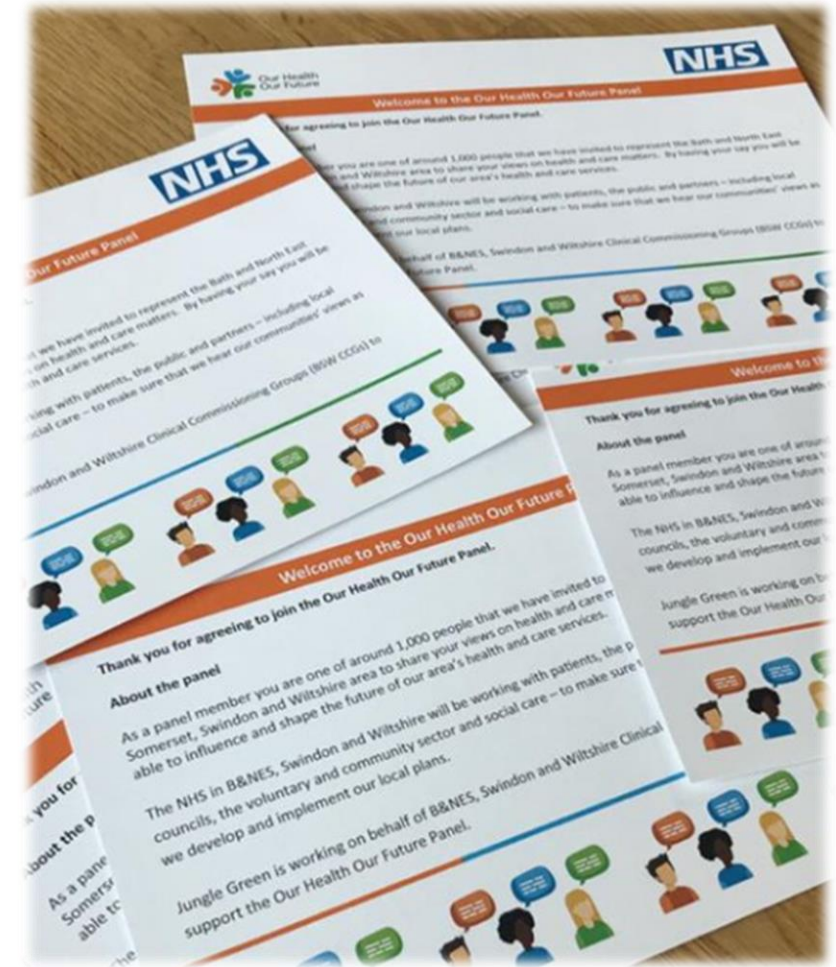


Report structure

- | | | |
|----|---|---------|
| 1 | Introduction | Page 2 |
| 2 | Overview summary | Page 7 |
| 3a | Survey 4 results – Keeping well <i>(page 11)</i> and the Coronavirus Vaccine <i>(page 17)</i> | Page 11 |
| 3b | Survey 4 results – Personal health and care records, sharing information digitally | Page 22 |
| 3c | Survey 4 results – NHS 111 | Page 30 |
| 4 | Appendices – Panel profile | Page 36 |

Section 1

Introduction



Vision and mission of the Our Health Our Future Panel

“ The Our Health, Our Future (OHOF) Panel is a way for us to engage with those living in Bath and North East Somerset, Swindon and Wiltshire (BSW) to get their views on health and care issues.

In line with our value of "inclusive", the online panel is made up of a representative sample of the population from across our region. Panel members will take part in regular surveys throughout the year.

Panel surveys will inform both strategic direction and day-to-day service delivery, particularly around proposed service change or development of new services. Anonymised feedback will be shared with project managers and senior leaders to help shape and influence partnership initiatives and programmes of work. Anonymised feedback will also be made publicly available so panel members and the wider public will have the opportunity to review the results “



Recruitment methodologies – 1,011 panellists recruited



1) Core recruitment – face to face

- 33 face to face recruitment days took place in January to March and then November / December 2020 (*always when pandemic regulations allowed*)
 - A mixture of **community days** in town halls, libraries, community & social centres, shopping malls and cafes/inns
 - Along with individual interviewers conducting face to face **on-street shifts and door to door interviews**, among local communities in less busy locations
- These have been **spread right across the BSW region**, including
 - Bath, Batheaston, Midsomer Norton, Keynsham
 - Swindon
 - Devizes, Marlborough, Trowbridge, Warminster, Salisbury, Amesbury, Chippenham
- F to F recruitment was the preferred core method: both to avoid self-selection and to enable specific targeting of a representative sample. **914 panellists** have been recruited via this method
- The interaction with the professional recruitment team also provides an opportunity for a clear introduction to and explanation of the purpose of the panel

2) Additional recruitment methods

- These have included **social media** advertising on Facebook and Instagram, **member get member** (*panellists promoting to their contacts*), engagement with **local organisations** and **promotion by BSW CCG** via it's website, social media and contacts
- An additional **97 panellists** have joined via these methods
- This additional recruitment allowed an element of boosting of certain categories of citizen's, such as younger people and hard to reach audiences

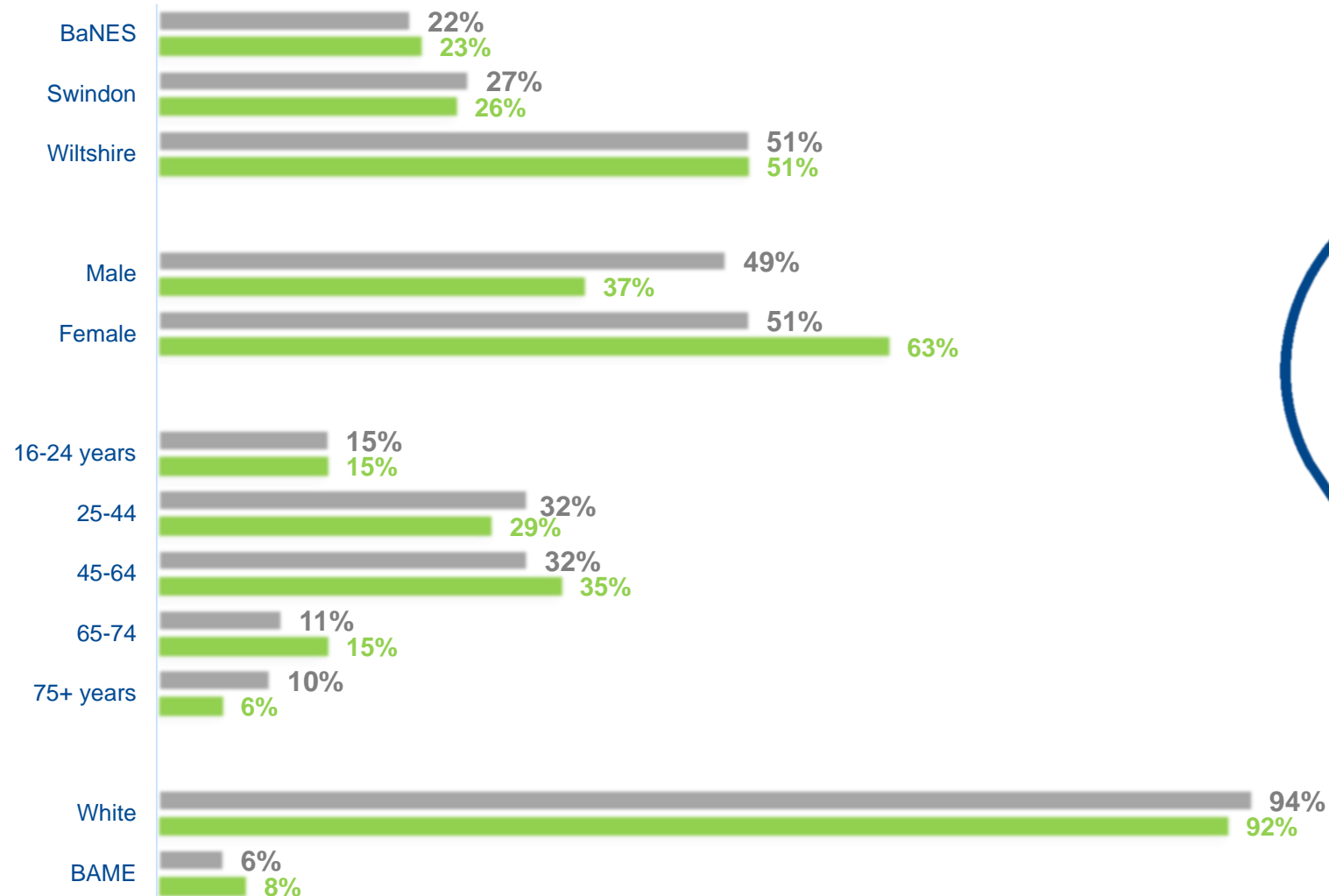
Recruitment tracker as at December 2020

Recruitment	Achieved	
Face to Face - Community and On-Street	737	
Face to Face - Community and On-Street - Phase 2	25	
Face to Face - Phase 3 December 2020	152	914
Member Get Member	16	
Social Media	44	
Employer	2	
Other	35	
Total Panellists	1011	

Survey 1	Response Rate	Survey 2	Response Rate	Survey 3	Response Rate	Survey 4	Response Rate
742	74%	350	47%	318	43%	426	47%
14	1%	10	71%	12	75%	14	88%
23	2%	13	57%	32	73%	28	64%
1	0%	1	100%	0	0%	2	100%
10	1%	7	70%	20	63%	31	89%
790	100%	381	48%	382	45%	501	50%

We now have a robust and representative panel

% of BSW entire population/survey 4 participant rim weighted profile (501) % of our actual panellist profile as at Dec 2020 (1,011)



NB:
Survey 4 participants' responses have been rim weighted to reflect the exact profile of the BSW population (according to census data and JNSA).

A more detailed panel profile is given in Section 4 of this report.

Section 2

Overview summary



Keeping well and Covid-19



- ❖ All keeping well scores (health, happiness, control and not feeling lonely) have moved in a positive direction in survey 4 (up to mid December)
- ❖ **BSW residents' positive feelings are at the highest level they have been since the OHOF Panel began in January 2020**
- ❖ This could be a halo effect resulting from the positive announcements regarding coronavirus vaccines
- ❖ *Those in Swindon report feeling more worried (26%), overwhelmed (18%) and confused (13%) than those in BaNES and Wiltshire*
- ❖ *Those with LTC's are now only slightly more worried (26%) than those without an LTC (18%)*



- ❖ **5% of panel participants have had a confirmed diagnosis of coronavirus** (via a test), either themselves or someone in their household. *(Mainly in BaNES and Swindon)*
- ❖ Just under three quarters of those who have had experience of coronavirus are happy to share their stories with BSW e.g. in the form of a case study
- ❖ A further 14% report that they have had symptoms of coronavirus
- ❖ *There is a younger age group bias in both cases*

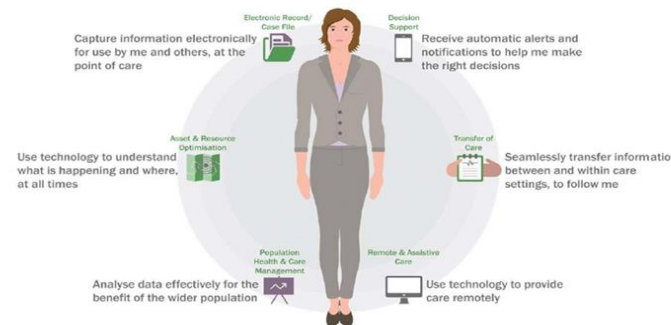


- ❖ **Just over 80%** of BSW residents say that they will definitely or probably **have the coronavirus vaccine** if it is offered to them
- ❖ A further **one in ten** are unsure and **7%** responded with a firm 'NO', there are some clear differences across the sub-groups of panellists
- ❖ The main concerns centre on the **perceived lack of testing** of the vaccine and the possible **side effects** and/or **compatibility** with existing conditions/ medications

Personal health and care records, sharing information digitally

❖ A **significant majority** (approx. 90%) of panellists agree that sharing information across HCP's and analysing personal health and care records anonymously is important

❖ *Just over 1 in 10 of the oldest age group, 75+ years, disagree with each of these statements. They make up the majority of those who disagree*



❖ Just over three quarters of panellists would find a personal health and care record **app** useful

❖ 56% of the oldest age group, 75+ years, would not find such an app useful. They represent a significant number of those who express this opinion

❖ Concerns over **confidentiality of information** and a **lack of confidence with /access to technology** are the chief barriers

❖ The **majority, 70%**, of those who would find a personal health and care record app useful would prefer to have all of the **information in one place**

❖ Viewing your **pathway status and results**, along with **post event reading of advice and information** given are the two most valuable potential facilities of this app (*additionally, all other prompted possible facilities have considerable potential value*)

NHS 111

- ❖ **54% of panel participants have ever used NHS 111** *[notably higher among those aged 25-44 years (69%), those with children in the household (84%) and those with LTCs (65%)]*
- ❖ Of those who have used NHS 111 - **89%** have contacted them **by telephone** only and 1% have contacted them online only, **9%** have used **both** telephone and online
- ❖ **Three fifths** of users report that the service **met with their expectations** and they were dealt with effectively
- ❖ **One fifth** said '**exceeded** my expectations' *(in these cases the service was considered fast, knowledgeable, caring and very helpful)*
- ❖ **One fifth** said the service was '**below** their expectations' *(very slow call backs or no call back at all, too many scripted questions and a perceived lack of knowledge/expertise were the main reasons for saying this)*
- ❖ **92%** of users reported that they **followed the advice** they were given
- ❖ **92%** of non-users have had **no need to** use NHS 111
- ❖ 24/7 access is the most encouraging aspect of NHS 111, along with the knowledge that a clinician is available to speak to as a back up. Avoiding unnecessary A&E waits is also very desirable



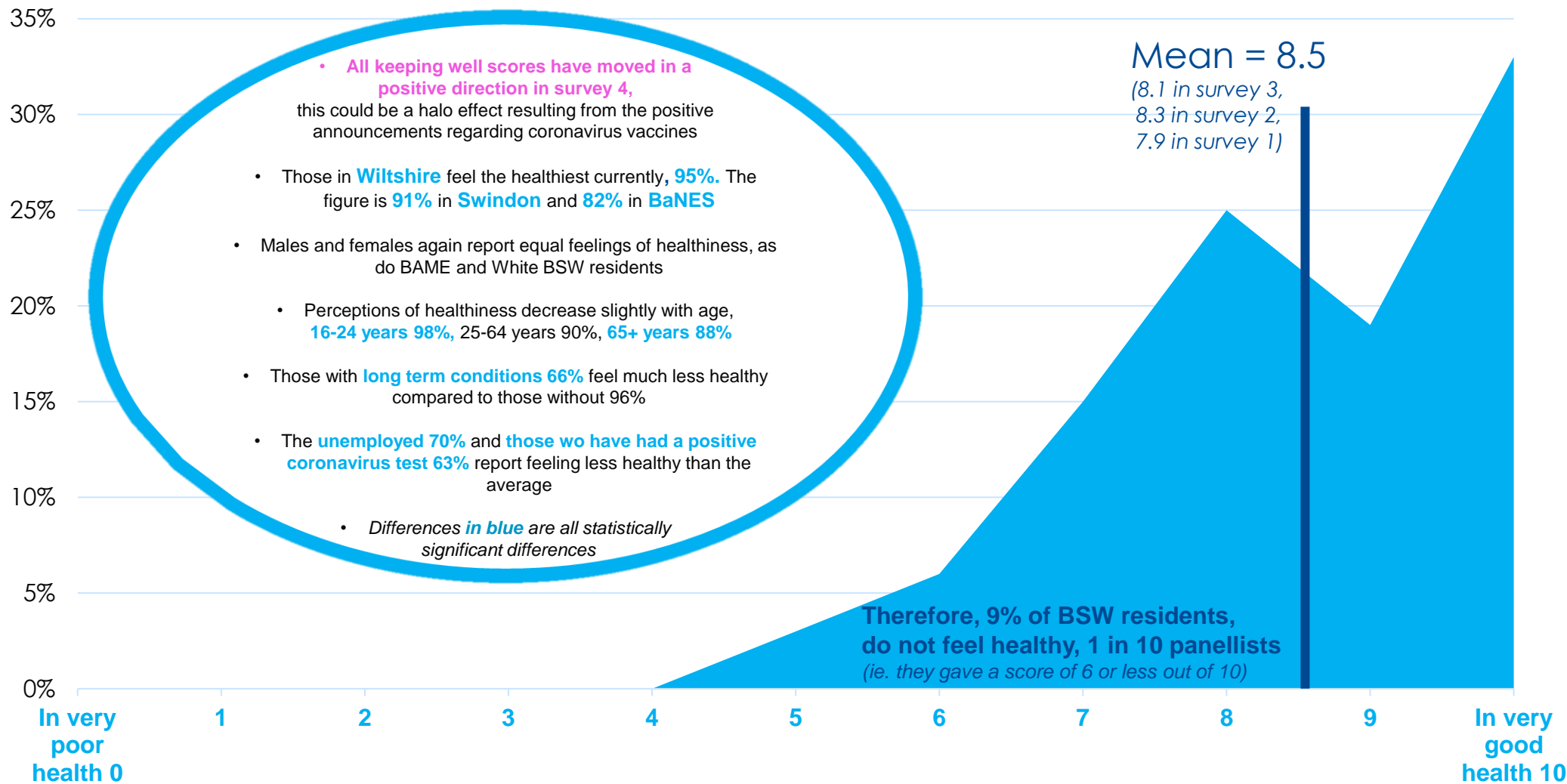
**The NHS
non-emergency
number**

Section 3a

Survey 4 results – Keeping well and the coronavirus vaccine

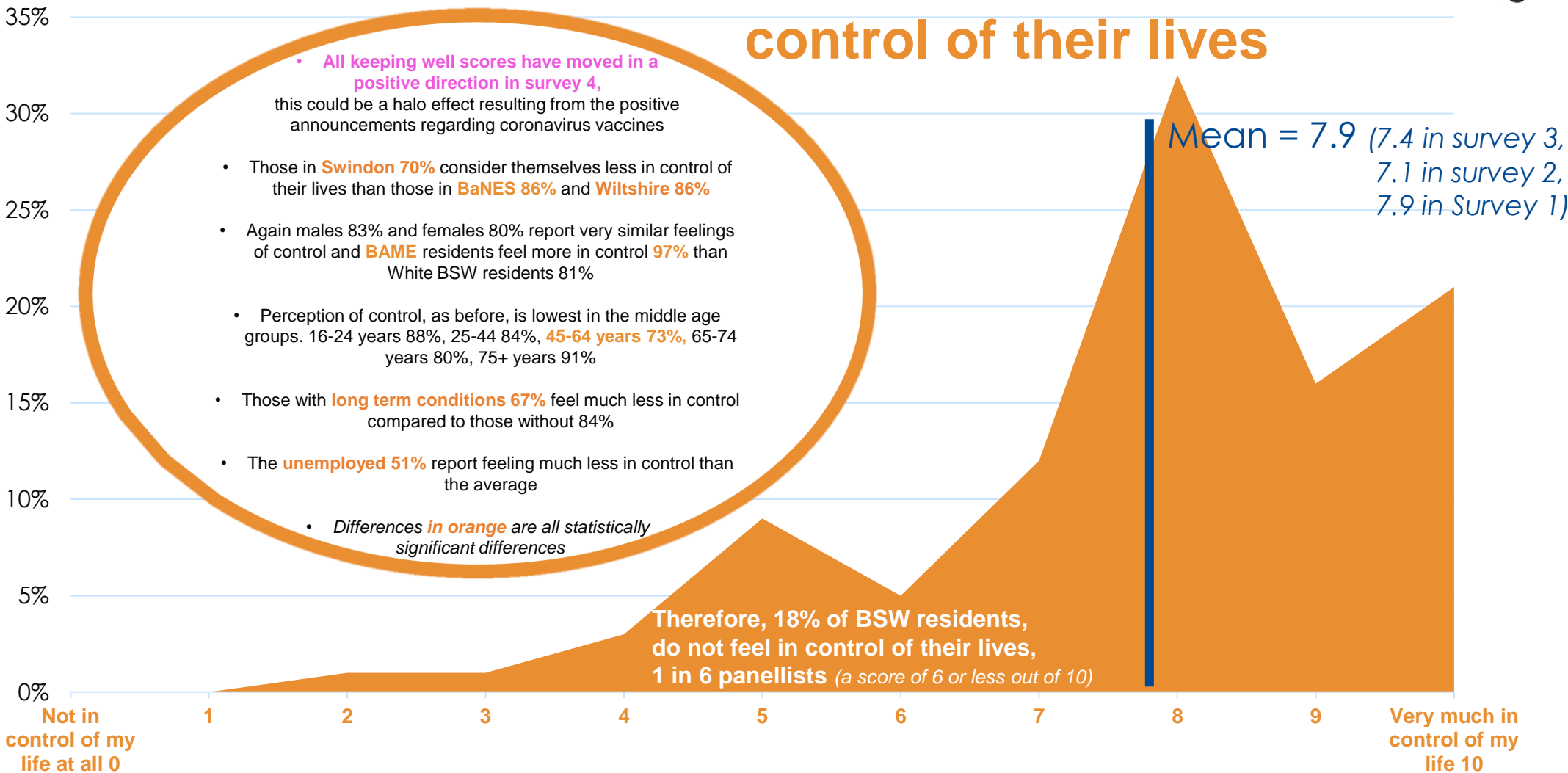


Keeping well trackers – 91% of BSW residents feel healthy





Keeping well trackers – 82% of BSW residents feel in control of their lives



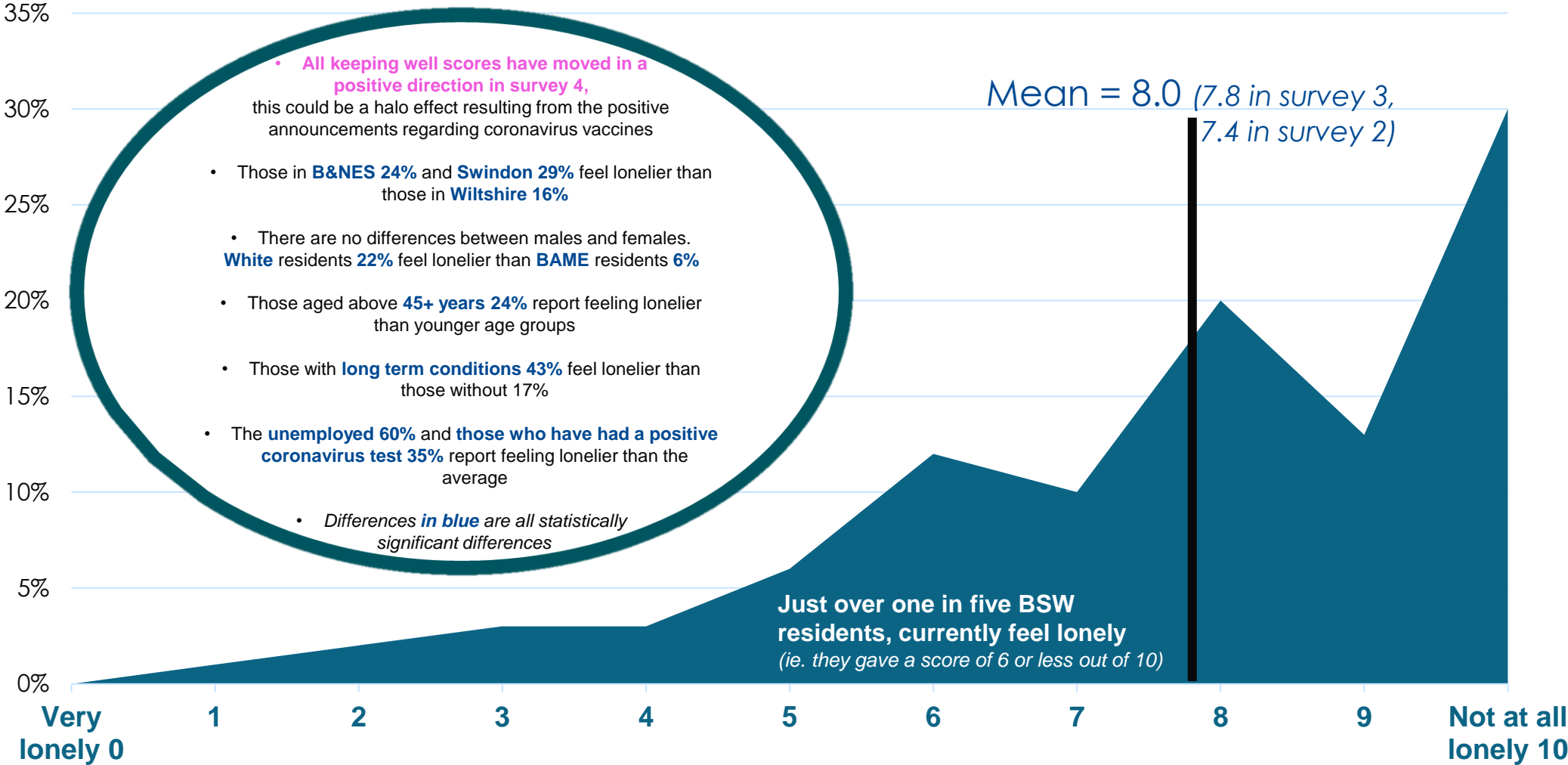


Keeping well trackers – 81% of BSW residents feel happy





Keeping well trackers – 21% of BSW residents feel lonely





Which, if any, of the following words or phrases best describe how you currently feel?

↑ Hopeful	48%
↑ Positive	43%
↑ Calm	34%
Happy	33%
↑ Confident	24%
↑ Secure	23%
Relaxed	23%

↓ (decreased since August 2020)

↑ (increased since August 2020)

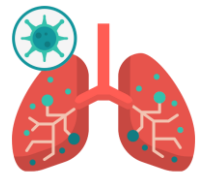
Uncertain 37% ↓
Bored 21%

Stressed	21%	↓
Worried	19%	↓
Overwhelmed	12%	↓
Confused	8%	
Sad	7%	↓
Scared	4%	↓

❖ As of mid-December 2020, it is clear that BSW residents' positive feelings are at the highest level they have been since the OHOF Panel began in January 2020. This could be due to the recent announcement of the coronavirus vaccine

❖ Those in Swindon report feeling more worried (26%), overwhelmed (18%) and confused (13%) than those in BaNES and Wiltshire

❖ Those with LTC's are now only slightly more worried (26%) than those without an LTC (18%)



Coronavirus cases

Coronavirus

- ❖ 5% of panel participants have had a confirmed diagnosis of coronavirus (via a test), either themselves or someone in their household. *(Mainly in BaNES and Swindon)*
- ❖ Just under three quarters of those who have had experience of coronavirus are happy to share their stories with BSW e.g. in the form of a case study
- ❖ A further 14% report that they have had symptoms of coronavirus
- ❖ *There is a younger age group bias in both cases*

Coronavirus experiences

My wife sadly passed away with it, she had other health conditions and was in hospital, not sure if she had it before she went in hospital, wasn't strong enough to get over it

High temp, pain and fever, now get tired and a little depressed

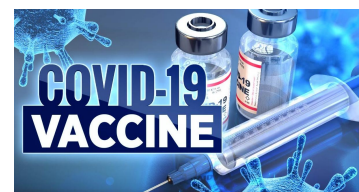
Extremely sore throat and cough was taken to hospital on day 5 and had 2 nights there. Took a good 4 weeks to recover

I was in Exeter uni, very fatigued and smell went

Awful so very unwell, but it's after you think it's over but the battle is only started

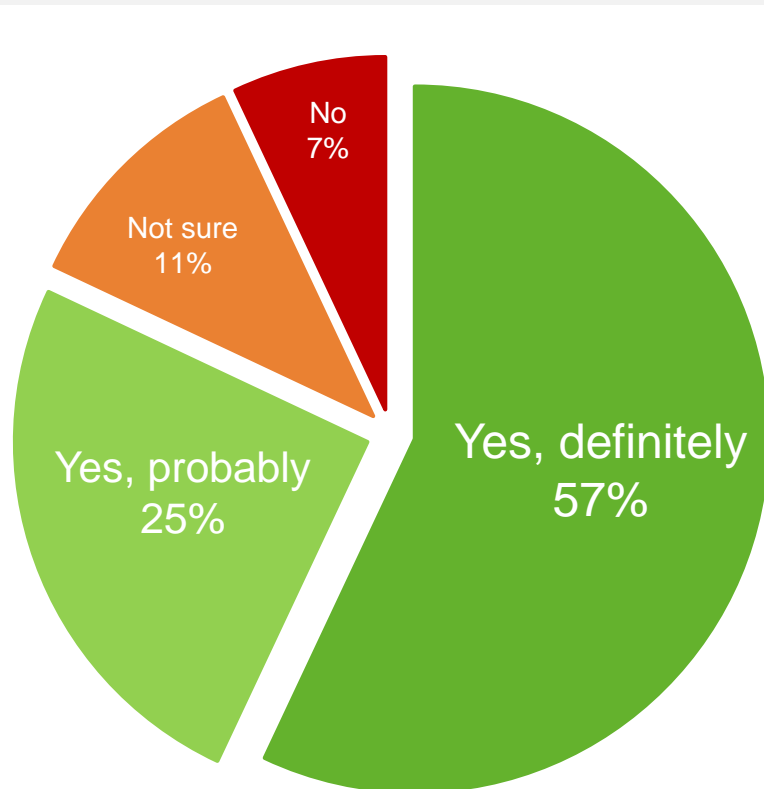
Wasn't as bad as I thought it was, students had it but not as bad as others would get it. Just had headache

My house mate who works on cardiac unit at local hospital tested positive on Monday 19th Oct. I was then tested and my test was negative. My house mate and I self isolated. He was quite unwell for the entire two weeks. I was not unwell at all



Just over 80% of BSW residents say that they will definitely or probably have the coronavirus vaccine if it is offered to them

- A further **one in ten** are unsure and **7%** responded with a firm 'NO'



Yes , definitely
 "The **more people that are vaccinated, the safer we will all be.** The vaccine will not be administered unless it is **completely safe**"

" Because it is the only real way to **provide a way out** of the pandemic"

" For my **own** and the **community's benefit**" (Aged 91)

Yes , probably
 "Will **let others get the vaccine first** and see if there are any side effects"

No
 "I am young, fit and healthy, **don't need it**"
 " Nobody knows exactly **what's in them**"
 " **Not confident** that it has been **tested enough**"
 "I've **been advised /don't think it's suitable for me**"

Not sure
 "Has it had enough **safety screening**"

" I'm **pregnant** so would need to find out what the risks are"

" Worried about **side effects** and have had **flu vaccine** so concerned about any impact"

" I am **diabetic**, so I don't know if vaccination would be appropriate for me"

" I have lots of **underlying health problems** and am worried it might effect me"

" I feel **I'm young enough and healthy enough** that my body should have natural immunity"

"I **hate needles**" (4 people)



Just over 80% of BSW residents say that they will definitely or probably have the coronavirus vaccine if it is offered to them

- A further **one in ten** are unsure and **7%** responded with a firm 'NO'. There are some differences across the sub-groups

	Total (501)	BaNES	Swindon	Wiltshire	Male	Female	White	BAME
Yes, definitely	57%	69%	55%	53%	73%	42%	58%	39%
Yes, probably	25%	18%	27%	27%	18%	32%	24%	50%
Unsure	11%	9%	12%	10%	7%	15%	11%	7%
No	7%	4%	5%	9%	2%	11%	7%	5%

- (more likely than average to be early adopters)
- (less likely than average to be early adopters)
- (least likely to have the vaccine)

	Total (501)	16-24 years	25-44 years	45-64 years	65-74 years	75+ years	Long term conditions	Have dependent children	Manual workers	Unemployed	Had a positive coronavirus test	Have a religious faith
Yes, definitely	57%	54%	44%	60%	69%	80%	60%	47%	34%	48%	81%	66%
Yes, probably	25%	41%	26%	23%	19%	15%	17%	22%	41%	17%	14%	18%
Unsure	11%	1%	16%	11%	10%	6%	9%	19%	10%	21%	1%	11%
No	7%	4%	13%	6%	3%	0%	13%	13%	15%	15%	4%	4%

(NB: Those of Jewish faith said they would wait for others to try it first. Jehovah's Witness needed to see if there are blood products in it)



Reasons why individuals say they will or will not have the vaccine, (or are unsure)

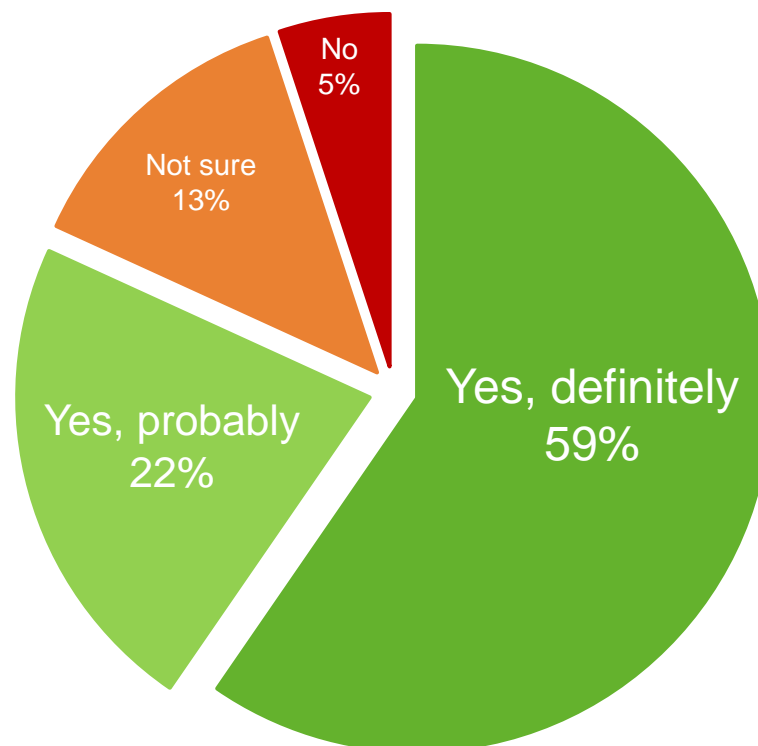
	Total (501)	Yes, definitely (286)	Yes, probably (126)	Not sure (53)	No (35)
"To protect myself, my family, my friends, the vulnerable and everyone/the community. Preventative measure/ herd immunity. Get the R number down"	35%	48%	10%	6%	-
"It's the only way forward/out of this. To get back to normal life. It's a no brainer/ sensible approach"	15%	23%	8%	-	-
"I have confidence, trust and faith in vaccines and science, medical experts have done research and trials"	6%	9%	2%	1%	-
"I'm concerned / worried about the long term side effects" "Wait for others to try first"	13%	-	29%	26%	34%
"I'm concerned that the vaccine is not fully tested, lack of trust, unconvinced, need more data eg. age, ethnicity, weight"	12%	1%	29%	19%	21%
"I'm not a priority group, I'm a long way down the list, last group"	4%	1%	11%	6%	-
"Not at risk. I'm young, fit and healthy, don't need it, 99.8% recovery rate"	2%	-	-	11%	15%
"I have no interest in vaccinations, I don't have the flu jab and I'm fine" (aged 25-44 yrs)	2%	-	-	-	22%
"Is it compatible with my health condition, diabetes, pregnancy, other medication, allergies?"	2%	-	2%	6%	8%

(NB. 1 in 10 respondents made no comment here, the remainder said they were unsure about their reasons why)

Just over 80% of BSW residents say that they will definitely or probably encourage others to have the coronavirus vaccine if it is offered to them



- Just over **one in ten** are unsure and **5%** responded with a firm 'NO'



The pattern of those more/less likely to encourage others to have the vaccine (across the sub groups) is extremely close to the pattern of those who are more/ less likely to have the vaccine themselves (see page 19 for details)

Section 3b

Survey 4 results – Personal health and care records, sharing information digitally



BaNES, Swindon and Wiltshire CCG is working on 2 projects to share citizens' health and care information digitally with the health and care professionals who need to see it. We'd like you to read these brief descriptions of the projects and answer some questions about each one, the graphics may also help to explain:

The first of the projects we'd like to tell you about is an **'Integrated Care Record'**

- This involves sharing your data with professionals who are looking after you, to help them provide the best care
- And also analysing anonymised health record data to improve health and care services across the region



A significant majority (approx. 90%) of panellists agree with sharing information across HCP's and analysing personal health and care records anonymously



Health and social care organisations collect lots of information about the individuals they care for (for example, care plans, test results, key contacts)

To what extent do you agree or disagree with the following:

It is important to me that information about my health and care is available to health & care professionals when they are looking after me



Just over 1 in 10 of the oldest age group, 75+ years, disagree with each of these statements. They make up the majority of those who disagree

Personal health & care information can be anonymised and analysed to help us understand how a population uses health and care services

To what extent do you agree or disagree with the following:

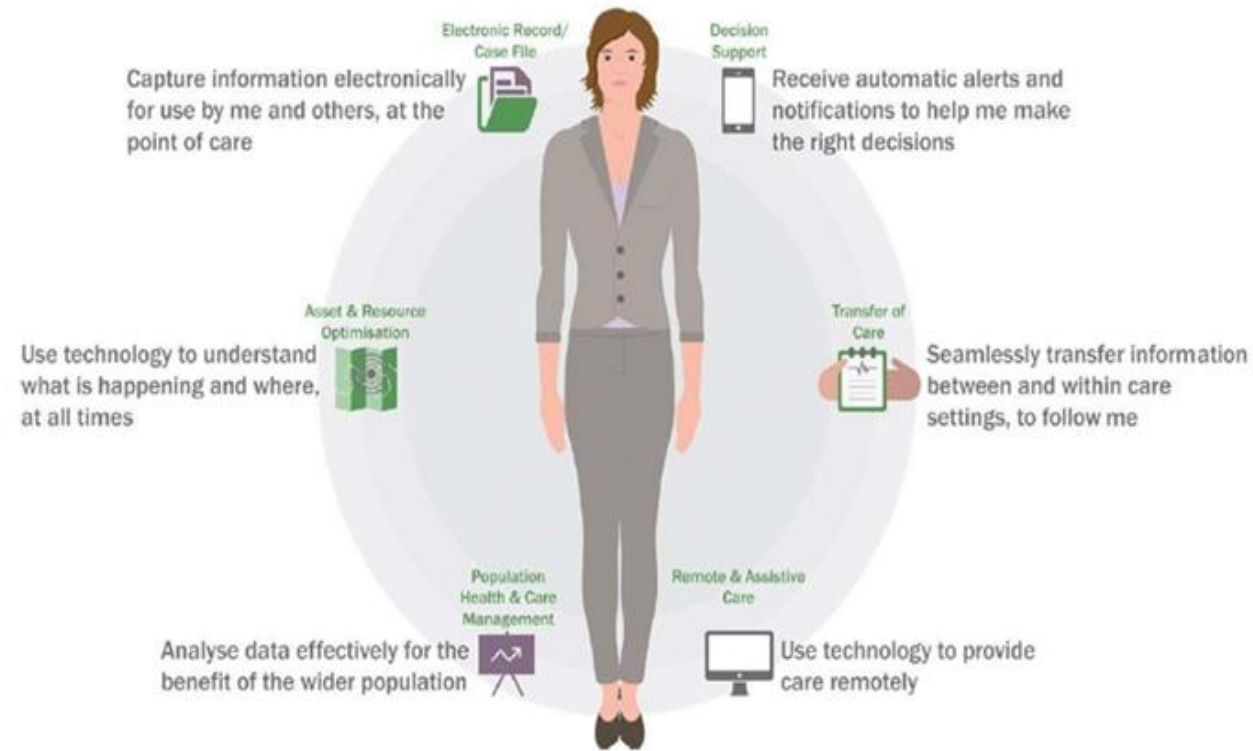
It is important to me that anonymous information about the local population is used to plan and improve health and care services



Base: n=501

The second project is a **‘Personal Health & Care Record’**

- Presenting data from your professional (e.g. hospital) records to you
- Allowing you to contribute relevant information to your records



Just over three quarters of panellists would find a personal health and care record app useful



How useful, if at all, would you find it to have

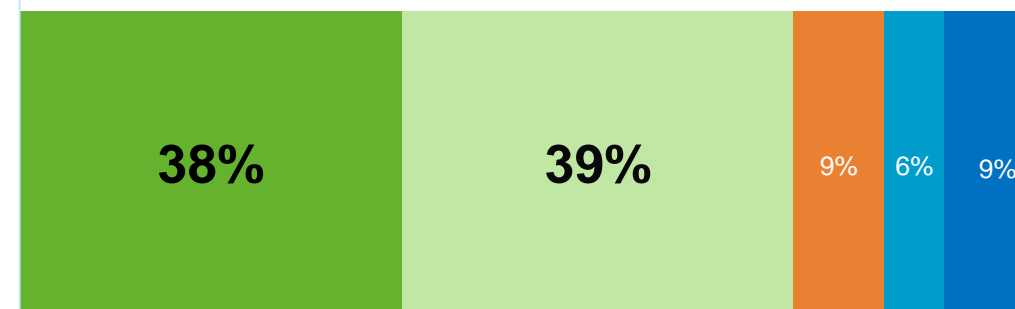
Access to your health and care information via an app on your smartphone or tablet, or via a website on your computer

This includes being able to show it to a health or care professional who doesn't have access to your records, e.g. when you are away on holiday/business trips/visiting friends & family etc.

(This could include access to the health and care information of someone you care for)

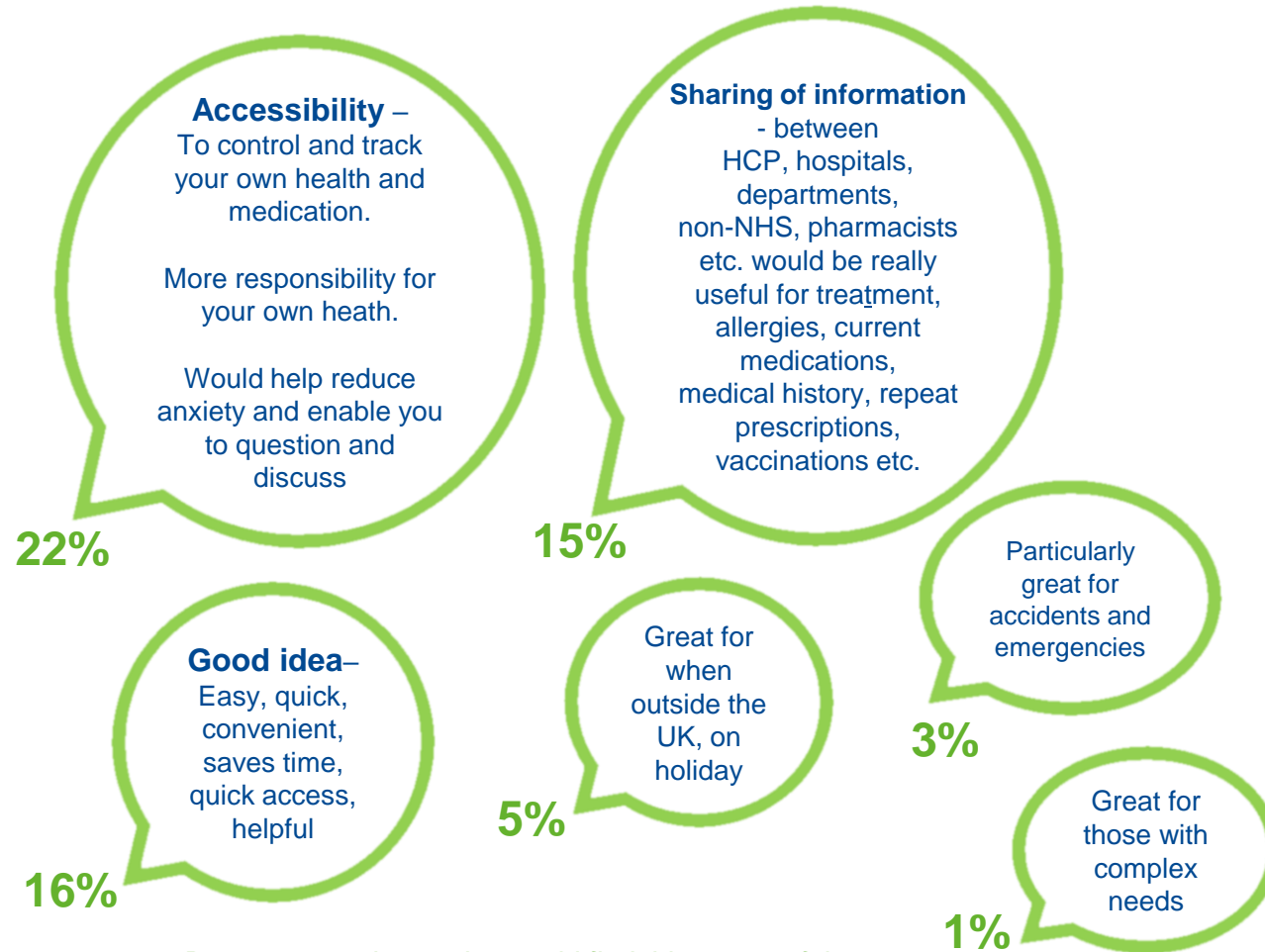
(NB> An 'app' is a digital specialised program downloaded on to a mobile device)

■ Very useful ■ Quite useful ■ Neither/nor ■ Not very useful ■ Not at all useful



56% of the oldest age group, 75+ years, would not find such an app useful. They represent a significant number of those who express this opinion

Why would you find the app **useful**?

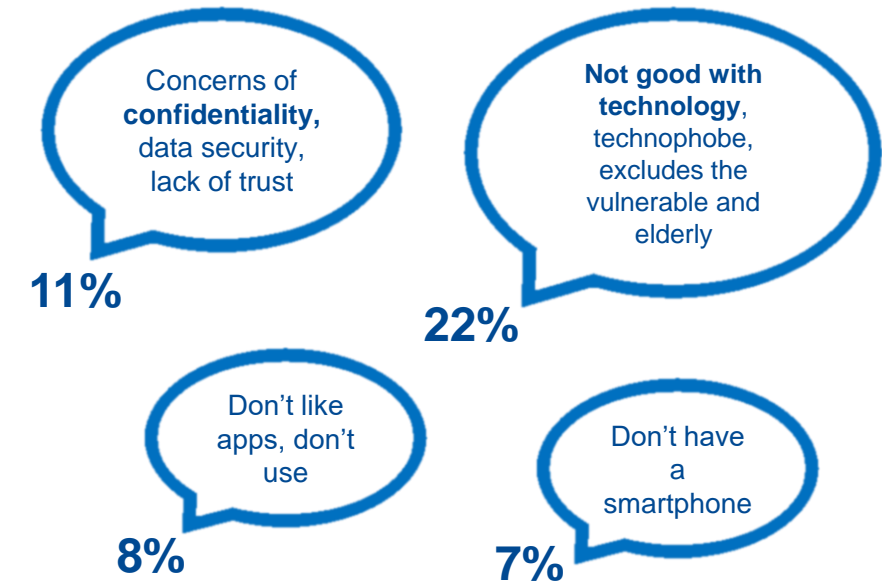


Base: n=383, those who would find this app useful



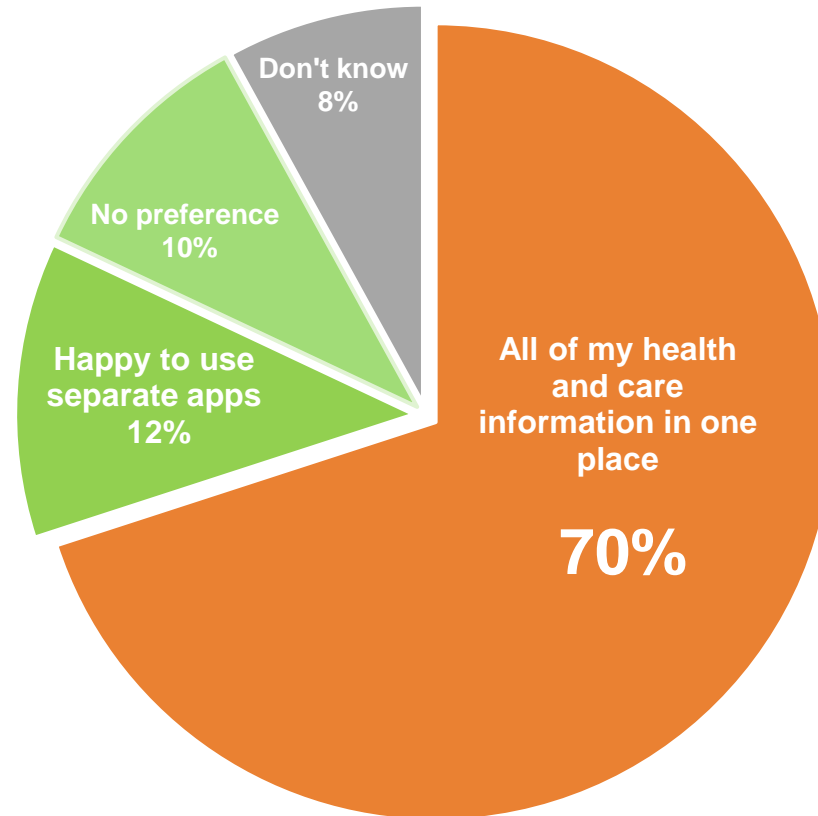
Why would you **not** find the app useful?

- Concerns over confidentiality of information and a lack of confidence with /access to technology are the chief barriers



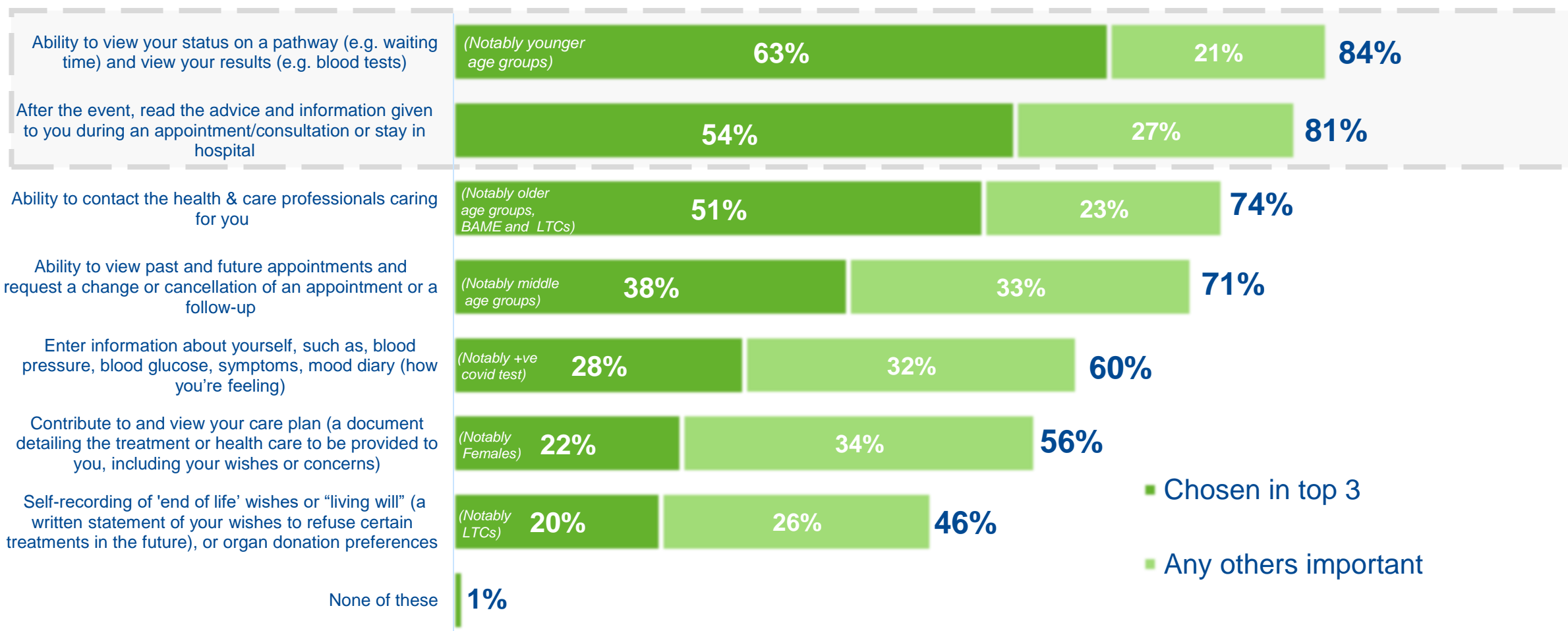
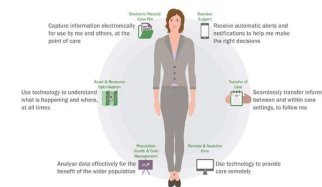
Base: n=118, those who would not find this app useful

The **majority, 70%**, of those who would find a personal health and care record app useful would prefer to have all of the information in one place



Only 40% of the youngest age group, 16 - 24 years, said that they would like all of their information in one place. They are the main sub group who did not state a preference for 'one place'

Viewing your pathway status and results, along with post event reading of advice and information given are the two most valuable potential facilities of this app *(additionally, all other prompted possible facilities have considerable potential value)*



- Chosen in top 3
- Any others important

Section 3c

Survey 4 results – NHS 111



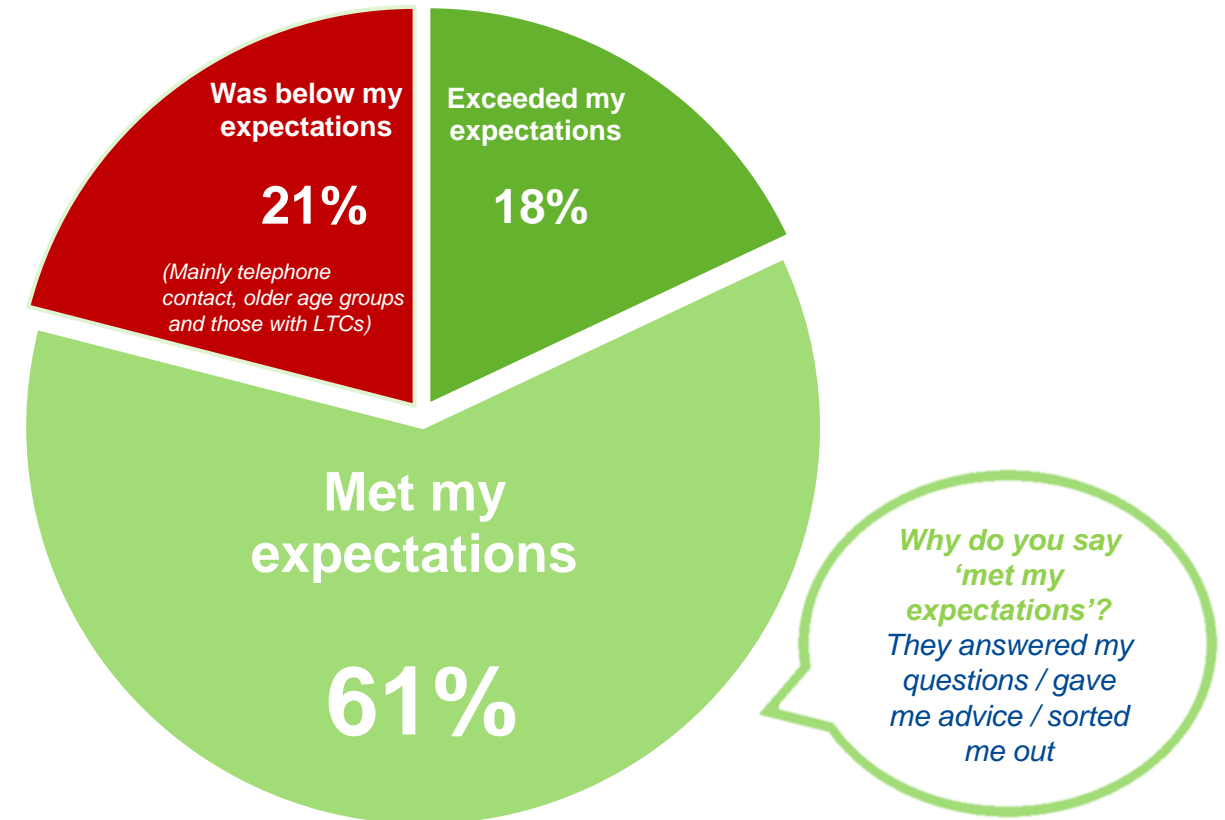
**The NHS
non-emergency
number**



Use of NHS 111

- ❖ **54%** of panel participants have ever used NHS 111
[notably higher among those aged 25-44 years (69%), those with children in the household (84%) and those with LTCs (65%)]
- ❖ Of those who have used NHS 111 - **89%** have contacted them by **telephone** only and **1%** have contacted them online only, **9%** have used **both** telephone and online

Rating the NHS 111 experience



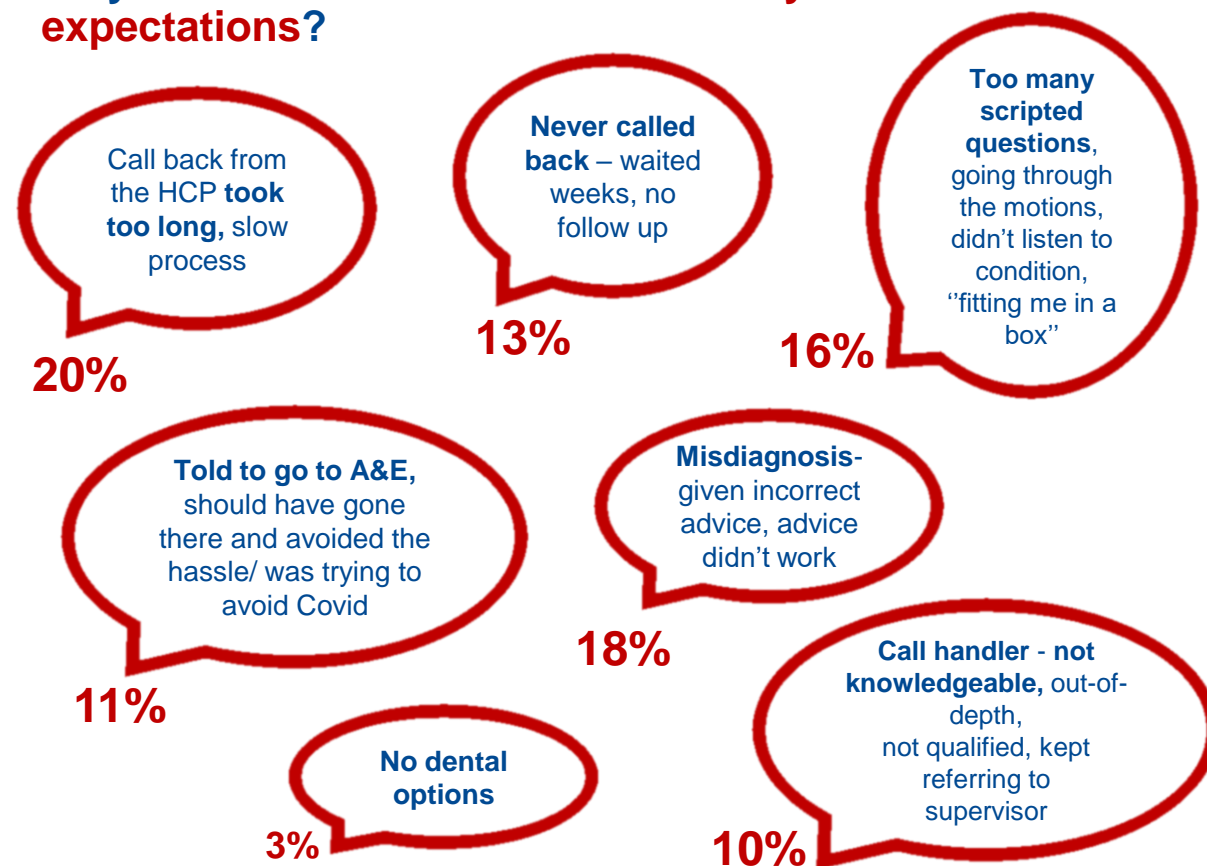
Why did the NHS 111 service exceed your expectations?



Base: n=56, those who said NHS 111 exceeded their expectations

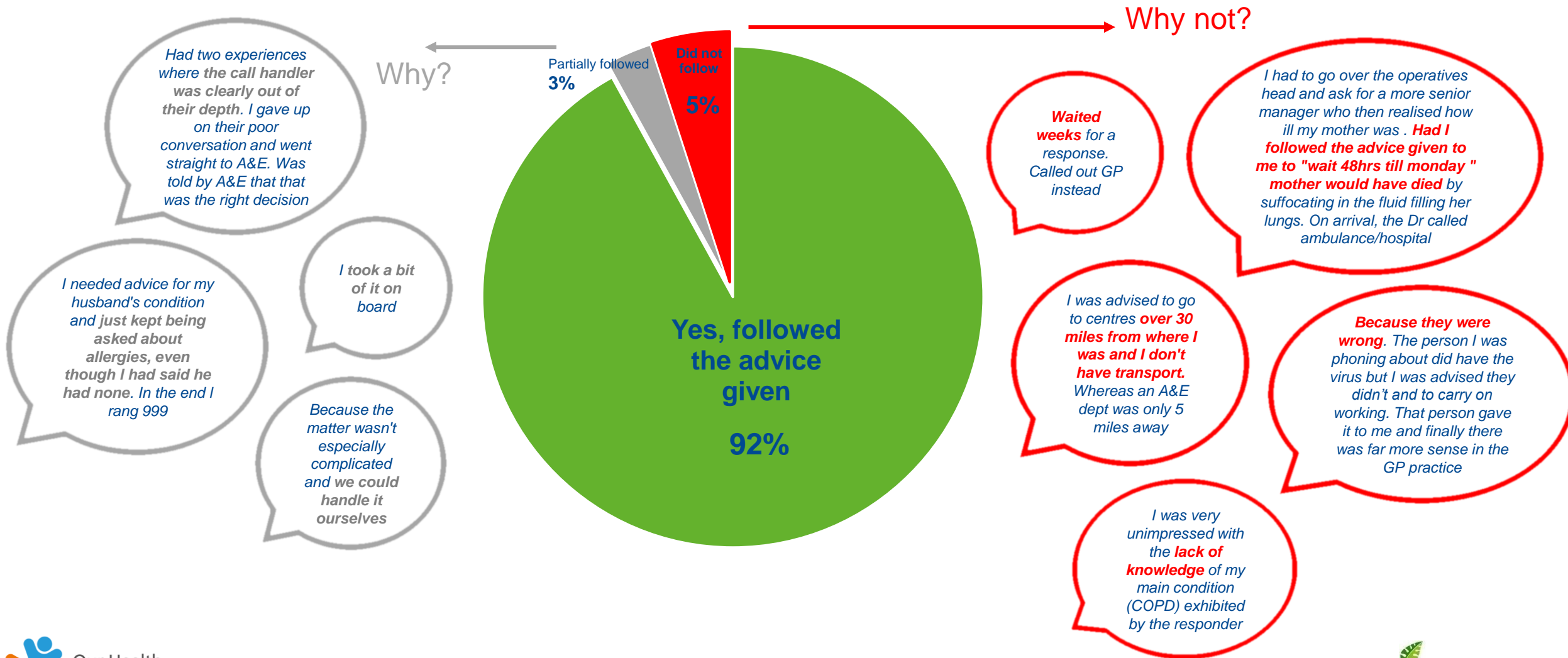


Why was the NHS 111 service below your expectations?



Base: n=49, those who said NHS 111 was below expectations

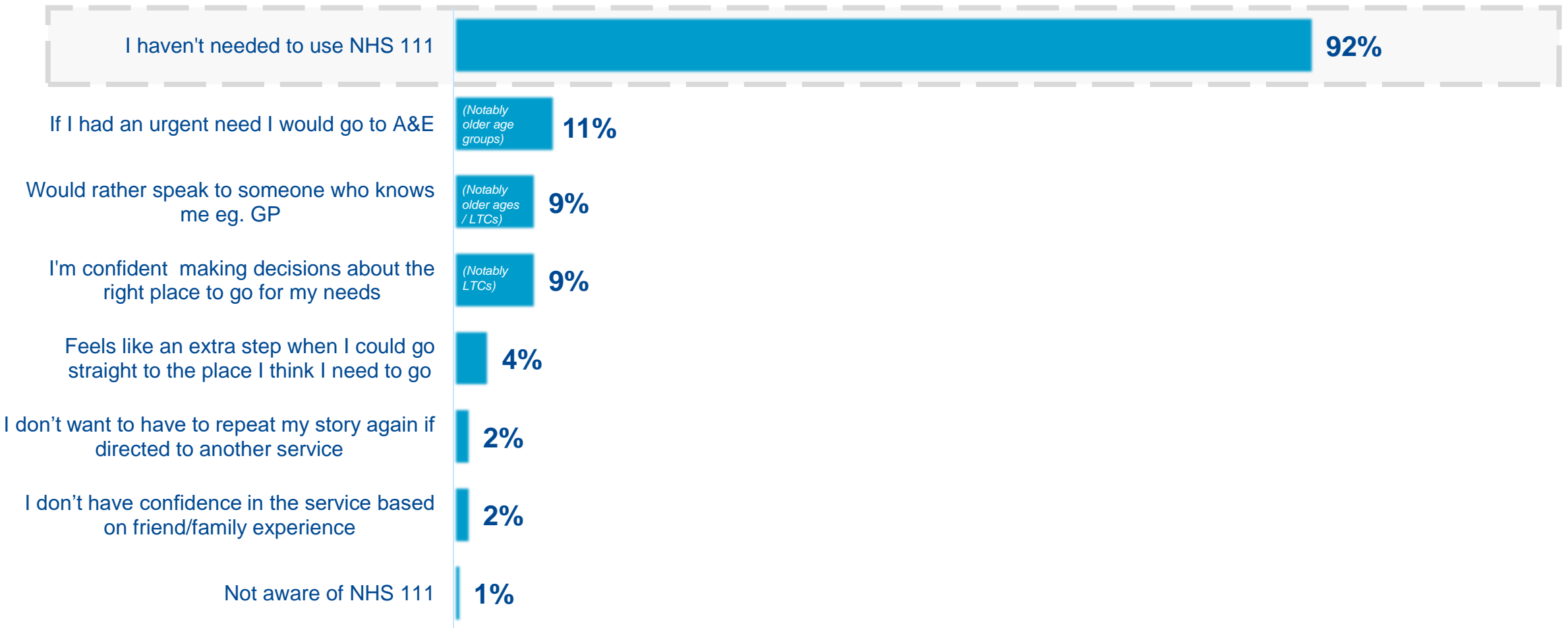
A majority, **92%**, of NHS 111 users followed the advice they were given



Q14. Did you follow the advice that the NHS 111 service gave to you? Base: n=273, those who have used NHS 111

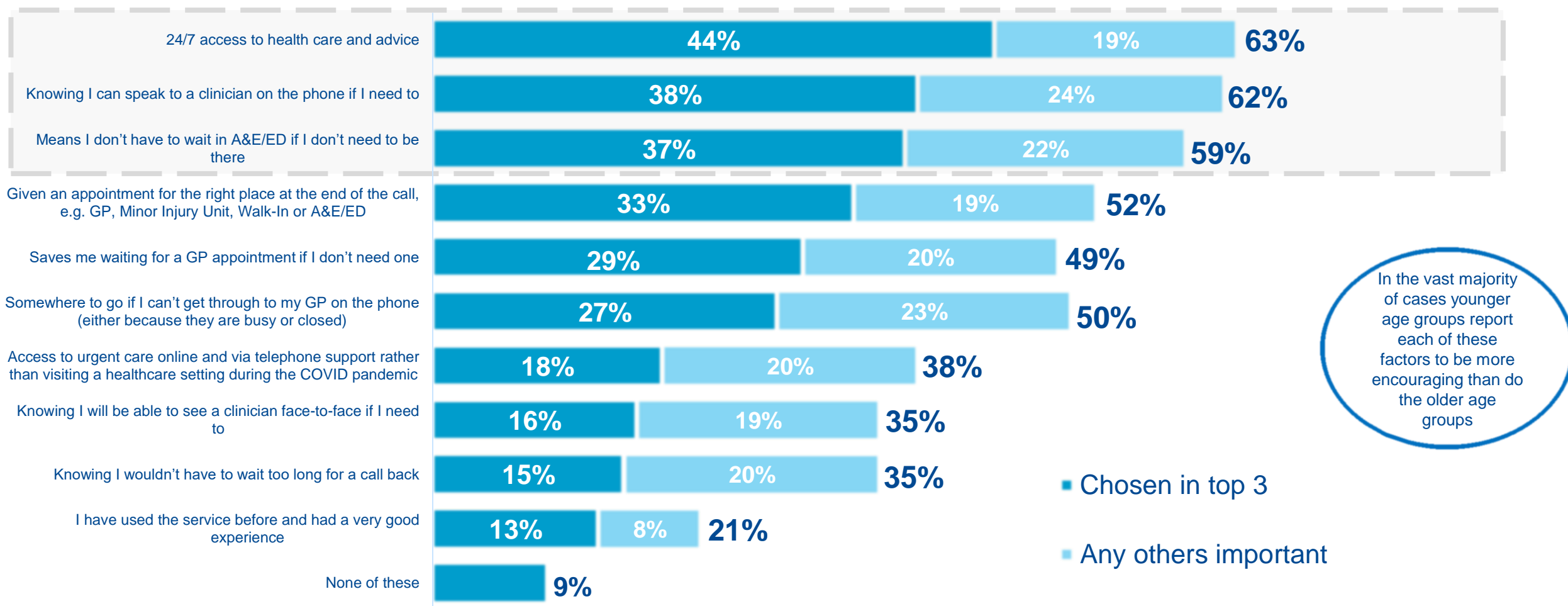


A majority, **92%**, of non users of NHS 111 have not had the need to use the service





24/7 access is the most encouraging aspect of NHS 111, along with the knowledge that a clinician is available to speak to as a back up. Avoiding an unnecessary A&E wait is also very desirable



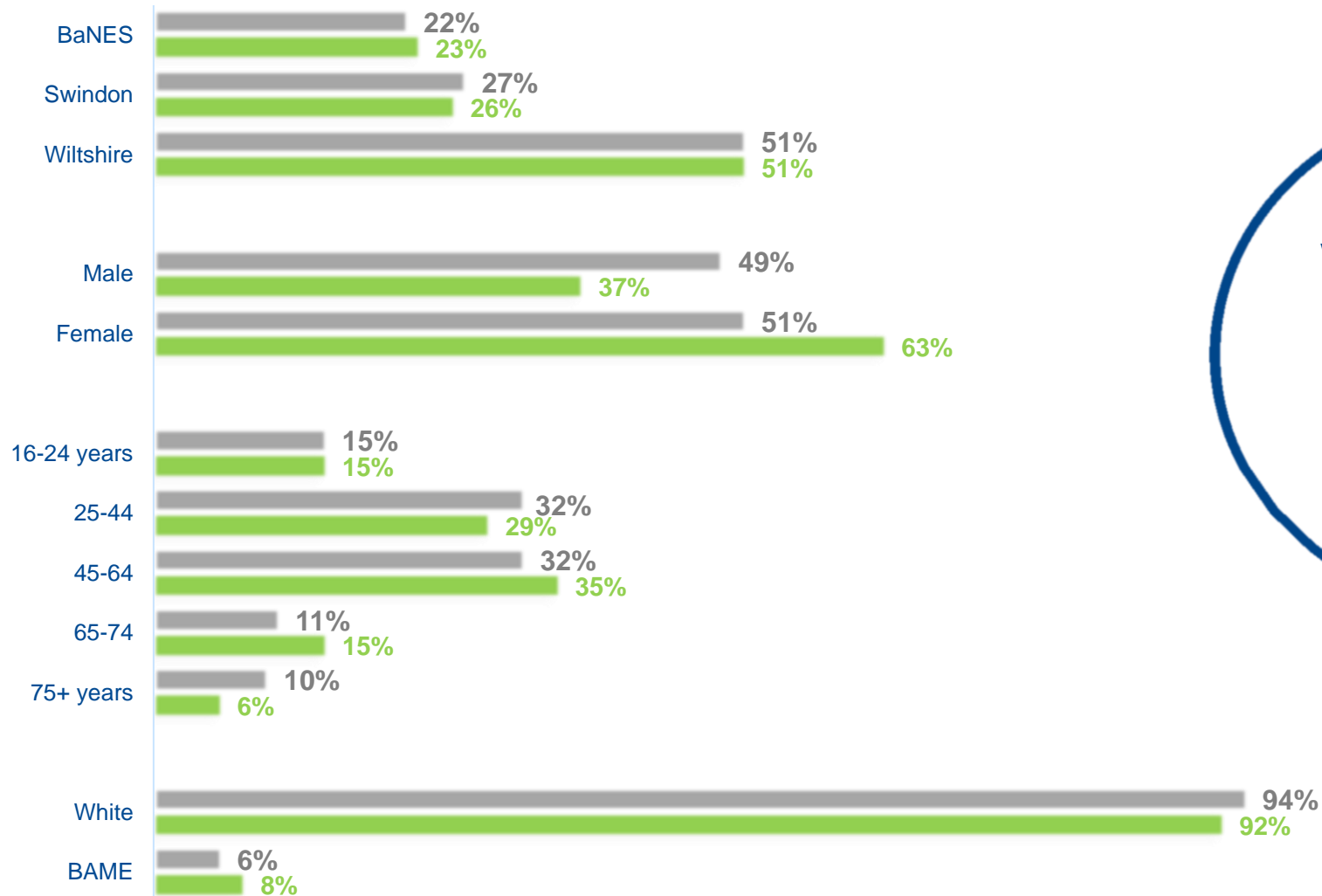
Section 4

Appendices – Panel Profile



Comparison of the profile of the entire BSW region population (according to census data/JNSA)/ our rim weighted panel profile and the actual panel profile recruited as at Dec 2020

% of BSW entire population/survey 4 participant rim weighted profile (501) % of our actual panellist profile as at Dec 2020 (1,011)

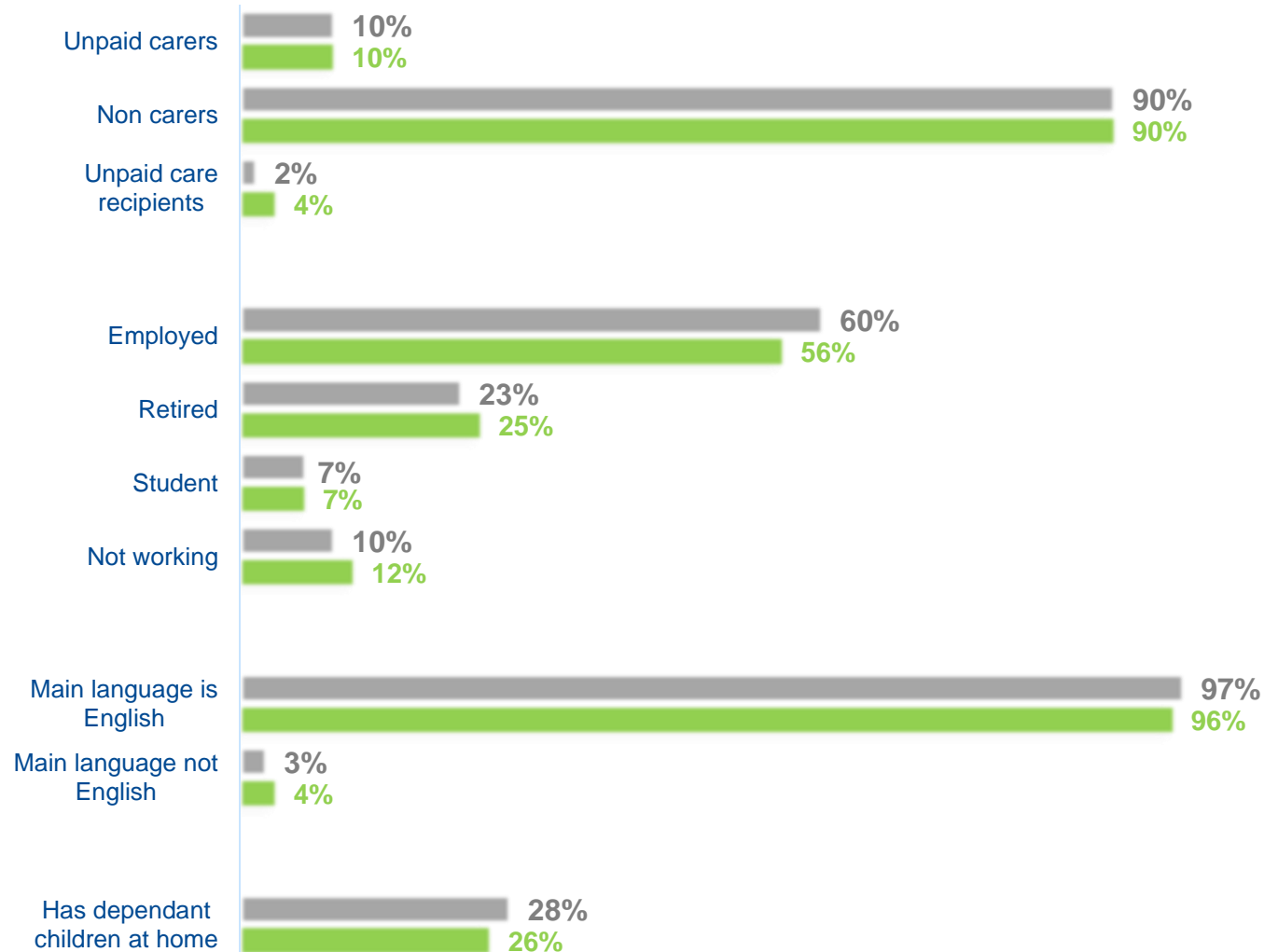


NB:
Survey 4 participants' responses have been rim weighted to reflect the exact profile of the BSW population.

The sample profile relating to the findings in section 3 of this report is, therefore, exactly the same as the grey bars in the following charts.

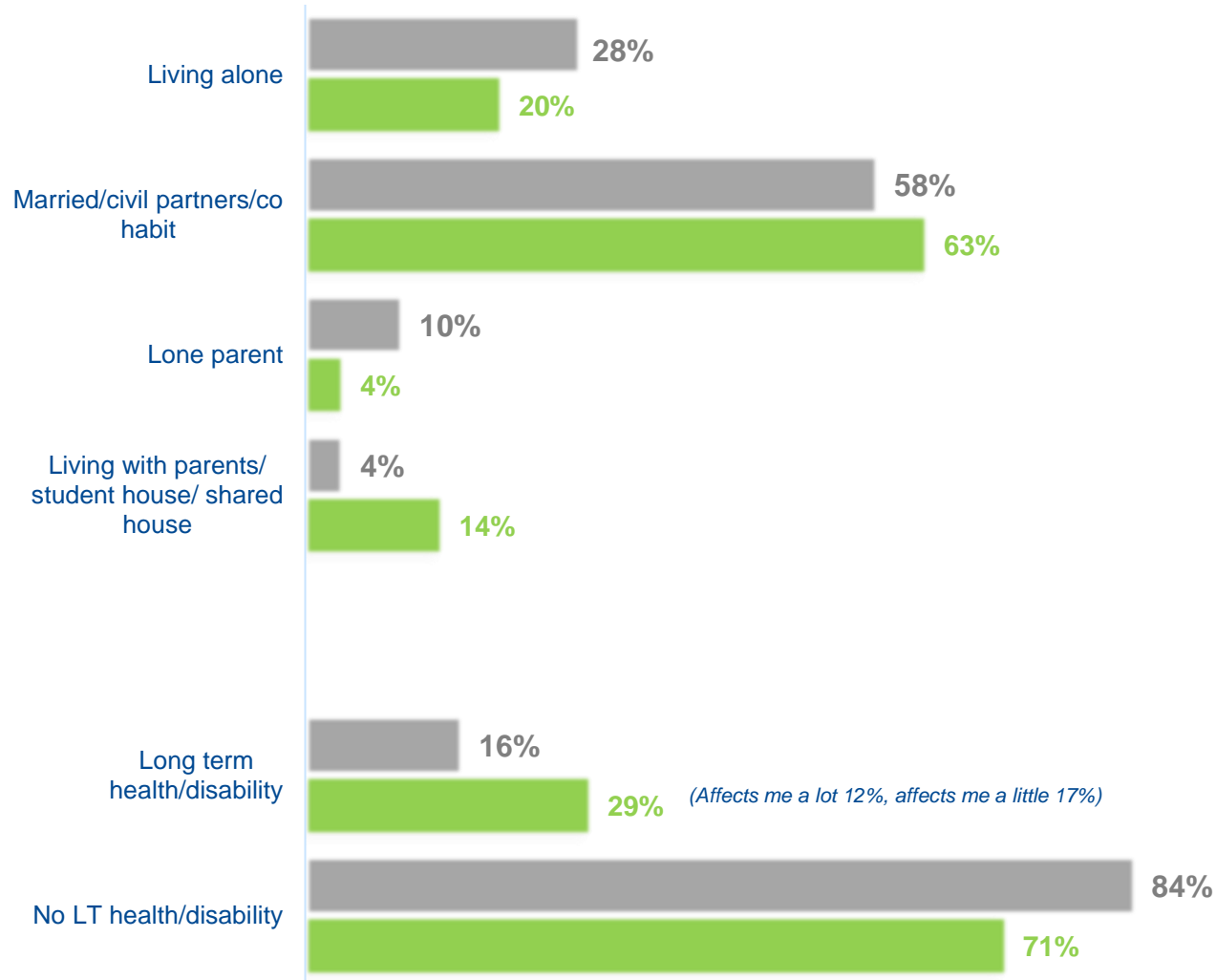
Comparison of the profile of the entire BSW region population (according to census data/JNSA)/ our rim weighted panel profile and the actual panel profile recruited as at Dec 2020

% of BSW entire population/survey 4 participant rim weighted profile (501) % of our actual panellist profile as at Dec 2020 (1,011)

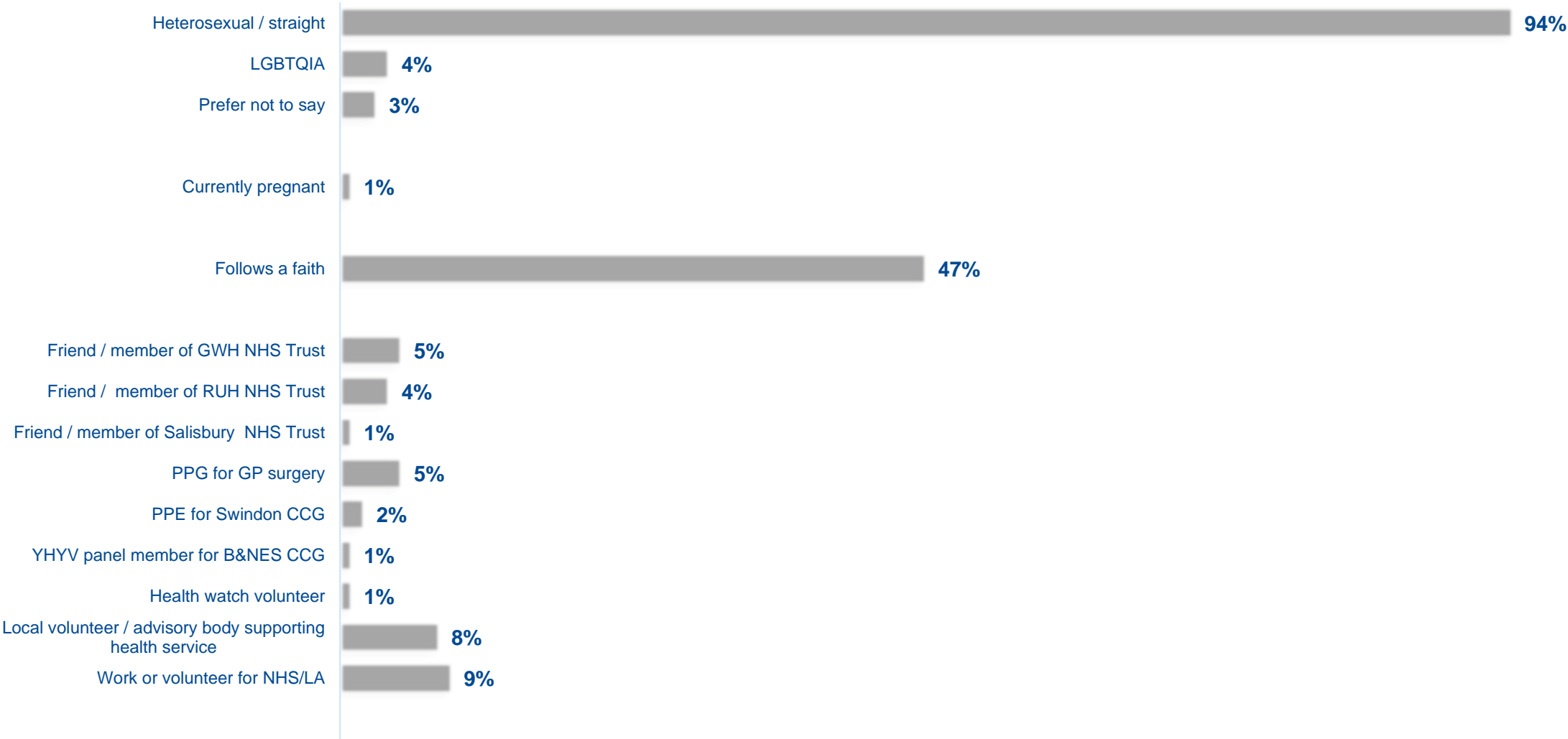


Comparison of the profile of the entire BSW region population (according to census data/JNSA)/ our rim weighted panel profile and the actual panel profile recruited as at Dec 2020

% of BSW entire population/survey 4 participant rim weighted profile (501) % of our actual panellist profile as at Dec 2020 (1,011)



Rim weighted panel profile



Base: n=501



Any questions please contact us:

- Janice Guy, Marketing Research Consultant, Jungle Green mrc – janice@junglegreenmrc.co.uk , 0117 914 4921
- Julie Ford, Recruitment and Data Manager, Taurus Research – julie@taurusresearch.co.uk , 01275 818343

