

INFORMATION ABOUT PUBLICISING THE NATIONAL CHILDREN AND YOUNG PEOPLE'S INPATIENT AND DAY CASE SURVEY 2016

THE CO-ORDINATION CENTRE FOR THE
NHS PATIENT SURVEY PROGRAMME

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1 Publicising the survey

1.1 Pre-survey communication with staff

The best way to ensure your survey is a success is to work hard in the beginning to involve those people who have the most impact on patients' experiences and who will be responsible for responding to the results of the survey.

Keeping everyone informed

Notify as many staff members as possible about the survey in case patients contact the trust asking questions about the questionnaire they have received. Patients can be expected to ask receptionists, doctors, nurses, patient liaison officers, or the Chief Executive's office about the survey, even when your covering letters give contact details for the survey manager(s) and the dedicated helpline. Notify front line staff and executive offices that a survey is being conducted, and give them the name and number of a contact person. Survey manager(s) should be prepared to respond to these calls quickly.

Staff could be notified of the survey through a variety of methods:

- Electronic (e.g. e-bulletins, website, intranet)
- Paper-based (e.g. staff briefings, newsletters, flyers, posters)
- Face-to-face (e.g. meetings, presentations and events)

Appendix 1: Suggested text for pre-survey communication with staff includes information which you can tailor for publicising the survey to staff.

1.2 Publicising the survey externally

It is important that the national surveys are publicised and responses encouraged so that as many patients' voices are heard as possible. To help promote involvement and maximise response rates, and to give the opportunity to opt out, the survey can be publicised to patients and the public through a number of ways, for example:

- Send a press release to the local media to raise awareness of the survey and gain publicity just before the survey takes place. Information to help you draft a press release is shown in Appendix 2. Talk to your hospital's press office for more ways in which you can gain publicity locally.
- Put up posters around the hospital which show the importance the trust places on gathering patient feedback. To be most effective at increasing your response rate, posters should be put up in the hospital during the sampling period (November and December 2016). A poster is available on the NHS surveys website at: <http://www.nhssurveys.org/survey/1835>
- A flyer has also been designed to help trusts advertise the survey. This can be printed out and given to inpatient and day case patients aged 8-15 years that attend or visit your hospital during the sample months. Distributing the flyer during the sampling months may help your trust increase the number of responses that it receives to the survey. The flyer is available here: <http://www.nhssurveys.org/survey/1834>
- Consider using social media such as twitter or other local social media to publicise the survey.

2 Appendices

Appendix 1 Suggested text for pre-survey communication with staff

Example titles:

What do our patients think about us?

Getting patients' views on the quality of care in [trust name]

Understanding patients' experiences in [trust name]

Patient views vital to drive service improvements in [trust name]

We [or NHS Trust name / Hospital name] will soon be carrying out a survey to find out what children, young people and their parents think about the care that we provide. The survey is part of the national NHS patient survey programme.

When is the survey happening?

Questionnaires will be posted to a sample of patients in early 2017. A reminder letter will be sent soon after to those who have not responded.

Those who receive a questionnaire are being asked about various aspects of their care, including [arrival at hospital, the quality of care and treatment, pain management, communication with doctors and nurses, information, and the hospital environment.]

Who is the questionnaire being sent to?

The questionnaire will be sent to up to 1250 patients, aged 15 years or younger, who attended hospital as either an inpatient or a day case patient in November or December 2016. [An external survey contractor, {name}, is administering the survey so that patients' responses are anonymous].

How have we used the results from previous survey?

Results from the children and young people's survey 2014 helped to identify areas where there was most room for improvement [a summary of the key findings from the previous survey and how the trust acted on the results can be inserted here].

When will the results of this survey be available?

The results of the 2016 survey will be available from [location of where results will be published or shared with staff] in late 2017. The survey findings will be reported in [format, e.g. a summary report, at a meeting etc...]. We will work with our staff and patients to use the feedback from this survey to help improve patient's experiences at the trust.

Where can I find out more?

Please contact [lead survey name and contact details].

Appendix 2 Suggested text for pre-survey article for external media

Example titles:

[NHS Trust name] seeks patient views

Patient views vital to drive service improvements in [NHS Trust name]

Your chance to tell [NHS Trust name] about quality of care

We [NHS trust name] want to hear about your care

[NHS Trust name] is carrying out a survey to find out what children, young people and their parents think about the care received when they were in hospital. The trust plans to use this feedback to improve patients' experiences. [NHS Trust name] will use the results of the survey to highlight areas where they perform well and to identify the areas where they need to improve.

Children and young people who attended [Hospital A or Hospital B] as either an inpatient or a day case in November or December 2016 may receive a questionnaire in early 2017 that asks them about their experiences. They will be asked about various aspects of their care, including [arrival at hospital, the quality of care and treatment, communication with doctors and nurses, information received, and the hospital environment.]

People's responses are anonymous and the results of the survey will be presented in a form that does not allow any individual's answers to be identified.

[A senior executive at the trust] says "We hope that our patients will take the time to help us with this survey. Their views are vital in helping us to find out how we are doing and how we can improve. This is an excellent way for patients and their parents to help shape the services we provide in the future."