

Torbay Adult Social Care Webpages

User Engagement Workstream Recommendations

The Torbay Adult Social Care Webpages workstream group comprised representatives from Torquay and South Devon NHS Foundation Trust, Torbay Council, Healthwatch, Age UK and the Torbay Community Helpline. The workplan for the group comprised a survey of users of our adult social care webpages, followed by focus groups to gain more in-depth insights.

A webpages survey was open on the Torbay Council website from July to October 2023. A communications plan was put in place to promote the survey, including via social media and relevant partnership boards. A total of 31 responses were received from a range of different people in terms of age, location and disability. Most of the survey responders were carers. Feedback about the webpages was mixed, with key themes coming through about difficulties with the level of language, navigation, quantity of information and clarity.

We held three focus groups as a follow up to the survey. Two were held online with members of the public, one was held face to face at Hollacombe with the learning disabilities ambassadors. These allowed us to explore views about the webpages in more detail.

The recommendations below are based on the survey and focus group outcomes.

Short term recommendations

- Create an introductory video to go on the main webpages. This should explain:
 - what social care is
 - what people can expect from the adult social care team
 - reassurance - there is a lot of fear about social care with people worried they may be judged or face losing control as a result of engaging with our services
 - who does what (NHS versus Council)
- Consider renaming Adult Health and Wellbeing to Adult Social Care, as this along with the video, would make it clearer what kind of information will be provided.
- Create a video to show people how to navigate the webpages from a user perspective.
- Create a video about terminology to explain different elements of social care and packages of care.
- Include BSL and subtitles on all videos.
- Acknowledgement that people visiting the webpages may have reached a crisis point – add a button saying ‘click here if you need help right now’.
- Review terminology used in the webpages. Remove all acronyms, including ASC and explain terms that may be unclear or that may mean different things

in different contexts (examples were placement, Healthwatch, outcomes, assessment, precept, commissioning). Consider introducing a glossary.

- Review language level of the webpages as it was widely felt to be too complicated. This should be in line with the average reading age (8/9 years).
- Consider whether it would be feasible to provide easy read content, in particularly for the introductory content.
- Make the webpages more visual – add more photos, animations and graphics. Make sure each section on the landing page has an appropriate picture or graphic to help with navigation.
- Assess the search function as it is not working properly and sends people to irrelevant webpages (Council Tax usually).
- Make it much easier for people to know who to contact if they get stuck or need to make a complaint. The contact number needs to be more prominent. People coming to the webpages are often vulnerable, at risk of health inequalities or in crisis (themselves or because of a situation with a person they are caring for). Options would be more clearly providing a phone number or offering a webform that people could complete to request a call back.
- Redesign the first landing page to reduce the number of options available. Within this ensure that different target audiences can find what they need in separate sections. For example, providers or professionals working in the field of adult social care will want information on commissioning, but this is irrelevant to most.
- Review the leaflet that has been drafted and consider if it needs to give more detail so people know if the webpages are the right place for them to seek information.

Longer term recommendations

- People coming to the webpages are faced with a lot of complex information that they need to try and understand and apply to their particular case. It would be useful if they could simply type in the scenario or problem they were facing and then receive content relevant to that. This would need to use an AI or other digital system to funnel and identify relevant information and guidance.
- Consider purchasing Recite Me or similar software. This would have cost implications, but would allow webpages users to tailor settings such as:
 - font size
 - colour
 - screen reading / text to speech
 - hovering over words to get more detailed definitions or explanations
 - language
- Ensure any changes remain mobile / tablet responsive so that they are compatible with all different devices.