

# Healthwatch Herefordshire

## Public Health Report

April 2018

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## 1. Executive Summary

The people of Herefordshire chose 'Public Health' as a topic for Healthwatch to explore in 2017/18. We focused our work on what people did to stay healthy (physically and mentally), where people go to for information and support on staying healthy, and awareness of Public Health Campaigns. These three areas formed the basis of our questions and discussions with people about Public Health.

A public survey was carried out with 55 people making comments. The survey was also carried out with 180 people from groups that have protected characteristics within the meaning of the Equalities Act 2010. In total 235 people took part in our survey. The protected characteristic of the groups of people we surveyed are:

- Young people
- People with disabilities (physical and mental health)
- People from ethnic backgrounds (eastern European and Gypsy/Roma)

More young people took part in our group work (40%) than in the public survey (4%).

In this report we have extracted data to give an overview of our findings, the full data is in Appendix 2. Appendix 1 gives the full list of questions, and lists details of abbreviations of the campaigns referred to in this report. We also have available written summaries of the work we did with equalities groups. Contact Christine Price for further information.

### Staying Healthy

People took part in a wide range of activities to stay healthy, both physically and mentally.

The most popular activities people undertook to stay healthy were:

- Exercise 54%
- Time with family and friends 52%
- Eating a healthy and balanced diet 40%

The least popular activities people undertook to stay healthy were:

- Mindfulness 3%
- Dental Checks 6%
- Health Checks 12%

There were significant differences in the responses between the public and the equalities groups. (People gave multiple answers to our question 'What do you do to stay healthy?')

#### Percentage of responses - eating 5 a day

General Public	84%
Equalities Groups	11%

#### Percentage of responses - eating well

General Public	91%
Equalities Groups	24%

#### Percentage of responses - time with family and friends

General Public	91%
Equalities Groups	41%

People from the equalities groups identified barriers to staying healthy:

- Lack of availability of activities
- Time
- Getting to activities (transport and physical access)
- Cost

## Information and support on staying healthy

Of those who answered this question, ‘is there enough information available to help you keep well?’ 70% felt there was enough information available.

The equalities groups’ responses varied to those of the general public, with 58% answering ‘yes’ compared to 79% answering ‘yes’ for the general public.

We asked people ‘is there enough support to help you keep well?’ Of those who answered this question we got the following responses:

Yes	44%
No	41%
Don’t know	15%

## Where do people go for information and support?

We asked two similar questions, ‘What information or support works best for you?’ and ‘Where do you go for healthy lifestyle information or support?’ We got different answers.

The most popular places for ‘what works best’ were:

- GP’s/medical professionals -27%
- Posters and leaflets - 26%
- TV - 20%

But the most popular places ‘where do you go’ were:

- GP’s/medical professionals - 43%
- On-line - 39%
- Family and friends - 35%

This may suggest that where people go for information and support is not necessarily the sources that work best for people.

## Awareness of public health campaigns

Members of the public were more aware of all health campaigns than people from the equalities groups. Looking at the average awareness/recognition of campaigns per person:

- From members of the public 5.4
- From equalities groups 1.9

There were some large variations, for example 55% of members of the public who responded were aware of the 111 campaign, compared to 8% of people in the equalities groups.

The most heard of campaigns were:

- Change 4 Life
- FAST
- Staywell Winter

The least heard of campaigns were the same:

- Sepsis
- 5 Ways to Wellbeing
- Walking for Health

## Where did you hear about the campaign?

Not all the campaigns are advertised/promoted in the same way. The most cited source of campaign awareness was:

- TV - 204 people
- Leaflets & Posters - 78 people
- GP/health professionals - 71 people

## Effectiveness of campaigns

Campaigns that were **most used** were:

- Change 4 Life
- FAST
- 111

The **least used** campaigns were:

- Sepsis
- 5 Ways to Wellbeing
- Walking for Health

## Comments about effectiveness of campaigns

The most common comments were:

**FAST** campaign:

- People liked the short easy to remember message.
- People liked its strong visual impact.
- People felt confident they could recognise the signs of stroke.
- Two people said following the campaign they recognised someone was having a stroke and acted.

**Antibiotics** campaign:

- People found the antibiotics song very catchy and effective.

**Change 4 Life** campaign:

- People liked and used the sugar ap.

**Be Clear on Cancer** campaign:

- People liked the use of colours.

**Staywell winter** campaign:

- People commented they did not like taking vaccinations.

**111** campaign:

- People found the messaging clear and useful.

## What other issues do you think there should be a campaign for, or more information available?

People from the equalities groups made the most comments, with the most common being:

- A desire for health and social care information to be in one place.
- More information on social care.
- More information on the impact of brain injury.

## 2. Recommendations

### Staying Healthy

1. We recommend more focus on the benefits of eating a healthy and balanced diet and ‘5 a day’ in respect of staying healthy.
2. More focus on messaging to equalities groups.
3. Consider how to offer information that encourages exercise in particular local affordable rural activities for children and accessible exercise to help disabled people and carers.
4. Children and Young People’s Partnership Board to consider the comments by young people when devising action plans to deliver the new Strategy.
5. Consider putting health and wellbeing information in a variety of public places for example, shops, notice boards, Village Halls.
6. 2Gether Trust and Addaction to consider making it easier for people who need to access both services simultaneously. As well as comments received during this project Healthwatch Herefordshire has over the last three years received consistent comments about the lack of these services working together.
7. Consider providing information around improving sleep and techniques that can be used to aid better sleeping, particularly target young people and carers to explain the effects of lack of sleep on health. 26% of those who took part said they regularly got 6 hours sleep a night, during group work we received comments about people not sleeping well.
8. Mental health services to consider greater use of apps and self-help tools.
9. Review and consider public suggestions in section 6.9 to better target public health information

### Public Health Campaigns

1. Review what has worked well regarding Change 4 Life, FAST, and 111 to use for other Public Health Campaigns, in particular short and catchy messaging.
2. Downloading the sugar app was very popular, consider increasing the use of Apps to encourage healthy lifestyle choices.
3. Consideration of targeting equalities groups for all Public Health campaigns.
4. Consideration of promoting alternative sources of information and support to keep well other than GP’s and medical practitioners.

5. Television adverts were the most common way people heard about Public Health Campaigns, with over twice as many people citing this communication method over any other. Consider increasing Public Health messaging via TV adverts.
6. Healthy Living Pharmacies and Healthy lifestyle trainers: these resources were not well known. We recommend a review of the promotion of these services.

### Public Health and the Sustainability and Transformation Plan

1. Healthwatch works across the whole health and social care system and we have been involved with the aspirations of the Sustainability and Transformation Plan (STP).

Much of STP (Sustainable Transformation Plan) is reliant on the public taking more responsibility for their overall health through increased self-care. There is a need for the public to take up this challenge to reduce pressures on the NHS.

More work needs to be done to encourage the public to take more responsibility for self-care - only 14% of those who took part in our surveys were aware of the One You campaign (this campaign encourages people to look at everyday habits and behaviours such as drinking to help adults avoid future disease caused by modern lifestyles).

Those we surveyed were reliant on the NHS for information and support for health; GP's were the most used source of information about healthy living amongst those we surveyed.

## 3. Disclaimer

The views expressed in this report are representative of the participants and may not be representative of whole population views but are authentic independently gathered views.

It is hoped the report will provide a useful insight into public views on keeping healthy and Public Health Campaigns, and help improve targeting of campaigns especially to those who have additional needs.

## 4. Acknowledgements

Healthwatch Herefordshire would like to thank the groups and individual members of the public that shared their experiences to create this report.

Thank you to the organisations that enabled us to meet the groups they support.

Thank you also to the volunteers, organisations and staff that shared our online link to gather responses.

## 5. Introduction to survey results

The people of Herefordshire chose ‘Public Health’ as a topic for Healthwatch to explore in 2017/18. As a result, we carried out a survey from **November 2017 to March 2018**. 55 people participated in an online survey and 180 participated in groups visited. **Total 235**

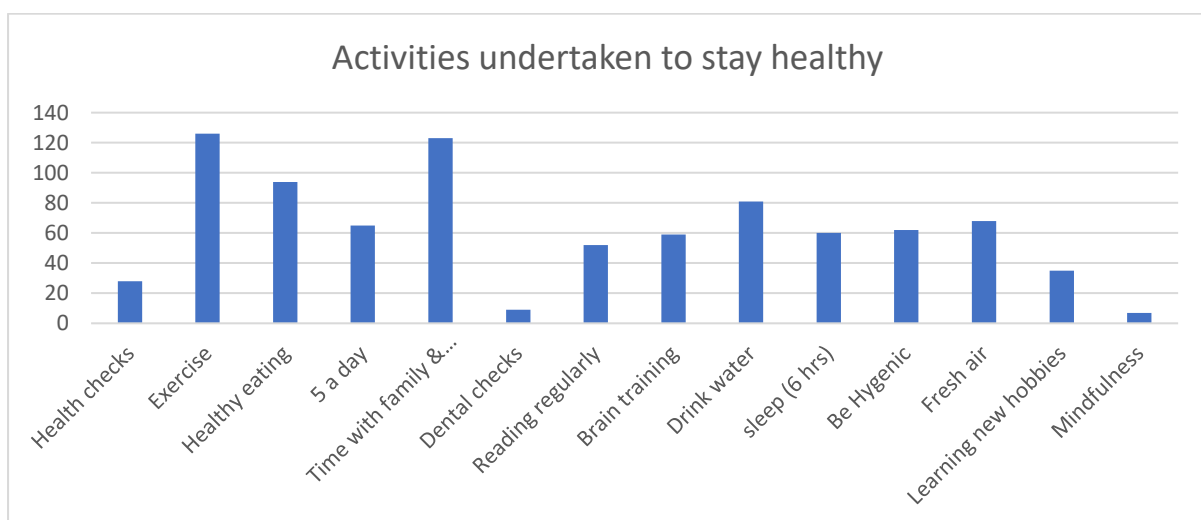
Group visited	Number of participants
ECHO - adults with a learning disability	19
Eastern European Agricultural Workers	17
Gypsy/Roma adults	16
Headway - adults with acquired brain injury	25
Headway carers	7
Herefordshire Service User Group (HSUG) adults with mental ill health	11
No Wrong Door and Close House - young people	62
St Michael’s Hospice adults with a terminal illness	13
Talent Match - young people	10
General members of the public survey	55
<b>Total participants</b>	<b>235</b>

People who attended our groups and the public survey came from a spread across Herefordshire, with an even distribution between those living in cities/market towns and those in rural locations.

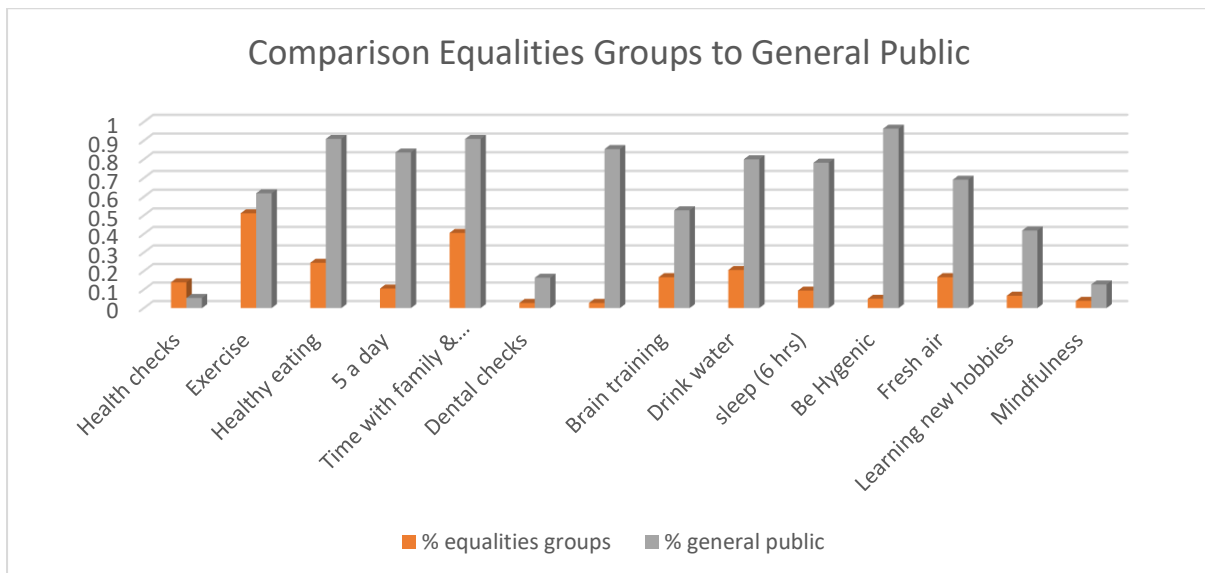
More young people took part in our group work than took part in the online survey - 40% of those who took part in our group work were young people, compared to 4% who took part in our survey.

## 6. What People told us.

### 6.1 What do you do to stay Healthy? (Multiple choice)



Members of the public were able to do more to stay healthy than those from the equalities groups:



**Young people** identified barriers to keeping healthy, which were:

- Lack of things to do in their community and reliant on parents to take them to activities (identified by half of the young people we spoke to).
- Parents wouldn't allow them to play outside on their own.
- Few people of their own age to play/socialise with.

“there's no one my age around here so I don't go out often and parents won't let me go out on my own”

“I get really lonely out here, so I ride my bike”

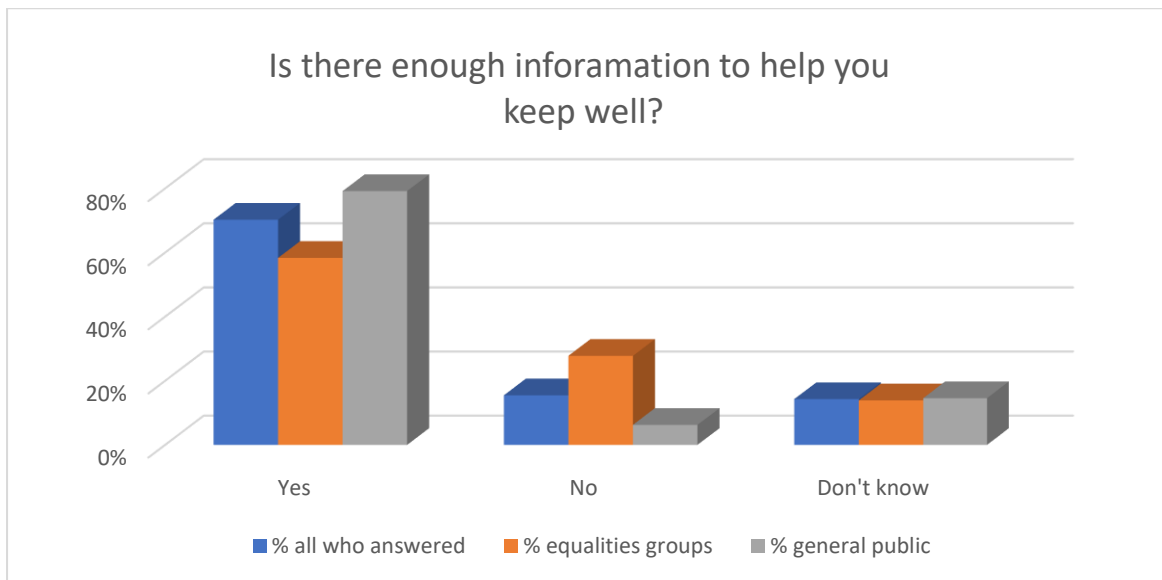
Young People had a good understanding of healthy eating, half of the young people we spoke to said they ate healthily. Many commented that schools focused on healthy foods and healthy eating days. However, the comments about healthy eating were often qualified:

“I eat well and healthy when I can.”

**Carers** at Headway did not get enough sleep due to caring responsibilities and being worried or anxious about those they cared for. This comment was made by 6 out of the 7 carers we spoke to.

## 6.2. Is there enough information available to help you keep well?





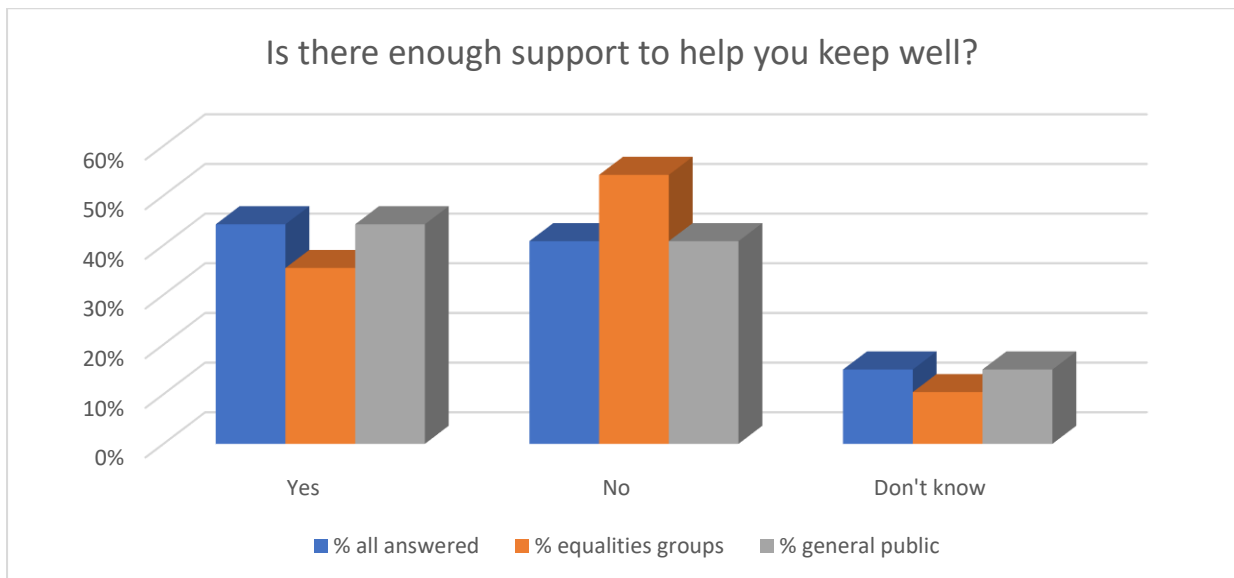
From the equalities groups, those who answered, the most common number of comments were:

- Information is confusing and often conflicting
- There is too much information
- There is not enough information
- Do not trust the information given

From members of the public:

- Information is online, but you need to know where to get it, and not everyone is on the internet
- Some advice when you are ill or have a condition, about how to improve or manage it, would be good
- Too much contradictory or spurious advice

### 6.3 Is there enough support to help you keep well?



### Comments from equalities groups

#### HSUG

- I need support from Addaction and they are awful. I also have mental health issues and they can't get me both support at the same time, so I am in a terrible cycle of addiction and depression.
- We need more community run places like HSUGs and the council needs to help promote more social interaction and caring relationships and events happening.
- Too much interference into my life from the state already thank you.
- We are in 21st century, why isn't healthcare, it is so difficult to know where to go for what and why. We should use technology better and have apps, and online booking.
- Homeless are not classed as 'vulnerable' enough to get free flu jab. They have to qualify and often don't, the CCG need to think about improving access to care for homeless people.
- Homeless find it hard to access services.
- Moorfield say that they accept homeless people to authority, but when you go there they say no and their list is full so they can't help homeless people.
- Services don't talk to each other or work together. 2gether and Addaction especially.
- Mental health crisis team are not supportive, many people end up getting arrested to prevent self-harm because crisis team won't/can't help.
- Addaction are rigid, some staff don't trust people and make you feel bad about yourself by not listening to you.
- We need more independent self-accessing support, it would be good to have apps or online site where you can look at appointments and everything. It would help.
- Alcohol and addiction are public health issues, but public health team don't seem to actively work with NHS services to help resolve or make pathway better. Need to make them NHS services again.
- Reminder text messages are important for me to attend appointments at my GP. It works well. Make it compulsory.

#### Headway

- There isn't enough support for disabled people or carers to get healthier and exercise.
- There is information, but not enough support for older people to get out and about.
- We get a lot of support at Headway, you don't realise but there's a lot of mental health and peer support, its natural as it is a community and you feel accepted and comfortable.
- If you know where to look.
- I'd like to see more places like headway across the county that could help everyone with their health.
- Not enough NHS counselling available. You have to pay for it. There is a significant need and not enough of it.

### **Gypsy/Roma**

- Would like more support and services in community, more services and clinics with different professions at GP like physio, asthma, diabetes etc.
- There is a lot of extra support in Herefordshire, you just have to look for it. But it is difficult to find things, there needs to be easier ways to find out about local activities, events etc.
- I take care of myself, the health visitors and GP help enough. I don't like the state interfering in my family health and care too much. It's private.
- healthy recipes and local activities and exercise for kids.

### **Eastern European Workers**

- S&A group and EU employees requested more information about health and care be sent to their liaison team to ensure all people know what services they are entitled to and where is best to go for certain ailments.
- It's my/our responsibility to look after ourselves and our families.
- More information in the common rooms and for the liaison officers would be useful to help us know when to go and where.
- Apps and other technology devices like 'fit bits' are useful to help stay healthy.

### **Young people**

- Not enough to do in my community.
- I get very lonely and sad, I'd prefer friends my age to talk to as I can't talk to my parents about everything. Everyone who lives out here is rich and go to clubs, we live on the estate so they don't talk to us and there is no one my age.
- Not enough stuff for young people around here, we need more things for people of all ages to do. Not just toddlers and old people.
- Don't know what information to trust, use Facebook and social media and trust what friends post more.
- More access to things like today, with health and mental health and support information and professionals to help you if you need to talk.
- More events and things to do in half term in local areas, like the no wrong door event.
- More activities and events at the village hall, we used to have a youth club but now the village hall is hardly open for young people.
- More information at local places like the shop.
- Better access to transport, free bus pass for young people so we can go to town and join clubs and events.
- Add gym equipment at the park that we can use.
- Have community health events and roadshows to bring services to rural communities and make sure people know what is available and where. Everything happens in

Hereford, it would be nice if they did events and information things across the county.

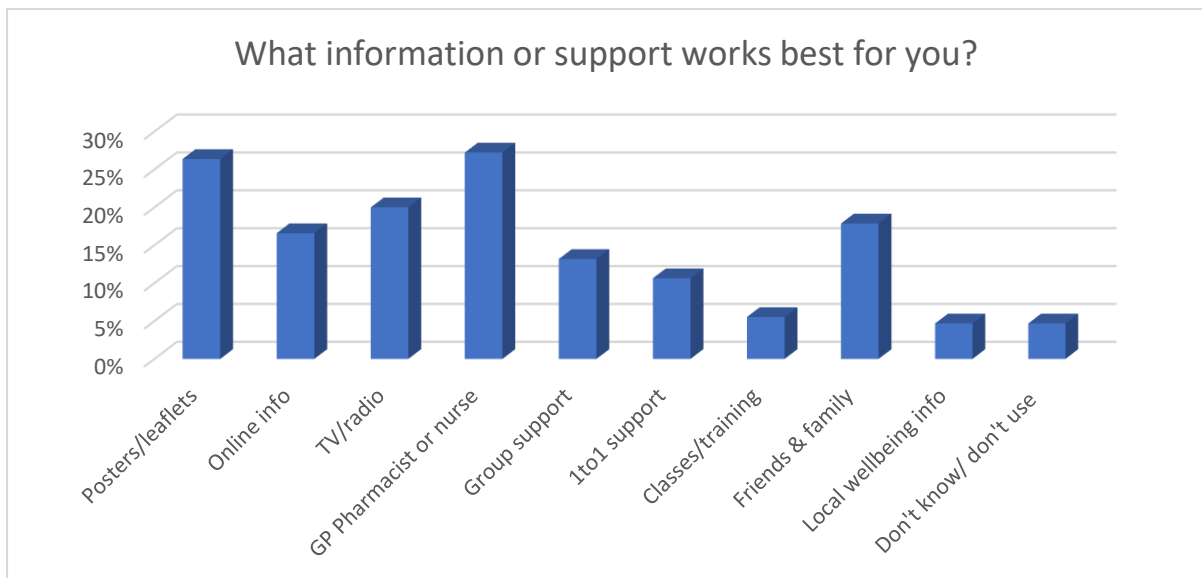
**St Michaels Hospice**

- Loss of the family doctor. Used to have a family doctor who knew you and your family, and they diagnosed conditions faster, they seemed to care more and took time to make sure they settled any worries. Now it is like a factory with sick people going in, getting a tick in a box and coming out just as confused. It’s not their fault, but GP’s don’t have time to give the proper care patients need and it will impact on everyone’s health, it already does when we can’t get appointments on time or with the same GP.

**Members of the public**

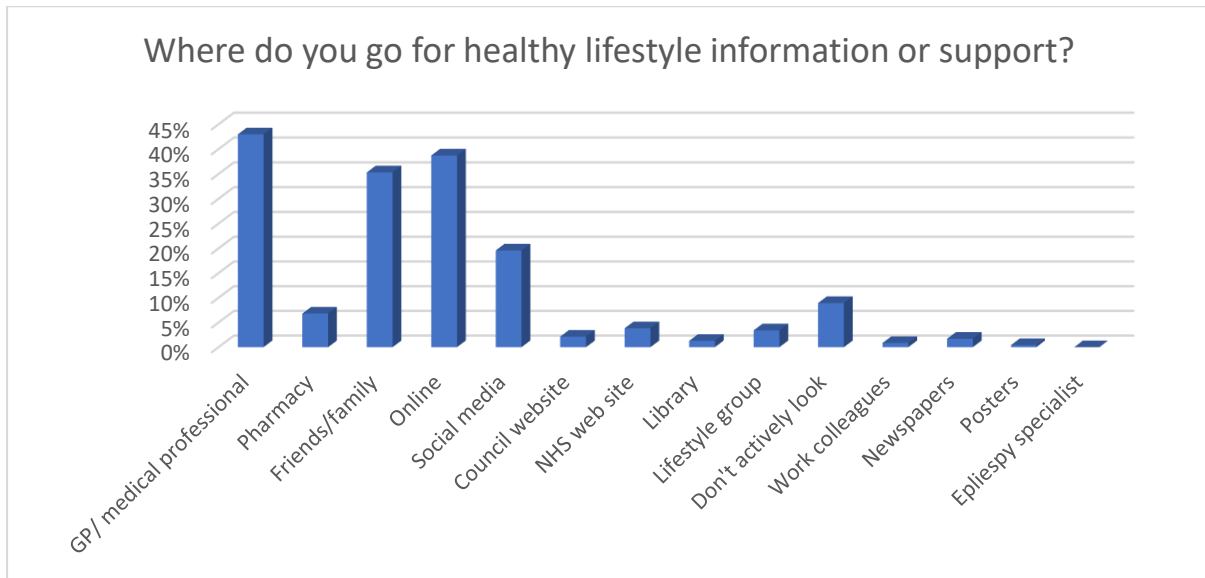
- The quality of support varies, and you need to qualify to get some support.
- There is support if you are prepared to wait.

**6.4 What information or support works best for you? (multiple choice)**



GP, Pharmacists/nurses were most popular source that works best for people, followed by posters/leaflets. However, the important message is that different methods of information and support delivery suit different people, there is not one overall clear source of information and support that works best for everyone.

**6.5 Where do you go for healthy lifestyle information or support? (multiple choice)**

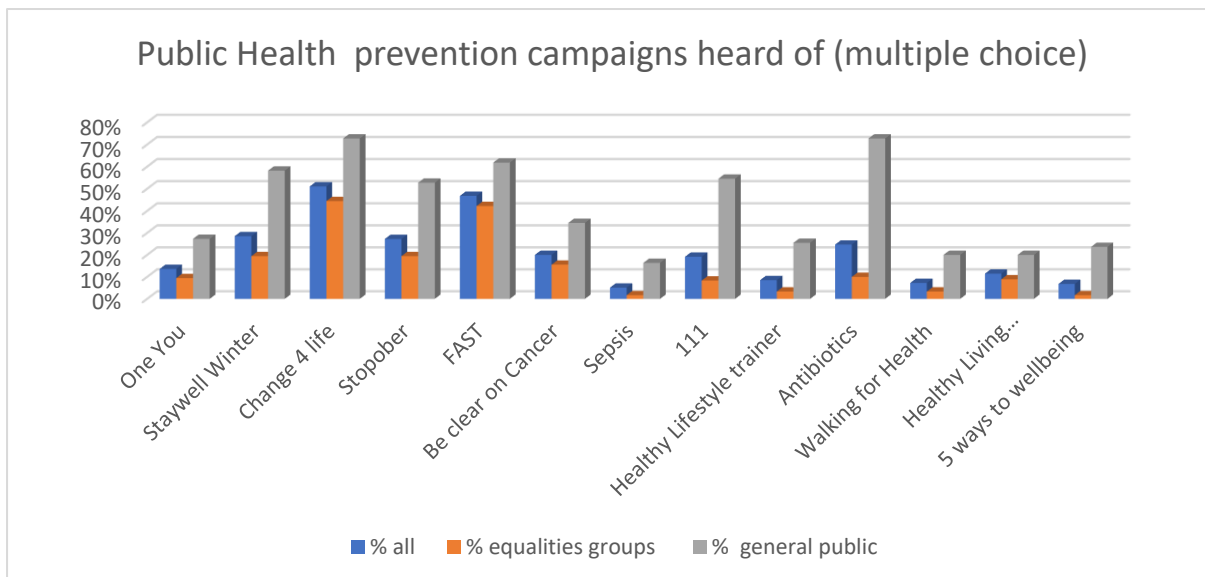


### 6.6 Which of the following public health or prevention campaigns are you aware of? (multiple choice)

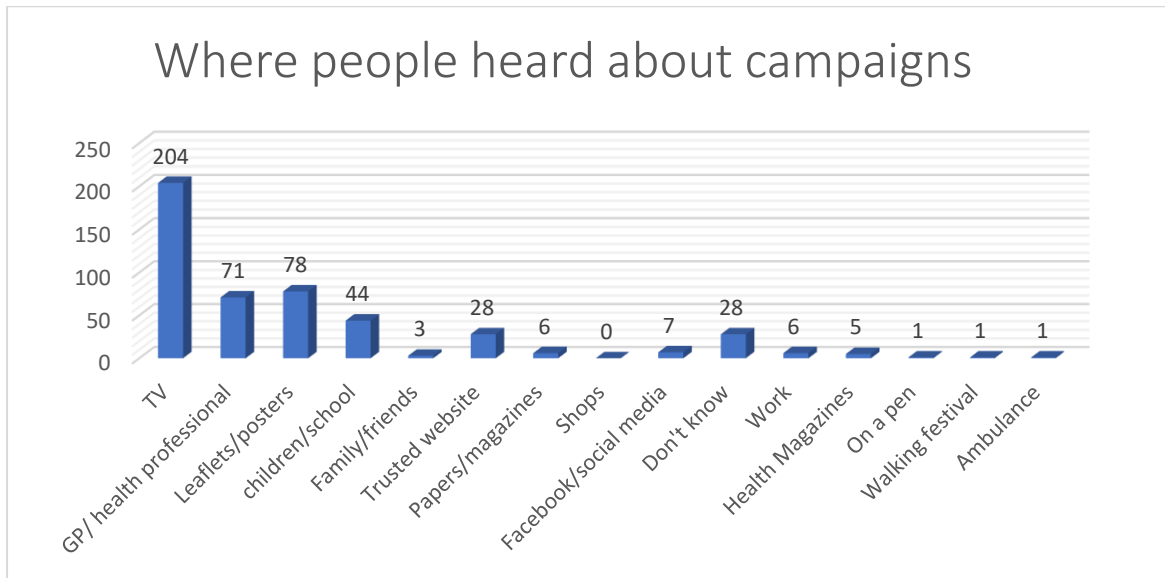
Members of the public were more aware of all health campaigns than people in the equalities groups (average of 1.9 campaigns aware of per person).

We had a high number of people who did not answer this question, from both our equalities groups and the public survey - 60% of all those who took part in the survey did not answer this question. This could be interpreted as a lack of awareness of Public Health Campaigns (average of 5.4 campaigns aware of per person).

Of those who answered this question we received the following responses:

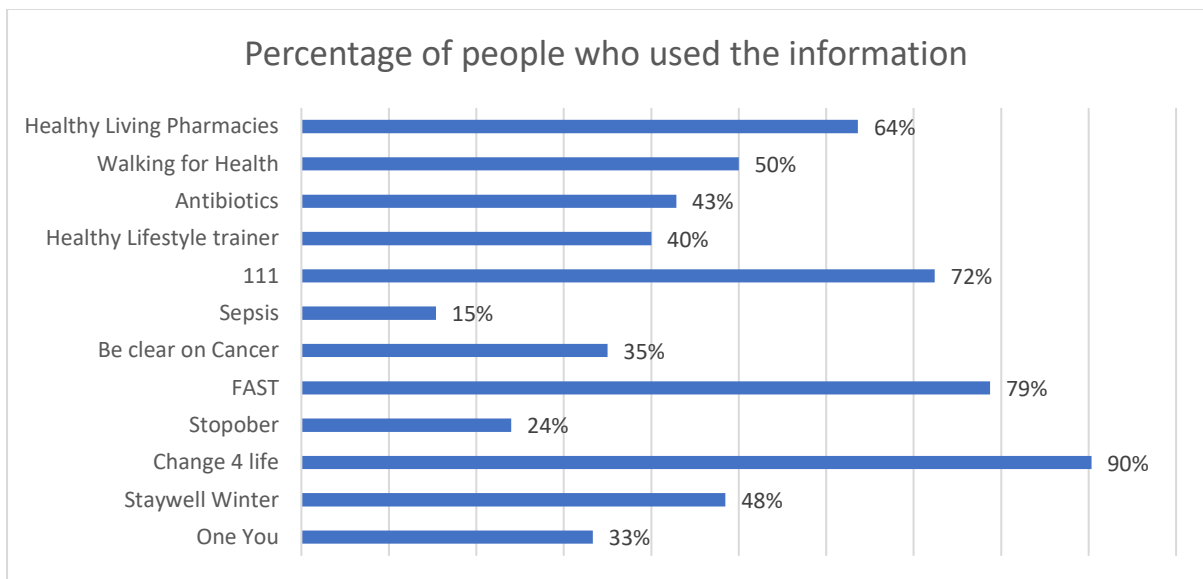


### 6.7 Where people heard about public health campaigns.



The campaigns did not all use the same communication channels.

## 6.8 People were asked if they heard about a campaign, did it have an impact/make a difference?



## Comments received about the campaigns:

The number of comments were reflective of level of awareness of the campaigns. The following are a section representative of the comments we received:

Downloading app's was popular, especially the sugar app.

### **One You**

- Used the alcohol checker app and food checker app to help with diet/sugar intake as diabetic.
- GP gave me the leaflet and information to help with weight loss and alcohol consumption. Used the app and am trying to lose weight anyway.
- Didn't make a difference, no call to action.
- Downloaded the apps to help with healthy eating.
- Able to make better choices for myself now and in the future.

### **Staywell Winter**

- Helped us to understand which services we should use for things. But could be clearer and more local information, it's a bit vague.
- Don't want to get flu jab, don't believe in it.
- Made me get flu jab (twice as many comments received about getting a flu jab as not believing in flu jabs).
- doesn't tell you anything I didn't already know.

### **Change 4 Life**

- Made me think about sugar but too many children to constantly know what they are eating.
- Downloaded the sugar app and recipes because trying to diet and lose weight and it's healthy for the kids.
- Made us think about sugar and look for alternatives, but it doesn't make you commit to anything so easy not to follow through.
- Mum got the sugar counting app.
- School follows the campaign and I try to use the sugar smart app when shopping, but it doesn't come naturally.
- School made us make recipes and take home, got me interested in food.
- School follows the campaign and I try to use the sugar smart app when shopping, but it doesn't come naturally.
- Got the sugar app as I have diabetes.
- Got the alcohol consumption and exercise app to help me get healthy and manage my drinking, it's a useful app but there are better ones which tell you the sugar/calories in the alcohol and give more incentive to cut down.

**Stopober** Very few comments received on Stopober.

- Trying to quit, now working with the GP and HLTS to get prescription to help stop smoking.
- Smoking is all I have left.
- I don't smoke

### **FAST**

- Would know how to identify a stroke now and what to do.
- Remember it, short easy to understand and good emotive visuals. Confident could identify a stroke.
- Made a difference, my partner knew I was having a stroke because of the campaign and got me help.
- Strong, emotive, almost everyone has seen it, and knows about it.
- Vivid, easy to remember, short words and bright colours and images to relate to. Easy to follow and understand.
- It has a really strong image and tells you what to do.

## Be Clear on Cancer

- Branding on GP reminder letter for cancer test (smear, breast, bowel), strong lettering, professional image, identifying colours for each type of cancer.
- I remember their letter had a pink stamp. Helps to understand the condition.
- TV advert is strong, emotive and trustworthy.
- Promotional materials and arm bands help reach wide communities.
- You can spot the signs, easy to understand and a simple design.
- Too many cancer events that can confuse, is stand up to cancer part of be clear on cancer?
- I heard about the campaign from my child's arm band and cake day fundraiser.
- Now check myself for symptoms of cancers.
- Easy to understand and identify different cancers due to the colour differences. Like the professional picture, stamp and not too much writing.
- Went and got a check-up because I had symptoms.

## Sepsis

- I saw the advert, it seemed emotive and very strong colours grab attention. However, I don't understand what sepsis is. Too wordy, confusing symptoms which can be signs of many other illnesses. It would be better with an acronym or shorter description like FAST.

## 111

- Did make a difference as I called 111 when child had breathing difficulty/chest infection.
- Don't like it, they ask lots of questions and the people don't know anything, they are not very re-assuring and the doctor takes ages to call back. They also wouldn't give me all the information for my child because we have different surnames. I understand, but I needed to know which inhaler my child had on prescription for what issue. They wouldn't even tell me, I used google in the end and then took them to hospital.
- Used 111 when needed urgent health care, they were very good and helpful.
- It was a bit frustrating but did get me an appointment quickly and another time sent me to hospital.
- Could make the answer system easier, some questions are not needed.
- Used 111 when friend overdosed, they were good and got ambulance just as fast as 999.



- Used 111 because GP told me it's best to use out of hours for urgent care or advice. But the reception staff are difficult, and the system is frustrating. I was calling to get a GP appointment on a weekend, but they made me go through all the security list about symptoms.
- Negative impact, sent ambulance when I didn't need one and then I got arrested for breach of the peace because I was suicidal. 111 staff need more training on mental health, or we need a better crisis team.

## Healthy Lifestyle Trainers

- No comments received.

## Antibiotics

- Made think twice about taking antibiotics.
- The song is very catchy and reminds you of the message.

## Walking for Health

- I used to go to a group but am now too unwell.

## Healthy Living Pharmacies

- No comments received

## 6.9. Are there any other issues you think there should be a campaign for, or more information available?

Of those that answered this question:

- No issue identified - 6
- Health and social care information in one place - 4
- More information on Social Care - 4
- More information on brain injuries - 2
- Many professionals don't know how to deal with autism and how to relate to autistic children. The general public are even worse, they should have more promotion of unseen conditions which make people different or affect their health or lives. If services were autism friendly and made sure they did the best for autistic people and ran a campaign with staff and posters in services, it would help improve everything else for autistic and other people with unseen conditions.
- Testicular cancer - Prevent young testicular cancer. Need proper sex education in school at a younger age and not just sixth form.
- Invisible disabilities: Building respect for the human body and human beings. Respect and dignity for other people. Help people to understand silent or invisible illness/disabilities.
- Addiction. Normalise addiction and help destigmatise it to encourage people to seek help.
- Perhaps the antibiotic campaign should be directed at lazy doctors who prescribe medicines without even checking symptoms.
- Mental Health.

- More information on common conditions....when to get help and when to self-help.
- Prevention of avoidable sight loss.
- Social Prescribing.
- Cervical screening.
- Walking for younger people.
- Smear tests for young people.
- Use of pharmacies.
- Diabetes and the difference between type 1 and 2.
- Breastfeeding.
- More lifestyle based campaigns, ways to boost your immunity.

## Appendix 1

### Public Health Survey Questions - our questions

#### 1. What do you do to stay Healthy? (multiple choice)

Regular health checks	Reading
Regular Exercise	Brain training: puzzles, quizzes & crosswords
Eating a healthy and balanced diet	Sleep (6 hrs a night)
5 fruit and veg. a day	Be hygienic, wash hands regularly
Spending time with family and friends	Drinking lots of water (6-8 glasses)
Regular dental checks	Other

#### 2. Is there enough information available to help you keep well?

Yes	No	Don't know	Other
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#### 3. Is there enough support to help you keep well?

Yes	No	Don't know	Other
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#### 4. What information or support works best for you? (multiple choice)

Information posters or leaflets	Classes or training
Trusted information online	Advice from friends and family
Trusted information on TV or Radio	Local wellbeing info drop in (e.g. library, WISH)
Information or advice from a GP, Pharmacist or Nurse	I don't know/I've never used info. or support
Group Support	Other
One to one personal support	

#### 5. Where do you go for healthy lifestyle information or support? (multiple choice)

GP or medical professional	NHS Website: e.g. WVT or CCG
Pharmacy	Library
Friends and family	Lifestyle group e.g. slimming world
Online: trusted websites e.g. NHS Choices	WISH service
Online: Social media e.g. Facebook/Twitter	I don't actively look
Council website	Don't know
	Other

#### 6. Which of the following public health or prevention campaigns are you aware of? (multiple choice)

One You	Change 4 Life
Stay Well This Winter	Stoptober

FAST Stroke Awareness

Walking for Health

Be Clear on Cancer

Healthy Lifestyle Trainer Service

Sepsis Awareness

Healthy Living Pharmacy

NHS 111

**6.A. Did the campaign selected from the list have an impact/make a difference?**

**7. Which of the campaigns have you used and how did you hear about them? (Multiple choice)**

GP/ health professional

Leaflets/posters

Family/friends

School Family/friends

Local Papers

Shops

Facebook

Don't know

Not heard of

No answer

**8. If you saw or heard about the campaign more than one way, please choose the method which you remember and that had the largest impact on you**

Used

Not Used

**9. Are there any other issues you think there should be a campaign for, or more information available?**

## **Public Health Campaigns**

### **One You**

The campaign encourages people to look at everyday habits and behaviours such as drinking to help adults avoid future disease caused by modern lifestyles.

### **Stay Well This Winter**

This campaign aims to ease seasonable pressure on the NHS urgent care and emergency services, it is designed to reduce the number of people who become so ill that they require admission to hospital.

### **Change 4 Life**

This campaign aims to reduce the amount of sugar children consume, by helping parents reduce children's sugar intake. The campaign incorporates the use of 'app' - free downloadable software for mobile phones that allow people to scan food products and get information on nutritional information. The apps available have been 'sugar smart' and 'be food smart', now replaced with 'food scanner'. The apps are available via the Public Health web site, iTunes store and Google Play.

### Stoptober

This campaign aims to help people stop smoking in October. It is based on research that shows if you can stop smoking for 28 days, you are five times more likely to stay smoke free for good.

### FAST Stroke Awareness

This campaign highlights that a stroke is a medical emergency and the public are urged to take symptoms seriously and call 999 immediately. The FAST acronym helps people identify the symptoms of a stroke F=has their face fallen on one side, can they smile? A= can they raise both arms and keep them there? S=Speech, is their speech slurred? T=Time to act call 999 if you see any one of these signs.

### Be Clear on Cancer

This campaign aims to improve early diagnosis of cancer by raising public awareness of the signs and or symptoms of cancer and to see their GP's without delay.

### Sepsis Awareness

This campaign aims to raise the awareness of sepsis, and to support early diagnosis of sepsis amongst parents/carers of children age 0-4.

### NHS 111

This campaign aims to raise public awareness of the NHS 111 service and to relieve pressure on Accident and Emergency departments at hospitals. Via 111 people can receive clinical assessments and be directed to the most appropriate local service for their medical needs.

### Walking for Health

This campaign encourages people to walk to improve their health and encouraged the development of community led walking groups throughout the country.

### Healthy Lifestyle Trainer Service

Provided by Herefordshire Council, the service supports people to loose weight, eat healthier, get fitter, stop smoking and cut down on alcohol. It provides indivial support to people, helping them to plan their own goals to improve their health.

### Healthy Living Pharmacy

These are pharmacies that meet the Public Health quality mark; they must demonstrate a healthy living ethos, and a proactive approach to health and health improvement. They must have a health champion, and undergone leadership training. Pharmacies that are awarded the quality mark can qualify for additional income via the Department of Health

## Appendix 2

### Q1 What do you do to stay well and healthy?

(multiple choice)

Participants	Health checks	Exercise	Healthy eating	5 a day	Time with family & friends	Dental checks	Reading regularly	Brain training	Drink water	sleep (6 hrs)	Be Hygienic	Fresh air	Learning new hobbies	Mindfulness	
No Wrong door	62	1	32	6	1	20	0	3	3	2	6	9	9	7	1
Gypsy/Roma	16	0	5	1	1	4		0	0	5	0	0	9	0	1
ECHO	19	19	10	19	6	19		0	19	7	6	0	0	5	0
Headway	25	0	12	8	2	10		0	2	7	0	0	0	0	0
Headway carers	7	0	4	5	7	7		0	3	5	2	0	1	0	2
St Michaels Hospice	13	0	8	1	0	1		0	0	1	0	0	0	0	0
HSUG	11	0	8	0	0	8		0	0	0	0	0	7	0	2
Eastern European Workers	17	0	5	4	1	4		2	0	5	0	0	4	0	1
Talent March	10	5	8		1		5		3	5	3				
<b>Sub total</b>	<b>180</b>	<b>25</b>	<b>92</b>	<b>44</b>	<b>19</b>	<b>73</b>	<b>5</b>	<b>5</b>	<b>30</b>	<b>37</b>	<b>17</b>	<b>9</b>	<b>30</b>	<b>12</b>	<b>7</b>
Public survey	55	3	34	50	46	50	9	47	29	44	43	53	38	23	0
<b>TOTALS</b>	<b>235</b>	<b>28</b>	<b>126</b>	<b>94</b>	<b>65</b>	<b>123</b>	<b>14</b>	<b>52</b>	<b>59</b>	<b>81</b>	<b>60</b>	<b>62</b>	<b>68</b>	<b>35</b>	<b>7</b>

#### YP from equalities groups

72 40%

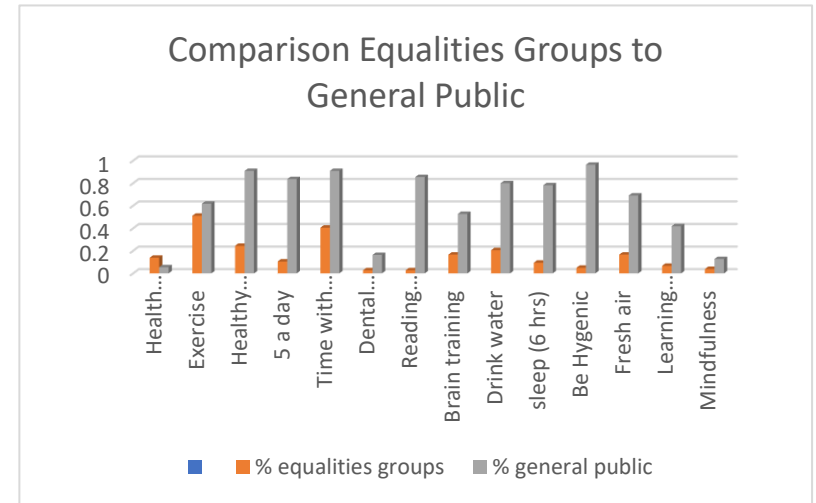
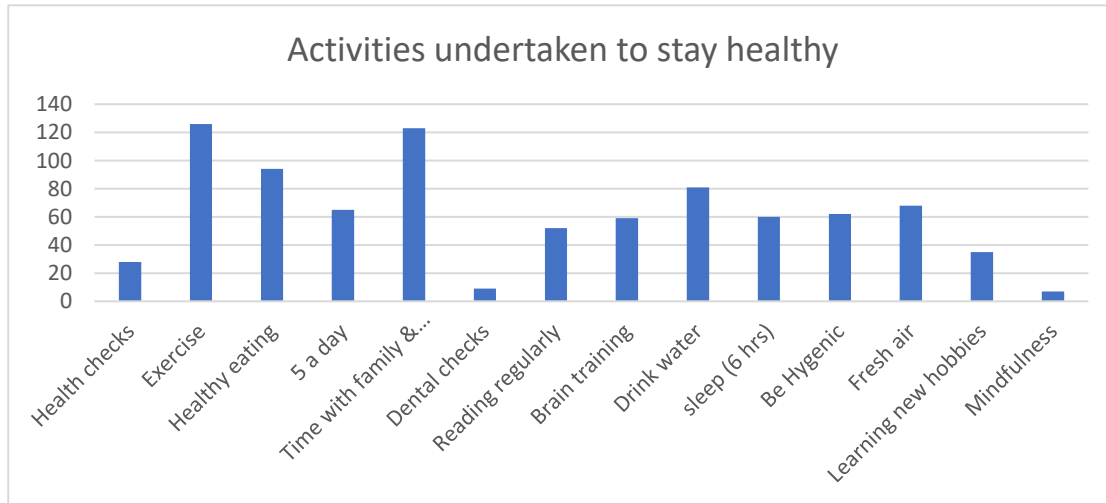
Health checks	Exercise	Healthy eating	5 a day	Time with family & friends	Dental checks	Reading regularly	Brain training	Drink water	sleep (6 hrs)	Be Hygienic	Fresh air	Learning new hobbies	Mindfulness
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**total %  
taking part  
in activities**

	12%	54%	40%	28%	52%	6%	22%	25%	34%	26%	26%	29%	15%	3%
	<b>Health checks</b>	<b>Exercise</b>	<b>Healthy eating</b>	<b>5 a day</b>	<b>Time with family &amp; friends</b>	<b>Dental checks</b>	<b>Reading regularly</b>	<b>Brain training</b>	<b>Drink water</b>	<b>sleep (6 hrs)</b>	<b>Be Hygienic</b>	<b>Fresh air</b>	<b>Learning new hobbies</b>	<b>Mindfulness</b>

**% equalities  
groups  
% general  
public**

	14%	51%	24%	11%	41%	3%	3%	17%	21%	9%	5%	17%	7%	4%
	5%	62%	91%	84%	91%	16%	85%	53%	80%	78%	96%	69%	42%	13%
	<b>Health checks</b>	<b>Exercise</b>	<b>Healthy eating</b>	<b>5 a day</b>	<b>Time with family &amp; friends</b>	<b>Dental checks</b>	<b>Reading regularly</b>	<b>Brain training</b>	<b>Drink water</b>	<b>sleep (6 hrs)</b>	<b>Be Hygienic</b>	<b>Fresh air</b>	<b>Learning new hobbies</b>	<b>Mindfulness</b>
	28	126	94	65	123	9	52	59	81	60	62	68	35	7



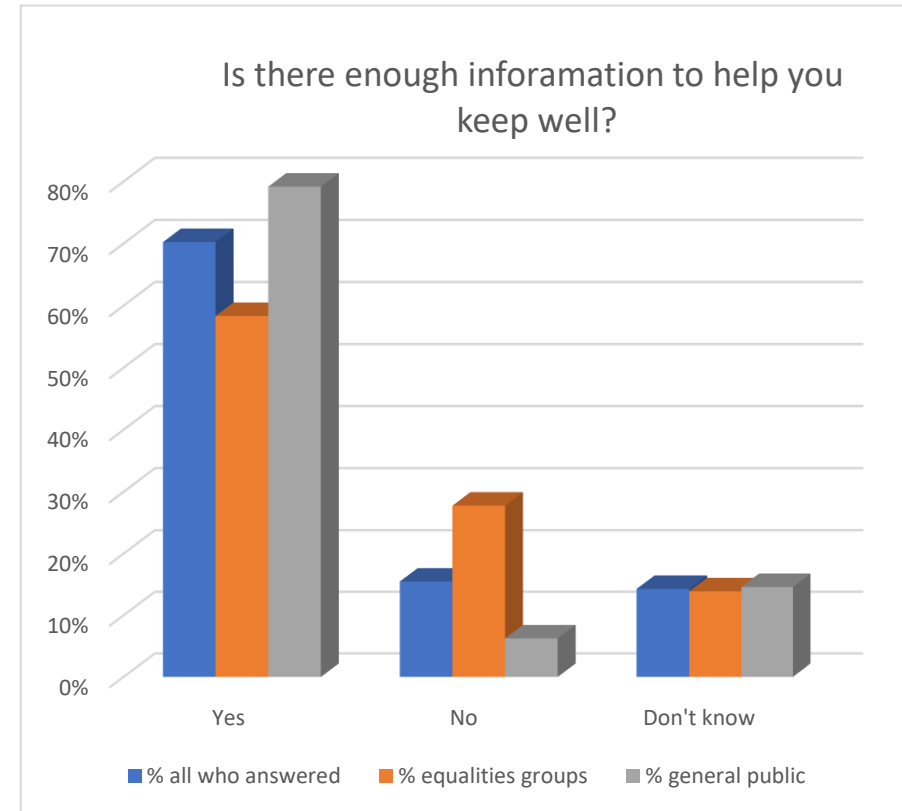
**Q2 Is there enough information available to help you keep well?**

		Yes	No	Don't know	Answer	No answer
No wrong door	62	7	1		8	54
Gypsy/Roma	16	2	1	1	4	10
ECHO	19	2	2		4	15
Headway	25				0	25
Headway carers	7	3	2		5	2
St Michaels Hospice	13				0	13
HSUG	11				0	13
Talent Match	10	1	4	4	9	1
Eastern European Workers	17	6			6	11
Sub total	<b>180</b>	<b>21</b>	<b>10</b>	<b>5</b>	<b>36</b>	<b>144</b>
Public survey	55	38	3	7	48	7
<b>TOTALS</b>	<b>235</b>	<b>59</b>	<b>13</b>	<b>12</b>	<b>84</b>	<b>151</b>
		Yes	No	Don't know		
<b>% all who answered</b>		<b>70%</b>	<b>15%</b>	<b>14%</b>		
<b>% equalities groups</b>		<b>58%</b>	<b>28%</b>	<b>14%</b>		
<b>% general public</b>		<b>79%</b>	<b>6%</b>	<b>15%</b>		



**Q3 Is there enough support to help you keep well?**

		Yes	No	Don't know	Answered	No answer
No wrong door	62	7	17	6	30	32
Gypsy/Roma	16	3	9	4	16	
ECHO	19				0	19
Headway	25	7	10		17	8
Headway carers	7		2		2	5
St Michaels Hospice	13				0	13
HSUG	11	4	4		8	3
Eastern European Workers	17	13			13	4
Talent Match	10		10		10	
<b>Sub total</b>	<b>180</b>	<b>34</b>	<b>52</b>	<b>10</b>	<b>96</b>	<b>84</b>
Public survey	55	31	8	12	51	4
<b>TOTALS</b>	<b>235</b>	<b>65</b>	<b>60</b>	<b>22</b>	<b>147</b>	<b>88</b>
		<b>Yes</b>	<b>No</b>	<b>Don't know</b>		
<b>% all answered</b>		<b>44%</b>	<b>41%</b>	<b>15%</b>		
<b>% equalities groups</b>		<b>35%</b>	<b>54%</b>	<b>10%</b>		
<b>% general public</b>		<b>44%</b>	<b>41%</b>	<b>15%</b>		



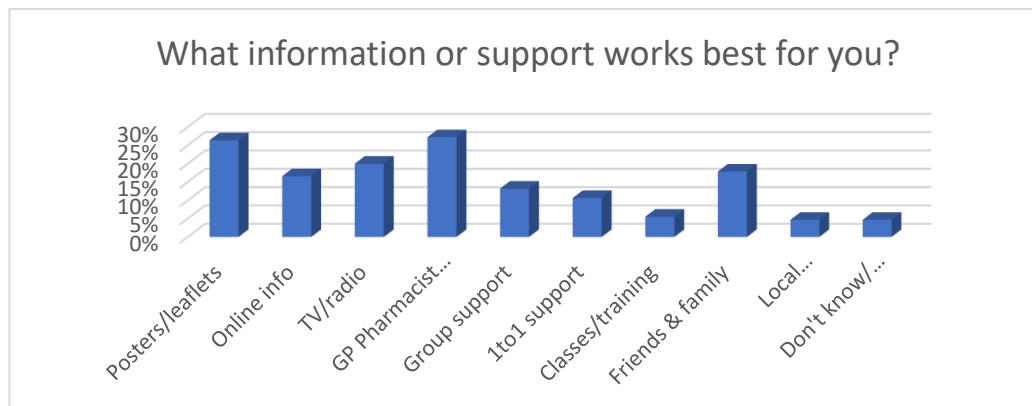
**Q4 What information or support works best for you? (multiple choice)**

	Posters/leaflets	Online info	TV/radio	GP Pharmacist or nurse	Group support	1to1 support	Classes/training	Friends & family	Local wellbeing info	Don't know/don't use	Answered	
No Wrong door	62	6	6	1	1			4	1	5	24	
Gypsy/Roma	16				1						1	
ECHO	19	19	19	19	19	1	2	6	4		89	
Headway	25	5	12	6		12					35	
Headway carers	7	3	2	1	2				2		10	
St Michaels Hospice	13										0	
HSUG	11	7	2		1			5			15	
Talent Match	10	0	2	1	4	5	3	4	0	2	26	
Eastern European Workers	17		1								1	
<b>Sub total</b>	<b>180</b>	<b>40</b>	<b>13</b>	<b>34</b>	<b>33</b>	<b>25</b>	<b>18</b>	<b>5</b>	<b>19</b>	<b>7</b>	<b>7</b>	<b>201</b>
Public survey	55	22	26	13	31	6	7	8	23	4	4	144
<b>TOTALS</b>	<b>235</b>	<b>62</b>	<b>39</b>	<b>47</b>	<b>64</b>	<b>31</b>	<b>25</b>	<b>13</b>	<b>42</b>	<b>11</b>	<b>11</b>	<b>345</b>

**What works best?**

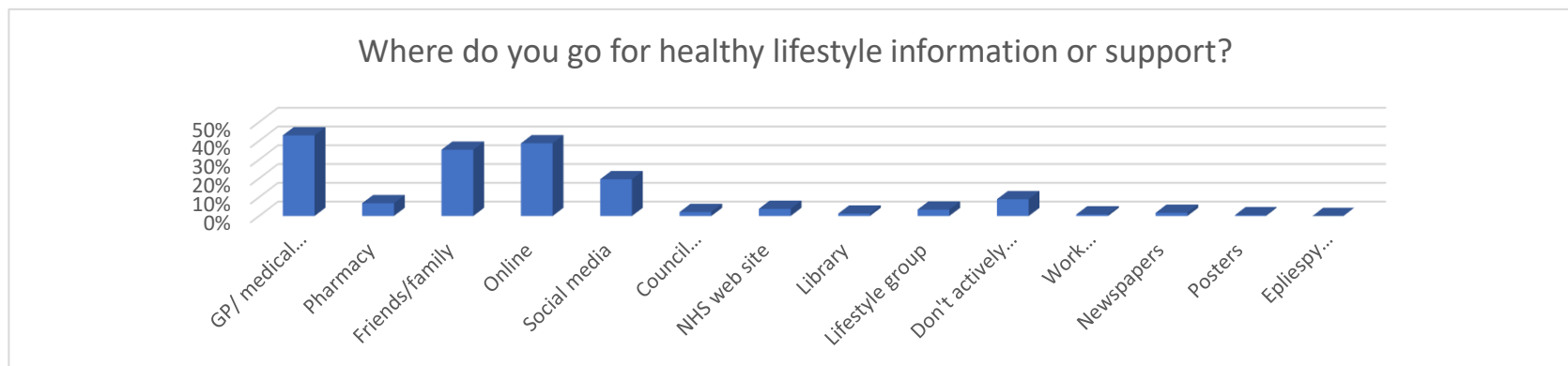
Totals % answered

	Posters/leaflets	Online info	TV/radio	GP Pharmacist or nurse	Group support	1to1 support	Classes/training	Friends & family	Local wellbeing info	Don't know/don't use
Totals % answered	26%	17%	20%	27%	13%	11%	6%	18%	5%	5%



**Q5 Where do you go for healthy lifestyle information or support (multiple choice)**

	GP/ medical professional	Pharmacy	Friends /family	Online	Social media	Council website	NHS web site	Library	Lifestyle group	Don't actively look	Work colleagues	Newspapers	Posters	Epilepsy specialist
No Wrong Door	62	39	39	24	22	0	0	0	0	0	0		0	0
Gypsy/Roma	16	3	1	1	4	0	0	0	0	10	0	0	0	0
ECHO	19	0	0	0	0	0	0	0	0	0	0	0	0	0
Headway	25	20	4	14	0	0	0	0	0	0	0	0	0	0
Headway carers	7	0	0	0	0	0	0	0	0	0	0	0	0	0
St Michaels Hospice	13	4	0	2	5	0	0	0	0	0	2	3	1	0
HSUG	11	4	0	0	9	9	0	0	0	0	0	1	0	0
Talent match Eastern European Workers	10	4	1	4	4	2	1	2	0	1	0	0	0	1
sub total	<b>180</b>	<b>75</b>	<b>6</b>	<b>67</b>	<b>53</b>	<b>34</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>0</b>
Public survey	55	26	10	16	38	12	3	9	3	8	11	0	0	0
<b>TOTALS</b>	<b>235</b>	<b>101</b>	<b>16</b>	<b>83</b>	<b>91</b>	<b>46</b>	<b>5</b>	<b>9</b>	<b>3</b>	<b>8</b>	<b>21</b>	<b>2</b>	<b>4</b>	<b>0</b>
<b>% totals</b>	<b>43%</b>	<b>7%</b>	<b>35%</b>	<b>39%</b>	<b>20%</b>	<b>2%</b>	<b>4%</b>	<b>1%</b>	<b>3%</b>	<b>9%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>



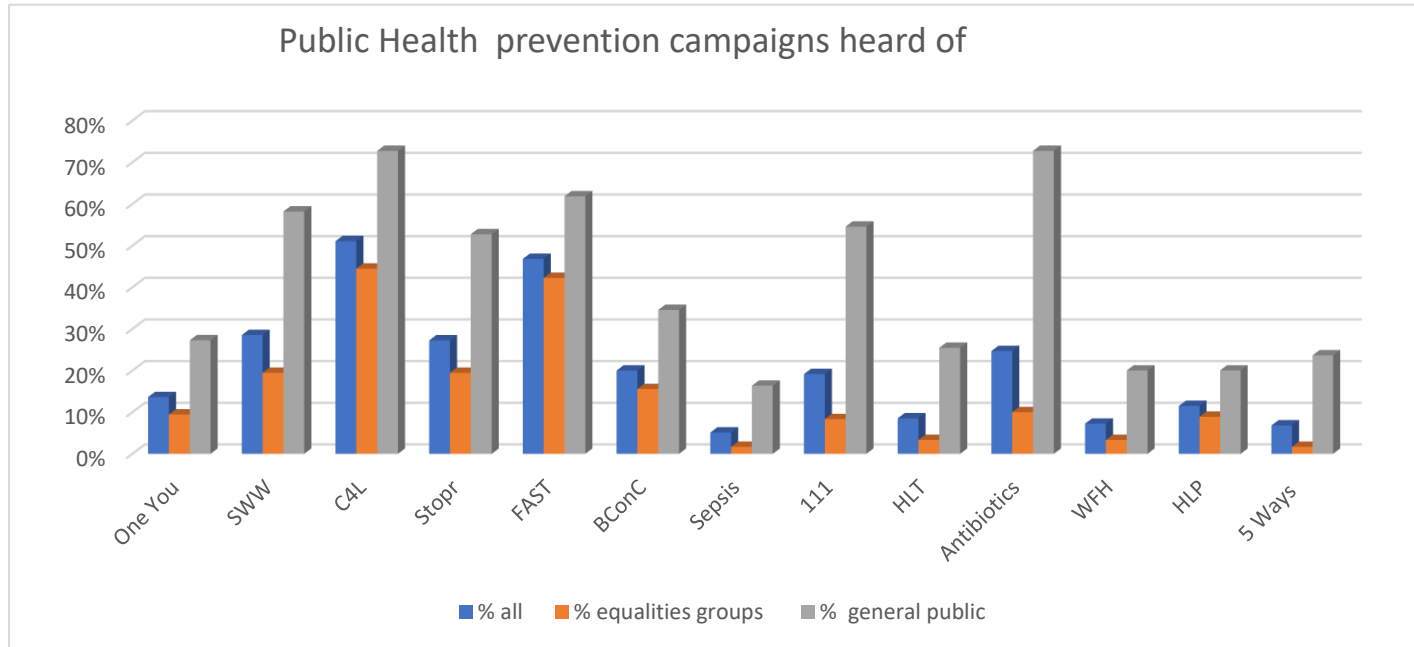
### Q6 Public Health prevention campaigns heard of (multiple choice)

	One You	Staywell Winter	Change 4 life	Stopober	FAST	Be clear on Cancer	Sepsis	111	Healthy Lifestyle trainer	Antibiotics	Walking for Health	Healthy Living Pharmacies	5 ways to wellbeing	Total campaigns heard of	
No Wrong Door	62	0	4	41	10	8	5	0	5	0	5	0	5	0	83
Gypsy/Roma	16	3	7	0	0	11	3	1	2	0	0	0	0	0	27
ECHO	19	0	4	10	7	12	7	0	3	1	4	2	7	0	57
Headway	25	3	10	7	11	20	0	0	0	0	0	0	0	0	51
Headway carers	7	0	3	5	1	6	4	0	4	3	5	2	2	0	35
St Michaels Hospice	13	0	1	1	1	1	2	2	1	0	0	0	0	0	9
HSUG	11	8	3	3	0	9	3	0	0	0	0	0	0	1	27
Eastern European Workers	17	1	3	4	0	3	0	0	0	0	0	1	0	0	12
Talent Match	10	2	0	9	5	6	4	0	3	2	4	1	2	2	40
<b>Sub total</b>	<b>180</b>	<b>17</b>	<b>35</b>	<b>80</b>	<b>35</b>	<b>76</b>	<b>28</b>	<b>3</b>	<b>15</b>	<b>6</b>	<b>18</b>	<b>6</b>	<b>16</b>	<b>3</b>	<b>338</b>
Public survey	55	15	32	40	29	34	19	9	30	14	40	11	11	13	297
<b>TOTALS</b>	<b>235</b>	<b>32</b>	<b>67</b>	<b>120</b>	<b>64</b>	<b>110</b>	<b>47</b>	<b>12</b>	<b>45</b>	<b>20</b>	<b>58</b>	<b>17</b>	<b>27</b>	<b>16</b>	<b>635</b>

	One You	SWW	C4L	Stopr	FAST	BConC	Sepsis	111	HLT	Antibiotics	WFH	HLP	5 Ways
<b>% all</b>	<b>14%</b>	<b>29%</b>	<b>51%</b>	<b>27%</b>	<b>47%</b>	<b>20%</b>	<b>5%</b>	<b>19%</b>	<b>9%</b>	<b>25%</b>	<b>7%</b>	<b>11%</b>	<b>7%</b>
<b>% equalities groups</b>	<b>9%</b>	<b>19%</b>	<b>44%</b>	<b>19%</b>	<b>42%</b>	<b>16%</b>	<b>2%</b>	<b>8%</b>	<b>3%</b>	<b>10%</b>	<b>3%</b>	<b>9%</b>	<b>2%</b>
<b>% general public</b>	<b>27%</b>	<b>58%</b>	<b>73%</b>	<b>53%</b>	<b>62%</b>	<b>35%</b>	<b>16%</b>	<b>55%</b>	<b>25%</b>	<b>73%</b>	<b>20%</b>	<b>20%</b>	<b>24%</b>

### average campaigns heard of

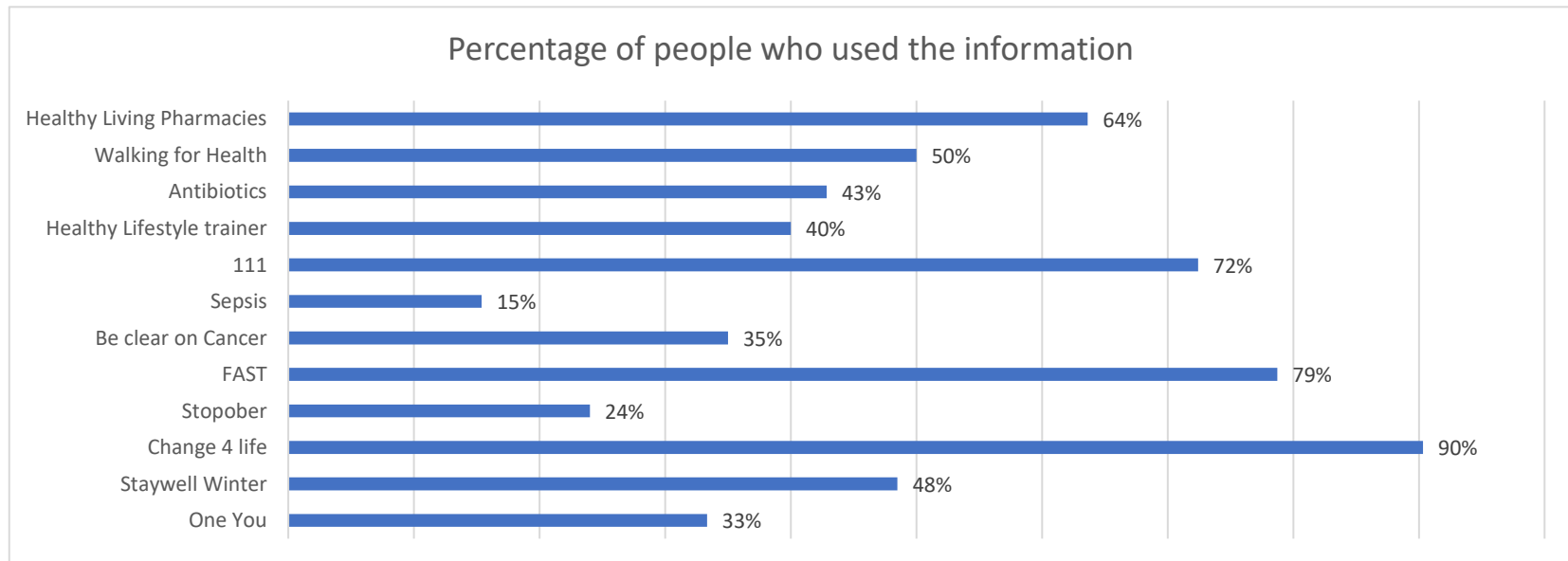
<b>Equalities Groups</b>	<b>1.9</b>
<b>General Public</b>	<b>5.4</b>



**Q6A Was the information used? (If heard of the campaign)**

All groups combined

	One You	Staywell Winter	Change 4 life	Stopober	FAST	Be clear on Cancer	Sepsis	111	Healthy Lifestyle trainer	Antibiotics	Walking for Health	Healthy Living Pharmacies
Used (made a difference)	9	16	28	6	37	7	2	21	4	9	7	7
Not used (did not make a difference)	18	17	3	19	10	13	11	8	6	12	7	4
<b>TOTALS</b>	<b>27</b>	<b>33</b>	<b>31</b>	<b>25</b>	<b>47</b>	<b>20</b>	<b>13</b>	<b>29</b>	<b>10</b>	<b>21</b>	<b>14</b>	<b>11</b>
Percentage used	33%	48%	90%	24%	79%	35%	15%	72%	40%	43%	50%	64%

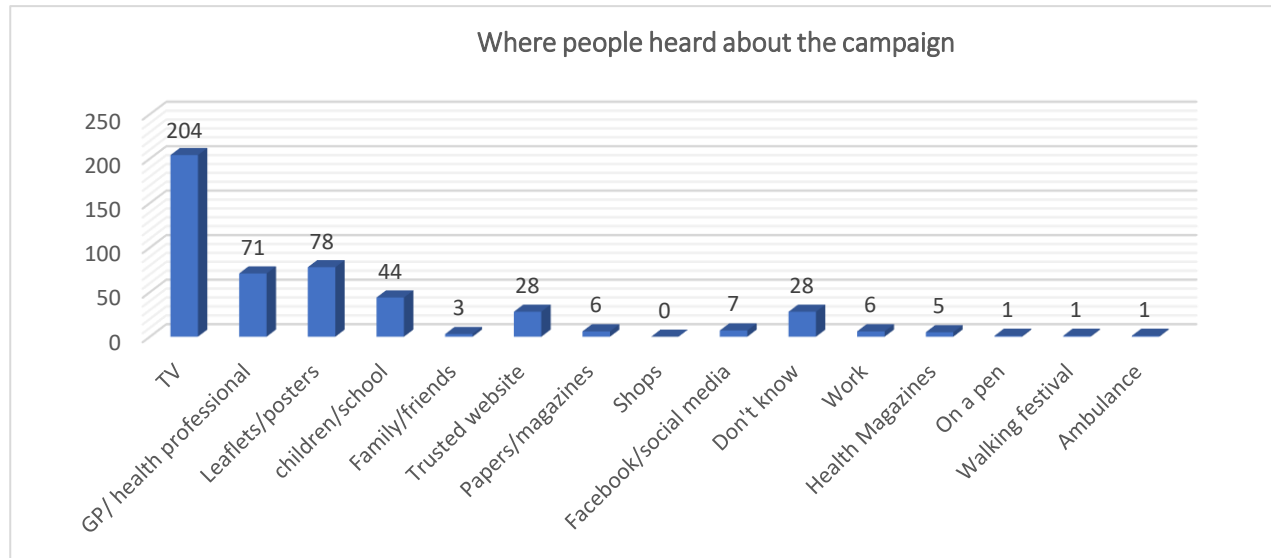


**Q7Where did you hear about the campaigns?**

(multiple choice)

All groups combined

	total count	One You	Staywell Winter	Change 4 life	Stopober	FAST	Be clear on Cancer	Sepsis	111	Healthy Lifestyle Trainer	Antibiotics	Walking for Health	Healthy Living Pharmacies	5 ways to wellbeing
TV	204	3	16	24	26	67	24	1	11		22	4	4	2
GP/ health professional	71	6	11	8	15	3	4	4	9		5	3	1	2
Leaflets/posters children/school	78	2	15	9	5	11	4	5	8		5	8		5
Family/friends	44		1	32	11									1
Trusted website	3	1					1							1
Papers/magazines	28	2	4	3		1	2	2	4		1	2	1	2
Shops	6		1		1			2			1	1		
Facebook/social media	0													
Don't know	7		2	2		1	1	1						
Work	28		2	10	4		2		3		3			4
Health Magazines	6	4		2										
On a pen	5				2									2
Walking festival	1		1											1
Ambulance	1								1					
<b>Totals</b>		<b>18</b>	<b>53</b>	<b>90</b>	<b>64</b>	<b>83</b>	<b>38</b>	<b>15</b>	<b>36</b>		<b>11</b>	<b>39</b>	<b>8</b>	<b>20</b>



**Q8 Any issues that should have a campaign or more information desired**

Yes	34
No	58
Don't know	4
Not answered	158

**Campaigns desired**

Antibiotic campaign aimed at GP's	1
Brain injuries	2
Breastfeeding	1
Cervical Screening	1
Dementia awareness	1
Diabetes	1



Disposal of medication	1
Health and social care info in one place	4
Immunisation	1
Invisible disabilities	1
Lifestyle campaigns	1
More face to face support	1
More information on social care	4
More money for the NHS	1
Not specified	6
pharmacies	1
Positive health campaigning not scare mongering	1
Sight loss from UV	1
smear tests young people	1
Social Prescribing	1
Stroke	1
Testicular cancer	1