

Appendix B - Public engagement survey plan

READING PHARMACEUTICAL NEEDS ASSESSMENT SURVEY ENGAGEMENT PLAN

As part of the Pharmaceutical Needs Assessment for Reading, patient and public engagement in the form of a survey was disseminated. The survey helped us to understand how people use their pharmacies, what they use them for and their views of the pharmacy provision. The survey was approved for use with the local population by the Berkshire PNA Steering Group which included representation from Healthwatch, communications teams and a patient representative.

The survey was open from the 13th of January 2022 until the 4th of March 2022.

The survey was published on the Berkshire Public Health webpage. A link can be found here: <https://www.berkshirepublichealth.co.uk/information-centre/pharmaceutical-needs-assessment/>

Reading

Whole population approach:

- The survey was shared via email to 45000 local residents: <https://us10.campaign-archive.com/?u=1335d6f924d5bc0e0b2a822fc&id=2d76d805e8&e=%5bUNIQID> through the support of the Reading communications teams.
- Survey was shared on social media channels- Twitter & Facebook through the Reading communications team.
- Healthwatch Reading also published the survey on their website.
- We also contacted Reading Voluntary Action to discuss sharing the survey through their channels.

Targeted approach

- A targeted approach was also adopted to reach people who shared protected characteristics and those from seldom heard groups.
- Alongside our research, community development officers for Reading supported us in connecting with relevant leads.

Target population group	Approach
Care home residents	<p>Older People's Working group: we were invited to speak about the survey on the 11th of February via teams. We were able to capture comments from the group and generate responses during the meeting by sharing the survey via chat function.</p> <p>Reading Carer's Network: We were also invited to speak about the survey to the Carer's network steering group on 2nd March, and shared the survey link with the group via chat function.</p>
Parents with children with SEND	Reading Families Forum & Special United: The survey was shared via email to families and contacts at Reading Families Forum, and Special United.
Digitally Excluded	<p>Tennent Participation Team: A pdf version of the survey was sent upon request to the TPT. Paper copies had been circulated.</p> <p>Sheltered Housing Team: A pdf version of the survey was sent upon request to the sheltered housing group. Paper copies had been circulated and sent back to the Healthy Dialogues address.</p>
Young People	University of Reading: The survey was circulated via the head of Pharmacy to students. We requested that the survey to be disseminated to both pharmacy and non-pharmacy students.
ESOL groups	The survey and wording had been shared with faith leaders and adult social care forums via email.

- A total of 398 responses were received from Reading.