Choose Well

Survey Report
Contents:

1. Introduction .............................................................. 2

2. Background ............................................................. 2

3. Purpose of the Choose well campaign ......................... 2

4. Process and Methodology ............................................. 2/3

5. Public Survey ‘How do you access health care in Oxfordshire .. 3/11

6. Key Findings ............................................................. 11/12

7. Next Steps .............................................................. 12
1. Introduction

Oxfordshire Clinical Commissioning Group (OCCG) funds and buys health services on behalf of everyone living in Oxfordshire. To do this successfully OCCG needs to work with local people, Oxfordshire GPs, hospital clinicians, community healthcare and other partners including local government and the voluntary sector.

The following report looks at the Choose well survey; ‘How do you access health care in Oxon’ findings.

2. Background

In winter 2013/2014 Central Southern Commissioning Support Unit embarked on a winter pressures campaign on behalf of Oxfordshire CCG to encourage people in Oxfordshire to change their behaviour and not to use Accident & Emergency as a first port of call but to look at alternative ways of getting the right treatment for their illness or injury.

The CSU adopted the national Choose well campaign as the key theme building on the work its predecessor Oxfordshire PCT had done previously. The CSU team made good use of existing collateral as well as developing a range of communications tools to reach target audiences.

3. Purpose of the Choose well campaign

The purpose of the campaign was to encourage people to use the various NHS services appropriately and responsibly. By making people aware of the various options available to them the intention was to dissuade people from using A&E as a default service for their healthcare needs.

When people Choose well they:

- Get the right care, the first time
- Are often being treated more quickly than waiting in A&E
- Make it easier for emergency departments to treat people with life threatening conditions

4. Process and Methodology

A number of advertising methods were used simultaneously to enable maximum coverage in Oxfordshire of the Choose well message to target audiences.
• An online engagement method on OCCG’s ‘Talking Health’ website was used with an online survey (also available in hard copy) entitled; ‘How do you access health care in Oxfordshire?’
• Bus advertising.
• Cards for GP practices, school nurses and health visitors.
• Screen saver and posters for GP practices.
• Oxford Brookes web banner.
• Newsletter articles in neighbouring magazines (which included distribution of 10,000 copies to residents in West Oxfordshire District Council) and also local businesses.
• Newsletter article in village and parish newsletters.
• Newsletter article in OCCG internal newsletter and Talking Health newsletter.
• Wallet sized cards.
• Newsletter adverts in local newspapers.
• Pull up banners.
• Beer mats.
• Fridge magnets.
• Carrier bags.
• News release sent to all local media and radio.
• Choose well messages on Facebook and twitter.
• Mini road shows held at two local supermarkets with over 1,000 wallet sized cards distributed.
• Phone app.
• Childhood booklet for parents with advice on how to manage their child’s health.
• There have been 3,959 hits on the Choose well section on the OCCG website from December to early April.

5. Public Survey ‘How do you access health care in Oxfordshire’ findings

The online and hard copy questionnaire asked for responses regarding how people access health care in Oxfordshire.

The on-line survey was completed by 200 respondents and 150 respondents filled out hard copies and analysis of the survey findings are outlined below.
1. *Do you know what 111 is?*

![NHS 111 Chart](image)

The majority of patients 95% of patients stated that they were aware of NHS 111 and 5% were not aware of the service.

2. *Have you heard of the NHS Choose well campaign?*

![Choose Well Chart](image)

44% of patients had heard of the Choose well campaign but the majority 56% had not heard of it.
3. Are you registered with a local GP practice?

Are you registered with a local GP practice?

<table>
<thead>
<tr>
<th>Option</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>95% (292)</td>
</tr>
<tr>
<td>No</td>
<td>5% (14)</td>
</tr>
</tbody>
</table>

95% of patients are registered with their local GP practice, whereas 5% are not.

4. Is it easy to get an appointment with your GP?

Is it easy to get an appointment with your GP?

<table>
<thead>
<tr>
<th>Option</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>67% (199)</td>
</tr>
<tr>
<td>No</td>
<td>33% (99)</td>
</tr>
</tbody>
</table>

67% said it was easy to get an appointment with their GP, but 33% reported that they found it difficult to get one.

5. What sort of health conditions/complaints would you visit your GP for?

Below is a snapshot of respondent’s comments:

- “Persistent pain infection, persistent depression or any symptom causing concern.”
- “A medical condition which I am not confident about treating myself.”
• “Anything that I cannot deal with myself or worrying severe symptoms.”

• “See another GP at the practice if urgent otherwise wait until an appointment is available. Check NHS Choices website for management of illness.”

• “Go to hospital.”

• “Never had a problem otherwise if out of hour’s ring 111 for advice or Walk in centre.”

6. Have you visited A&E (Emergency Department) in the past 12 months?

![Graph showing percentage of patients who visited A&E in the past 12 months]

A small proportion 16% of patients visited A&E in the past 12 months and 84% used alternative services.
7. Did you consider another option before visiting A&E (e.g. seeing your GP)?

55% of respondents considered using another service before visiting A&E but 45% confirmed that they had not. This highlights the importance of the Choose well message. Below are some patient’s comments:

- “I tried everything NOT to go to A&E. Firstly I phoned 111 who tried to call an ambulance for me (which I refused to allow them to do). Secondly I called my GP surgery when it opened (and replied to the phone – two different things!) – who then called me back – listened to my symptoms and insisted on calling the ambulance herself. Finally I was forced’ to go to A&E by the paramedics.”

- “We did see out-of-hours GP first who referred us to A&E.”

- “I rang 111 and they sent a volunteer paramedic and later ambulance paramedics arrived and took over.”

8. Please could you tell us why you did not use an alternative service to A&E?

This question was only answered by 135 respondents, some of their reasons are stated overleaf:
• “I knew my daughter would need an X-ray to exclude a fracture and did not want to waste time (mine or the GPs) by visiting them first.”

• “Out-of-hours service is abysmal. There should be coverage from our own surgery or GP practice.”

• “Took too long to go through the process of pressing options so dialled 999 instead.”

• “I could not get an appointment with a doctor within the timescale I required.”

• “The Minor injury unit was closed and I thought I had a broken hand.”

• “I do not know of an alternative.”

9. Under what circumstances do you think someone should visit A&E?

Below are some of the respondent’s comments why patients should visit A&E.

• “If it is out of surgery hours and the problem looks life threatening. If there has been the need to call an ambulance. If after calling 111 or going on the Internet for advice they advise a visit to A&E. I have never taken myself or my children when they were young to A&E without being told to do so by a medical professional.”

• “Severe injuries and life threatening conditions.”

• “Suspected broken bone. Child/infant taking a turn for the worse in the middle of the night – i.e. really high temperature and extremely lethargic with vomiting. A really deep cut that is bleeding a lot and will not stop. Anaphylactic shock. Eye injuries and chest pains.”

• “Life or death health crises, wounds that require stitches, poisoning, pregnancy troubles (e.g. unexpected bleeding), broken bones, etc.”
10. Do you know what a Minor Injuries Unit is?

<table>
<thead>
<tr>
<th>Option</th>
<th>Results</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td>90% (276)</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>10% (29)</td>
</tr>
</tbody>
</table>

It was reassuring to note that 90% of respondents knew what a Minor Injuries Unit was whereas 10% were not aware of this service.

11. Is there a Minor Injuries Unit near you – if so which one is it?

This question was answered 276 times and below are some of the respondent’s answers.

Most respondents were aware of their local MIU but other answers included:

- “I don’t know. I know what they are but not where.”
- “Abingdon or Henley. But both are more than ten miles away.”
- “I don’t think so; I think the JR is our minor injury unit.”

12. Have you ever used the Minor Injury service?

The majority of the respondents 57% had not used this service but 43% reported that they had.

13. If so, what illness or injury did you have?

Below is a snapshot of the 136 respondent illnesses or injuries reported:

- “Bleeding from a serious wound which I could not stop.”
“Acute chest infection when unable to access GP due to absence from Oxfordshire during surgery hours.”

“Torn hamstring.”

“Had a sting from a hornet which appeared to have gone septic, it was at a weekend it happened.”

14. Do you ever visit your chemist (pharmacist) other than to get a prescription?

It was encouraging to see that 64% of respondents visit their pharmacist for additional items other than prescriptions and 36% do not use this service. Below are some patients’ comments:

- “For pain relief and ‘home curing.’”
- “Sometimes I go to see if they have things like incontinence pads or to get advice about medication.”
- “For advice for young children that felt unwell, I suspected cold/flu.”
- “For non-prescription items that would help ease such things as inflammation, coughs, colds, headaches etc.”

15. Do you have any of the following in your first aid kit/medicine cabinet?

<table>
<thead>
<tr>
<th>Options</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>plasters, in a variety of different sizes and shapes</td>
<td>99% (300)</td>
</tr>
<tr>
<td>small, medium and large sterile gauze dressings</td>
<td>68% (207)</td>
</tr>
<tr>
<td>at least two sterile eye dressings</td>
<td>16% (49)</td>
</tr>
<tr>
<td>triangular bandages</td>
<td>39% (118)</td>
</tr>
<tr>
<td>safety pins</td>
<td>67% (203)</td>
</tr>
<tr>
<td>disposable sterile gloves</td>
<td>42%</td>
</tr>
<tr>
<td>Tweezers</td>
<td>77% (232)</td>
</tr>
<tr>
<td>Scissors</td>
<td>84% (256)</td>
</tr>
<tr>
<td>alcohol-free cleansing wipes</td>
<td>54% (164)</td>
</tr>
<tr>
<td>sticky tape</td>
<td>63% (190)</td>
</tr>
<tr>
<td>thermometer, preferably digital</td>
<td>68% (206)</td>
</tr>
<tr>
<td>Item</td>
<td>Percentage</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Skin rash cream such as hydrocortisone or calendula</td>
<td>55%</td>
</tr>
<tr>
<td>Cream or spray to relieve insect bites and stings</td>
<td>78%</td>
</tr>
<tr>
<td>Antiseptic cream</td>
<td>84%</td>
</tr>
<tr>
<td>Painkillers such as paracetamol (or infant paracetamol for children) aspirin (not to be given to children under 16), or ibuprofen</td>
<td>94%</td>
</tr>
<tr>
<td>Cough medicine</td>
<td>56%</td>
</tr>
<tr>
<td>Antihistamine tablets</td>
<td>60%</td>
</tr>
<tr>
<td>Distilled water, for cleaning wounds and as an eye bath</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
</tr>
</tbody>
</table>

It was interesting to note that the following were the highest items reported that respondents had in their first aid kit/medicine cabinet:

- Plasters
- Painkillers
- Antiseptic cream
- Cream or spray to relieve insect bites and stings
- Gauze dressing
- Safety pins
- Scissors

16. **Have you ever rung a helpline for medical advice?**

Only 54% of the respondents had rung a helpline for medical advice whereas 46% had not.

17. **Have you ever used the internet (e.g. Google) to help you diagnose an illness or complaint?**

Interestingly 77% had used the internet to help them to diagnose an illness or complaint.

6. **Key Findings**

A total of 350 people took part in the survey providing a reasonable sample. Although the questions were largely yes/no answers there were some sections of the survey providing the opportunity for qualitative responses to provide an insight into the reasons why people chose the healthcare option they did.

The key findings were that although 95% of respondents had heard of the NHS 111 service only 44% were aware of Choose well.
95% were registered with a GP with 67% finding it easy to get an appointment.

Just 16% had visited A&E within the previous 12 months and 55% had first considered another option.

90% knew what an MIU was and 43% had used one.

64% had visited a pharmacist other than for a prescription.

54% had rung a helpline and 77% had used Google or similar internet search engines to look up symptoms.

A subsection of the survey asked about the contents of people’s first aid kits used for self-care and found 99% had plasters, 94% had painkillers such as aspirin or paracetemol and 84% had antiseptic cream and scissors. However only 39% had triangular bandages, 16% had sterile eye dressings and 13% had distilled water for cleaning wounds or for an eye bath.

7. **Next Steps**

Having gained a good picture of the extent of Oxfordshire people’s knowledge of NHS services and how they use them from this first survey, we will now run a follow up survey to see if people’s knowledge and behaviour has changed following the Choose well campaign.

The second survey will run on the OCCG website in the Talking Health section in late May 2014 and the results will be analysed to identify any shifts in attitude, awareness or behaviour in the wake of Choose well.

The survey’s results will help assist with future campaigns encouraging people to use the various NHS services appropriately and responsibly. Thereby, when people Choose well they get the right care, the first time.