

Health Messaging for All

Insight Report - 1-1 priority interviews

April | May

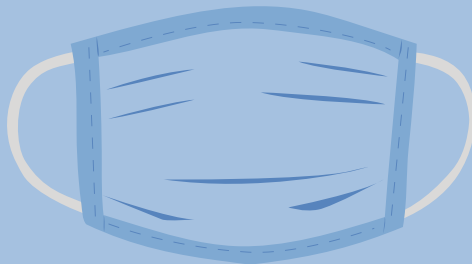


About the participants

Number of people interviewed: **5**

As part of the COMP-D insight gathering, we interviewed 5 people with a disability or long term health condition. These interviews served 2 purposes: (1) to gather more in depth information; and (2) to speak to some people who were either digitally excluded or did not wish to take part in the group workshops.

The first part of this report outlines the key demographics of the 5 participants, and the second part pertains to their insights relating to Covid-19 health information.



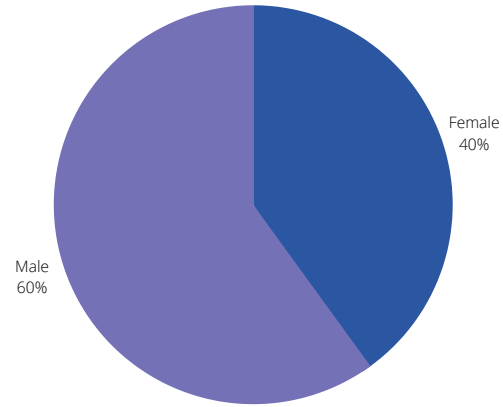
We asked our participants to tell us a little bit about them



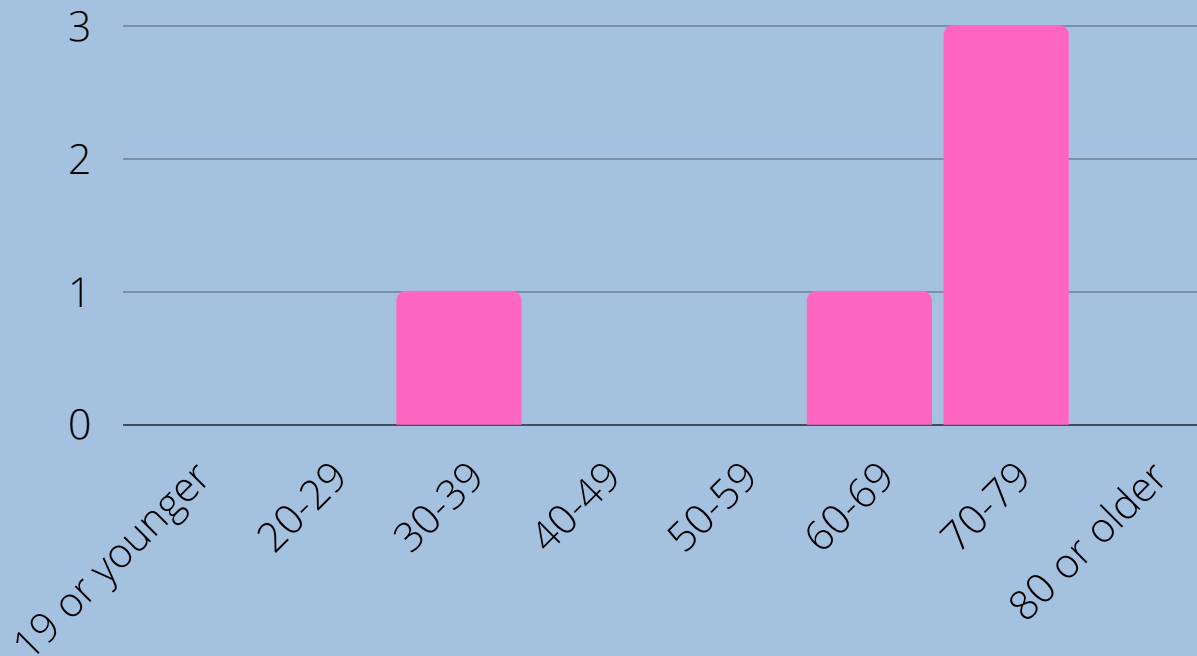
Demographics of participants

Sex

- 2 females
- 3 males

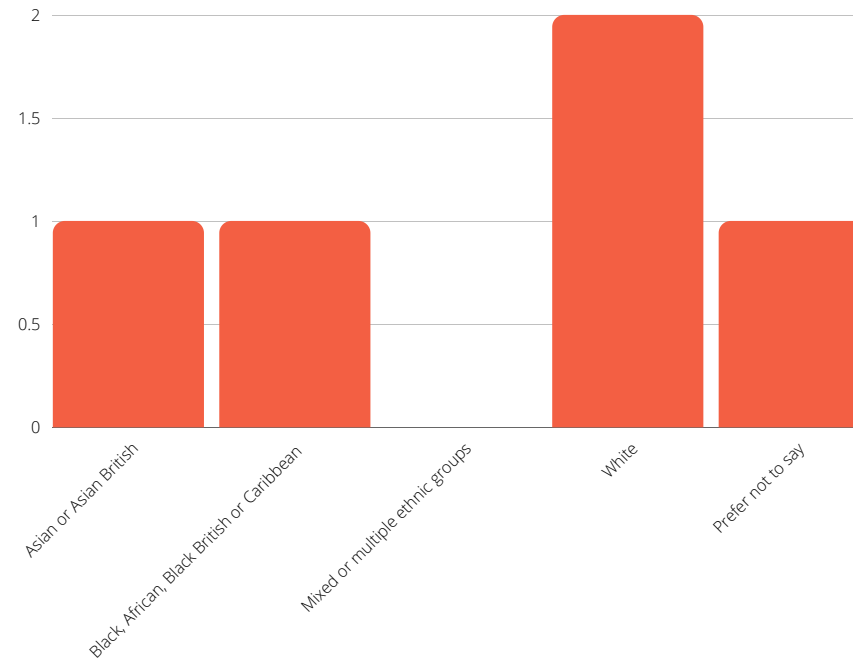


Age group



Demographics of participants

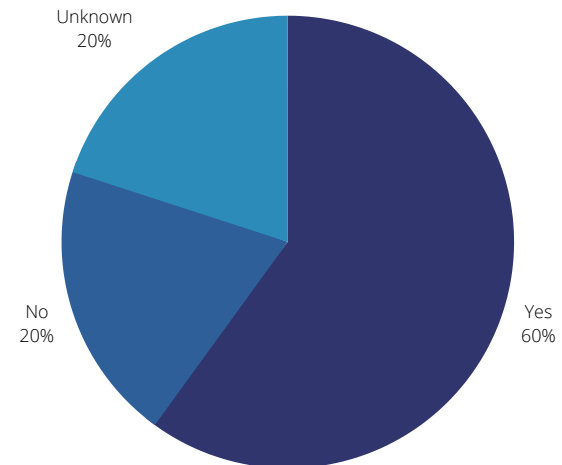
Ethnic group



Native language English

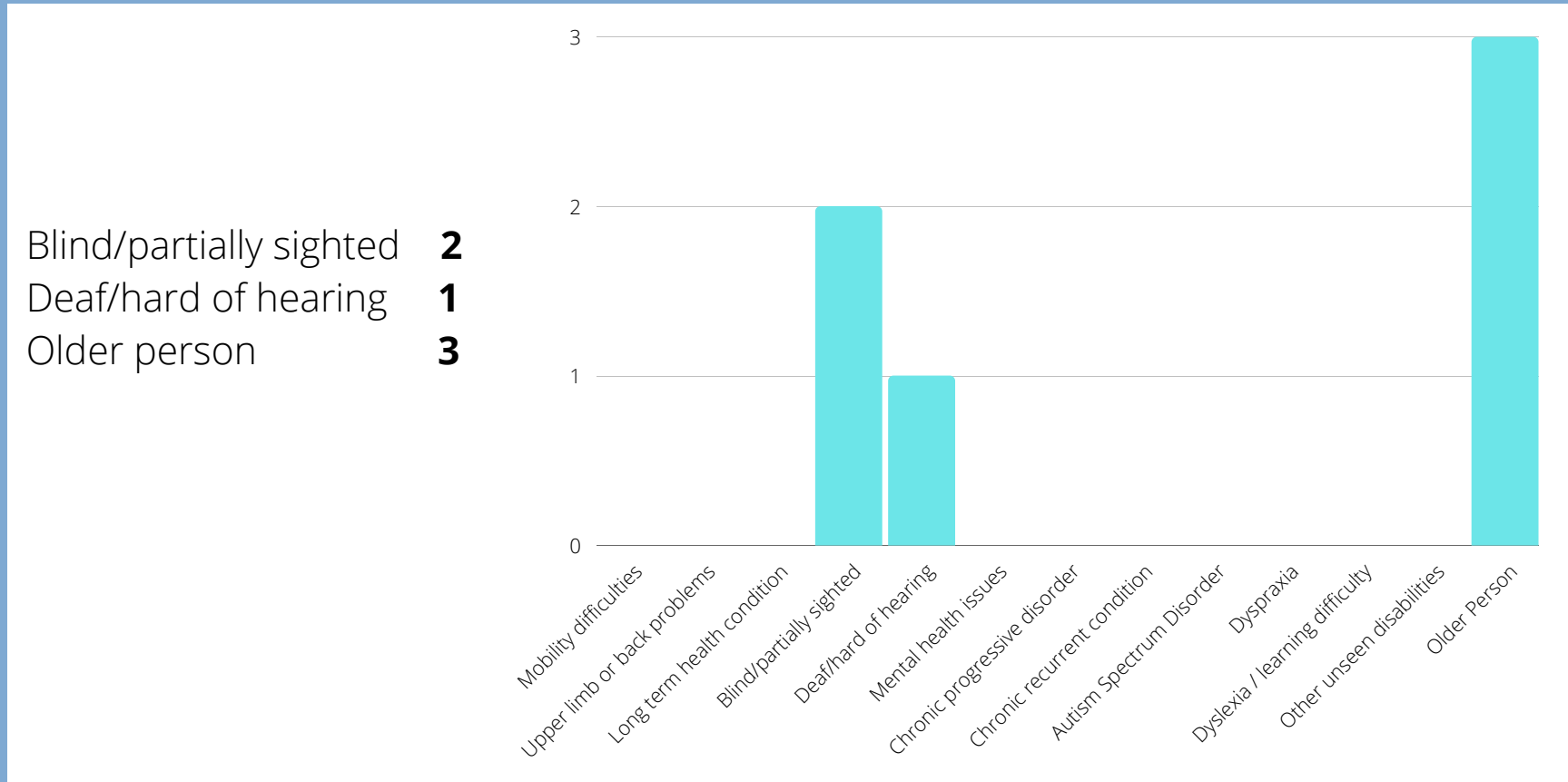
Is English your native language?

Yes **3**
No **1**
Unknown **1**



Demographics of participants

Impairment



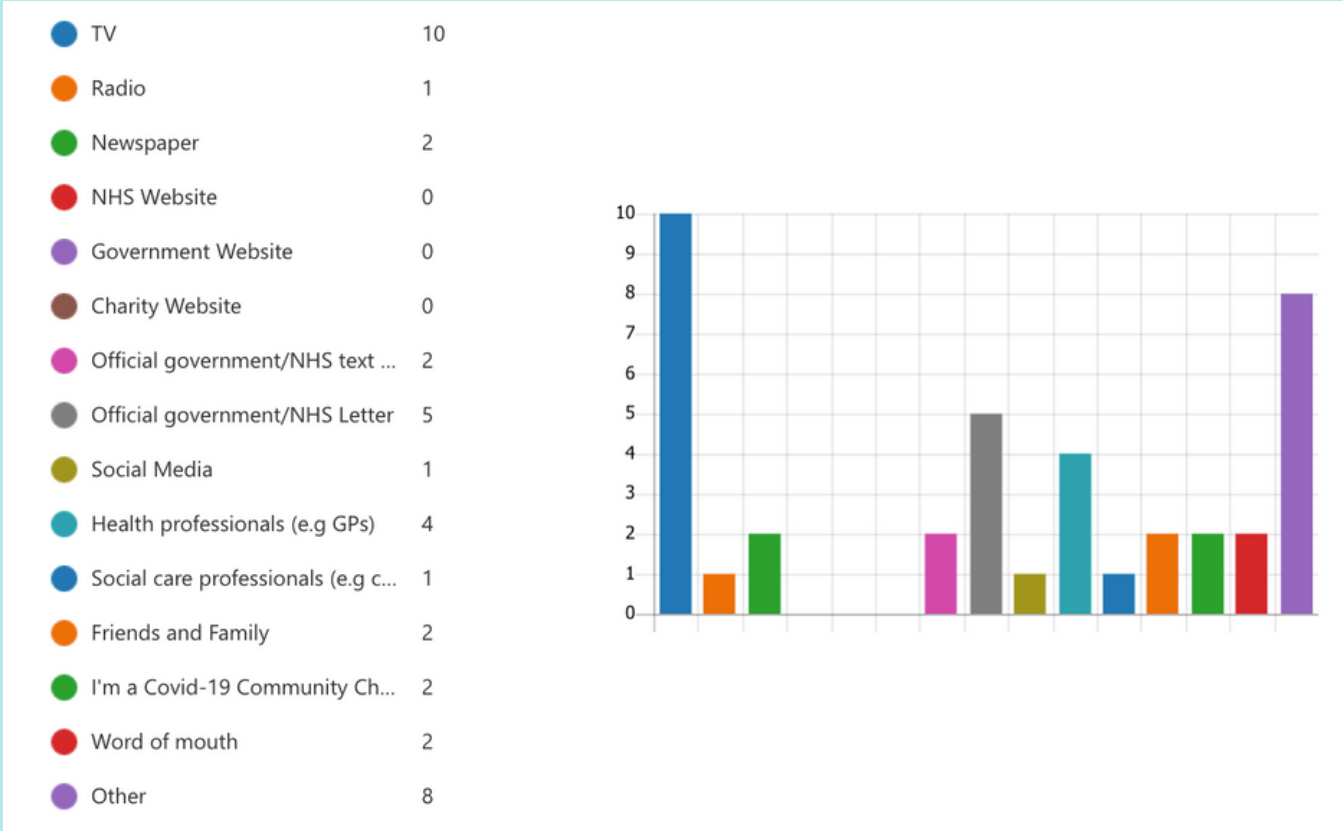
The graph above outlines the impairment group the participants most identified with. The number is higher than 5, as one of them reported having an additional impairment.



Health Messaging

Insights

We asked our members, where do they usually get their health information about Covid-19 from



Please note this data is accumulative, including the information from the previous 5 priority interviews



Other sources

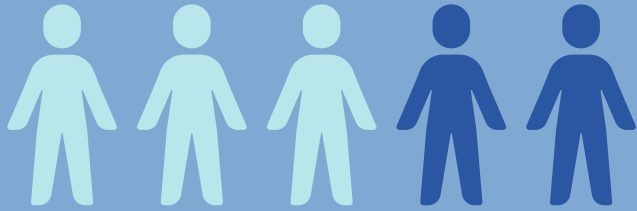
Letter from the Mayor

Telephone Calls

AgeUK Newsletters

Google searches

Accessibility



3 participants found health information about Covid-19 accessible and easy to understand, while **2** participants found **some** of the information inaccessible and difficult to understand.

We asked participants what made this information difficult to access

["Not in a form that meets his access needs"]

["Telephone is not the preferred mode of communicating but it's mainly on telephone"]

["Language too complicated"]

THE GOOD, THE BAD AND THE INACCESSIBLE

He found it very challenging to book his vaccine. They phoned him to tell him he needed to go online and book his vaccine but because he is blind he was unable to do that. His screenreader 'Jaws' cannot read the booking information page properly as it is too complicated. The person who called didn't understand about his impairment and why it was so difficult for him to book it- they didn't understand his communication needs. Eventually his GP booked it on his behalf. He received information about shielding through a letter in the post but would have preferred an email so his screenreader could read it out to him. He finds it challenging to understand Covid-19 information as it is not in accessible form to him. He listens to the news but most of the communications he received about Covid (shielding and the vaccine) are not accessible to him.

No smartphone, just a tablet - using the telephone but it is often too much information.

Not online and socially distancing - so rely on the TV and newspaper - have not received any local news.

Was seeing a lot of things saying that asian and black people were being harmed by the virus. The government didn't care about them before - why did they care so much about getting BAME people vaccinated. Told children and grandchildren not to get the vaccine.

Need to look at lots of different sources to get a clear picture - read the Metro/Evening Standard, watch the news (Sky News, other), local news, letters from the Mayor and Age UK East London information.

THE GOOD, THE BAD AND THE INACCESSIBLE

Read the Daily Star - easy to follow, language easy to read and layout makes it digestible. Daily briefings and news tells you about Covid - use graphs and can see the cases going up and down. Received a letter to get the vaccine - easy to follow, knew where to go and called the number to book with ease. Received a call from the GP asking her how she was - the one to one touch was good.

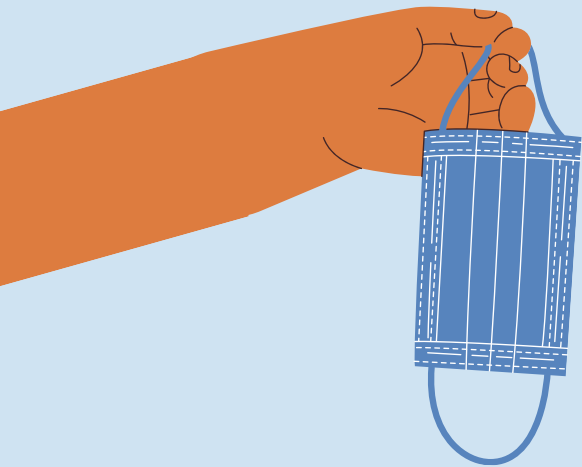
The vaccine booking page is not accessible for someone who is blind, and his screen reader was not able to work on that booking page.

Language clear but didn't see anything locally. Only got Mayor's letter. Didn't see anything locally which impacted decision against getting the vaccine.

He received a letter from Guys and St Thomas about his second vaccine. The letter was ambiguous or unclear around which site he was meant to use for his second vaccination, and it may have changed from the first but he wasn't clear on that - so he went to the wrong site along with a number of other people that day and had to have it reorganised.

Mayor's letters clear - tells you what to do and what not to do. Useful seeing the same messages everywhere so that you get into a habit. Have appreciated the healthcare messages in text and notifications of the updates so that he can keep up.

We asked our participants if they had any suggestions about how we could make health messages more accessible to them



With the doctors, most things should be sent in large print, but it's not sent out that way. Pamphlets aren't sent out in large print. Has to wait until he comes home and use aids to help him read it, or get his partner to read it. Confirmation from the visits at hospitals are never in large print, and he has a number of different hospitals to go to - none of them give him large print.

ACCESSIBILITY

Use subtitles on TV to follow what is being said but they're not always available and she's not online. Not online and not on social media - so rely on national news (don't receive anything through the post).

Doesn't have trust in politicians and think they made the decisions too late - so skeptical of health messaging. Get health information from GP over text but doesn't have the opportunity to speak to somebody in person/one on one which would be useful.

Postal information from charities and trusted organisations would make messaging more accessible to them. Charity mail outs would be welcome but they didn't receive any of these - only had TV.

ACCESSIBILITY

As a blind person, information would be more accessible to him if he could receive it through email because his screen reader could read it. He would also of liked the vaccine to booked automatically for him. He has had his first vaccine (Pfizer), but does not want to get the second one unless he gets reassurance that it will be the same one. He has heard lots of bad things about the Oxford vaccine, about the side effects and that they are now mainly offering the Oxford vaccine in England. He will not take that if it is offered to him as his second dose. He wants more information about what is actually in the Oxford vaccine. He has holding off booking his second vaccine appointment until someone reassures him that he will receive the Pfizer not the Oxford. He would like this information from the GP. When he went to get his vaccine in Barkingside it was difficult for him from an accessibility point of view. His mum had booked a vaccine appointment at the same time, and his brother drove them there and went along to assist him into the centre. When they arrived, there was no parking, so he just had to be dropped by his brother. They were then told his brother could not assist him into the Centre. Luckily his mum was there and managed to work out where to go. There was some support staff around to guide him to the right place, but he would have liked his aide with him (his brother).

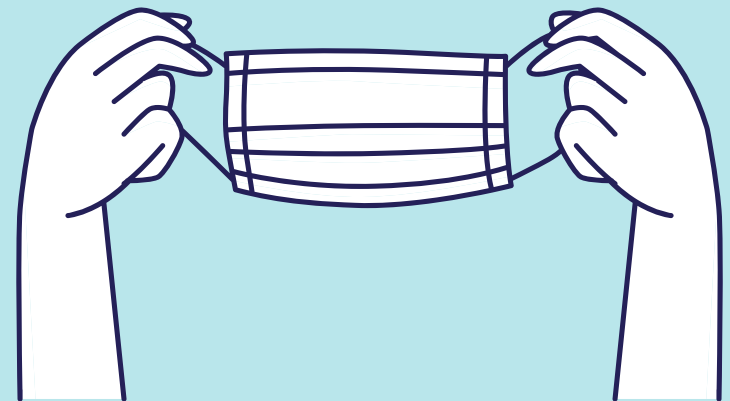
We asked our participants to tell us if there is anything they are still not clear about or would like more information about



He just wants clarification that his second vaccine will be the same brand (Pfizer), and what process is in place to ensure this. He's avoiding it until he gets this reassurance and won't book until he know its the same. He would also like information about what he is able to do at the moment since some of the restrictions have been lifted - is he allowed to travel, stay over at someone's house. He would like this email sent to him from an official government/NHS source in the body of the email.

By now, got the message - been drummed into us wherever you go. Actually been too much - can make you feel a bit down constantly. He needs to know, but it can be full on.

Information is clear but had to dig deeper.



If there is 1 thing that could be done to help you understand Covid-19 health information better right now, what would it be?

Nothing beyond what he's said. Most of it has been covered through the last year. Again, the information with regards to leaflets - not in large print, which would help for the future.

Assurance that the second vaccine will be the same.

Should have had more one to one welfare calls to older people - didn't know what support that I could access.

Get used to what you need to do and so repetition helps - have to change our behaviour.



We asked our participants if there is anything else they'd like to tell us about accessing health messages during the pandemic



1

Well served and happy with information.

2

He just wants to be able to get back to normality and go out and about again. He would also like more information about what financial support is available to someone with a disability - is he entitled to additional benefits as he is not able to work at the moment.

3

Wants more information - Could have more messages on TV or through charities. More local information (most information is national).

4

Although he has a white cane, people direct him to different areas - they don't offer to give him guidance and expect you to know where you're going. Hospitals can be a maze. The built environment is a real challenge, especially during the pandemic and areas are becoming harder to navigate as things open again. Doesn't like Zoom, but it's okay when it's a group of people.

5

Convinced to get vaccine by a scientist/doctor who appeared on Christian TV and said that the Covid vaccine is just like the flu vaccine, you'll have it every year.