

Health Messaging for All

Insight workshop - AgeUK
28th April

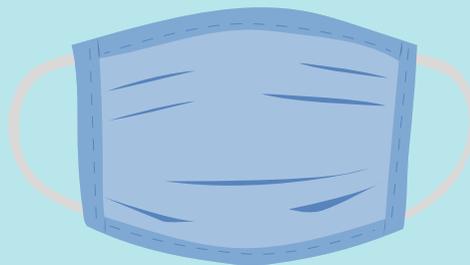


About the participants

Number of participants: **7**

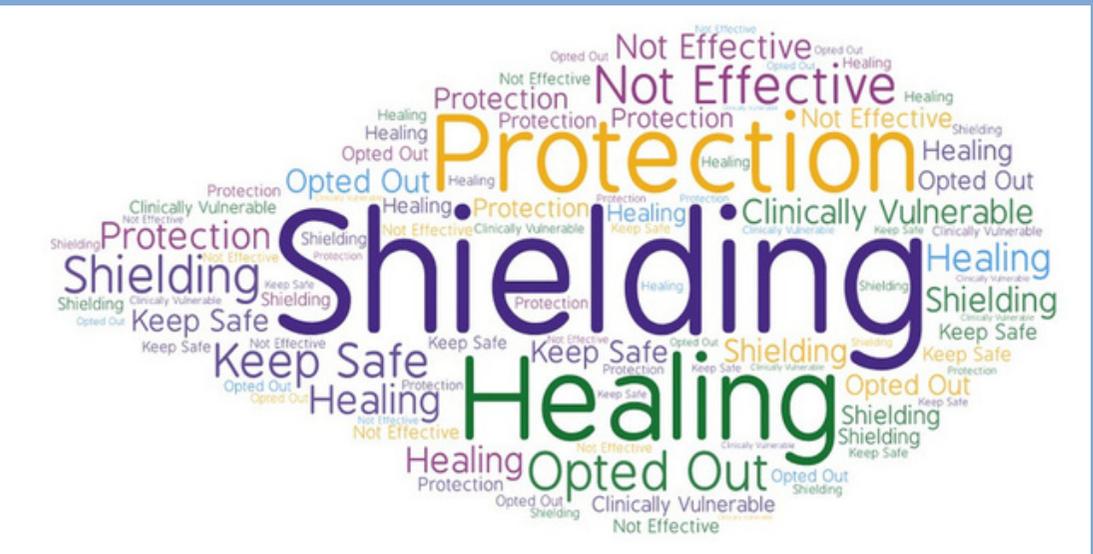
The group is made up of people who are members of the Older People's Reference Group at AgeUK. A few have additional impairments, including long term health conditions and blind/partially sighted, but all identify within the broader term of 'older people'.

The language used at the workshop was English, although English was not the first language for all members in attendance. Members of the group identified as Black (Nigerian) x2, White British x2, Asian (Chinese) x1, Asian (Indian) and Unknown x1. There were 6 females and 1 male. The ages of the members were 60, 66, 75, 76, 80, 80 and Unknown.



We asked participants what comes to mind when we say...

Lockdown easing



Shielding

We asked participants to tell us what their main sources of Covid-19 health information are

Main sources of Covid-19 Info

Other website



Official NHS Letter



Friends and Family



Radio



Television

Social media



Government website

Other sources

Posters in street/buses

WhatsApp messages

Punjab radio

Tower Hamlets Council

Word of Mouth

OPRG newsletter



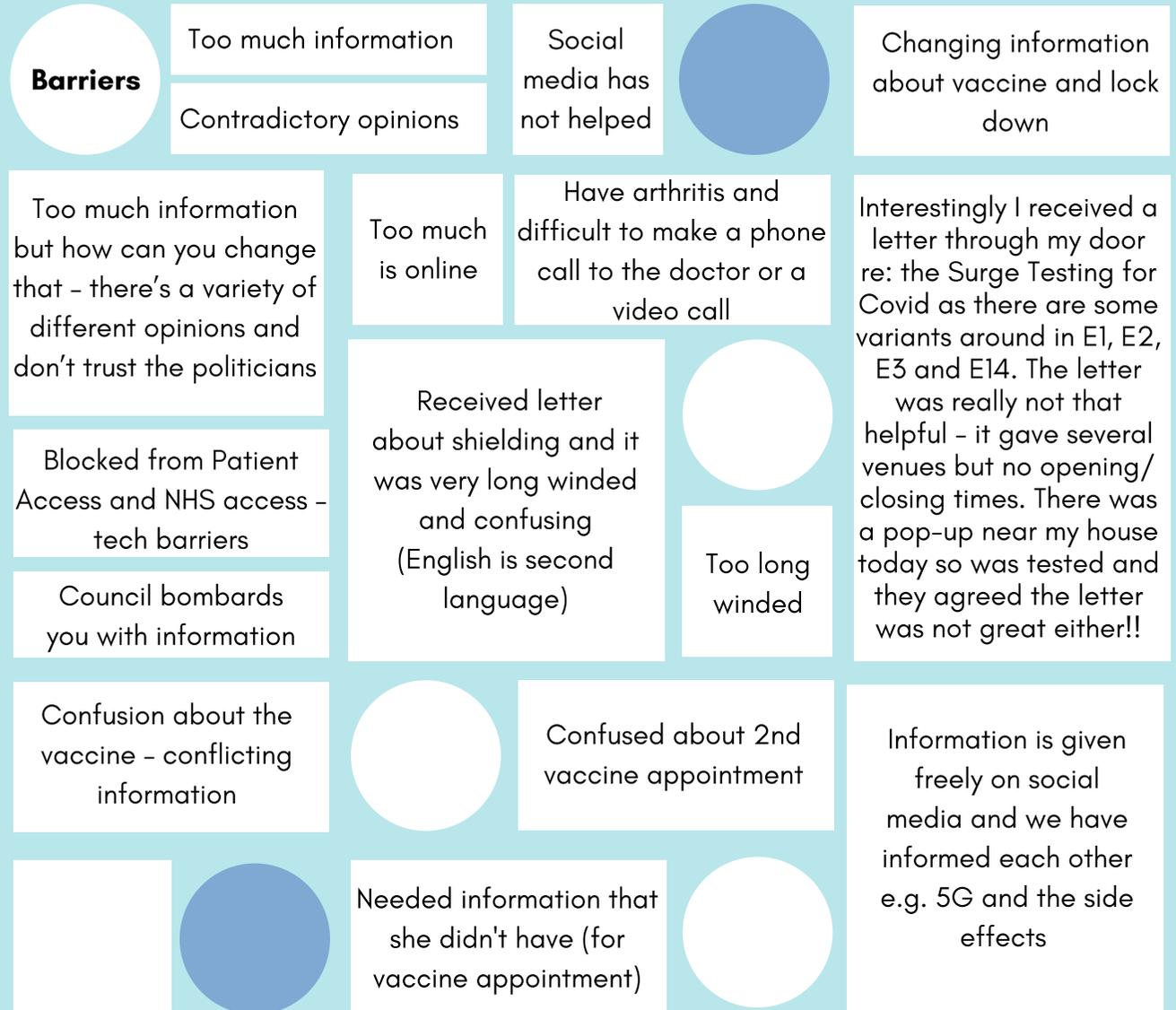
Accessibility



3 participants had found health information about Covid-19 accessible and easy to understand, while **4** participants had found some of it inaccessible and difficult to understand

Understanding Covid-19 health messages

We asked participants to tell us what the barriers were to accessing messages



" The Council is doing very well "

Understanding Covid-19 health messages

We asked participants to tell us what the barriers were to accessing messages

Barriers

Difficult to access the GP - and send a photo to GP

Too much information - had to be selective and test and trace only as good as the people taking part - it's a choice

Hasn't been a problem - are well informed

A lot of it has been confusing. Even with the app, it's been known to say that you've been close to somebody through the wall of two different flats. There's a lot of contradictory information and very negative attitudes towards people that are vaccine hesitant (which isn't supportive)

Don't have a TV and husband works in a school, Punjab radio - all good and up to date, also give information to others and encourage others to get the vaccine

Test and trace app - don't see enough of the QR codes around in shops and stations - not used enough. Could be shown to be used on EastEnders and part of central government advertising

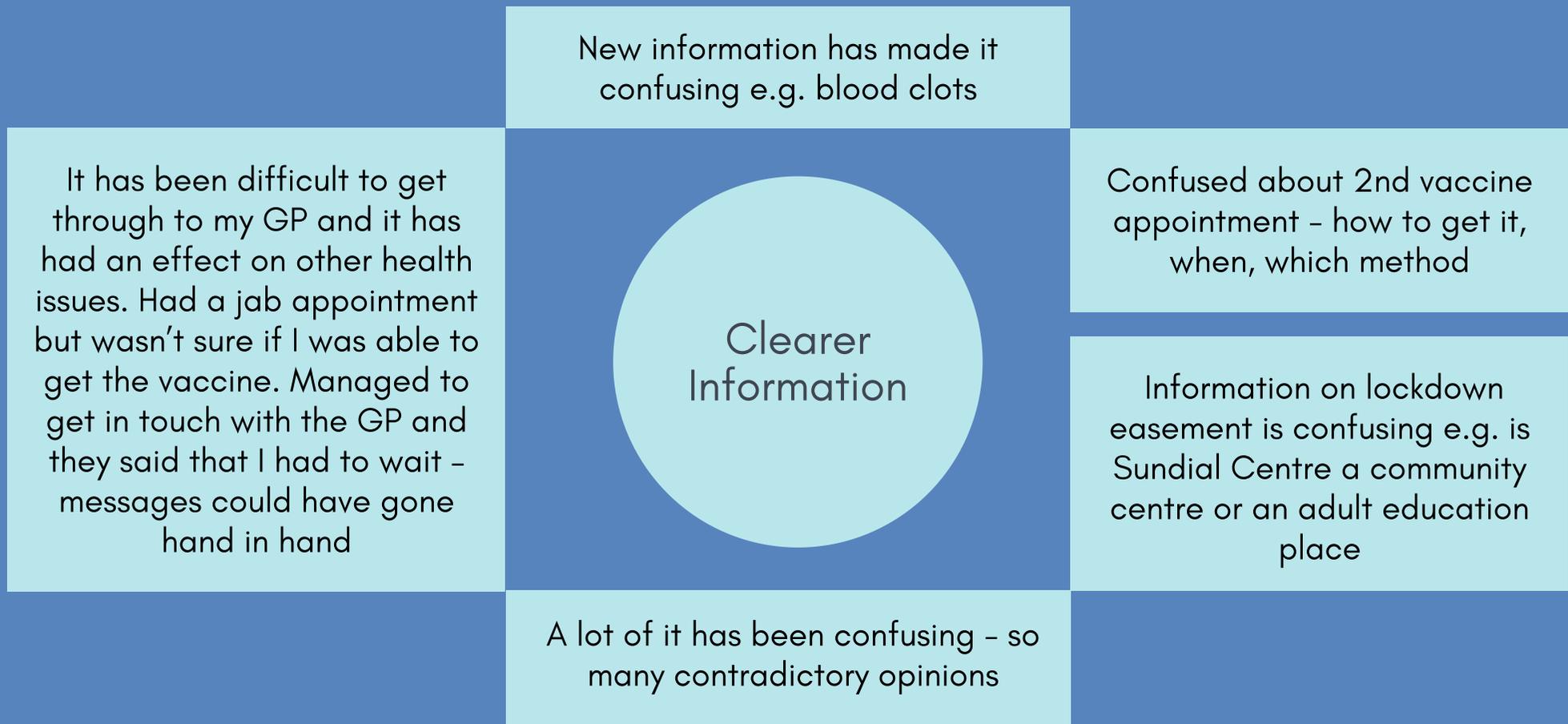
Lucky - family/husband is very helpful and have downloaded the app and do test and trace twice a week

She rang 119 to book her second appointment and they needed her information on where/when she had her 1st dose and she couldn't remember. So she gave in. Luckily, her GP contacted her directly and they had the information on the system and she booked successfully through them

" We should think positively and encourage each other - how can we eat healthier for example. "

Confusing information

We asked participants if there was any health information relating to Covid they will still not clear about





Where to get information

We asked participants to tell us what are the best sources to receive Covid-19 information

How to Improve Messaging

What's good and what could be
better

1 Older People's Reference Group information is very good and useful.

2 NHS app – easy and so many options (e.g. latest advice etc).

3 Select out what you think is helpful or informed – there's too many experts.

4 There should be an efficient alternative to the QR codes for people who aren't online.

5 Simply written paper information would help me understand the information better. Shorter letters and less long winded.

6 More comparison on how things are happening in other countries – have to go to places like Al Jazeera to look at what is happening elsewhere.