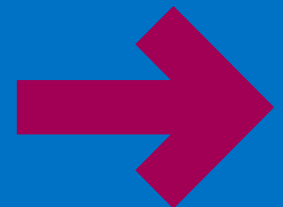


Care.Data programme

Creative approach to communications

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NHS England

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Communications Challenges

- Ipsos MORI deliberative events identified key communication challenges:
 - Clarity needed on security of data; who has access; and the opt-out process.
 - Difficult to understand how data would deliver the claimed benefits; and the link between people's individual data and the population benefit.
- Also identified the most powerful benefits:
 - Help diagnose some illnesses sooner.
 - Help to ensure that people receive the best treatment possible.

Creative Solution

- Insight:
 - People are comfortable with their data being shared when they understand its true purpose.

Approach

- Present the benefit at a population not at an individual level i.e. trends and patterns.
- Demonstrate how sharing data helps deliver the benefits: diagnosing illness sooner; and helping to inform fair and equal healthcare for all.
- Explain how people's privacy will be protected and their right to opt-out.

Route 1

NHS
CARE.DATA

NHS
England

thanks

Data about your care will help us improve the way we diagnose illness across the country.

All the info we gather is then de-personalised – when it's used no one will know it's about you

Collecting information for the Health of the Nation.

Route 2

every **squeeze**

Each time we gather data about your experience, it helps us us improve the way we diagnose illness across the country.



It's your information – but we remove your name , so you can help without anyone knowing it's you

Collecting information for the Health of the Nation.

Route 3



**IF WE CAN SEE
WHAT'S HAPPENING
WE CAN MAKE
THINGS BETTER**

**COLLECTING INFORMATION FOR
THE HEALTH OF THE NATION**

We take every possible step (including removing your name)
to protect your privacy

Creative Testing

- Ipsos MORI ran creative development research.
- 4 focus groups: 2 in Leeds, 2 in Taunton, 2 younger groups, 2 older groups
- Presented 3 routes (rotated the order in each group) collected spontaneous, unmediated feedback, then discussed each in more detail.

Route 1

- Liked
 - Being thanked is a positive message
 - Feels like you are helping - "the acknowledgment that you have made a contribution"
 - Serious and functional - "no unnecessary information or images"
 - Bold colours are appreciated
- Disliked
 - Raised suspicion - "*what am I being thanked for?*"
 - Hard to know what it is about
 - Patronising
 - Bland - Is not eye catching and so is easily ignored
 - Too much like regular NHS comms

Route 2

- Liked
 - Eye catching
 - Bold colours
 - Imagery is familiar
 - Imagery suggests that the NHS is there to help
- Disliked
 - Concern that pointless data is being collected - "every time"
 - Strong associations with pain and suffering
 - Don't want to see negative images when visiting GP - *"why would sharing my data hurt?"*
 - Could be easy to ignore as images are not associated with data
 - Language and imagery is childish, or aimed at children.

Route 3

- Liked
 - The text and the image work well - clear this is about data sharing and its benefits
 - Component parts of the mosaic fit well with the overall message
 - It draws the attention - *"it's the most sophisticated"*
 - It is engaging - *"it pulls you in"*
 - Would work well as a campaign
 - Participants enjoy working out the message
- Disliked
 - Images do not work well close up
 - Symbols in the pixels are not immediately noticeable
 - Too clever for some? - *"this is for the cleverer, smarter person, not everyone will get it"*

Posters



Leaflet



IF WE CAN SEE WHAT'S HAPPENING, WE CAN MAKE THINGS BETTER

COLLECTING INFORMATION FOR THE HEALTH OF THE NATION

PROTECTING YOUR PRIVACY

We take all appropriate steps to protect the privacy of you and your family. So when we've gathered helpful data about your care, we remove your name.

This means no-one who sees it will know it's about you.

Then, when we store your data, or share it with people using it for research, we use the same level of security as your bank* – because we value the privacy of you and your family.

The aggregated information that we share will never identify a particular person. That's a promise.

*for sending & receiving confidential data

OPTING OUT

If you don't want us to use your data, then you can opt out. Just talk to the staff at your GP practice.

We want to reassure you that whether we use your data or not is entirely up to you – and if you do choose to opt out this will not affect your NHS care in any way at all.

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...e information?

...at:
...f common questions,
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...tice.
...ormation line on:

0300 450 5551

This line also offers translation and text phone services.

More details about how we look after confidential information and how it may be used can be found on the website at:
www.hscdc.gov.uk/patientconf

Letter

