

MAKING SURVEYS MATTER

Making the FFT both relevant and practical for their service users was at the heart of a pioneering project by Calderstones Partnership Foundation Trust. The NHS England funded project aimed to break down the barriers of accessing opinions of their service users, who found the traditional FFT difficult due to their individual needs. Success came from the collaboration of voices feeding into the multi media solution. Focus groups and working groups of service users and members of the multi-disciplinary team were formed with a focus on making all opinions heard.

But what happens when the users do not read the questions in the way they are intended?

Whilst the FFT is open to everyone who uses the NHS, it was recognised by the Calderstones team that their service users (adults with learning disabilities) were not responding to the questions in the way they would expect. These service users did not interpret the standard questions in the way they were intended. Rather than accept this and continue with what was little more than a tick box exercise, Calderstones in conjunction with CRT Health embarked on a research project to find out how they could make the survey matter.

Understanding the question

Lisa Elliott Head of CRT Health facilitated workshops with service users and staff at Calderstones to help users fully understand their issues and how to resolve these. The project stripped back the format of the FFT; they looked at the words used and how they might be mis-interpreted. A working group of service users was established to review how questions made them feel and to propose alternative wording.

With the new wording agreed the working group went on to consider different types of media that could help users complete the survey. A video introduction explaining what to expect from the survey was produced which told users why they were being asked the questions and what to consider when giving their answers. A voice over was used to guide the service users through the stages of the survey.

Collaboration of voices

When the working group trialled the survey, they involved other service users too; asking for their feedback – service user to service user. Ensuring service users were fully involved in the redesign resulted in a solution that meets their own needs and makes the survey matter.

“It was an obvious choice to partner with CRT for this project. Their system was already embedded in to our organisation, it worked well and their enthusiasm to work with us and our service users to develop a solution was evident from the start. CRT arranged a workshop with our working group of service users, showing them the device and listening to their thoughts about how to make the current survey better. They then developed a new survey tool, that incorporated all the aspects of a multi-media approach to engaging with the service users.”

Rachel Taylor Customer Care Service Manager

Want to know more?
Call us on 024 7660 8832
or email info@crtviewpoint.com



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