

## The Royal Norfolk Show Public Survey 2007

Survey Preferences, use of email, and  
Awareness of the Referral to Clinical Advisor Process.

**Author:** Victoria Maillardet, Trust Patient Survey Coordinator  
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# Executive Summary

## Introduction

For the first time last year, a survey of members of the public was conducted at the Royal Norfolk Show at the Trust display stand. The show attracts a wide range of people of all ages and as such provides a good opportunity to meet the public, and to educate them about the work of the Trust. This is a prime opportunity to conduct a face- to- face interview survey to find out the views of members of the public. The success of the 2006 survey was encouraging and led to the Trust wanting to emulate this again in 2007. Topics covered in this survey included preference for different types of surveys, willingness to give the Trust an email address, and knowledge of the referral of cat C calls to a clinical advisor system. At the same time a survey was also conducted to investigate members of the public's views on response times, results of which will be discussed in the report "*The Royal Norfolk Show Public Survey 2007- Response Times.*"

## Methodology

### **Objectives:**

- To involve patients and public in the care and services they receive.
- To find out the public's views on different types of surveys.
- To find out the public's awareness of the referral of cat 'C' calls to the clinical advisor system.

**Sample:** Members of the public visiting the East of England Ambulance Service NHS Trust stand at the Royal Norfolk Show on Wednesday 27<sup>th</sup> June 2007 were randomly selected by the interviewers. This year with two interviewers the sample could be doubled, with 100 participants answering questions for the survey by being interviewed.

**Method:** Questions were written and answer sheets produced to record participants responses. The Trust Patient Survey Coordinator and Clinical Specialist (Quality) attended the Norfolk Show on Wednesday 27<sup>th</sup> June 2007 and asked random members of the public who were visiting the Ambulance Trust stand if they would mind answering some questions for an Ambulance Trust survey. Participant's answers were recorded on the answer sheets by the interviewer. After a day of collecting the views of members of the public the results were collated and analysed and this report written.

## Conclusions

Postal surveys continue to be members of the public's method of choice when asked in what way they would prefer their views to be collected. The largest percentage of participants gave this response but interestingly there is potential for the Trust to look at different methods for conducting surveys with 63.5% of patients choosing a method other than postal. The percentage of participants who would be willing to give out their email address is the same as the percentage of participants who do not have an email address. Therefore, it appears that any survey conducted by email or using the internet will exclude a large proportion of the population.

When asked about their awareness of the referral of cat 'C' calls to a clinical advisor an encouraging 50% of participants answered that they had heard of this process showing that publicity of this relatively new system appears to be having a positive effect.

# Contents

	<u>Page</u>
<b>Introduction</b>	<b>4</b>
Methodology	4
Objectives	4
Sample	4
Method	4
Ethical Considerations	4
<b>Results</b>	<b>5</b>
<b>Demographics</b>	<b>5</b>
Use of the Ambulance Trust	5
Survey Preference	6
Email Addresses	7
Awareness of cat 'C' referral to Clinical Advisor	8
<b>Conclusion</b>	<b>8</b>

## Introduction

For the first time last year a survey of members of the public was conducted at the Royal Norfolk Show at the Trust display stand. The show attracts a wide range of people of all ages and as such provided a good opportunity to meet the public, and to educate them about the work of the Trust. This is a prime opportunity to conduct a face-to-face interview survey to find out the views of members of the public. The success of the 2006 survey was encouraging and led to the Trust wanting to emulate this again in 2007. The 2006 survey focused on how the Trust could increase the response rate to patient surveys. This year the survey was broader in the subjects it covered asking patients about topics of particular interest at the Trust at this time. This included preference for different types of surveys, willingness to give the Trust an email address, and knowledge of the referral of cat 'C' calls to a clinical advisor system. At the same time a survey was also conducted to investigate members of the public's views on response times, results of which will be discussed in the report "*The Royal Norfolk Show Public Survey 2007- Response Times.*"

## Methodology

### **Objectives:**

- To involve patients and public in the care and services they receive.
- To find out the public's views on different types of surveys.
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### **Sample:**

Members of the public visiting the East of England Ambulance Service NHS Trust stand at the Royal Norfolk Show on Wednesday 27<sup>th</sup> June 2007 were randomly selected by the interviewers. This year with two interviewers the sample could be doubled, with 100 participants answering questions for the survey by being interviewed. However, there is a bias in this sample. Firstly, all participants were selected from the public visiting the stand and therefore are more likely to have been people with an interest in the NHS. Secondly, while the interviewers chose participants at random there will have been an unintentional bias in who the interviewer asked, e.g. people who looked like they would be happy to stop and talk.

### **Method:**

Questions were written and answer sheets produced to record participants responses. The Trust Patient Survey Coordinator and Clinical Specialist (Quality) attended the Norfolk Show on Wednesday 27<sup>th</sup> June 2007 and asked random members of the public who were visiting the Ambulance Trust stand if they would mind answering some questions for an Ambulance Trust survey. Those members of the public who agreed were then asked four questions by an interviewer who then recorded participants' answers on the answer sheet. After a day of collecting the views of members of the public the results were collated and analysed and this report written.

### **Ethical Considerations:**

The survey was conducted in line with the Trust Policy on obtaining patient feedback. The public were asked if they would like to participate in a survey for the Ambulance Trust and no personal identifying details were recorded.

## Results

Where possible when the same or similar questions have been asked, the results of this 2007 survey are shown with the results of the 2006 Royal Norfolk Show public survey for comparison purposes.

### Demographics

100 members of the public walking by or visiting the Ambulance Trust stand at the Royal Norfolk Show were asked to participate in the survey. The demographics of the 100 participants were as follows:

**Gender:**

Male 37/100 (37%)

Female 42/100 (42%)

Not Recorded 21/100 (21%)

**Age:**

Participants were not asked their age. However, participants were categorised into age groups by the interviewer to give a general idea of their age.

Child: 4/100 (4%)

Young Adult: 10/100 (10%)

Adult: 54/100 (54%)

Elderly Adult: 15/100 (15%)

Not recorded: 17/100 (17%)

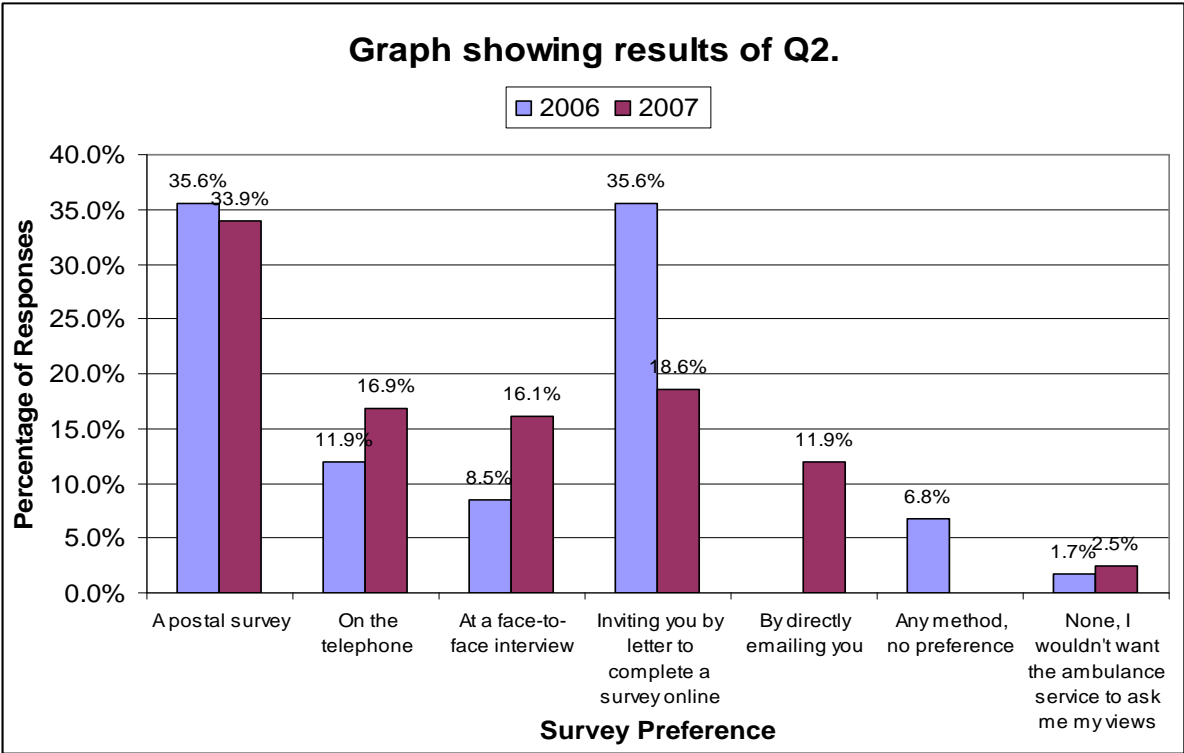
### Q1) Have you ever been attended by the ambulance service?

Response	Year	
	2006	2007
Yes	22/51 (43.1%)	43/100 (43.0%)
No	29/51 (56.9%)	57/100 (57.0%)
Total	51	100

The percentage of participants who have been attended by the ambulance service was almost exactly the same in both years that a survey at the Norfolk Show has been conducted.

Q2) The ambulance service regularly conducts surveys to find out the views of patients and the public. There are several different ways in which we could do this. Which of these would you prefer?

Response	Year	
	2006	2007
A postal survey	21/59 (35.6%)	40/118 (33.9%)
On the telephone	7/59 (11.9%)	20/118 (16.9%)
At a face-to-face interview	5/59 (8.5%)	19/118 (16.1%)
Inviting you by letter to complete a survey online	21/59 (35.6%)	22/118 (18.6%)
By directly emailing you	N/A	14/118 (11.9%)
In any method, no preference	4/59 (6.8%)	N/A
None, I wouldn't want the ambulance service to ask me my views	1/59 (1.7%)	3/118 (2.5%)
Total number of responses	59	118



This question was asked in both the 2006 and 2007 surveys however, the response options to the question were slightly different hence there are two responses where one of the surveys was not applicable.

In both years postal surveys received the highest percentage of responses however, in 2006 the same percentage of participants also answered that they would prefer to complete a

survey online. Significantly fewer participants gave this response in 2007 however, online surveys still received the second highest percentage of responses out of all the options.

In 2007 there is a much more even spread of response between the different survey options. If the percentage of responses for options other than postal surveys are added together the percentage of participants preferring other methods is in total higher than the percentage preferring postal surveys.

Postal surveys 33.9%  
Other survey options 63.5%

While these results show the majority of the participants would prefer different survey methods other than postal, postal surveys still appear to be the largest preference with a significant percentage of participants showing preference for this option. This supports the current work of the Trust to continue with postal surveys as the primary method for obtaining patient feedback. However, it does also show there is scope to diversify which may increase survey response rates and encourage a wider range of people to participate.

Q3) If you were attended by the ambulance trust you would be asked to provide us with your home address and telephone number, would you be happy to also give us your email address?

This question was only asked in this 2007 survey.

Response	2007 Result	
	Number of responses	Percentage
Would give email address	43	43.0%
Would not give email address	14	14.0%
Do not have an email address	43	43.0%
Total number of responses	100	-

It can be seen that while 43.0% of participants would be happy to give the Trust their email address, equally 43% of participants do not have an email address. It could also be assume that the majority of the 43% who don't have email addresses probably do not have access to the internet. In 2006 a survey conducted on behalf of the Office for National Statistics showed 57% of households had access to the internet in Great Britain. Therefore fewer participants in our sample have access to the internet than the nation figures would suggest. If this is representative of the general Norfolk population then this is a highly significant fact to consider when conducting feedback surveys online as a sizeable proportion of the population would be excluded from participation.

Q4) Are you aware that when you call the ambulance service, if your condition is considered non life threatening you may be passed on to a clinical advisor who rather than send you an ambulance may give medical advice over the telephone or advise that you attend hospital by your own means?

Out of the 100 participants 50/100 = 50% were aware of the referral to clinical advisor system and 50/100 = 50% were not aware.

This is quite a positive result with more people being aware of the referral to clinical advisor system than would be expected. More publicity of this system may be required to change the percentage of people aware of this service into the majority. Greater publicity of this service has also been noted as an action point on the Referral to Clinical Advisor Patient Survey that was conducted earlier this year. Currently, there has been no action taken but it is planned for the near future.

## Conclusion

Postal surveys continue to be members of the public's method of choice when asked in what way they would prefer their views to be collected. The largest percentage of participants gave this response but interestingly there is potential for the Trust to look at different methods for conducting surveys with 63.5% of patients choosing a method other than postal.

If the Ambulance Trust is going to diversify in the ways it conducts surveys it is also important to consider restrictions to this. As the results of question 3 have shown, the percentage of participants who would be willing to give out their email address is the same as the percentage of participants who do not have an email address. Therefore, it appears that any survey conducted by email or using the internet will exclude a large proportion of the population.

When asked about their awareness of the referral of cat 'C' calls to a clinical advisor an encouraging 50% of participants answered that they had heard of this process showing that publicity of this relatively new system appears to be having a positive effect. However, more publicity may be necessary to increase this percentage so the number of people aware of this system becomes a majority. The Trust Communications Team has publicity of this service planned for the near future. It will be interesting to observe in future projects whether this publicity has increased public awareness of the referral to clinical advisor process.