

Results of Healthwatch Worcestershire “Awareness of the Care Act 2014” Snapshot Survey

November 2016

Healthwatch Worcestershire,
Civic Centre, Queen Elizabeth Drive,
Pershore,
Worcestershire,
WR10 1PT
Tel. 01386 550 264
Email: info@healthwatchworcestershire.co.uk

About Healthwatch Worcestershire

Healthwatch Worcestershire provides an independent voice for people who use publicly funded health and social care services. Our role is to ensure that people's views are listened to and fed back to service providers and commissioners in order to improve services.

1. Why did we undertake our Snapshot Survey?

The Care Act 2014 changes the way that the social care system will work in the future. Under the Act local authorities must:

“Establish and maintain a service for providing people in its area with information and advice relating to care and support for adults and support for carers”¹

This requirement came into effect on 1st April 2015.

During the second half of 2015/16 Healthwatch Worcestershire (HWW) undertook a “light touch” piece of work to find out more about the extent to which people had heard of the Care Act, and how they would find information about it. We also wanted to know about people's use of and preference for online sources of information. HWW put together a short survey asking about this. It was intended to be a quickly completed “snapshot” of views.

Of particular interest was how people from Black, Asian and Minority Ethnic communities (BAME) communities accessed information, given previous feedback provided to Healthwatch Worcestershire about the difficulties experienced by these communities, particularly in accessing on line information. Recognising that the views of people from Black Asian and Minority Ethnic (BAME) Communities are often underrepresented Age UK Herefordshire and Worcestershire (Age UK HW) were commissioned by Healthwatch Worcestershire to assist us in our engagement with these communities.

Both HWW and Age UK HW took the opportunity during 2015 / 2016 to carry out the Survey. Although the Survey was available on the internet it was mostly used as a way of engaging with people face to face, often as a conversation starter to explore other views about Health and Social Care.

Information from this Survey has been used to inform our “Spotlight On” Report - Communication with Black, Asian & Minority Ethnic Communities, November 2016.

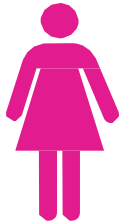
¹ Care and Support Act Statutory Guidance, para 3.2

2. How did we undertake the Survey?

2.1 Total Respondents

We collected a total of **202 responses**. This was predominantly through face to face engagement (168), with a further 34 surveys completed on line.

63% (113) of respondents to the Survey were women and 37% (66) were men.



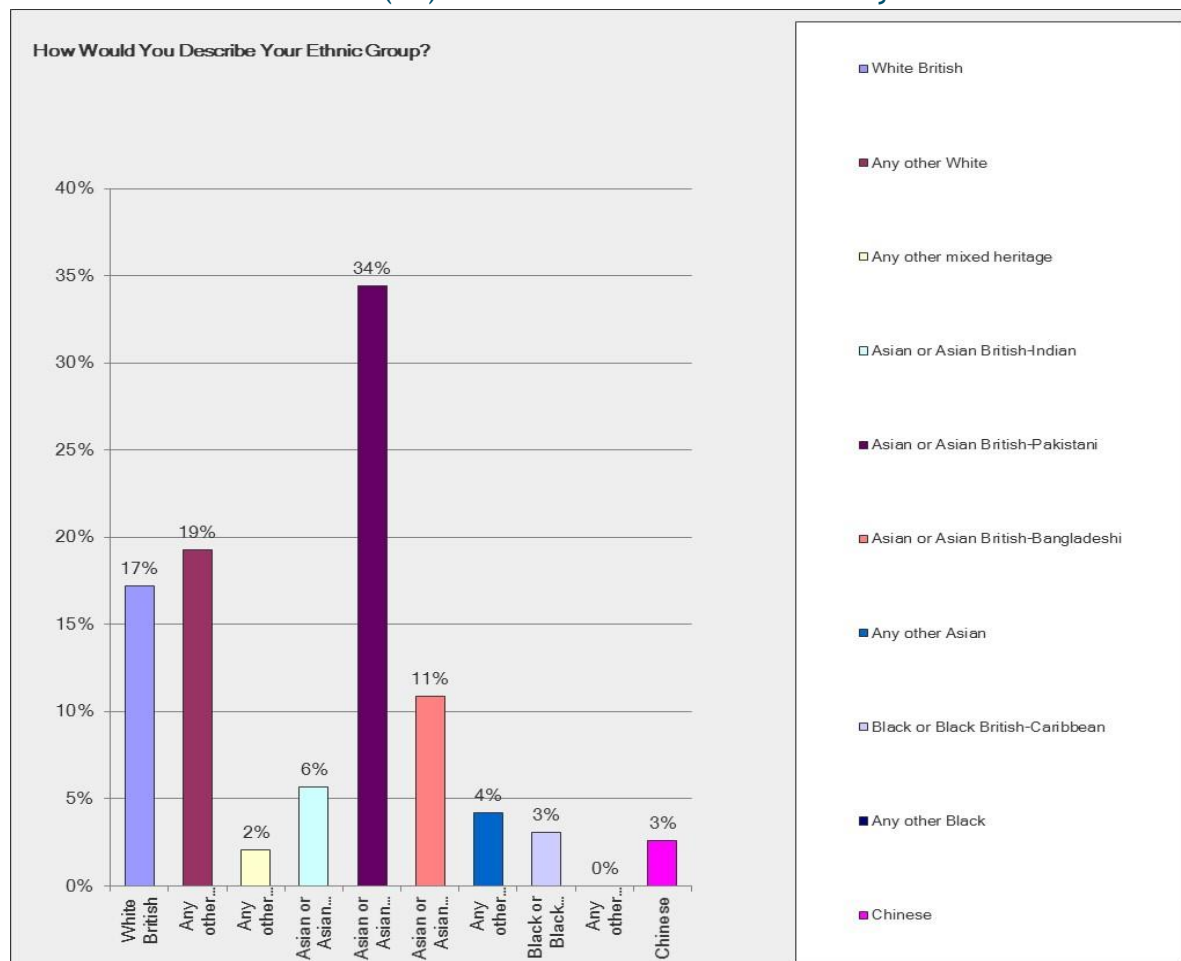
63%



37%

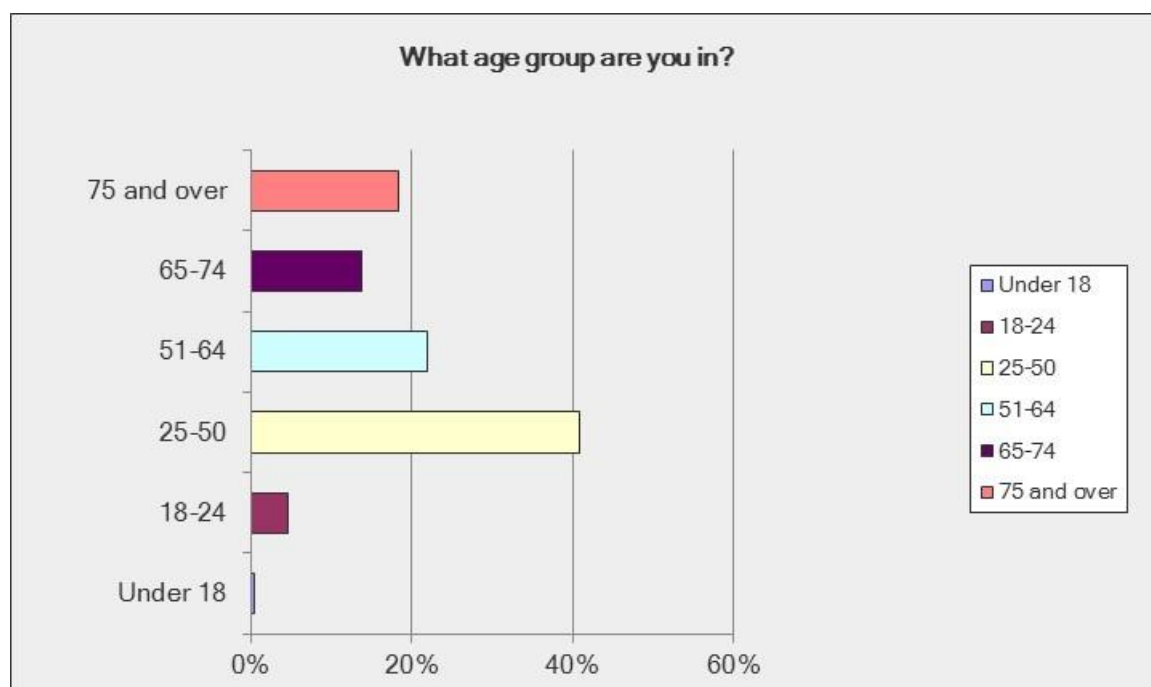
Breakdown by ethnicity

191 respondents to the Survey told us their ethnicity. 55% (106) described themselves as “Asian”, 39% (74) described themselves as “White”, 3% (6) as “Black/ Black British Caribbean”, and 3% (5) as “Chinese. The Graph below provides further detail. Of the people who described themselves as Asian 34% (66) were from the Pakistani / British Pakistani community. A breakdown of the ethnicity of people who selected “Any Other White” can be found at Appendix One. This shows that 59% (22) are from the Polish community.



Breakdown by Age

We asked people who responded to the Survey to indicate which age bracket they belonged to. Of the 196 people who answered this question 6% (10) are under 24, 41% (80) are in the 25 - 50 age range, 22% (43) of respondents are aged between 51- 64, 14% (27) are aged 65 - 74 and 18% (36) are 75 and over.



NOTE

Not all questions were answered by all respondents. When non-response is present, percentages are reported based on the numbers answering the question.

Results have been rounded to the nearest whole number, therefore will not always sum to 100%.

3. Awareness of the Care Act 2014 - Results

A. Had people heard of the Care Act 2014?

We asked people if they had heard of the Care Act 2014. 91% had not heard of the Act, whilst 9% had.

Results were similar for Black, Asian and Minority Ethnic (BAME) communities, with 94% of people from BAME communities saying that they were not aware of the Act whilst 6% had.

B. Did people know about the main changes the Act brought in?

We asked people did they know what were the main changes that the Act brought in. 93% were not aware of the changes the Act would bring in, whilst 7% were aware.

C. Awareness of WCC Your Life - Your Choice website

We asked if people had heard of the County Councils Your Life Your Choice website, which provides people with information and advice about health and social care in Worcestershire.

94% had not heard of the Your Life Your Choice website, whilst 6% had heard of the site.

Of those that had heard of the website 4 people had used the site. 3 people found the site moderately easy to use, whilst 1 person found it somewhat hard.

4. Awareness of the Care Act 2014 - Summary

The results show that there is not a high level of awareness of the Care Act 2014.

This is perhaps not a surprising result in the general population, but given that the majority of people completing the Survey are aged 51 + (54%) it suggests that if the focus on the promotion of well-being in the Act is to be effectively addressed more widespread information about the Act, and in particular people's rights and entitlements under it, may be required.

HWW understand that the Your Life Your Choice website has had a "soft" launch but has not as yet been widely advertised to the general public. The low level of awareness of the website is not therefore surprising, but indicates that there is more work to do to promote the website at an appropriate time, particularly to target groups.

HWW would suggest that:

- Consideration should be given to producing a communication plan relating to the Care Act to raise awareness of the main provisions of the Act, in particular people's rights under the Act
- Opportunities to promote wellbeing and people's rights under the Care Act are maximised
- Specific consideration is given in the communication plan as to how the information needs of BAME communities in respect of the Act in particular, and social care in general, can be addressed
- There is further promotion of the Your Life Your Choice website, including to BAME communities and other target groups

5. Using the Internet

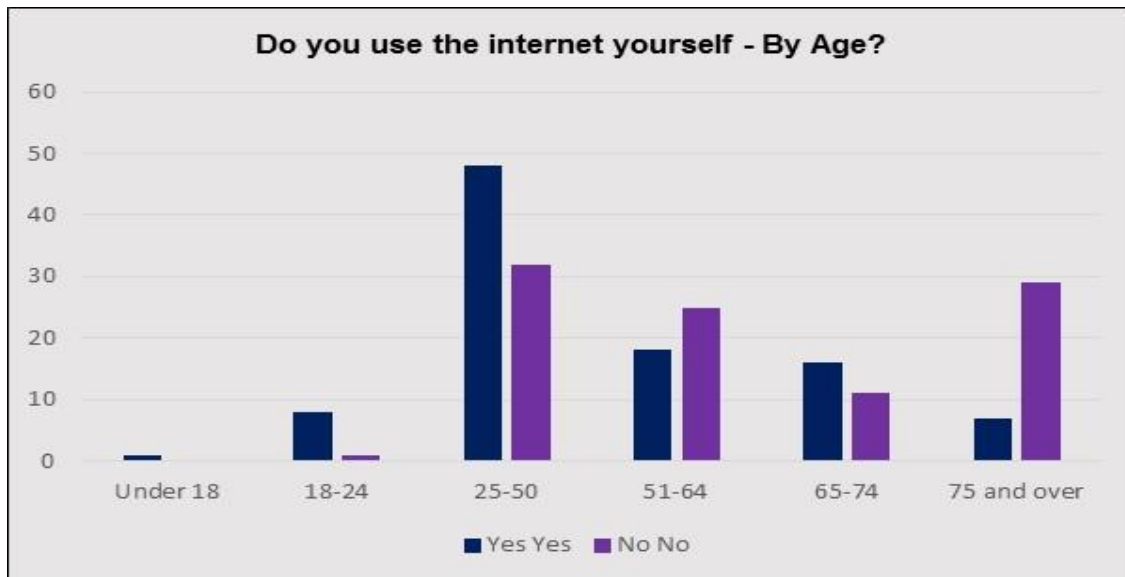
A. Respondents Use of the Internet

We asked people "Do you use the internet yourself"?

The 200 respondents to this question were equally divided, 50% said they did use the internet themselves, whilst 50% said they did not.

B. Use of the internet by age

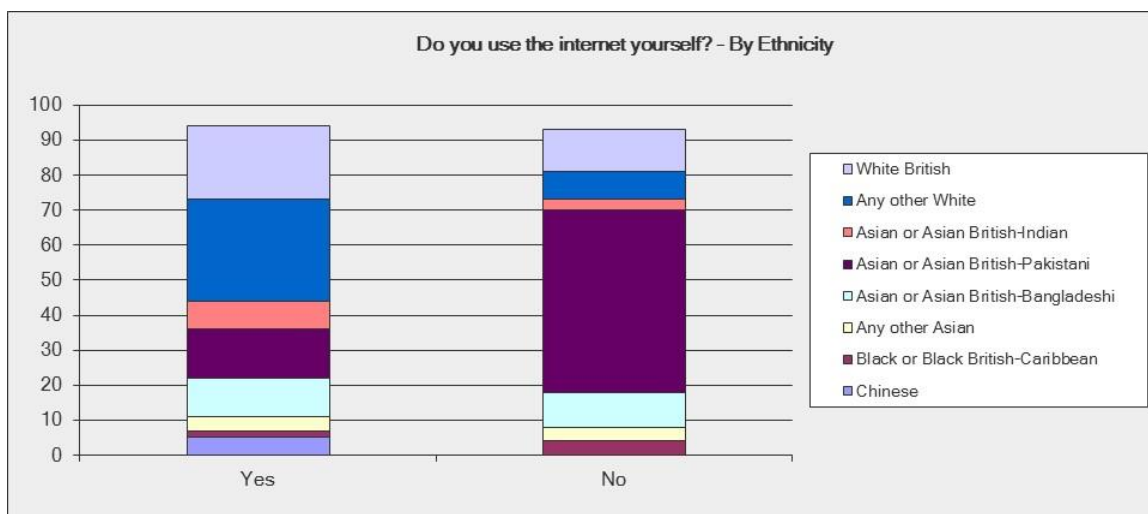
Use of the internet varied across age ranges. The graph shows that, broadly, internet use declines as age increases. It is interesting to note however that 40% of the respondents in the 25-50 age range do not use the internet.



C. Use of the internet by ethnicity

In Black, Asian and Minority Ethnic (BAME) communities' internet use was lower than in White British Communities, with 48% of BAME respondents reporting that they did not use the internet, compared to 64% of White British respondents.

The results are further broken down in the Chart below. This shows, that amongst our respondents, internet use is particularly low amongst Pakistani / British-Pakistani communities, 79% of these respondents did not use the internet.



Where did people use the internet?

Across all respondents who did use the internet 87% used it from a home computer or tablet, followed by 8% who used a mobile phone, 2% who used it at work, 2% who used the library and 1% who used a computer club.

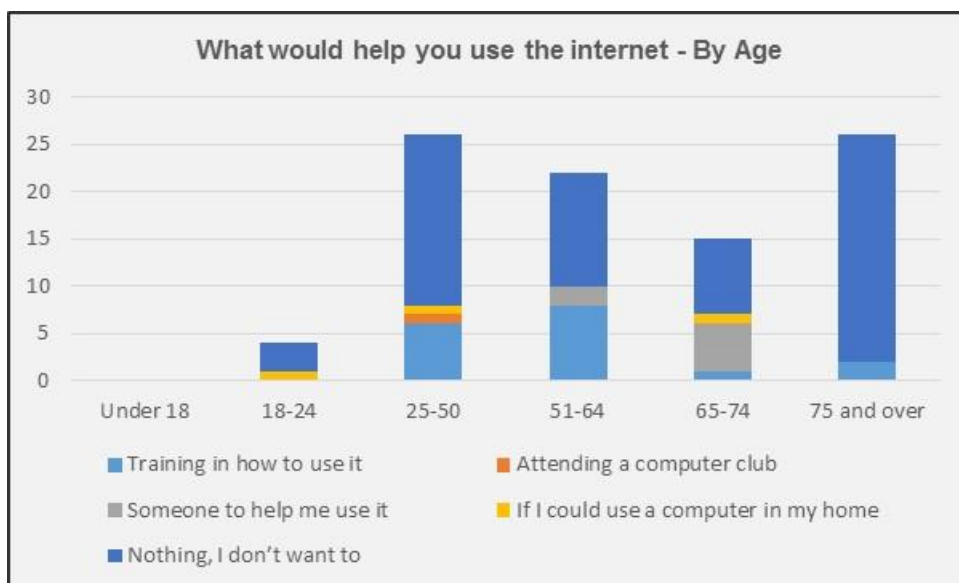
What would help people to use the internet?

We asked the people who did not use the internet what would help them to use it.

70% of respondents to this question stated that they did not want to use the internet.

There was no marked difference in this response across ethnic groups, with 73% of people from BAME communities stating that they did not want to use the internet. Where a reason was given by these respondents language barriers and age (too old) were the most frequent reason.

Looking at breakdown by age it is interesting to note that this was the most consistent response of people who did not use the internet across all age groups, although there appears to be more interest in training / receiving help from people aged under 64.



For those respondents (48) that answered they would use the internet if someone helped them / if they had training we asked where would be the best place for this to happen. The responses are ranked below:

- At home
- Voluntary Organisation
- Library
- Community Centre
- Council Office

At home and at a voluntary organisation are the most preferred options, however these responses should be treated with caution as the actual numbers of responses to this question is comparatively low.

6. Using the Internet - Summary

HWW asked people about their internet use as we are aware that there is active encouragement for people to go online and the internet is a key channel for the provision of information, although other options are provided.

The responses to the Survey show that although internet use broadly declines with age there are some noteworthy variations in terms of level of internet use. This suggests that it is not possible to make assumptions about internet use in terms of age.

Internet use was lower amongst our respondents from BAME Communities. This finding is consistent with feedback previously gathered by Age UK HW on behalf of HWW². A number of respondents to this survey, and consistent anecdotal feedback gathered at engagement events, have identified language as a barrier to internet use.

Those respondents who are not using the internet appear to be resistant to doing so. The response of “nothing I don’t want to” (use the internet) was consistent across all age groups, but appears to be more significant across the 65+ age group. This may be an important consideration as this is the age range that could be expected to have the most requirement for health and social care services.

HWW would suggest that:

- A wide range of communication channels should continue to be made available when targeting information / health messages across all age groups to improve access for people who do not use the internet
- Specific work targeting BAME communities should be undertaken to further explore internet use and take up of training opportunities

² <http://www.healthwatchworcestershire.co.uk/work-us>

7. Where would people look for information about the Care Act?

Where would people look for information about the Care Act?

We asked people where would be the MOST useful place for them to find out information about the Care Act.

Since our Survey information and advice services have been reconfigured, and a new contract for delivery put in place. Although we asked people the MOST useful place to find out information a number of respondents provided multiple answers to this question. For this reason statistical results to this question are not reported.

Nevertheless looking at the pattern of responses, some general trends can be drawn from the replies:-

“Face to Face” options (friend/relative, worker, GP surgery, CABx, Library, voluntary organisation) were preferred by respondents over internet based options (Internet Search Engine, Voluntary Organisation, Council, Government or HWW website) or newspaper / TV.

Other than respondents aged under 24 face to face methods were identified as most useful across all age groups. For those **aged Under 24 web based options** were preferred.

Amongst **BAME communities’** respondents from Asian communities, particularly the Pakistani / British Pakistani community, preferred Face to Face options. Voluntary organisations were identified as useful sources of information as were Friends or Relatives. Amongst the “Any Other White” respondents internet based options were preferred.

Summary - Where would people look for information about the Care Act

Services need to consider a variety of approaches to ensure that information reaches different groups and communities across the County.

HWW would suggest that:

1. Sufficient face-to-face opportunities to gain support, information and advice are available and communicated to all
2. Specific consideration should be given to how BAME communities will access information and advice

Points for consideration

From the responses to this Survey HWW would suggest:

Awareness of the Care Act 2014

1. Consideration should be given to producing a communication plan relating to the Care Act to raise awareness of the main provisions of the Act, in particular people's rights under the Act
2. Opportunities to promote wellbeing and people's rights under the Care Act are maximised
3. Specific consideration is given in the communication plan as to how the information needs of BAME communities in respect of the Act in particular, and social care in general, can be addressed
4. There is further promotion of the Your Life Your Choice website, including to BAME communities and other target groups

Using the Internet

5. A wide range of communication channels should continue to be made available when targeting information / health messages across all age groups to improve access for people who do not use the internet
6. Specific work targeting BAME communities should be undertaken to further explore internet use and take up of training opportunities

The most useful place for people to look for information

7. Sufficient face-to-face opportunities to gain support, information and advice are available and communicated to all.
8. Specific consideration should be given to how BAME communities will access information and advice

Appendix One - Ethnicity of “White Other” Respondents to the Survey

Ethnicity	%	No
Polish	59%	22
Italian	16%	6
Cypriot	5%	2
Turkish	5%	2
Greek	3%	1
Albanian	3%	1
Portugese	3%	1
Romanian	3%	1
Ukranian	3%	1

NOTE - numbers have been rounded so may not sum to 100%