

Community Mental Health Survey 2018:

Survey materials development

This is the second Patient Survey Coordination Centre e-bulletin to trusts and outlines information regarding survey material development. All e-bulletins can be found on the NHS Surveys website: www.nhssurveys.org/surveys/1118

Pilot work – new survey materials developed

Many thanks to those trusts who volunteered to take part in the pilot work we carried out alongside the 2017 Community Mental Health Survey. It is important for trusts and CQC that the survey generates good response rates and encourages response from known lesser-heard groups: in the case of the Community Mental Health Survey those aged 18-35 are far less likely to respond, and to a lesser degree, those from a black or minority ethnic background. Getting similar proportions of response from key demographic groups means that the reported experiences are reflective of your user population.

The pilot work tested four approaches: a new pre-approach mailer, redesigned covering letters, redesigned questionnaire and redesigned CQC flyers. We are pleased to report that two of the pilot interventions were successful in increasing response rates overall, from younger service users and from people of a non-white ethnic background. A report of the findings (and the piloted survey materials which can be found in the appendix) is on our website here: www.nhssurveys.org/survey/2013

This is exciting news in the development of the survey: due to their success we made the recommendation to CQC that the new covering letters and questionnaire be used as standard in the 2018 Community Mental Health Survey. Both are printed in full colour which will have some impact on costs to trusts from contractors. However, as well as the significant benefits to response rates and demographic representation outlined above, the new survey materials encouraged more people to respond after the first mailing, thereby reducing paper waste.

As printing covering letters and questionnaires in colour will incur additional costs to trusts from contractors, it is important to us that any innovations to the survey are viable for trusts to undertake. We would therefore welcome feedback from you on the proposed move to printing covering letters and questionnaires in colour. If you would like to provide feedback, please can we request this is submitted to us no later than **Friday 24th November**.

If you would like to provide feedback or would like more information, please contact the Patient Survey Coordination Centre via email mentalhealth@surveycoordination.com or call us on 01865 208127.

Kind Regards,

The Survey Coordination Centre