

Appendix 3:

Public Health

Messaging in

Worcestershire

Final DRAFT v1

Data charts and tables

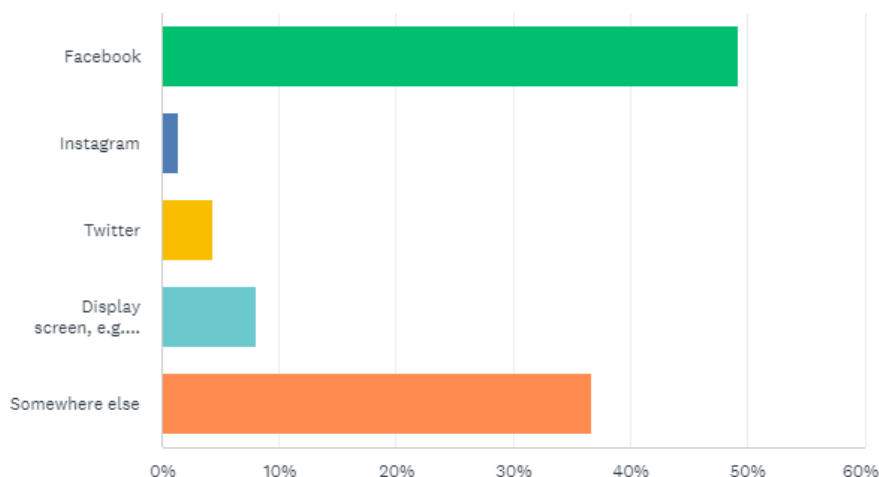
Public Health Campaign 1: Worcestershire Health Walks

We showed people a selection of images, including Facebook posts, from the Worcestershire Health Walks Public Health Campaign (in Appendix).

We asked whether they had seen them. If they had seen them, we asked them where?

32% (147) of the respondents said YES they had seen information about Worcestershire Health Walks.

Where Did You See the ‘Worcestershire Health Walks’ Public Health Campaign?



ANSWER CHOICES	RESPONSES
Facebook	49.26% 67
Instagram	1.47% 2
Twitter	4.41% 6
Display screen, e.g. at a bus stop	8.09% 11
Somewhere else	36.76% 50
TOTAL	136

People had seen it mainly on **Facebook (49%)**, or **somewhere else (37%)**, which included:

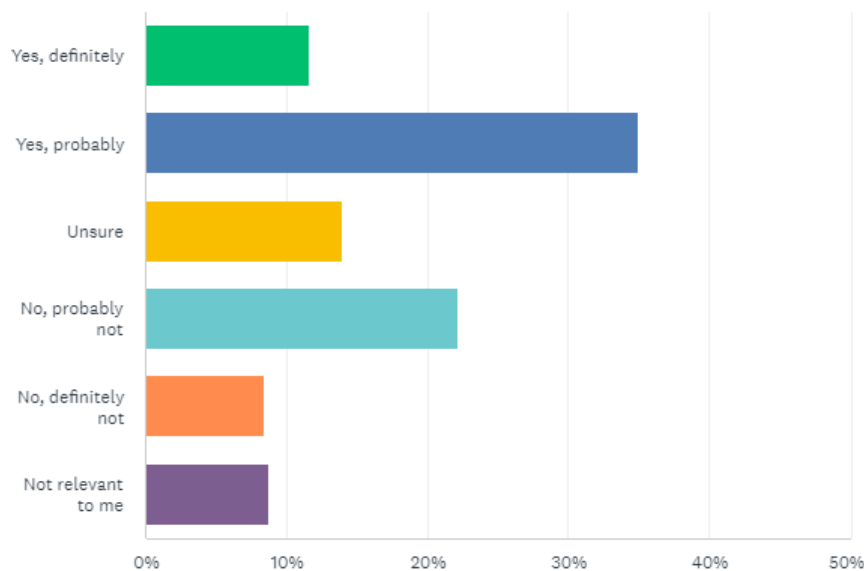
- Hospital or other healthcare settings
- The Countryside Centre noticeboard
- Libraries
- School or colleges

The largest demographic group to have seen the ‘Worcestershire Health Walks’ campaign were women who had seen it on Facebook.

Then, regardless of whether they had seen them before or not, we asked if the campaign materials inspired them to join in and go for a walk.

- **47% answered Yes - either ‘probably’ or ‘definitely’.**
- **14% were unsure.**
- **39% answered No - either ‘probably not’ or ‘definitely not’.**

Does the ‘Worcestershire Health Walks’ Public Health Campaign Inspire You to Go for a Walk?



ANSWER CHOICES	RESPONSES
Yes, definitely	11.67% 51
Yes, probably	35.01% 153
Unsure	13.96% 61
No, probably not	22.20% 97
No, definitely not	8.47% 37
Not relevant to me	8.70% 38
TOTAL	437

Then, regardless of whether they had seen them before or not, we asked people if the campaign materials inspired them to join in and go for a walk.

- **47% answered Yes - either ‘probably’ or ‘definitely’.**
- **14% were unsure.**
- **39% answered No - either ‘probably not’ or ‘definitely not’.**

The people finding the campaign most inspiring were in the 65-74 age range where 61% said yes, they were either probably or definitely inspired to join a health walk.

We invited people to share any further comments about the Worcestershire Health Walks Campaign. We received **175 comments** which we have grouped into themes.

23% people commented they were already walking, often with their dogs, and so felt they didn't need this too.

1% people liked the idea of a walking group for the social interactions and encouragement.

"I like the idea of company to walk with"

"I want to lose weight, so appeals to me, also my kids love nature, so they would enjoy walks"

"I like the idea of being outside and active" "like wellbeing, seeing the scenery"

Some people liked the idea of health walks and were sorry to have missed seeing it:

"If I knew there were organised walks I would note it down to go on one, but I hadn't seen this"

9% comments related to how accessible they were for people with disabilities, including:

"I would go if I had someone to go with me and give me confidence as I have MS"

"I am disabled, I have osteoarthritis in my left knee and hip and I am still waiting for surgery."

"I have MS and I don't think I could do this walk"

"as long as it was wheelchair accessible and child friendly"

"I need mobility scooter. If there was someone in the images using i.e. a scooter, it would suggest inclusion of disabled."

"Looks like they have to walk in woods/mountains and not everyone is physically able to"

"wanted to be a healthy walker and haven't been able to complete last section as no one available to do the initial walk with me"

8% comments related to inclusivity, including:

"Images strike me as white, middle class and able bodied - not sure how inclusive this is"

"No women in Hijab, no one my age, older or younger. I'm in late 40's"

"It is all a bit dull looking, not very bright or inviting to younger people"

"It would be good to see more representation of LGBTQ+ people in the images"

"Not for Asian people"

"As a bloke, it doesn't appeal to me"

"There is no one obese/overweight in any of these photos"

It should be noted that people were only shown a limited number of images from the Worcestershire Health Walks campaign and so this might have been a factor in the degree of diversity represented in the images. It is noticeable however just how important visual representation in images is for people to perceive that opportunities are inclusive, i.e., open to 'people like them'.

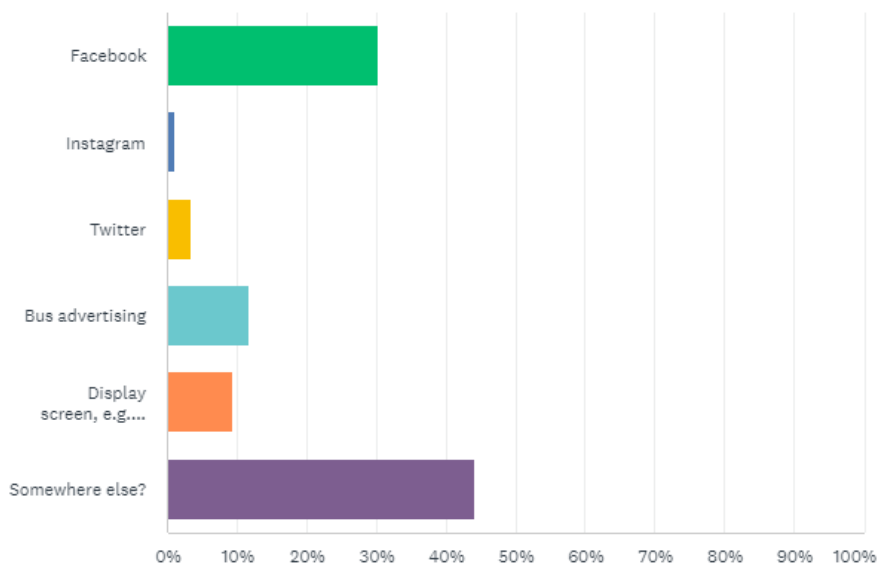
Public Health Campaign 2: WOO Mental Health Support Service

We showed people a selection of images, including bus posters and Facebook posts, from the WOO Mental Health Support Service Public Health Campaign (see Appendix 1a).

We asked whether they had seen them. If they had seen them, we asked them where?

79% of the respondents said NO they had not seen information about WOO Mental Health Support Service.

We asked the 21% who had seen the campaign, “Where Did You See The ‘WOO Mental Health Service’ Campaign?”



ANSWER CHOICES	RESPONSES
Facebook	30.23% 26
Instagram	1.16% 1
Twitter	3.49% 3
Bus advertising	11.63% 10
Display screen, e.g. at a bus stop	9.30% 8
Somewhere else?	44.19% 38
TOTAL	86

People had seen it mainly on **Facebook (30%)**, or **somewhere else (44%)**, which included:

- Hospital or other healthcare settings
- Job Centre
- St Martins car park
- Suicide Prevention training

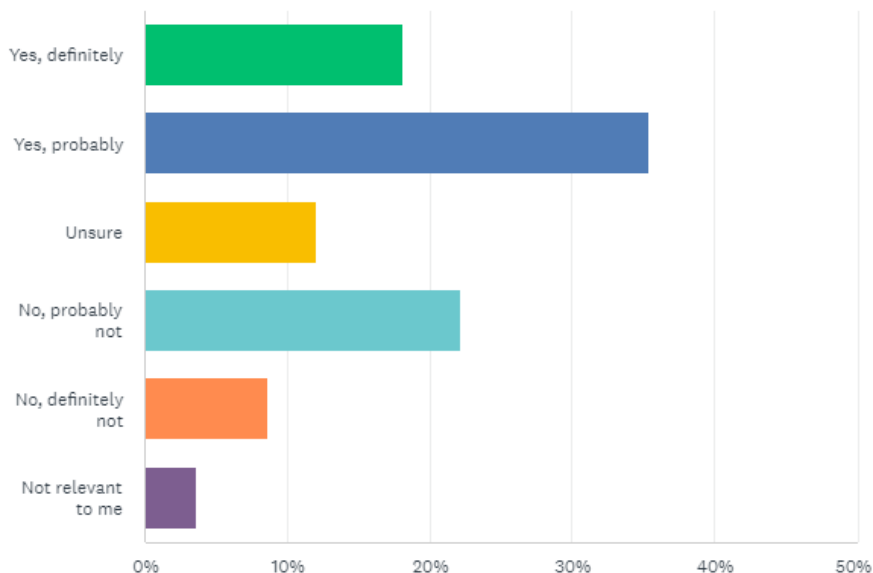
People from all age groups had seen the WOO campaign - there was a slight increase in the proportion having seen it across the 18 - 34 age range. Numbers were too small to show any real significance.

15% of men and 23% of women taking part in the survey had seen the WOO campaign.

Then, regardless of whether they had seen them before, we asked, “if YOU needed support would YOU use this service?”

- **53% answered Yes - either ‘probably’ or ‘definitely’.**
- **12% were unsure.**
- **31% answered No - either ‘probably not’ or ‘definitely not’.**

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



ANSWER CHOICES	RESPONSES
▼ Yes, definitely	18.07% 75
▼ Yes, probably	35.42% 147
▼ Unsure	12.05% 50
▼ No, probably not	22.17% 92
▼ No, definitely not	8.67% 36
▼ Not relevant to me	3.61% 15
TOTAL	415

Likelihood of using the WOO Mental Health Service - by Age

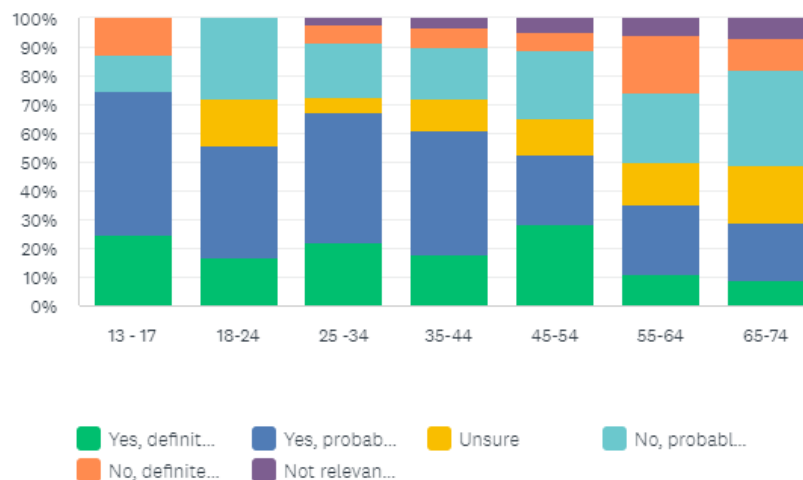
People aged up to 44 were more likely to use WOO themselves than those aged over 44.

People aged over 44 were less likely to use WOO, often commenting that it looked like it was a young person’s service.

69 (38%) out of 182 comments recorded indicated that people thought the WOO service was just for young people.

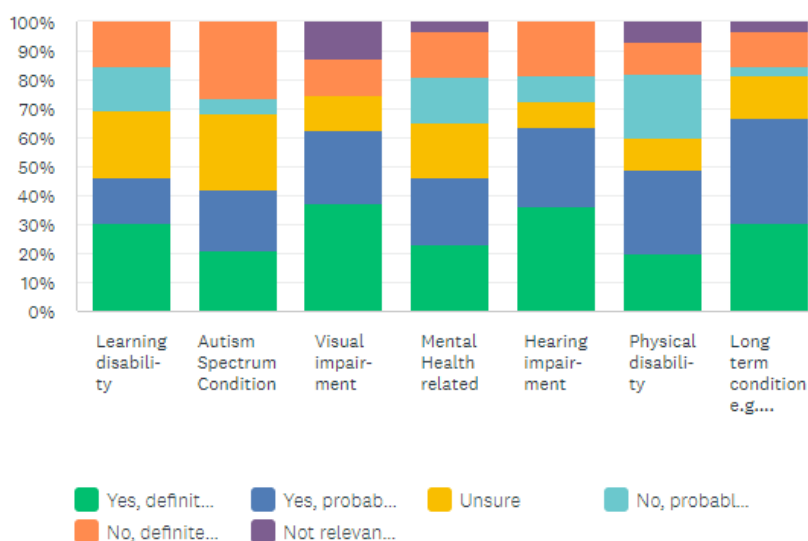
“This campaign looks like it is targeted at young people, is this the case?”

“Images do not reflect those in all age groups. Especially those that live alone”



	YES, DEFINITELY	YES, PROBABLY	UNSURE	NO, PROBABLY NOT	NO, DEFINITELY NOT	NOT RELEVANT TO ME	TOTAL
13 - 17 (A)	25.00% 2	50.00% 4	0.00% 0	12.50% 1	12.50% 1	0.00% 0	2.09% 8
18 - 24 (B)	16.67% 3	38.89% 7	16.67% 3	27.78% 5	0.00% 0	0.00% 0	4.70% 18
25 - 34 (C)	22.11% 21	45.26% 43 EFG	5.26% 5 FG	18.95% 18	6.32% 6 F	2.11% 2	24.80% 95
35 - 44 (D)	18.00% 18	43.00% 43 EFG	11.00% 11	18.00% 18 G	7.00% 7 F	3.00% 3	26.11% 100
45 - 54 (E)	28.57% 18 FG	23.81% 15 CD	12.70% 8	23.81% 15	6.35% 4 F	4.76% 3	16.45% 63
55 - 64 (F)	11.11% 6 E	24.07% 13 CD	14.81% 8 C	24.07% 13	20.37% 11 CDE	5.56% 3	14.10% 54
65 - 74 (G)	8.89% 4 E	20.00% 9 CD	20.00% 9 C	33.33% 15 D	11.11% 5	6.67% 3	11.75% 45
Total Respondents	72	134	44	85	34	14	383

Likelihood of respondent using the WOO Mental Health Service - by Disability



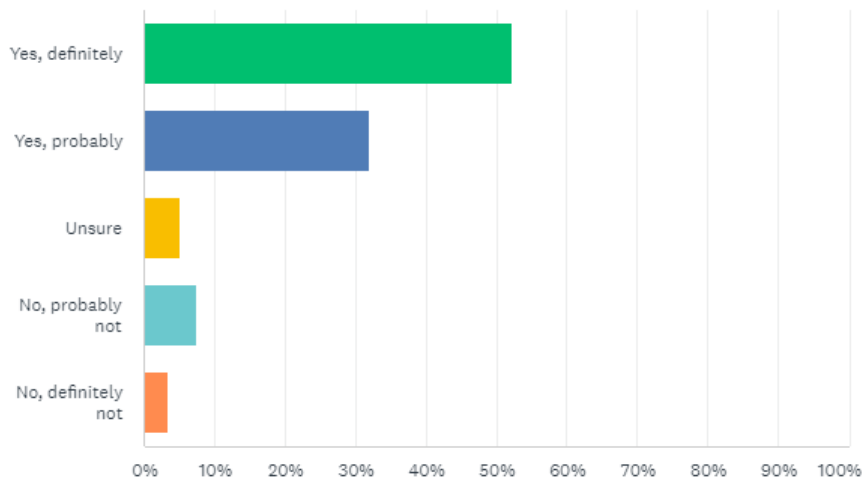
	YES, DEFINITELY	YES, PROBABLY	UNSURE	NO, PROBABLY NOT	NO, DEFINITELY NOT	NOT RELEVANT TO ME	TOTAL
Learning disability (A)	30.77% 4	15.38% 2	23.08% 3	15.38% 2	15.38% 2	0.00% 0	10.40% 13
Autism Spectrum Condition (B)	21.05% 4	21.05% 4	26.32% 5	5.26% 1	26.32% 5	0.00% 0	15.20% 19
Visual impairment (C)	37.50% 3	25.00% 2	12.50% 1	0.00% 0	12.50% 1	12.50% 1	6.40% 8
Mental Health related (D)	23.19% 16	23.19% 16	18.84% 13	15.94% 11	15.94% 11	2.90% 2	55.20% 69
Hearing impairment (E)	36.36% 4	27.27% 3	9.09% 1	9.09% 1	18.18% 2	0.00% 0	8.80% 11
Physical disability (F)	20.00% 9	28.89% 13	11.11% 5	22.22% 10 G	11.11% 5	6.67% 3	36.00% 45
Long term condition e.g. Diabetes (G)	30.30% 10	36.36% 12	15.15% 5	3.03% 1 F	12.12% 4	3.03% 1	26.40% 33
Total Respondents	34	32	18	18	19	4	125

We had noticed that a significant proportion (50%) of those identifying as disabled had indicated that they had a mental health related disability. We checked to see if people with a mental health disability were any more or less likely to use WOO mental health service.

When compared with other types of disability, there was no significant increase in interest in using WOO from those identifying as having a mental health related disability.

Likelihood of Telling Someone Else About the WOO Mental Health Support Service.

If **SOMEONE YOU KNOW** needed to access mental health support, would **YOU** tell **THEM** about this service?



ANSWER CHOICES	RESPONSES
Yes, definitely	52.28% 218
Yes, probably	31.89% 133
Unsure	5.04% 21
No, probably not	7.43% 31
No, definitely not	3.36% 14
TOTAL	417

People were positive about telling others about the WOO Text-Based Mental Health Service.

When we asked, “If **SOMEONE YOU KNOW** needed to access mental health support, would **YOU** tell **THEM** about this service?”

- 84% answered Yes - either ‘probably’ or ‘definitely’.
- 5% were unsure.
- 11% answered No - either ‘probably not’ or ‘definitely not’.

Although not recorded as part of the survey, anecdotally many people mentioned that they might tell their son, daughter or a younger person they knew about the service.

Comments about the WOO Mental Health Service Campaign

We invited people to share any further comments about the WOO Mental Health Service Campaign. We received 182 comments.

Most (38%) of the comments were querying the age range that the WOO Mental Health Service was targeted at, often mentioning it looked like it was for younger people.

We received **24% positive comments** about the WOO campaign materials, including:

“I like that its not face to face, its more anonymous which I like. Also you havent got to go anywhere, and its instant”

“It is by text, which is good, you are not waiting to get through on a phone and there is no waiting list”

“I am used to tech, not having to speak to someone face to face is good for some people”

“I like that text gives you chance to think.”

“I suffer with anxiety, so any support is helpful, especially for young people”

“appeals to men to ask for help. never too tough to fall apart”

“I would like these posters in doctors. chemists, homeless services . I like the quotes very much, it catches your eye and makes you think, helping you to reach for help”

A smaller number (16%) of negative comments were received including:

“I have been shown texts from people who have used the service and unless they are able to do what is suggested they get a message to say unable to help you this call is ended. Its like talking to a robot.”

“texts can be misread, misunderstood. Is anyone really there? Lack of human contact. Spoken word says a lot not heard in text”

“I want to speak to a human and not a computer system”

Neutral comments received were mostly around the theme of promoting the WOO Mental Health Service more, including:

“..work for Police and didn't know about campaign in child protection!. Is it in Schools? Put on front counter of police stations”

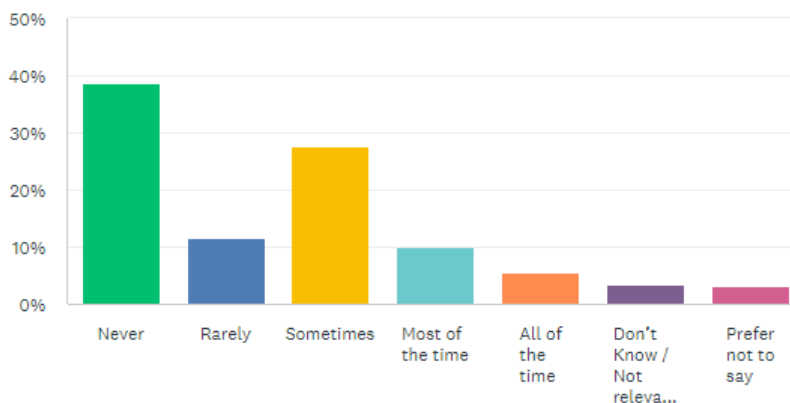
“we need to do more in Redditch and Evesham”“I would like these posters in doctors. chemists, homeless services . I like the quotes very much, it catches your eye and makes you think, helping you to reach for help”

Financial Status

Financial status is an important factor in determining health inequalities.

We approached this sensitive issue by our question:

“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?”



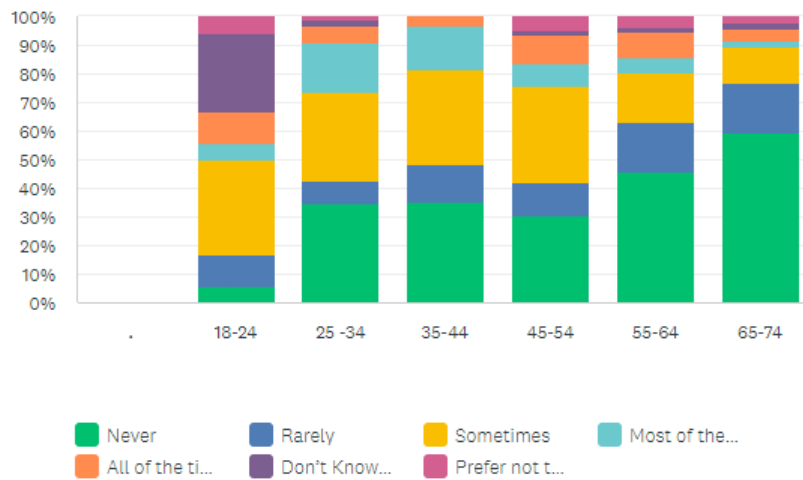
ANSWER CHOICES	RESPONSES	
▼ Never	38.70%	161
▼ Rarely	11.54%	48
▼ Sometimes	27.64%	115
▼ Most of the time	10.10%	42
▼ All of the time	5.53%	23
▼ Don't Know / Not relevant to me	3.37%	14
▼ Prefer not to say	3.13%	13
TOTAL		416

Overall, 44% of the people we spoke to for this survey struggled to meet monthly outgoings either sometimes, most of the time or all the time.

Throughout all six districts of Worcestershire there were people facing financial difficulties.

People living in Bromsgrove and Redditch were more likely to tell us that they sometimes struggled with financial difficulties than elsewhere. People living in Malvern were least likely to report financial difficulties.

Financial Difficulties Shown by Age - Younger people faced greater financial difficulties.

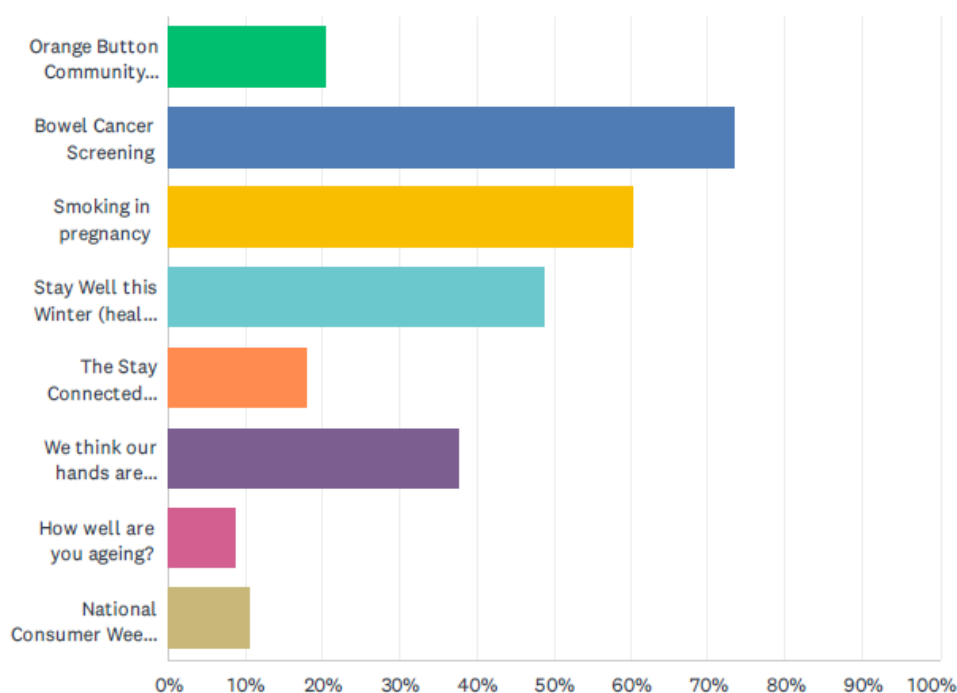


	NEVER	RARELY	SOMETIMES	MOST OF THE TIME	ALL OF THE TIME	DON'T KNOW / NOT RELEVANT TO ME	PREFER NOT TO SAY	TOTAL
. (A)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
18-24 (B)	5.56% 1	11.11% 2	33.33% 6	5.56% 1	11.11% 2	27.78% 5	5.56% 1	4.46% 18
25-34 (C)	34.78% 32 G	7.61% 7	31.52% 29 G	17.39% 16 FG	5.43% 5	2.17% 2	1.09% 1	22.77% 92
35-44 (D)	35.35% 35 G	13.13% 13	33.33% 33 FG	15.15% 15 G	3.03% 3	0.00% 0	0.00% 0 E	24.50% 99
45-54 (E)	30.65% 19 G	11.29% 7	33.87% 21 FG	8.06% 5	9.68% 6	1.61% 1	4.84% 3 D	15.35% 62
55-64 (F)	45.61% 26	17.54% 10	17.54% 10 DE	5.26% 3 C	8.77% 5	1.75% 1	3.51% 2	14.11% 57
65-74 (G)	59.57% 28 CDE	17.02% 8	12.77% 6 CDE	2.13% 1 CD	4.26% 2	2.13% 1	2.13% 1	11.63% 47
75-84 (H)	64.00% 16	0.00% 0	36.00% 9	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6.19% 25
85+ (I)	50.00% 2	25.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	25.00% 1	0.99% 4
Total Respondents	159	48	114	41	23	10	9	404

Public Health Messaging Awareness

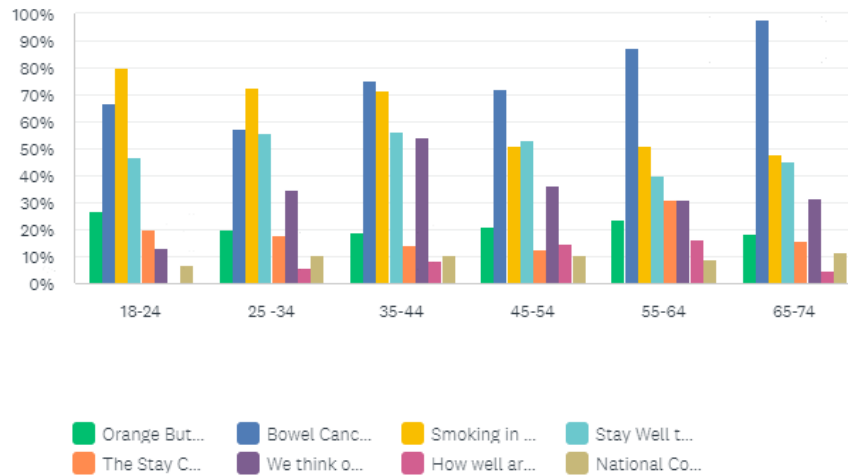
To understand the wider community awareness of Public Health messaging we asked people which of 8 recent Public Health Campaigns they were aware of. We were advised by the Public Health team that each of these campaigns had run throughout the county in the past year:

- Orange Button Community Scheme (Suicide awareness / prevention)
- 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)



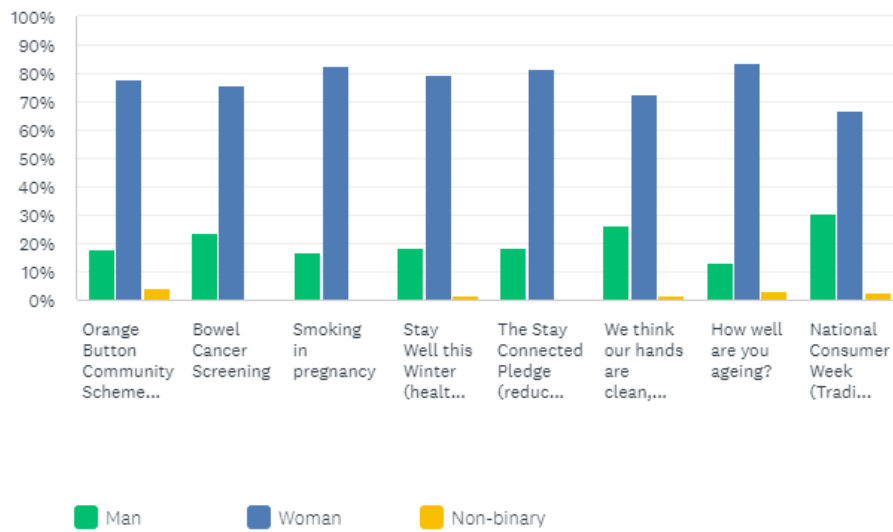
ANSWER CHOICES	RESPONSES
Orange Button Community Scheme (suicide awareness)	20.38% 75
Bowel Cancer Screening	73.64% 271
Smoking in pregnancy	60.33% 222
Stay Well this Winter (health advice and cost of living support)	48.91% 180
The Stay Connected Pledge (reducing loneliness)	18.21% 67
We think our hands are clean, but are they?	37.77% 139
How well are you ageing?	8.70% 32
National Consumer Week (Trading standards advice for shopping online)	10.60% 39
Total Respondents: 368	

Are you aware of any of these recent Public Health Campaigns? - Answers by Age



	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)
18-24 (A)	26.67% 4	66.67% 10	80.00% 12	46.67% 7	20.00% 3	13.33% 2	0.00% 0	6.67% 1
25 -34 (B)	20.24% 17	57.14% 48 CEF	72.62% 61 DEF	55.95% 47	17.86% 15	34.52% 29 C	5.95% 5 E	10.71% 9
35-44 (C)	18.82% 16	75.29% 64 BF	71.76% 61 DEF	56.47% 48	14.12% 12 E	54.12% 46 BDEF	8.24% 7	10.59% 9
45-54 (D)	21.28% 10	72.34% 34 F	51.06% 24 BC	53.19% 25	12.77% 6 E	36.17% 17 C	14.89% 7	10.64% 5
55-64 (E)	23.64% 13	87.27% 48 B	50.91% 28 BC	40.00% 22	30.91% 17 CD	30.91% 17 C	16.36% 9 B	9.09% 5
65-74 (F)	18.18% 8	97.73% 43 BCD	47.73% 21 BC	45.45% 20	15.91% 7	31.82% 14 C	4.55% 2	11.36% 5
Total Respondents	68	247	207	169	60	125	30	34

Are you aware of any of these recent Public Health Campaigns? - Answers by Gender

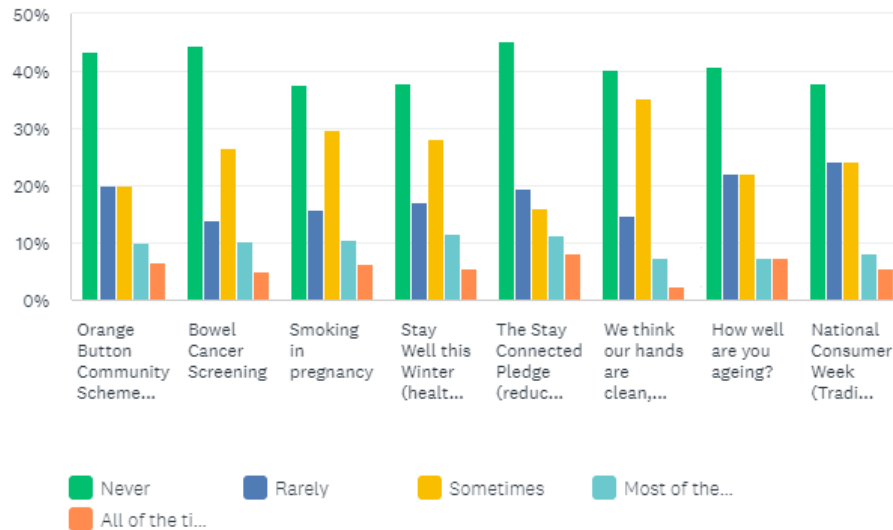


	MAN (A)	WOMAN (B)	NON-BINARY (C)	TOTAL
Orange Button Community Scheme (suicide awareness)	17.81% 13	78.08% 57	4.11% 3	20.39% 73
Bowel Cancer Screening	23.60% 63	75.66% 202	0.75% 2	74.58% 267
Smoking in pregnancy	17.05% 37	82.49% 179	0.46% 1	60.61% 217
Stay Well this Winter (health advice and cost of living support)	18.64% 33	79.66% 141	1.69% 3	49.44% 177
The Stay Connected Pledge (reducing loneliness)	18.18% 12	81.82% 54	0.00% 0	18.44% 66
We think our hands are clean, but are they?	26.12% 35	72.39% 97	1.49% 2	37.43% 134
How well are you ageing?	12.90% 4	83.87% 26	3.23% 1	8.66% 31
National Consumer Week (Trading standards advice for shopping online)	30.77% 12	66.67% 26	2.56% 1	10.89% 39
Total Respondents	86	268	4	358

Women showed consistently greater awareness of Public Health messaging across all campaigns.

Are you aware of these recent Public Health Campaigns? Answers by Financial Status

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?

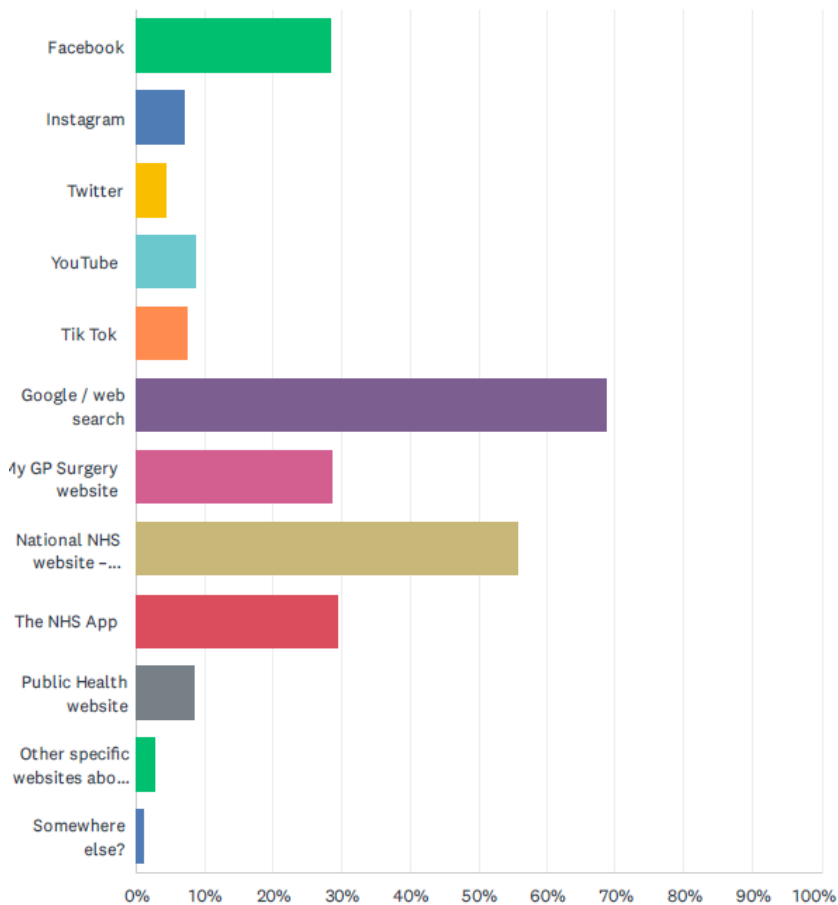


	NEVER (A)	RARELY (B)	SOMETIMES (C)	MOST OF THE TIME (D)	ALL OF THE TIME (E)	TOTAL
Orange Button Community Scheme (suicide awareness)	43.33% 26	20.00% 12	20.00% 12	10.00% 6	6.67% 4	18.40% 60
Bowel Cancer Screening	44.49% 109	13.88% 34	26.53% 65	10.20% 25	4.90% 12	75.15% 245
Smoking in pregnancy	37.62% 76	15.84% 32	29.70% 60	10.40% 21	6.44% 13	61.96% 202
Stay Well this Winter (health advice and cost of living support)	37.80% 62	17.07% 28	28.05% 46	11.59% 19	5.49% 9	50.31% 164
The Stay Connected Pledge (reducing loneliness)	45.16% 28	19.35% 12	16.13% 10	11.29% 7	8.06% 5	19.02% 62
We think our hands are clean, but are they?	40.16% 49	14.75% 18	35.25% 43	7.38% 9	2.46% 3	37.42% 122
How well are you ageing?	40.74% 11	22.22% 6	22.22% 6	7.41% 2	7.41% 2	8.28% 27
National Consumer Week (Trading standards advice for shopping online)	37.84% 14	24.32% 9	24.32% 9	8.11% 3	5.41% 2	11.35% 37
Total Respondents	141	46	89	33	17	326

Those people who **never** struggled to pay at least one of their household bills, or to meet their monthly outgoings, were **consistently more aware** of Public Health Messaging with around 40% awareness across all topics.

Those with the greatest financial struggles were consistently least aware of Public Health Campaigns with only 5-10% awareness.

Where Do People Normally Look Online for Information About Health and Wellbeing?



(Access to the Internet: 96% of respondents had access to the internet, including use in a public amenity, e.g. café or library. 79% were able to access it at home using a broadband connection.)

Nearly 70% of people asked would use Google to find out information about Health and Wellbeing.

56% would use the NHS England website.

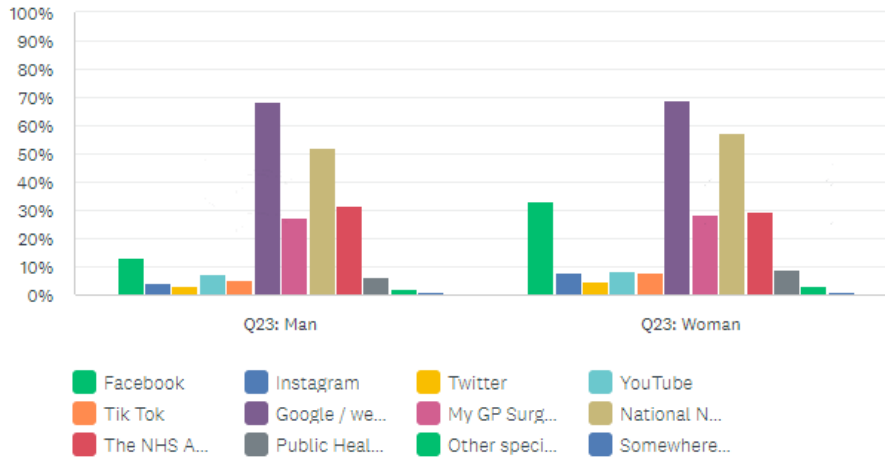
29% would use their GP Surgery website or the NHS App

56% said they would look for information about Health and Wellbeing on social media including YouTube. Facebook is still the most popular social media channel for our respondents.

ANSWER CHOICES	RESPONSES
Facebook	28.54% 115
Instagram	6.95% 28
Twitter	4.47% 18
YouTube	8.68% 35
Tik Tok	7.44% 30
Google / web search	68.73% 277
My GP Surgery website	28.78% 116
National NHS website – www.NHS.uk	55.83% 225
The NHS App	29.53% 119
Public Health website	8.44% 34
Other specific websites about healthy living, diet and exercise	2.73% 11
Somewhere else?	1.24% 5
Total Respondents: 403	

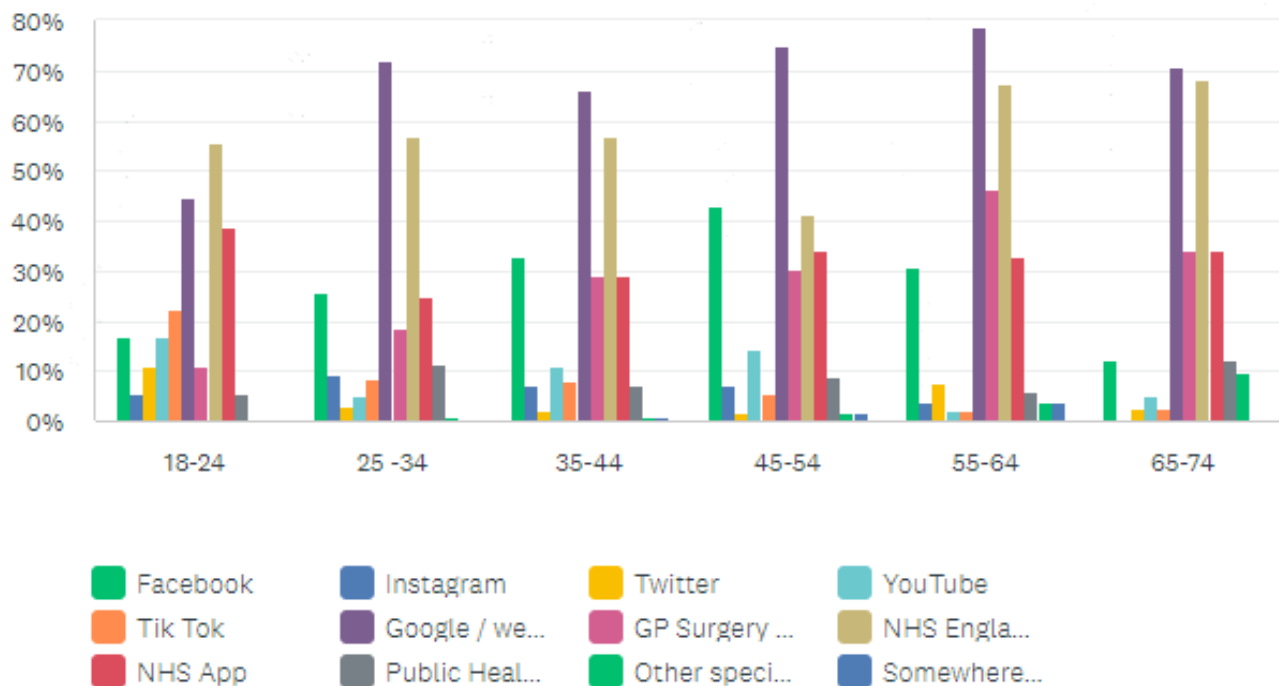
Gender Differences in Where People Normally Look Online for Information About Health & Wellbeing

Where people looked for information about Health and Wellbeing online was very similar when comparing men and women. The only real difference was that women (33%) were more likely to use Facebook than men (13%).



	FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE	TIK TOK	GOOGLE / WEB SEARCH	MY GP SURGERY WEBSITE	NATIONAL NHS WEBSITE - WWW.NHS.UK
Q23: Man (A)	13.27% 13 B	4.08% 4	3.06% 3	7.14% 7	5.10% 5	68.37% 67	27.55% 27	52.04% 51
Q23: Woman (B)	32.99% 95 A	7.64% 22	4.51% 13	8.68% 25	7.64% 22	69.10% 199	28.47% 82	57.29% 165
Total Respondents	108	26	16	32	27	266	109	216

Where Do People Look Online for Information About Health and Wellbeing - By Age

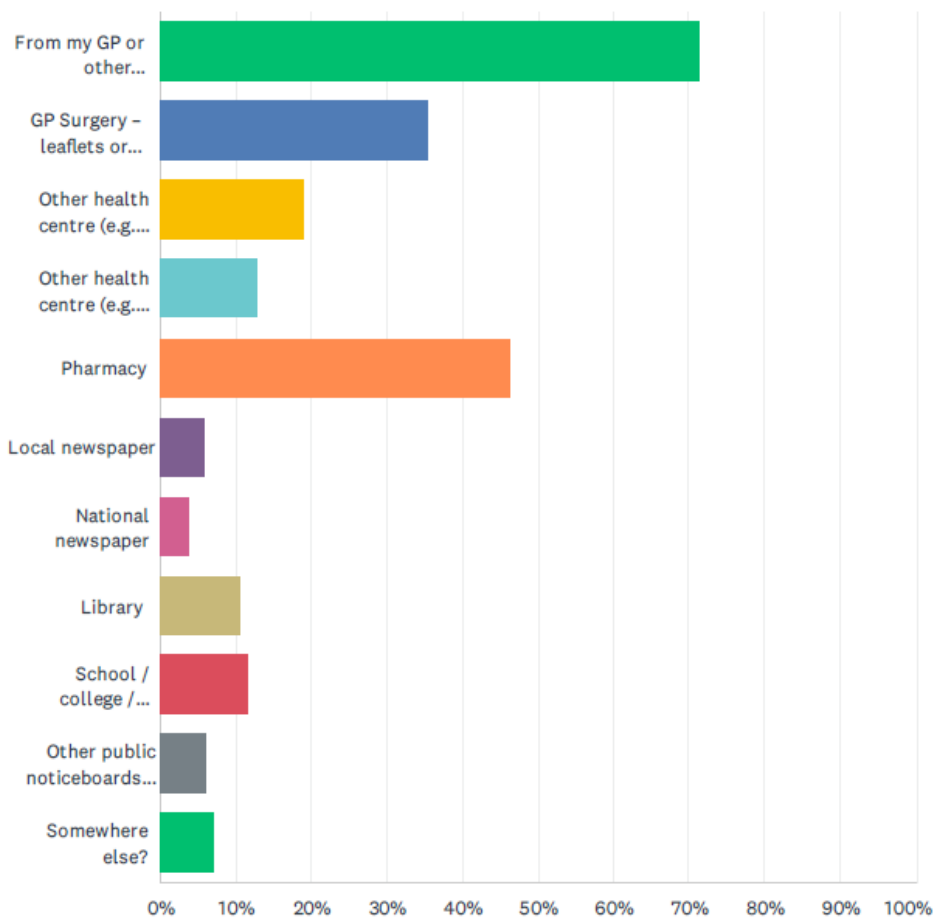


	FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE	TIK TOK	GOOGLE / WEB SEARCH	GP SURGERY WEBSITE	NHS ENGLAND WEBSITE - WWW.NHS.UK
18-24 (A)	16.67% 3	5.56% 1	11.11% 2	16.67% 3	22.22% 4	44.44% 8	11.11% 2	55.56% 10
25-34 (B)	25.77% 25 D	9.28% 9 F	3.09% 3	5.15% 5	8.25% 8	72.16% 70	18.56% 18 EF	56.70% 55
35-44 (C)	33.00% 33 F	7.00% 7	2.00% 2	11.00% 11 E	8.00% 8	66.00% 66	29.00% 29 E	57.00% 57
45-54 (D)	42.86% 24 BF	7.14% 4	1.79% 1	14.29% 8 E	5.36% 3	75.00% 42	30.36% 17	41.07% 23 EF
55-64 (E)	30.77% 16 F	3.85% 2	7.69% 4	1.92% 1 CD	1.92% 1	78.85% 41	46.15% 24 BC	67.31% 35 D
65-74 (F)	12.20% 5 CDE	0.00% 0 B	2.44% 1	4.88% 2	2.44% 1	70.73% 29	34.15% 14 B	68.29% 28 D
Total Respondents	106	23	13	30	25	256	104	208

When we asked where people looked **online** for information about Health and Wellbeing by **Financial Status**, we found no difference of statistical significance in addition to those already highlighted by gender and age.

Where Do People Normally Look In-Person for Information About Health and Wellbeing?

ANSWER CHOICES	RESPONSES	
From my GP or other healthcare staff at my GP surgery	71.51%	256
GP Surgery – leaflets or noticeboard	35.47%	127
Other health centre (e.g. hospital / clinic) from healthcare staff	18.99%	68
Other health centre (e.g. hospital / clinic) from leaflets or noticeboard	12.85%	46
Pharmacy	46.37%	166
Local newspaper	5.87%	21
National newspaper	3.91%	14
Library	10.61%	38
School / college / university – from classes or other information e.g. noticeboard	11.73%	42
Other public noticeboards / advertising	6.15%	22
Somewhere else?	6.98%	25
Total Respondents: 358		



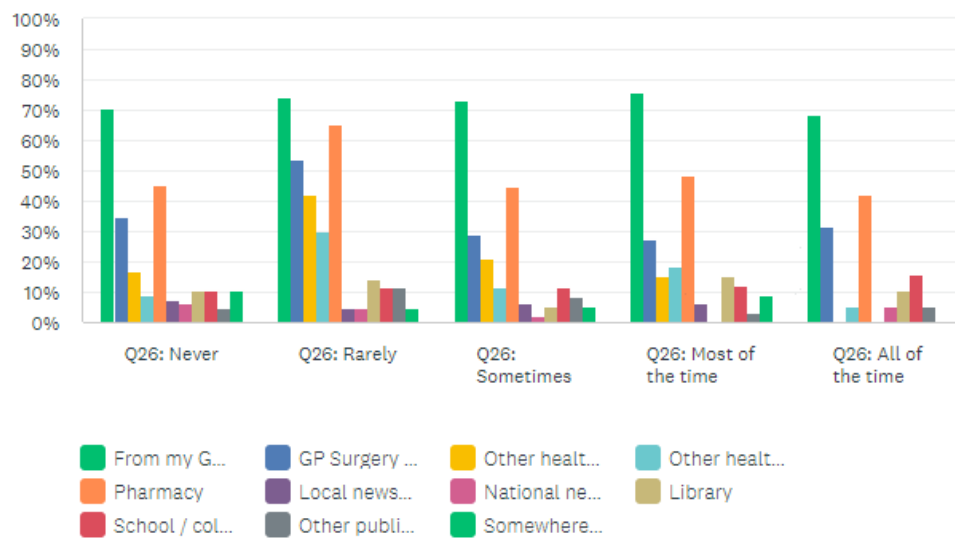
72% of people we asked would go to their GP or other healthcare staff at the GP Surgery for in-person information about Health and Wellbeing.

35% still found information on leaflets or the surgery noticeboard.

46% would look for information at their pharmacy. This was especially noticeable in the 45-54 age range (66%)

Schools and colleges were an important source of information for those in the younger age groups.

Where Do People Normally Look In-Person for Information About Health and Wellbeing? - by Financial Status.



	FROM MY GP OR OTHER HEALTHCARE STAFF AT MY GP SURGERY	GP SURGERY - LEAFLETS OR NOTICEBOARD	OTHER HEALTH CENTRE (E.G. HOSPITAL / CLINIC) FROM HEALTHCARE STAFF	OTHER HEALTH CENTRE (E.G. HOSPITAL / CLINIC) FROM LEAFLETS OR NOTICEBOARD	PHARMACY	LOCAL NEWSPAPER
Q26: Never (A)	70.63% 89	34.92% 44 B	16.67% 21 B	8.73% 11 B	45.24% 57 B	7.14% 9
Q26: Rarely (B)	74.42% 32	53.49% 23 ACD	41.86% 18 ACD	30.23% 13 AC	65.12% 28 AC	4.65% 2
Q26: Sometimes (C)	72.92% 70	29.17% 28 B	20.83% 20 B	11.46% 11 B	44.79% 43 B	6.25% 6
Q26: Most of the time (D)	75.76% 25	27.27% 9 B	15.15% 5 B	18.18% 6	48.48% 16	6.06% 2
Q26: All of the time (E)	68.42% 13	31.58% 6	0.00% 0	5.26% 1	42.11% 8	0.00% 0
Total Respondents	229	110	64	42	152	19

The GP Surgery and Pharmacy are still the top two locations for looking for Health and Wellbeing information in-person for people across all financial situations.