

Review of “Shape Your NHS” community branding

SURVEY RESULTS

February 2020

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Contents

Section	Page Number
Introduction	2
Full survey results	3 - 7
Respondents between the age of 25 – 54	8
Respondents who hadn't heard of "Shape Your NHS" before	8
Equality Monitoring Information	9
Recommendations	10
Contact Us	10
Appendix 1: list of comments from the "open text" questions	11 - 17

Introduction

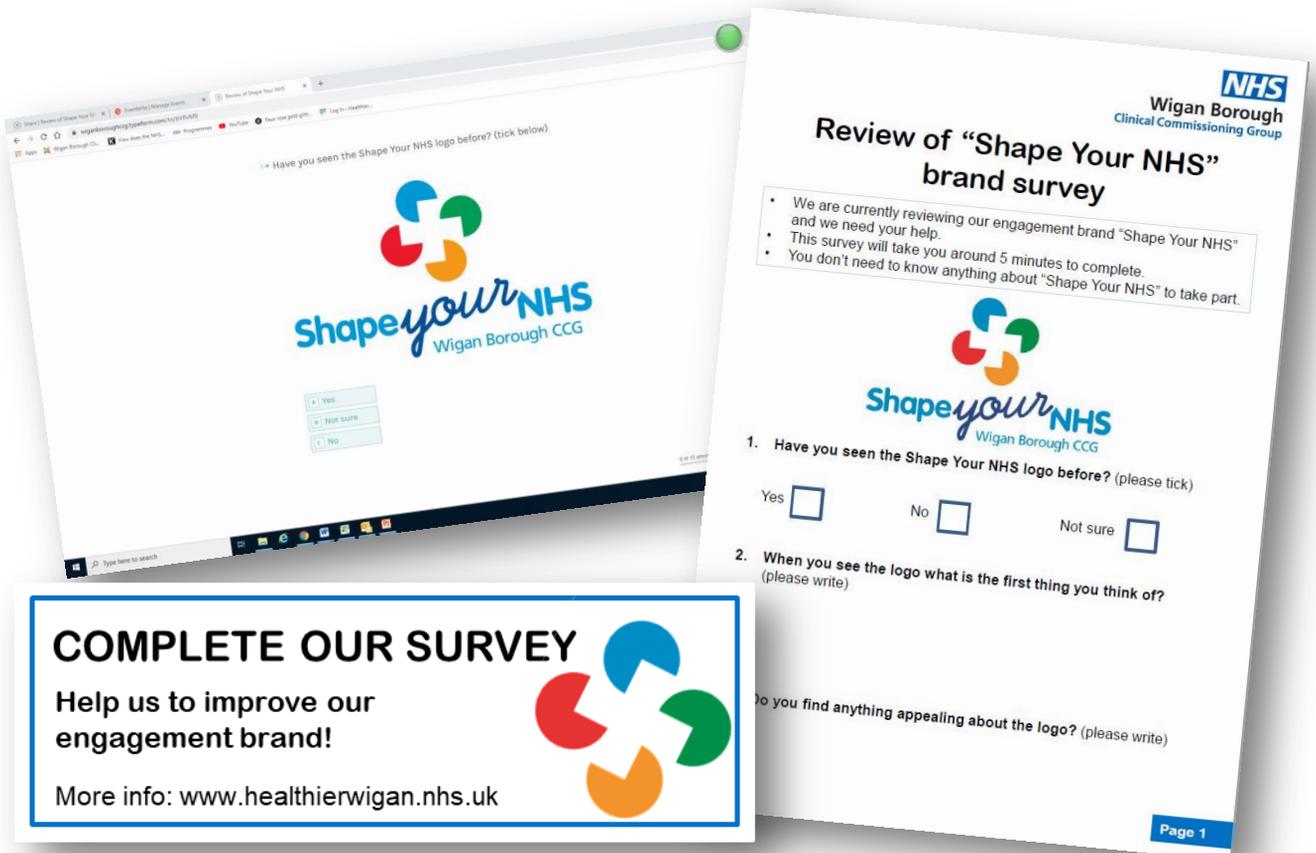
In January 2020 we launched a survey about our “Shape Your NHS” engagement brand.

We wanted to gather people’s views on the current brand and ask questions that may help us to improve this brand in the future.

We had a total of 75 responses. There was a mix of responses completed online, via post and in person.

This report outlines the response to the survey, our recommendations and next steps.

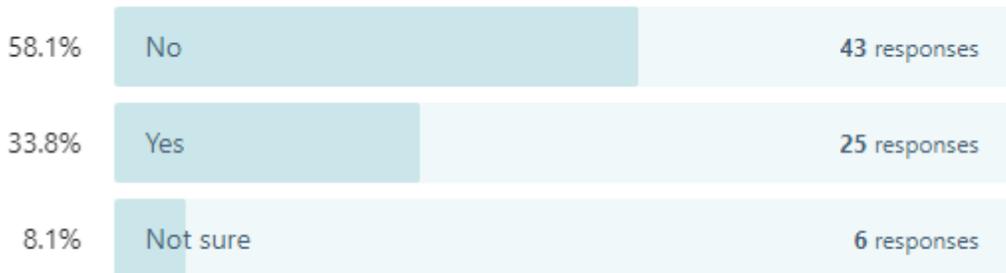
Thanks to everyone who took the time to complete the survey.



Full Survey Results

Question 1: Have you seen the Shape Your NHS logo before?

74 out of 75 responded.



Question 2: When you see the logo, what's the first thing you think of?

72 out of 75 responded.

We had a whole range of answers here. The most popular colours were around how the logo is colourful (8) and looks like Pacman (8). Some people told us the logo reminds them of fitness and dieting (4).

A number of people (7) associated the logo with helping to shape, steer and influence the NHS or being associated with the NHS (5).

Some people (7) said the logo doesn't really make them think of anything.

A list of all the comments can be found on page XXX.

Question 3: Do you find anything appealing about the logo?

71 out of 75 responded.

A large number of people (23) said they found nothing appealing about the logo.

Those that did find something appealing about the logo said it was colourful (21), eye catching (7) and clear (5).

A list of all the comments can be found on page XXX.

Question 4: Is there anything you dislike about the logo?

68 out of 75 responded.

A large number of people (26) said there was nothing they disliked about the logo.

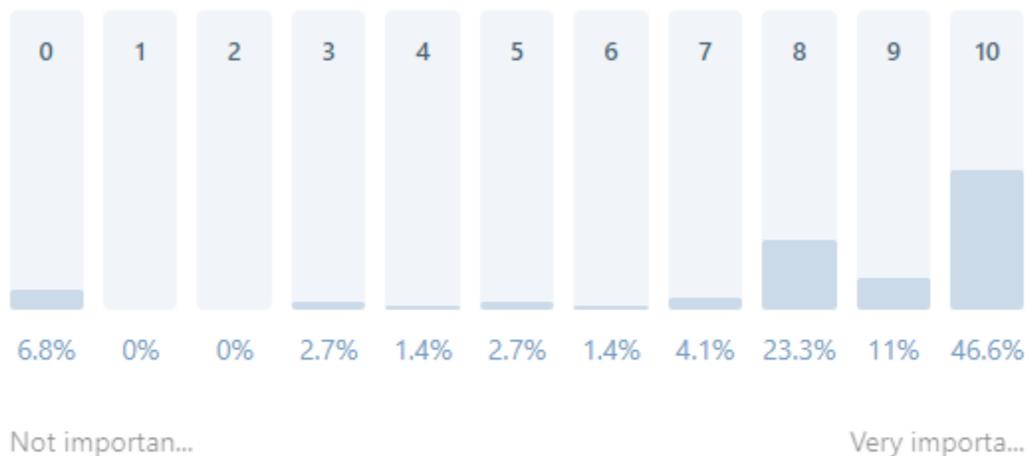
Some people (4) didn't know what it means. Some people (4) mentioned again that it looks like Pacman and that it doesn't "scream" the NHS (4).

A list of all the comments can be found on pages XXX.

Question 5: If we changed the logo, how important do you think it would be for us to mention the name of our organisations, i.e. Wigan Borough CCG?

73 out of 75 responded.

Average 8.2



Question 6: Select the terms you find most appealing?

74 out of 75 responded.

NHS	49 responses - 66.2%
Health and wellbeing	46 responses - 62.2%
Health and care	30 responses - 40.5%
Healthcare	21 responses - 28.4%
Wellbeing	16 responses - 21.6%
Healthy	13 responses - 17.6%

Question 7: Out of those, which did you find most appealing and why?

68 out of 75 responded.

Those who said “NHS”

- Pour of NHS
- Don't privatise it
- Immediately recognisable
- Who we are
- We use NHS services on a regular basis
- Gives confidence and assurance
- Easily recognisable
- Amazing NHS
- Means so much to so many

Those who said “health and wellbeing”:

- Most informal
- Covers prevention and cure
- Broad definition of health
- Health problems and encouraging people to be healthy
- Encompasses all aspects
- Sounds caring
- Covers mental and physical health
- Overview of NHS
- Whole person
- What we should all be concerned with
- Prevention agenda
- Fresh and appealing

Those who said “health and care”

- Sounds like both as important as each other
- Covers health and social care
- Health and care go hand in hand

Those who said “healthy”

- Fits purpose of NHS
- Focus on keeping people healthy

Those who said “healthcare”

- Important to be healthy and see your GP

Those who said “wellbeing”

- It's about the whole person
- Lots of talk in the media about it

Question 8: Select the words you find most appealing?

74 out of 75 responded.

Support	50 responses - 67.6%
Community	48 responses - 64.9%
Involve	36 responses - 48.6%
Help	32 responses - 43.2%
Engage	28 responses - 37.8%
Friend	19 responses - 25.7%
Shape	12 responses - 16.2%

Question 9: out of those, which did you find most appealing and why?

72 out of 75 responded.

Those who selected “support”

- Implies care linked to individual need
- Its what people need
- Its what is being done in the NHS
- Covers all forms of help and assistance
- Not condescending, dictatorial or charity

Those who selected “community”

- It's a service for all
- Joining together
- This is the NHS
- In this one word you'll experience the others
- Feels inclusive
- Community should always be part of the NHS

Those who selected “involve”

- Implies active participation
- People like to be included
- People need to feel empowered to support them to make healthy choices
- Makes a person feel valued
- My heart is for inclusion
- Listen to people's opinions

Those who selected “friends”

- Everyone needs them
- A true friend would provide the support needed

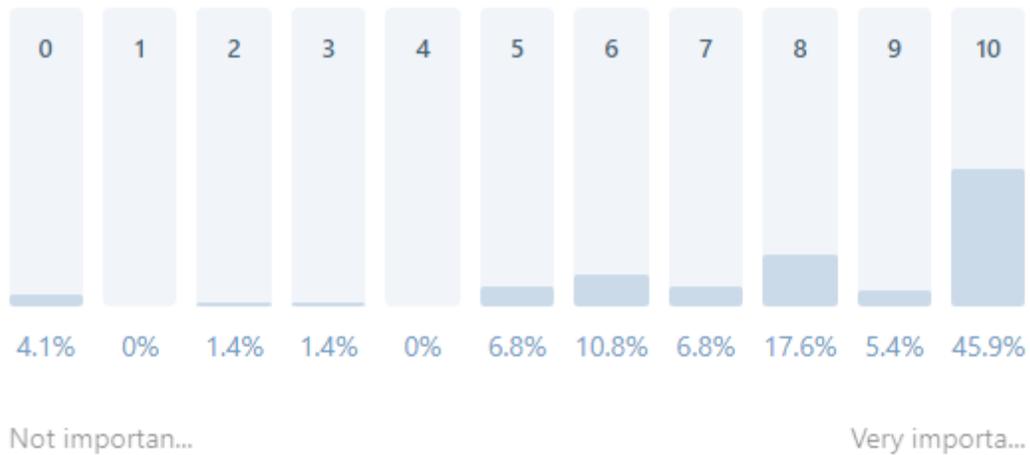
Those who selected “help”

- It is what people need

Question 10: How important would it be for us to refer your specific town or community in our brand?

74 out of 75 responded.

Average 8



Question 11: When you hear the phrase “friends of”...what does it make you think of?

68 out of 75 responded.

The most popular comments here were that it reminds people of community volunteers (15) or people who help and support the community (9). People also mentioned friendship (8) and charity /fundraising (8).

A few people weren't sure how to answer this (9)

A list of all the comments can be found on page XXX.

Question 12: Thinking about where you live in the Borough, do you feel part of Ashton, Leigh or Wigan?

71 out of 75 responded.

Most people (60) said they felt part of Ashton, Leigh or Wigan.

A smaller number (9) said they did not feel part of Ashton, Leigh or Wigan. 2 of those people mentioned their specific area; Springview and Golborne.

Respondents between the age of 20- 54

This is one of our target audiences.

This demographic made up a small number of our respondents (23 out of 75). Only a small number (4) had heard of “Shape Your NHS” before.

They liked the use of colour in the “Shape Your NHS” logo and one person pointed out that it was Autism Friendly. Some people in this group said that they didn’t connect with the logo and it wasn’t obvious it was associated with the NHS.

The terms “health and wellbeing” was the most appealing to this group (17) followed by “NHS” (15). Some of the comments around “health and wellbeing were that it incorporates the whole person and it what we should be striving for.

This group prefer the terms “community” (16) and “support” (15), closely followed by “involve” (14) and “engage” (11). Some of the comments from this demographic were around inclusion and being part of the NHS.

This demographic mainly made positive comments about the “friends of” phrase.

All but one of this group feel part of Ashton, Leigh and Wigan .

Respondents who hadn’t heard of “Shape Your NHS” before

This is one of our target audiences.

More than half (43 of 75) of the total respondents had not heard of “Shape Your NHS” before.

There was no particular difference in the feedback about the “Shape Your NHS” logo or what they think of “friends of”. The comments overall were varied.

The term “NHS” is most appealing to this group (29), closely followed by “health and wellbeing” (28)

This group prefer the terms “community “(31) and “support” (30).

Equality Monitoring Information

We collected some limited demographic information from people who completed the survey.

The first 3 digits of your postcode?

70 out of 75 responded.

M28	1	WN3	3
M29	1	WN4	7
PR6	1	WN5	5
WA3	4	WN6	19
WN1	3	WN7	14
WN2	10		

What is your gender?

71 out of 75 responded.

Female	45
Male	24
Prefer not to say	2

How old are you?

70 out of 75 responded.

20 – 24	6
25 – 34	3
35 – 44	4
45 – 54	10
55 – 64	19
65 – 74	17
75+	8
Prefer not to say	3

Next Steps

Thanks to everyone who took the time to complete this survey for us.

This results were discussed at the Wigan Borough Engagement Group meeting on Tuesday 4th February 2020. This group is made up of patients and residents that are interested in how local people can influence health and social care services across the Borough.

As a next step we will set up a working group made up of volunteers. They will help us to develop ideas and designs for the future of the brand.

These results will certainly be taken into account when we decide what to do in the future.

Contact Us

If you have any questions about this piece of work, or if you want to be involved as a volunteer, please don't hesitate to get in touch with us.

Call: 01942 482711

Email: shapeyournhs@wiganboroughccg.nhs.uk

Appendix 1

list of comments from the “open text” questions

When you see the Shape Your NHS logo what comes to mind? (full data)	
It appears like a fitness club/ gym logo	Nothing springs to mind
Nothing comes to mind	The Health Service
Opportunity to help shape and possibly steer the NHS in Wigan & Leigh	Fitness drive
Waste of money better spent on funding NHS Doctors and Nurses etc.	Invitation to participate.
A place where you can influence the NHS	Political parties with the colours used in the logo
It's colourful.	Health
Shapes	Jigsaw puzzle
What do the different colours represent? Why is that a white cross?	I just see the coloured circles. The logo doesn't mean anything and I don't recognise it
Interesting	NHS
Happy and keen to help	Cake
I Thought it was about keeping fit or doing exercise. it reminds me of a children's toy	Pacman
Pac man	The colours
Prescribing / pharmacy	Friendly and equality
Hospital / Doctors	The four shapes of different colours represent agencies that work alone and together.
NHS	Pharma company
Medical help	??
Chemist	pacman
It's impressive as it immediately draws your attention to it.	PAC man

When you see the Shape Your NHS logo what comes to mind? (full data) ... CONTINUED

What do the circles and colours represent?	It doesn't make me think anything
The 80's Pac Man computer game.	Not a great deal
Firstly the coloured disks, only afterwards do you see the cross	GP PRACTICE
Pacman	A gap in services
nothing	that someone cares
Medical	The cross shape in the centre, red cross, green cross
Clever and inclusive	Is it something to do with dieting
strange	Pac Man
PACMAN	Does bring anything to mind
Collaboration	Public involvement in shaping change
Distinctive	pattern signifies most areas covered within the conurbation
I think that I will be provided with the latest information about the free NHS courses.	Eaten biscuits
Missing parts and disconnected events taking place	Attractive
	The cross to me denotes health
4 circles and a cross. What does it mean?	I immediately feel there is support 'out there'!
news about new public events	What do the different colours denote?
A jigsaw	Inclusivity
Nothing, as we have experience of attempting to improve our local Doctors and have been very unimpressed with any CCG efforts. We now have a far worse practice than a year ago.	Changes afoot

Do you find anything appealing about the “Shape Your NHS” logo?	
Clear print and easy to read.	Colour and handwriting font
Use of different fonts	It's simple but effective and It's autism friendly
Modern and refreshing	The 4 circle logo with white cross is overpowering
It's good	It's attractive to the eye
Use of word "your" which stands out. Use of colour. White cross links to health services.	Bright
The Medical cross and Your	no it doesn't connect with me
No	no
eager to learn more	No
lots of colours	no
I don't know what CCG stands for	No
no	Colourful
yes colourful	The cross to me denotes health
Noticeable	I like this logo because it is immediately recognisable and stands out.
NHS Concerns	Everything except the coloured shapes which form the white cross .
Colourful	It is noticeable
The colours of the logo!	Clear and colourful
Clear and compelling	It's none descript
Yes. It stands out and is different to any other logo I've seen.	No
Colourful	IT'S OK
the colours are eye catching	Colourful
not really	not really
Not really	its bright and cheerful
The colours	No
Nothing	No, too busy
Looks friendly and inviting and non-officious	Bright Colours
It's brightly coloured	No it's just too neutral doesn't stand out
Bright colours, think that the 'THINK' should be in another colour	Not really
Yes it's fine	No. If it had a more NHS type logo more or less blue it would be recognised to be for NHS and health
no	CCG
Looks clean and clinical	No
the design works well with health being at the centre	Nice colours
no	Bright and attractive.
The block text is fine	Like the tag line
Nice colour scheme, simple design	Bright and colourful
It's eye catching	No
Not really	

Is there anything you dislike about the "Shape Your NHS" Logo?	
Blond colours they could be more varied	Logo
The different coloured circles look cheap	The "your" text style
No dislike but if the coloured circles are meant to be background for the cross then the cross does not stand out.	The logo looks like Pac Men chasing each other. Another image came to mind too, which was Baby Bell cheese.
No	As before, it doesn't really speak NHS. There are too many colours involved
No	NA
The cross in the middle does not sum up all that the NHS does. Medical cross is a first aid symbol but the NHS does more than that,	Looks like 4 hungry mouths racing to eat each other. Don't like the font or colour change in the word 'your'. Don't like the use of the word 'your'. The NHS is 'ours'.
I ca	No
no is great	No
Waste of NHS Money	The only thing I would suggest is to maybe outline the cross in black to make it stand out more.
no	The 4 circle logo
Should be bigger	It may not necessarily be clear to everyone what it represents.
No	Unless you read the text, it doesn't scream NHS
No	it doesn't connect
Too much going on	the pacman plus the typeface's are not good
I would only mention that the 'cross' is not immediately recognisable.	No
No	eyes drawn to coloured discs, rather than the white 'health cross'
No	All of it
See answer to first question	No
no	Not at all. As soon as I see this logo I know who it is.
No .Does it mean first aid for the health service?	The top half. It's almost an optical illusion. Sometimes I'm seeing four incomplete circles of bright random colours, other times I see a white cross.
Not really	No
No	No
Why is a Logo so important? Why don't you just get things right instead of worrying about this?	I'm neutral but it doesn't make me think of health
It's nice but not sure what circles and colours represent	It's not really obvious what it's for
The (incomplete circles) look like Pac Man (80s cult computer game).	IT'S OK

**Is there anything you dislike about the “Shape Your NHS” Logo?...
COTINUED**

As above remark	Looks like you know there are significant gaps in services!
No,	no
not particularly	no
No	It is very bland
font on "your"	Too busy, don't see the point of the four shapes fonts do not work together
looks like pacman	All the writing is the same colour,.
Not eye catching	It's just non dis script
No	Doesn't mean anything- drab
There is no NHS logo on it	No.

When you heard the phrase “friends of” what does it make you think of?	
Community groups / groups for people to reach out to.	People who are passionate or care of something. Try a logo of "friends of Wigan CCG." As a group a people who are passionate about changing services in the NHS to suit the individual communities in their local borough
Charity	Insignificance. Not powerful.
Helpers	Charity
Nothing	People who are associated with a group?
leagues of friends of hospitals	I think it makes it so more personal, and more warm and welcoming.
I know what it means but if I was naive, I'd think of smiling, often patronising elderly people	just a courtesy name
Support	That it's reaching out to you, personally
Be like	too cheesy
People from communities that volunteer	friends
Nothing really	family
Friendship Company - Help support	Nothing to do with healthcare
Help	nothing in the professional field
A friendly organisation	Group of social do-gooders
Church community	Community
Close support within the organisation!	Community and care
Community group	Not sure of the question.
I assume it refers to volunteers who are giving their time to help the local community in some way.	Depends on the context! In terms of Organisations I find it very obscure and would prefer “supporters of”.
Volunteers raising money	Overused cliché
that they are friend of someone you y	volunteers
Someone who takes an interest and time to support something.	Very informal in its approach
Volunteers	nothing
Not much. You find out who are your friends in time of need	NOTHING
lackeys who want to feel important	People who raise funds
Volunteers who raise money and generally help	not sure

When you heard the phrase “friends of” what does it make you think of?... CONTINUED

Charity	EXACTLY THAT , FRIENDS OF WHOM
nothing in particular	Nothing in particular. Too general.
Volunteers	Personal friends
help is close at hand	OAP social club
In association with....	Charity or old pals act
Facebook	Not sure within this context.
Supporters	A support group
Support	Community group
Community, caring, respectful	A ready formed group that may not be all that welcoming to new people/members
A charity	Middle aged church goers