



**Healthy Early Years (HEY) Website Survey March 2017 - Actions identified from the survey evaluation report.**

The Healthy Early Years (HEY) website provides a resource for parents and carers of children aged 0-5 with information, advice and guidance to support their child's journey into healthy early years. A small-scale online survey was conducted in March 2017 to evaluate this website and to inform its future development. This received 105 responses from professionals, parents and carers, and members of the public.

You said....	...we did (plan to do)
"The website is hard to navigate as there is no search bar"	To explore in the future the use of a search function within the website.
"Could not find images of skin condition measles"	An NHS Choices link is being added to the website to show images of different skin conditions including measles.
"More evidence based information is needed"	Wherever possible the information incorporated into the HEY website is from evidence based sources such as the National Institute of Clinical Excellence Guidance (NICE) which is classed as the 'gold standard' of health guidance or the NHS Choices website.
"Would have liked to have found information on weaning their child off breastmilk"	When to wean a child on from breastmilk is a personal choice for mum and baby. The evidence based NICE guidance promotes exclusively breastfeeding babies until at least 6 months of age and the World Health Organisation promotes up to the age of two years. The choice is down to the parent/carer. We will incorporate some information and links onto the website, so when the time is right for you the information is there. Your Health Visitor or the Breastfeeding Peer Supporters can also help with any questions you may have on breastfeeding.
"The information is adequate and basic"	The website and app is aimed at providing a basic online source of health and wellbeing information that parents/carers can dip in and out of 24 hours a day, 7 days a week. It provides a consistent source of key messages for parents/carers and health practitioners and means that parents are not overwhelmed with multiple paper leaflets and handouts.
"But feedback from parents is that the app is not able to provide what they would get from direct access to a health professional"	The app is not to be a replacement for the information, advice and guidance that you receive from your health visitor but rather complement that information.
"The site just redirects to other sources"	We included links to signpost parents/carers to other relevant and reputable sources



You said....	...we did (plan to do)
	of information that we felt would enhance the information that was on the HEY website.
“Not advertised enough”	We will put more effort into advertising and promoting the website with parents/carers and health/childcare professionals across Calderdale. (see comments on data below)
“Limited interest from some parents when encouraged to use by health professionals”	The website may not be of interest for all parents/carers. By undertaking surveys and evaluations of the website it will help us to build up our understanding of parent/carers needs. We will continue our work to promote and develop the website.
“Links for further information needed”	Where we have found relevant links we have included these on the website. Health practitioners and parents/carers are encouraged to contact us via the website feedback form if they have suggestions on other suitable links.
“Disliked how illnesses were grouped together”	The layout and the navigation of the website has been agreed by the Website Project Board, that comprised of a GP, a Health Visitor, Public Health Consultant and Children’s Services Managers with advice from the website company who have experience of designing numerous similar websites. We asked parents/carers how they would like to see the information arranged and displayed.

What the data tells us....	...what we plan to do.
The majority of respondents to this survey were in paid work either under or over 30 hours a week. A low number of respondents were from those on maternity leave, or looking after home or family.	<p>The PHEYS communications plan will include ways to promote and raise awareness of the website/app with more parents during pregnancy and with health practitioners particularly those engaging with families during the antenatal period.</p> <p>The PHEYS communications plan will include ways to promote and raise awareness the website/ app with parents/carers of 0-5 year old children and health visitors, pre-schools and Children’s Centres.</p>
A majority of respondents were White British or Irish.	The PHEYS communications plan will include ways to promote and raise awareness of the website/app with BME communities. The HEY website Equalities Impact Assessment is a source to refer to for identified areas for improvement.
A majority of respondents to the survey were females.	The PHEYS communications plan will include ways to promote and raise awareness of the website/app with male care givers.



What the data tells us....	...what we plan to do.
The survey did not have any respondents from the under 20 age category which may indicate the information is not reaching teenage parents.	The PHEYS communications plan will include a targeted approach for the promotion of the website/app with younger parents.
Only a low number of respondents to the survey were aware of the HEY app.	The communication plan will seek to increase the profile of the HEY app both with parents/carers and with health practitioners (where technology makes this possible)
A majority of the respondents had found out about the website from a friend or family or the Calderdale Council website.	The communications plan will look to build on the word of mouth element for promoting the website/app. 98% of the respondents to the HEY survey (March 2017) said they would recommend the website to others. Therefore, we would look to build a social media presence for the website to be shared amongst friends and family via this platform.
	The communications plan will continue to build on the established promotional links with the Calderdale Council website.

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