

# HWW Survey, Summer 2023:

## Public Health Campaigns

Healthwatch Worcestershire finds out what people think about health and care services. We use this information to tell those who run the services how they can be improved.

We really want to hear from people about these recent Public Health Campaigns:

### Worcestershire Health Walks, National Walking Month 2023

### WOO - Text 85258 to access mental health support

We are interested in finding out how effective these campaigns have been.

We will use your answers to provide anonymous feedback to health services about the things they need to consider when they are planning how services will operate in the future.

The information you provide is confidential, except that anonymised quotes may be used. Personal identifying information will not appear in any publications resulting from this survey. Thank you for taking a few minutes to fill this in.

1. I agree that I understand the purpose of this survey and consent to the use of the data as indicated above:

### Campaign 1: Worcestershire Health Walks, National Walking Month

*Please take a look at the images and messages.*

2. Have you seen any of these messages in the last six months? Y/N

*If NO, go to question 4; if YES, continue with question 3:*

3. Where have you seen them?

Facebook		Display screen, e.g. at a bus stop	
Instagram		Somewhere else? <i>Please tell us where</i>	
Twitter			

4. Does the National Walking Month information inspire you to go for a walk?

Yes, definitely	Yes, probably	unsure	No, probably not	No, definitely not	Not relevant to me
-----------------	---------------	--------	------------------	--------------------	--------------------

5. Is there anything else about the National Walking Month campaign that you would like to tell us?

**Campaign 1:**

**Worcestershire  
Health Walks,  
National Walking  
Month 2023**



We welcome all ages and  
levels of fitness.

Call **01905 844945** or email:  
**healthwalks@worcestershire.gov.uk**



**#NationalWalkingMonth  
#WalkThisMay**



**Worcestershire County Council**

23 May · 🌐

Health Walks are a great way to get more active and make new friends too 🧑🏻 🧑🏻

They are free and planned over easy terrain, so anyone can come along. With over 30 Health Walks in the county, there's plenty to choose from.

Go to: [www.worcestershire.gov.uk/healthwalks](http://www.worcestershire.gov.uk/healthwalks)

#NationalWalkingMonth #WalkThisMay



## Campaign 2: WOO - Text 85258 to access mental health support

By texting the word 'WOO' to 85258, you can access a free, confidential, 24/7 service and have a text conversation with a trained volunteer. The volunteers offer real-time support to people who are anxious, stressed, depressed, suicidal or overwhelmed.



**Feeling really down and struggling to cope?**

talking can help

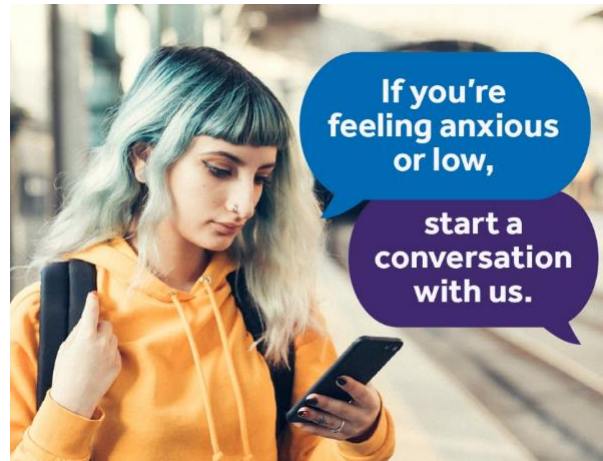
**Text WOO to 85258**



in partnership with  
**shout**



**worcestershire**  
county council



If you're feeling anxious or low,

start a conversation with us.



If you're feeling anxious or low,

start a conversation with us.

**Text 'WOO' to 85258**  
Free, confidential support, 24/7



**Delicious Orié - GB Boxer**

**Your toughest opponent is the one between your ears**

Don't struggle alone, talking can help

**If you're struggling to cope text WOO to 85258**



in partnership with  
**shout**

**#PreventSuicideTogether**

## Campaign 2: WOO - Text 85258 to access mental health support

Please take a look at the images and messages.

6. Have you seen any of these messages in the last year? Y/N

If NO, go to question 8, if YES continue with question 7:

7. Where have you seen them?

Facebook		Bus advertising	
Instagram		Display screen, e.g. at a bus stop	
Twitter		Somewhere else? Please tell us where	

8. From these messages about the WOO text-based way of accessing mental health support, if YOU needed support would YOU use this service?

Yes, definitely	Yes, probably	unsure	No, probably not	No, definitely not	Not relevant to me
-----------------	---------------	--------	------------------	--------------------	--------------------

9. How about if SOMEONE YOU KNOW needed to access mental health support, would YOU tell THEM about this service?

Yes, definitely	Yes, probably	unsure	No, probably not	No, definitely not
-----------------	---------------	--------	------------------	--------------------

10. Is there anything else about the WOO campaign that you would like to tell us?

**11. Are you aware of any of these recent Public Health Campaigns? Y/N**

Orange Button Community Scheme (suicide awareness)		Bowel Cancer Screening	
Smoking in pregnancy		Stay Well this Winter (health advice and cost of living support)	
The Stay Connected Pledge (reducing loneliness)		We think our hands are clean, but are they?	
How well are you ageing?		National Consumer Week (Trading standards advice for shopping online)	

**12. Where would you normally look for information about health and wellbeing?**

*Tick all that apply from the following options:*

ONLINE		IN PERSON	
Facebook		From my GP or other healthcare staff at my GP surgery	
Instagram		GP Surgery - leaflets or noticeboard	
Twitter		Other health centre (e.g. hospital / clinic) from healthcare staff	
YouTube		Other health centre (e.g. hospital / clinic) from leaflets or noticeboard	
Tik Tok		Pharmacy	
Google / web search		Local newspaper	
My GP Surgery website		National newspaper	
National NHS website - <a href="http://www.NHS.uk">www.NHS.uk</a>		Library	
The NHS App		School / college / university - from classes or other information e.g. noticeboard	
Public Health website: <a href="https://www.worcestershire.gov.uk/health-and-wellbeing-advice-and-guidance">https://www.worcestershire.gov.uk/health-and-wellbeing-advice-and-guidance</a>		Other public noticeboards / advertising	
Other specific websites about healthy living, diet and exercise		Somewhere else?	

## About You

This information will **not** be used to identify you. It just helps us to know who we have gathered feedback from overall and have a better understanding of the feedback we have received.

### 13. Please tell us which age category you are in:

- 13 - 17     18-24     25 -34     35-44     45-54     55-64  
 65-74     75-84     85+

### 14. Where do you live?

- Worcester City     Wychavon     Wyre Forest     Bromsgrove  
 Redditch     Malvern Hills

### 15. Do you have a disability?      Yes      No

### 16. If yes, please select from the following:

- Learning disability     Autism Spectrum Condition     Visual impairment  
 Mental Health related     Hearing impairment     Physical disability  
 Long term condition e.g. Diabetes     Other (please specify): \_\_\_\_\_

### 17. Please select your ethnic background:

White	Mixed ethnic groups	Asian / Asian British	Black / Black British
<input type="checkbox"/> British <input type="checkbox"/> Irish <input type="checkbox"/> Gypsy/Irish Traveller <input type="checkbox"/> European <input type="checkbox"/> White other: _____	<input type="checkbox"/> White and Caribbean <input type="checkbox"/> White and Black African <input type="checkbox"/> White and Asian <input type="checkbox"/> Any other mixed: _____	<input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Chinese <input type="checkbox"/> Any other Asian: _____	<input type="checkbox"/> African <input type="checkbox"/> Caribbean <input type="checkbox"/> Any other Black: _____ <input type="checkbox"/> Arab/any other group: _____

### 18. What is your first language?    English      Other (please specify)

19. Do you consider yourself to be an unpaid carer?  Yes  No

*Unpaid carer - someone who helps to look after someone a few hours a week (or more) who relies on them for emotional, medical, personal or physical care or help with a domestic task*

20. Which of the following options best describes how you think of yourself?

- man  woman  non-binary  not known  
 prefer not to say  prefer to self-describe (please specify):

21. Is your gender identity the same as your sex recorded at birth?

- yes  no  
 prefer not to say  not known

22. Which of the following best describes how you think of yourself?

- Heterosexual / Straight  Gay or lesbian  Bisexual  
 Other sexual orientation (please specify)  Prefer not to say

23. Thinking about your household finances over the last 12 months how often, if at all, have you struggled to pay at least one of your household bills or to meet your monthly outgoings?

- Never  Rarely  Sometimes  Most of the time  
 All of the time  Don't Know / Not relevant to me  Prefer not to say

*NB: We are aware that the cost of living crisis is putting people under a lot of pressure - and affecting their ability to access the care they need. By answering this question, you help us to understand how this is impacting people in Worcestershire.*

24. How do you access the internet? (tick all that apply)

- Mobile phone - using phone network connection (data)  
 Mobile phone - using Wi-Fi connection  
 Broadband internet connection at home  
 Internet in a public amenity e.g. café, library  
 I am unsure / do not know  
 I do not use the internet (please tell us why)

**Thank you for taking part**

Freepost return address -

Freepost RTEE-GKAT-SRLR, Healthwatch Worcestershire, Civic Centre, Queen Elizabeth Drive, Pershore,  
Worcestershire, WR10 1PT

[www.healthwatchworcestershire.co.uk](http://www.healthwatchworcestershire.co.uk)