

Health Information Week 2019 (#HIW2019) Evaluation

Health Information Week is a national week to raise awareness of the value of high quality health information for patients and members of the public. Participants come from a range of sectors, including charities, public libraries, and the NHS. This evaluation looks at the impact of Health Information Week 2019 (#HIW2019), and makes recommendations for next year. Information is taken from a survey of those organising local #HIW2019 events, and individual organisers' evaluations sent to the #HIW2019 team.

What impact did Health Information Week 2019 have?

41 respondents answered this question. There were over 1,700 recorded interactions with members of the public and staff, and over 1,600 leaflets were taken away. One library saw an increase in book borrowing.

Activities allowed in depth contact with members of the public. One of these conversations included demonstrations of several sites and answering several questions and was much appreciated by the customer. Staff also engaged. A two-hour digital health information session resulted in 4 public library staff receiving training on good sites to recommend, and what to think about when looking at health information online. A few teams also mentioned that the week provided an opportunity to connect with administrative and clerical staff, who may be less frequent library users than clinical staff.

Quotes from members of the public and library users:

- "I didn't know this was available. I need resources other than Google. I am going to download the first aid apps".
- "Thank you for sending me articles. We have made cost improvement savings and checked we are working towards clinical guidelines. We restructured our paediatric dietitian department. All of the above as a result of the articles you supplied."
- "Thanks for showing me the presentation as it is very useful to know where to look for good health information online" (member of the public).

Events also created opportunities to support wellbeing and to promote regular wellbeing activities. One event organiser said these events "has the impact of promoting physical and mental health beyond the activity they are taking part in, to their daily lives, and emphasising the importance of health."

A few people commented that activities and #HIW2019 more generally had raised the profile of the library or organisation:

- The Managing Director was one of 20 people who attended the opening of Breathing Space, a wellbeing area
- #HIW2019 led to the beginning of conversations for library support in new areas in health organisations, including a permanent display in a hospital
- Greater online engagement with a health literacy project
- Highlighting the public library's service to housebound patients to senior managers at a Community NHS Trust has led to discussions around a joint leaflet to promote the service.

Facebook and Twitter activity increased.

- Twitter engagement showed a distinct upswing during Health Information Week particularly in relation to digital literacy which gained 1,762 impressions.
- 15 tweets from one organisation gained a total of 3718 impressions and 62 engagements.
- One organisation reported that between July 1st to July 7th their Facebook page received 8 new likes, posts reached 1023 (1163% increase) and post engagements reached 233 (2230% increase). On Twitter there were 8056 impressions; 147 engagements.

- The combined book display and social media campaign alerted library users and non-library users (via Twitter) to the HIW campaign. 61 retweets, 65 likes.
- We had 7 attendees at the book group itself. However, our book group newsletter which gave a summary of the event would reach a further 30 people. The event page for the event was visited 97 times and the event itself gave way to a discussion on twitter afterwards. The author of one of the graphic novels discussed got replied to a tweet he was mentioned in! So even though the event was relatively small the impact was greater through social media.

#HIW2019 as a way to build partnerships

A significant impact from #HIW2019 was an increase in partnership working, with several respondents mentioning this as the main or key impact of the week. When discussing time spent on different facets of #HIW2019, 37 out of 46 respondents indicated they had spent some time 'Making contact with new or existing partners'. Just under a third (30.4) said they had spent under an hour on this, while the same number of respondents did this over a couple of hours. Just under twenty percent (19.5%) spent between half a day and a full day connecting in this way. One respondent described an active process where the library service had "come together" [with] all the partners to decide how to deliver HIW 2019 was conducted over a whole morning..."

For 'Why did you choose to participate in #HIW2019?', nearly half of all respondents (47.8%) answered that one of their reasons for joining in was to use the week as a focal point to develop new partnerships. One respondent answered that they had done so to improve their service's working relationship with their local council library.






When discussing what went well during the week, 15 people of the 42 responding (35.8%) said they had been able to build on new and existing partnerships through their events. In terms of external partnerships, four responders spoke about HIW events as a positive way to make links with local public library services (including providing training to public library staff), with another commenting that they had been able to revive connections with Libraries Unlimited. One library connected with parents who had come to a play group.

Internal links with different staff groups were also boosted for a number of respondents: HQ/senior management teams (2 responses), patient-public information teams (1), PALS (2) and academic staff (1) were encouraged to engage with library services as a result of their HIW events. One library was featured on ITV Meridian as a result of their Living Library collaboration (!). More informal collaboration through sending out suggested tweets to comms and clinical departments was also noted. For many responders, HIW seems to have led to "new partnership work blossoming".

Who participated in Health Information Week?

Of 46 respondents to the survey, 10 people (21.74%) had not previously participated in HIW. This growth in the organisations taking part is encouraging. A range of organisations took part in #HIW2019, including NHS and public libraries, third sector organisations such as Mind, Dementia Action Alliance and Age Concern, and art galleries and museums. Some respondents spoke about collaborating with other teams in their organisation such as dietetics or clinical psychology.





What type of organisation do you work for?

			Response Percent	Response Total
1	Public libraries		19.57%	9
2	Healthcare		71.74%	33
3	Charity		2.17%	1
4	University		4.35%	2
5	Local government		0.00%	0
6	Other: University employed but providing an NHS library service		2.17%	1
			answered	46
			skipped	1







The table above shows that most of the people participating in #HIW219 were from healthcare, which probably reflects the fact that this is where Health Information Week started about 15 years ago. It is encouraging to see that public libraries represent almost 20% of survey respondents. The number of public libraries, charities and universities involved is probably greater, as many of the respondents mentioned working with other organisations in different sectors. In future, we plan to grow the number of third sector organisations involved.

The table below shows that #HIW2019 was most popular in the North and Midlands and East. Again, this may reflect the origins of Health Information Week in the West Midlands.

Your Health Education England Region, if known:

			Response Percent	Response Total
1	North		32.61%	15
2	Midlands and East		36.96%	17
3	London and South East		13.04%	6
4	South		17.39%	8
5	Other (please specify):		0.00%	0
			answered	46
			skipped	1

Most people participated in #HIW2019 to raise awareness of health information, and their service, with developing new partnerships and complying with a quality framework also being significant. With the publication of the new NHS Quality and Improvement Outcomes Framework, it is likely that in future years complying with a quality framework is likely to be a more significant motivation for taking part in #HIW.

Why did you choose to participate in #HIW2019? (select any that apply)				
			Response Percent	Response Total
1	To raise awareness of health information that is available		91.30%	42
2	To raise awareness of the role of the service in health information		67.39%	31
3	To raise awareness of the service generally		60.87%	28
4	As a focus for developing new partnerships		47.83%	22
5	To demonstrate patient and public activity as part of a quality framework		41.30%	19
6	Other (not specified by respondents):		4.35%	2
			answered	46
			skipped	1

What did they do, and what went well?

Almost all respondents had produced a display stand, in a hospital, public library, or other location. Many had multiple displays in different locations. There were:

- 21 on high quality health information, of which 4 specifically highlighted the Reading Well books / Books on Prescription
- 11 on specific health topics: 3 on wellbeing, 2 on healthy lifestyles, 2 on mindfulness, 2 on diet, and one each on sexual health, diabetes, dementia, mental health, falls prevention, and patient and public involvement. Some of these had input from health professionals working in these fields, and one had community navigators at the stand.

Various resources were used for the displays: 6 had books on display, 3 had games (Focus games and Dr. Jargon), 4 had free fruit, 3 used tablets or phones to demo apps and websites, and single displays used each of mindfulness colouring, sweets, and a life size anatomical illustration. One team also searched for information for patients, with clinicians' permission.

Several organisations ran special events or activities. There were:

- 3 mindfulness sessions, 1 mindfulness walk, 2 yoga sessions, and 1 pilates session
- 3 training sessions for the public in public libraries
- 2 walkabouts with leaflets, dementia resources, hot drinks and biscuits taken to hospital staff
- 2 presentations at local events (conference, health information forum)
- 1 book group looking at the role of graphic novels in health information and supporting wellbeing
- 1 health information clinic for members of the public
- 1 information skills session for hospital staff
- 1 networking tea-party for international nurses
- 1 human library
- 1 dementia event
- 2 children's storytimes on healthy eating
- 1 session of health-related games and activities for patients in the paediatric department of a hospital.

- 1 competition where people submitted their favourite recipe and had a prize from the Sports and Leisure section
- 1 mailing of leaflets on finding health information to all hospital departments

The mindfulness, yoga, book group, networking tea party, and human library were all highlighted as things which went particularly well in free text responses elsewhere in the survey.

Others promoted new or existing resources: wellbeing zones / areas; point of care resources; regular health themed events; book groups; and relevant e-books. A few used the opportunity to expand their collection, or to create additional material on high quality information, either as leaflets, web pages, or videos. Some library staff found this was a good opportunity to expand their knowledge of health information sources for patients and the public.

About a third of respondents referred to partnership working, either inside or outside the organisation, as one of the things which went particularly well during #HIW2019. Engagement with members of the public / customers / patients / health staff was also mentioned frequently as something that went well.

Several mentioned that games or competitions, free fruit or muffins, and free pens and post-it notes encouraged members of the public to engage with the event.

What resources did they use?

The table below shows the most popular resources were the Reading Well collections, and display materials and leaflets. These are possibly the most readily available resources. The Reading Well collections are a national initiative which has been around for some time, and which many public and NHS libraries already hold. Display materials and leaflets are cheap and easy to produce and re-use from year to year. A smaller number of respondents used food, reminiscence collections, and outside speakers, which are less commonly available and / or require more work. Competition prizes were the least used resource, and probably the most difficult to source cheaply. About a third of respondents used the national Health Information Week toolkit, which shows it has value.

The Reading Agency also produced a toolkit, available at <https://readingagency.org.uk/resources/3583/>

Did you use any specific resources?				
			Response Percent	Response Total
1	Self help books such as Reading Well collections		65.22%	30
2	Other specialist collections such as reminiscence		17.39%	8
3	Healthy eating e.g. snacks and fruit		32.61%	15
4	Display materials and leaflets		78.26%	36
5	Asked staff or outside speakers to participate e.g. give a talk		19.57%	9
6	Competition prizes		4.35%	2
7	Health Information Week Toolkit		36.96%	17
8	Other (please specify):		19.57%	9
			answered	46
			skipped	1

One survey question focused on promotional channels. Twitter was the most commonly used, with almost all respondents using it, and one organisation providing a tweetorial. This is possibly due to the greater popularity and ease of use of Twitter as opposed to Facebook or Instagram. A number of users said the social media campaign had gone particularly well, and / or that they had grown their following through the event. The organisational intranet, website, and newsletter were also popular, as were posters. A few mentioned other organisational communications or newsletters and listings for the local community in the free text responses. Some groups targeted specific contacts to promote #HIW2019, either by email or at meetings. One team described creating city-wide shared communications materials and another created a video to promote local resources.

How did you promote your #HIW2019 activity? (select one or more)				
			Response Percent	Response Total
1	Intranet		43.48%	20
2	Website		34.78%	16
3	Newsletter		30.43%	14
4	Twitter		84.78%	39
5	Facebook		36.96%	17
6	Instagram		4.35%	2
7	Blog		6.52%	3
8	Poster campaign		41.30%	19
9	Local media channels (e.g. newspaper, radio)		4.35%	2
10	Presentation		2.17%	1
11	Other (please specify):		23.91%	11
			answered	46
			skipped	1

How much time did it take?

The time spent on #HIW2019 varied substantially between respondents. People spent most time on preparing the campaign, including marketing, with nearly half of respondents spending a day or more on this. For most people, promoting #HIW2019 online, and evaluating the event each took a couple of hours or less. Time spent at events was fairly evenly spread between all the options in the survey. People were either likely to spend a couple of hours or less, or several days, gathering resources. This shows that people were able to participate in #HIW2019 as much or as little as suited their organisation. In some cases that involved a few hours, for others that took several days as they were able to put on larger events requiring more preparation.

Please estimate how much time your service spent on the following in relation to Health Information Week:							
	1 hour or less	A couple of hours	Half a day	1 day	Several days	N/A	Response Total
Making contact with new or existing partners	30.4% (14)	30.4% (14)	15.2% (7)	4.3% (2)	0.0% (0)	19.6% (9)	46
Preparing your campaign, including marketing	4.3% (2)	26.1% (12)	23.9% (11)	17.4% (8)	28.3% (13)	0.0% (0)	46
Attending events	15.9% (7)	6.8% (3)	18.2% (8)	13.6% (6)	18.2% (8)	27.3% (12)	44
Promoting #HIW2019 online / social media	22.2% (10)	37.8% (17)	15.6% (7)	4.4% (2)	15.6% (7)	4.4% (2)	45
Evaluation	42.2% (19)	22.2% (10)	8.9% (4)	4.4% (2)	0.0% (0)	22.2% (10)	45
Gathering resources	28.3% (13)	23.9% (11)	15.2% (7)	8.7% (4)	21.7% (10)	2.2% (1)	46
						answered	46
						skipped	1

Were the resources from the national #HIW2019 team useful?

The most popular resource was the list of health information resources grouped by theme, with the greatest number of respondents (44%) regarding this as very useful. A couple of people also mentioned this as something that went particularly well in free text responses elsewhere in the survey. The marketing templates and ideas for holding a health event were quite well received, with about two-thirds of respondents regarding them as somewhat or very useful.

The evaluation postcards were least useful, with fewer than 25% of respondents finding them somewhat or very useful, and several comments that they were not helpful. One team used an app instead for people talking to them at the stand, as this was more convenient. Very few people submitted additional evaluations on these postcards. The postcards could be dropped next year.

Eighty per cent of survey respondents followed @Healthinfoweek. Those who did not follow @Healthinfoweek either did not have Twitter accounts, or were not aware of @Healthinfoweek.

How useful were the following resources for #HIW2019?					
	Not useful	Somewhat useful	Very useful	N/A	Response Total
Ideas for holding a health event	2.2% (1)	44.4% (20)	22.2% (10)	31.1% (14)	45
List of useful resources grouped by theme	4.4% (2)	40.0% (18)	44.4% (20)	11.1% (5)	45
Marketing templates	4.5% (2)	43.2% (19)	25.0% (11)	27.3% (12)	44
Evaluation postcards	11.9% (5)	16.7% (7)	7.1% (3)	64.3% (27)	42
				answered	45
				skipped	2

What did people think of the daily themes?

The most popular daily theme was healthy lifestyles. The next most popular themes were (jointly) mental health and patient stories; health and digital literacy; mindfulness and relaxation; and long term conditions and social prescribing. Innovations for preventing illness and patient stories as a standalone theme were least popular. This should be taken into account when choosing themes for next year. Suggestions for next year include sepsis, mobile apps, mythbusting common conditions, and wellbeing.

Several people thought there were too many themes. This included recommending a maximum of one theme per day, or a single theme for the week, and that the weekend themes should repeat themes used earlier in the week. One respondent commented that, "The themes put a lot of pressure on services to adhere specifically to it." The blog post on Knowledge for Healthcare specifically said that there was no requirement to stick to the themes, and one respondent said they had ignored them, next year it needs to be made clearer that the themes are there to help, not as a requirement. Again, these are all things to consider when planning #HIW2020.

How useful were the daily themes used for #HIW2019?					
	Not useful	Somewhat useful	Very useful	N/A	Response Total
Healthy lifestyles	4.4% (2)	26.7% (12)	60.0% (27)	8.9% (4)	45
Mental health; and patient stories	4.4% (2)	35.6% (16)	46.7% (21)	13.3% (6)	45
Health and digital literacy	8.9% (4)	33.3% (15)	44.4% (20)	13.3% (6)	45
Long term conditions; and social prescribing	4.4% (2)	35.6% (16)	46.7% (21)	13.3% (6)	45
Innovations for preventing illness	18.2% (8)	38.6% (17)	27.3% (12)	15.9% (7)	44
Patient stories	13.6% (6)	31.8% (14)	29.5% (13)	25.0% (11)	44
Mindfulness and relaxation	4.5% (2)	29.5% (13)	52.3% (23)	13.6% (6)	44
				answered	45
				skipped	2

As the table below shows, a substantial number of survey respondents said that the national team had saved them time, raised awareness of resources, and generated new ideas for #HIW2019. A very small number of respondents said they didn't use the resources, or they had no impact. This is encouraging, and shows the value of resources being provided once nationally for use across the country. A couple of people mentioned that they were unaware of the national resources but hoped to use them next year.

What impact did the resources provided by the national team have on your services in terms of planning, delivering and evaluating your #HIW2019 events?				
			Response Percent	Response Total
1	Time savings		42.22%	19
2	Raised awareness of resources available		57.78%	26
3	Generated new ideas on what and how to do HIW		44.44%	20
4	They didn't make any difference		11.11%	5
5	We didn't use the resources		11.11%	5
6	Other (please specify):		2.22%	1
			answered	45
			skipped	2

What do people want next year?

Several respondents said that they had found #HIW2019 beneficial, and enjoyed it, and were looking forward to next year.

There were many suggestions for how #HIW2020 could be made even better. Many people said the resources need to be available earlier for 2020. One respondent did note that it was good that resources were available earlier in 2019 than in 2018. Next year, it would be ideal to aim to have the marketing templates and other resources available by March or April.

Mostly, feedback centred around the marketing materials available from the national team:

- Professionally printed posters and marketing resources such as pens and notepads to be available nationally. There was also some concern that given the limited budget available and lack of access to professional graphics software and professional printing, the marketing resources can look quite home made / bland / too dependent on clipart.
- More posters, leaflets for the public, resources, and graphics, both for the week as a whole and for individual themes, ideally as a pack to save library staff collating and printing their own. Given the limited resources available this may be difficult or impossible to achieve.
- Images for platforms such as Facebook and Instagram and more resources which can be linked to from websites
- Suggestions for more high level / complex health information which is open access and so available to the public
- Resources such as videos, training analyses, and toolkits for senior staff
- More examples for the Innovations theme
- More resources aimed at patients and / or more information about printed health information resources for patients without internet access
- Resources for interactive displays for libraries, both for in person / print and online use
- Resources for HIW are in different places, it would be good to have them gathered in one place
- A #HIW2020 web page written for a public audience that organisations can link to, e.g. from Twitter or a blog post. This might be possible using Wordpress or another free source.

A few people mentioned evaluation, particularly advice on evaluating very brief conversations with passers by, and providing a quick evaluation format for teams who run #HIW2020 events.

Other requests for next year were:

- more event ideas - fun ideas, ideas for contacting clinical staff in non-patient areas, and ideas for contacting patients on wards. It should be noted that the respondent who mentioned contacting patients on wards was unclear if this would be appropriate. Given the vulnerability of hospital patients, any contact with patients in clinical areas should be checked with and approved by the treating health professionals in advance.
- help with linking with national and local organisations. Including relevant materials from national or local organisations (for example Mind's Blue Light resources as part of a mental health resource list) may also support this.
- ways to link in library e-resources
- more information on human libraries

Two people suggested that #HIW should be an ongoing event or service throughout the year, with one week as a focus or highlight. Within current resources this is probably not feasible.

A couple of people mentioned wanting to see the evaluations and results of the SmartSurvey.

About a quarter of survey respondents said they would like to start their own local planning earlier next year, with some saying this would make partnership working easier. A similar number wanted to expand their activities for #HIW2020. Conversely, a few said that they would concentrate on fewer, shorter events next year, to maximise the use of staff time, and that limited capacity made running any form of outreach event very difficult. A small number of respondents said they wanted to work more with partners, either in public libraries or the NHS. One or two mentioned engaging with health professionals to promote the week, particularly for support in dealing with health questions from the public. There were a number of replies related to displays – having them in a different location to increase footfall, providing healthy snacks or games, leaving the stand unstaffed in case people preferred to take leaflets from an unstaffed stand, focusing the display more to the public or to hospital staff, and using a slogan or question to crystallise what the week is about and engage people.

Conclusions

#HIW2019 had a significant impact in terms of increasing awareness of high quality health information for members of the public, patients, and healthcare staff. This was achieved through a wide range of activities, events, and social media presence. HIW provides a great opportunity for partnership working across sectors. Organisations are able to take part as much or as little as they have the time for. Many people expressed a desire to increase their involvement with #HIW2020.

Areas for improvement for next year are:

- more and higher quality resources from the national team
- a dedicated public facing Health Information Week website
- help with linking to other organisations
- ensuring that national resources are available much earlier