Public Health England

Protecting and improving the nation's health

Public health outcomes framework (PHOF) web tool
User survey update November 2014

About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health.

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Introduction

A survey linked to the PHOF webpage was used for this survey which went live on 5 August 2014 and closed on 11 November 2014 asking users a range of questions about who they are, how they use the tool and what developments they would like to see in future. A list of the questions asked is available in Appendix A. This report summarises the results from this survey and compares this with the recent PHE survey of surveillance products.

Key findings

- there were 81 completed questionnaire responses to the PHOF user survey between 5 August and 11 November 2014; of these 84% were completed by respondents working for local authority organisations and 14% were completed by other areas of PHE
- the majority of respondents heard about the PHOF web tool via the PHE website (63%) or by word of mouth (57%)
- the three main reasons for visiting the PHOF web tool were to find data for local areas (77%), compare local area with others (70%) and to find data on a specific topic (66%)
- over half (52%) of all respondents visited the PHOF web tool on a weekly basis
- when asked about how the respondents used the data from the PHOF web tool the key words JSNA (52% of all responses) and report (41%) were used most often; asked about the impact of this work the key words inform/information and perform/performance were used by more than a fifth of respondents (21% each)
- almost all (more than 85%) of the respondents agreed or strongly agreed with the three statements that the PHOF web tool was easy to use, easy to understand, and that they would recommend the web tool to others
- almost two-thirds (65.0%) of respondents had used the inequalities tab on the PHOF web tool and almost half of all respondents wanted to see more local area inequalities data
- key improvements requested by users were:
- data developments: improving the timeliness of data; and further or different geographical breakdowns such as ward or CCG level data
- web developments including: the ability to export charts, tables and maps; including the 'last updated' date for each indicator on the tool and in the data download; the ability to display further breakdowns of data at ward level; and allowing user bespoke options such as being able to chose their own clusters

of areas, comparator groups, statistical neighbours, tailored selections of indicators to export and their own default area to view when launching the tool

Results

What type of organisation do you work for?

Across the period there were 81 completed questionnaires that we were able to analyse. Of these the majority (84%) were from local authority organisations. Table 1 below shows the range of organisations. Almost 14% were from other areas of PHE.

Table 1. Number of completed questionnaires by type of organisation worked for

Organisation type	Number	Percentage
Local authority	68	84.0
Other PHE	4	4.9
PHE KIT	4	4.9
PHE Centre	3	3.7
NHS	1	1.2
Other	1	1.2
Total questionnaires completed	81	100.0

How did you hear about the Public Health Outcomes Framework (PHOF) data tool?

This question was answered by almost three-quarters of the respondents (60/81). The respondents were able to tick as many answers as applied. Table 2 shows that the most popular response was for the PHE website followed by word of mouth, with more than half of all respondents mentioning these methods.

Table 2. How heard about PHOF data tool

Organistaion type	Number	Percentage
Public Health England website	38	63.3
Word of mouth	34	56.7
Department of Health website	10	16.7
PHE Gateway letter	8	13.3
PHOF leaflet	6	10.0
Newsletter (please name in box below)	3	5.0
Twitter	2	3.3
Question not answered	21	

For what purpose did you visit the PHOF data tool?

This question was answered by most of the respondents (77/81). The respondents were able to tick as many answers as applied. The most popular reasons for visiting the PHOF data tool were 'to find data for my local area' (76.6%), 'to compare my local area with others' (70.1%) and 'to find data on a specific topic' (66.2%). More than a third (36.6%) of respondents ticked all three of these reasons.

Table 3. Reason for using the PHOF web tool

Reason for visit	Number	Percentage
To find data for my local area	59	76.6
To compare my local area with others	54	70.1
To find data on a specific topic	51	66.2
Personal interest	5	6.5
No specific purpose, just browsing	2	2.6
Question NOT answered	4	

How often do you use the PHOF data tool?

This question was answered by the majority of the respondents (68/81). More than half (51.5%) of all respondents visited the PHOF web tool weekly and only 4.4% visited only after an update.

Table 4. Frequency of visiting the PHOF web tool

Frequency of visit	Number	Percentage
Weekly	35	51.5
Monthly	16	23.5
Daily	9	13.2
Less often	5	7.4
Following an update	3	4.4
Question NOT answered	13	

Use and impact of the data contained within the PHOF data tool

A question was asked on the uses made of the data in the PHOF web tool in a free text box. This was completed by almost two-thirds of the respondents (58/81). When key phrases were analysed within this text JSNA was mentioned in more than half of the respondents replies (Table 5).

A question was also asked on the impact of this work in a free text box. This was completed by slightly more than half of the respondents (42/81). 'Inform/information' and 'perform/performance' were mentioned by slightly more than a fifth (21.4%) of respondents and 'improve/improvement' was mentioned by slightly less than a fifth (19.0%).

Table 5. Frequency of key phrases or words within question on data use

Use of data - key phrases/words	Number	Percentage
JSNA	30	51.7
report	24	41.4
performance	16	27.6
inform/information	16	27.6
wellbeing	8	13.8
decision	7	12.1
briefing	6	10.3
Question NOT answered	23	

Table 6. Frequency of key phrases or words within question on impact of data use

Impact of use of data - key phrases/words	Number	Percentage
inform/information	9	21.4
perform/performance	9	21.4
improve/improvement	8	19.0
monitor	7	16.7
commission/commissioning	5	11.9
Question NOT answered	39	

Is the PHOF web tool doing its job?

Four questions were asked whether respondents found the PHOF web tool easy to use, easy to understand, if they would recommend the web tool and if they found the data on the web tool that they needed. Almost 80% of respondents completed this section of the questionnaire (64/81).

Almost all of the respondents agreed or strongly agreed with the statements about ease of use, being easy to understand and that they would recommend the web tool to others. This was also the case for if they found the information they needed in the tool but less than half the respondents answered 'strongly agreed' to this statement. The highest 'disagree' proportion was for if the data are presented in a way that makes them easy to understand (6.3%).

Table 7. Percentage of respondents who agreed/disagreed with statements about the PHOF web tool

Statement	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The Public Health Outcomes Framework (PHOF) website is easy to use	40.6	48.4	7.8	3.1	0.0
The data are presented in a way that makes it easy to understand	37.5	48.4	7.8	6.3	0.0
I would recommend the PHOF data tool to others	46.9	48.4	3.1	1.6	0.0
I found the information I needed on the data tool	14.1	70.3	12.5	3.1	0.0

There were also three questions asked about attitudes to the PHOF web tool and if the respondent had any recommendations for improvement. These were text boxes for the respondents to complete.

Key improvements requested by users in this survey were:

- the ability to export charts, tables and maps
- including the 'last updated' date for each indicator on the tool and in the data download
- making sure the indicators are as timely as possible
- further breakdowns of data at ward, CCG and county district level
- allowing user bespoke options such as being able to chose their own clusters of areas, comparator groups, statistical neighbours, tailored selections of indicators to export and their own default area to view when launching the tool

Inequalities

Respondents were asked if they had used the inequalities tab on the PHOF web tool of which the majority completed this question (60/81). Almost two-thirds (65.0%) of respondents had used the inequalities tab (Table 8).

Table 8. Have you visited the inequalities tab on the tool?

	Number	Percentage
Yes	39	65.0
No	21	35.0
Question not answered	21	

Respondents were also asked what inequalities/equalities information would be useful and how would you like it presented. This was completed by less than half of all respondents (33/81). Almost half of these respondents wanted to see more local area inequalities data.

Table 9. Frequency of key phrases or words for future useful inequalities data

What inequalities/equalities information would be useful to you - key phrases/words	Number	Percentage
Local/LA	15	45.5
deprivation	6	18.2
ward	3	9.1
smoking	2	6.1
small	2	6.1
ethnicity	1	3.0
sex	1	3.0
export	1	3.0
poverty	1	3.0
religion	0	0
Question NOT answered	48	

Response to user feedback and next steps

In response to the user feedback received through this survey, PHE plans to prioritise future web and data developments.

Data developments

Timeliness of data is a key issue for users – inevitably with indicators of the type that are included in PHOF, there is a delay between the time period of data and the date of publication, and for indicators that are outcome rather than process based this delay is usually longer – for example survey data take some time to be processed, validated and analysed before the results of the survey can be published and indicators produced. For indicators that are not released for the first time through the PHOF, there will be further delay between their first release and their publication in PHOF. PHE seeks to minimise these delays as far as possible.

Further breakdowns of data at ward, CCG and county district level – this requires data to be available at the required geographical level. PHE does have a specialist tool for ward-level data, local health, containing around 80 indicators, complementary to rather than identical to those in the PHOF. It may be possible to include this in the database that underpins the PHOF web tool in future. Lower tier local authority data is being added to the tool where available, on a rolling basis.

Web developments

Web developments will be prioritised in line with the feedback from this survey, the previous user survey, user feedback received directly via our enquiries email, the utility and complexity of the requested changes, and the available capacity to develop the tool further.

The following developments were asked for in this user survey:

- the ability to export charts, tables and maps
- including the 'last updated' date for each indicator on the tool and in the data download
- ability to view ward level data
- allowing user bespoke options such as being able to chose their own clusters of areas, comparator groups, statistical neighbours, tailored selections of indicators to export and their own default area to view when launching the tool

Appendix A

List of questions and potential answers on the use or the PHOF available between 5 August and 11 November 2014.

Page	Question	Question text	Variable	Variable type	Variable options
1	1	What is your name? (optional)	Name	Text	
1	2	What is your job title? (optional)	Job	Text	
1	3	What type of organisation do you work for?	Orgtype	choose one	PHE Centre
					PHE KIT
					Other PHE
					Department of Health
					Other Governement department
					Local authority
					Voluntary organisation
					NHS
					Private company
					Member of the public
					Other
1	4	What is the name of your organisation? (optional)	Orgname	Text	
1	5	If you are willing to be contacted for further feedback/discussion, please leave your contact details. Either email, telephone number,	Contact	Text	

Page	Question	Question text	Variable	Variable type	Variable options
		address, etc			
2	6	How did you hear about the Public Health Outcomes Framework (PHOF) data tool?	hear	choose multiple	Word of mouth
					Department of Health website
					Public Health England website
					Twitter
					PHOF leaflet
					PHE Gateway letter
					Newsletter (please name in box below)
2	7	For what purpose did you visit the PHOF data tool?*	purpose	choose multiple	To find data on a specific topic
					To find data for my local area
					To compare my local area with others
					Personal interest
					No specific purpose, just browsing
					Other, please specify
2	8	How often do you use the PHOF data tool?	VisitPHOF	choose one	Daily
					Weekly

Page	Question	Question text	Variable	Variable type	Variable options
					Monthly
					Following an update
					Less often
2	9	Please give examples of how you use the data contained within the PHOF data tool.	Datause	Text	
		For example, in a published report, in JSNA, to make informed decision, etc. Please include any web links to publications.			
2	10	Can you please describe the impact of this work?	Datause2	Text	
		For example how has it been used to improve health in your area.			
3	11	The Public Health Outcomes Framework (PHOF) website is easy to use	Easy	choose one	Strongly agree
					Agree
					Neither agree or disagree
					Disagree
					Strongly disagree
3	12	The data are presented in a way that makes them easy to understand	Understand	choose one	Strongly agree
					Agree
					Neither agree or disagree
					Disagree
					Strongly disagree
3	13	I would recommend the PHOF data tool to others.	Recommend	choose one	Strongly agree

Page	Question	Question text	Variable	Variable type	Variable options
					Agree
					Neither agree or disagree
					Disagree
					Strongly disagree
3	14	I found the information I needed on the data tool	Info	choose one	Strongly agree
					Agree
					Neither agree or disagree
					Disagree
					Strongly disagree
4	15	What do you like best about the tool?	Like	Text	
4	16	What frustrates you most about the tool?	dislike	Text	
	17	What improvements could be made to the PHOF data tool?	improve	Text	
4	18	Have you visited the inequalities tab on the tool?	Inequal	choose one	Yes
					No
4	19	We are looking to expand this section of the tool. What inequalities/equalities information would be useful to you and how would you like it presented?	new inequal	Text	
5	20	Do you have any further comments?	comments	Text	