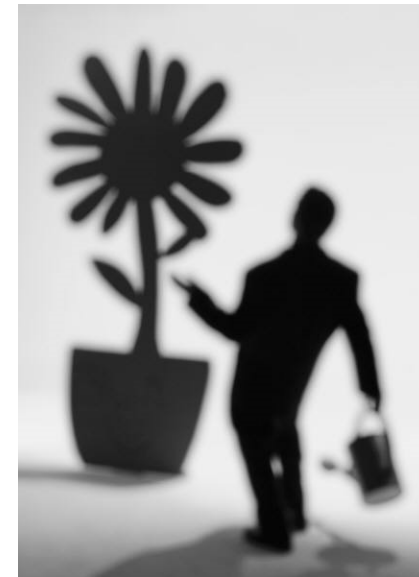


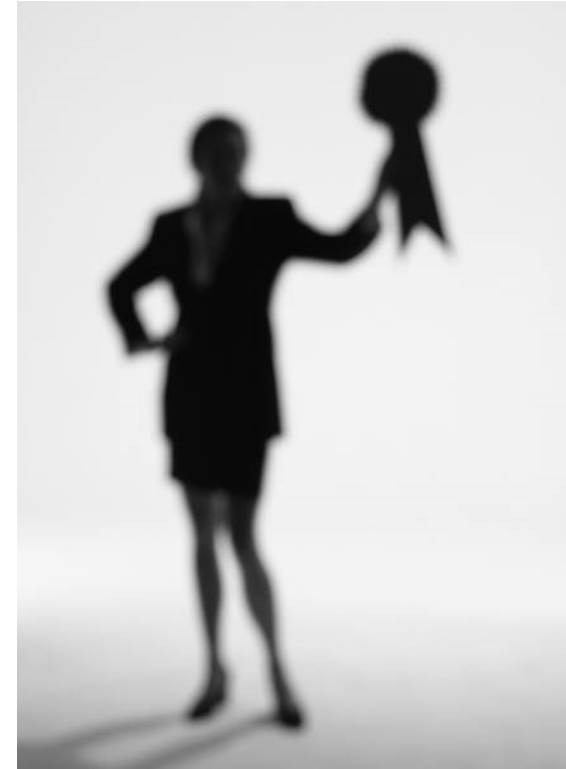
# How to get the most from your social care users survey and carers survey ASCOT data

Louise Reeve  
Newcastle City Council



# What I will discuss

- Why should people care about the ASCOT findings?
- Who needs to know?
- Analysing the results
- Taking it forward
- Data presentation: the Skittles Graph



# Why should people care?

- Why are you doing this survey?
- How much does it cost you?
- One of the richest source of data you have about the quality of life of local
  - social care users
  - carers
- Know your organisation: where can the ASCOT results add value?



# Who needs to know?



- Who needs to know about this?
- And why?
- Analyse your survey stakeholders
- Create a communications plan, including feedback for participants
- Stakeholders: Elected Members, Directors, Team Managers, Frontline Staff, Health and Wellbeing Boards, Partners, Service Users, Participants

# Communicate, communicate

Stakeholder	Appropriate communication format
<b>Elected Members</b>	10 minute presentation at Health and Wellbeing Scrutiny Board, short article in members' bulletin
<b>Directors</b>	10 minute presentation at Directors Team
<b>Heads of Service and managers</b>	10 minute presentation, backed up by full report.
<b>Team Managers and Frontline Staff</b>	Article in staff newsletter
<b>Health and Wellbeing Board</b>	10 minute presentation at Health and Wellbeing Partnership Board
<b>Partners</b>	Email direct with link to results on our website
<b>People who took part</b>	Letter – Easy Read version for people with learning disabilities - posters in appropriate venues
<b>Service users</b>	Presentation slides and report on website, include key findings in Local Account

# What do they want to know?



## **Elected Members, Directors, Heads of Service and Senior Managers**

- How are we doing overall?
- Is our ASCOT score changing over time?
- Are our services making a difference to people's lives?

So, make this information easy to find.

# ASCOF 1A: Social care- related quality of life

Combination of different aspects of people's lives:

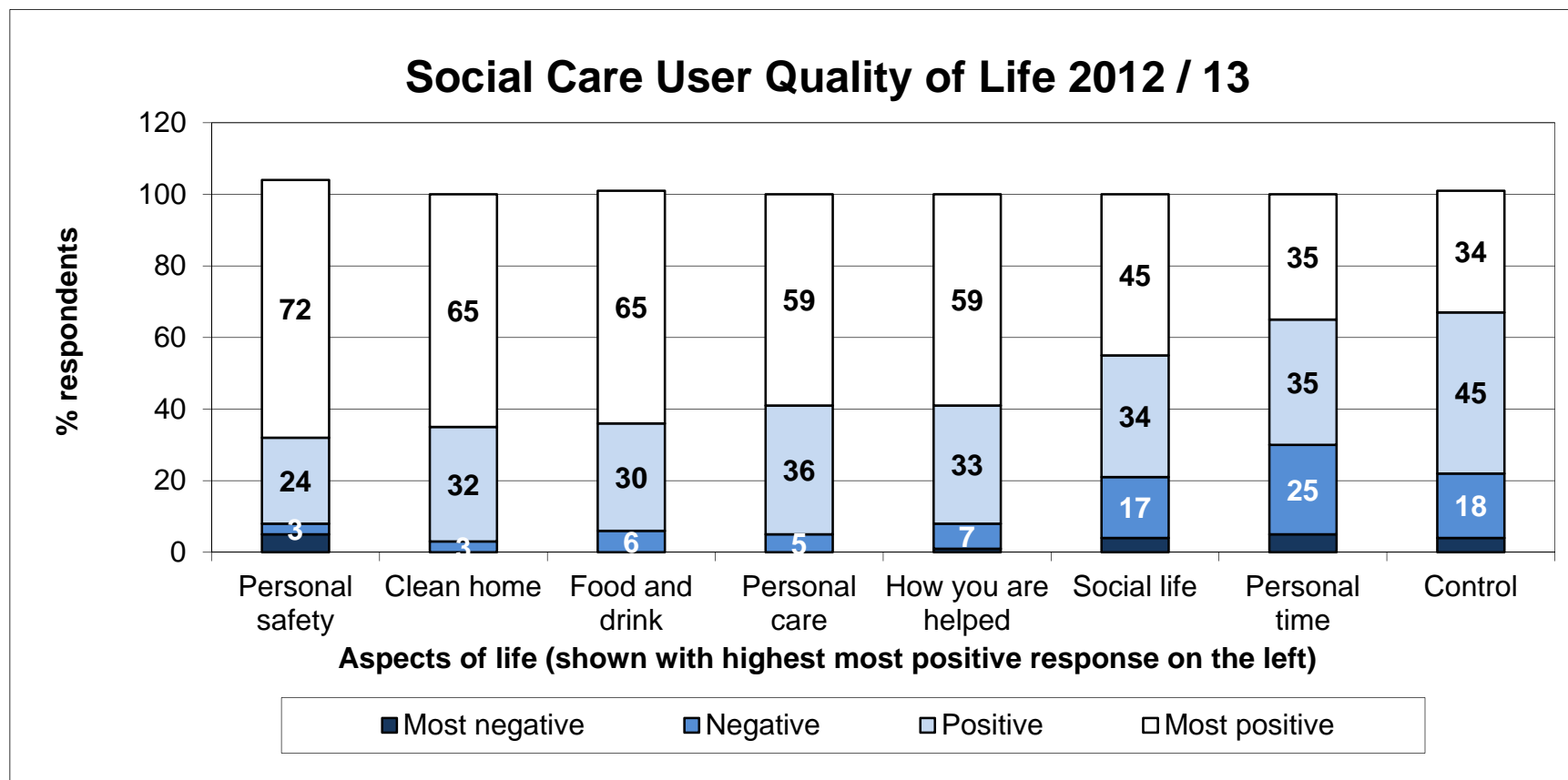
- nutrition
- personal care
- safety
- social contact
- how they are helped
- control over daily life

- cleanliness of home
- can they spend their time doing what they want?

**2012/13 score = 19.2**  
Maximum possible score is **24.0 = 80%**

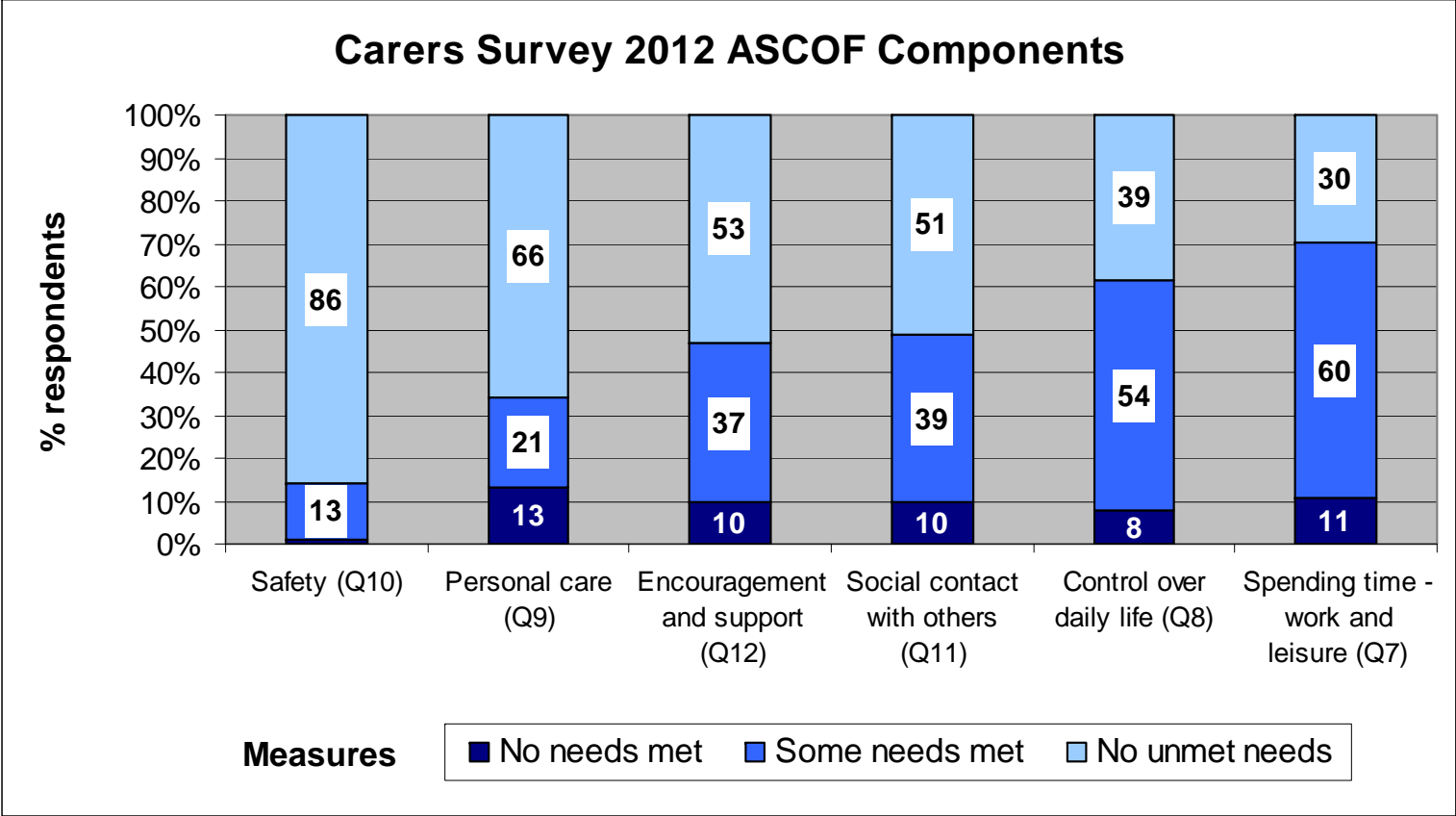
- 2011/12 = **19.4**
- 2010/11 = **18.9**

# Highlighting which aspects of life people are most satisfied with

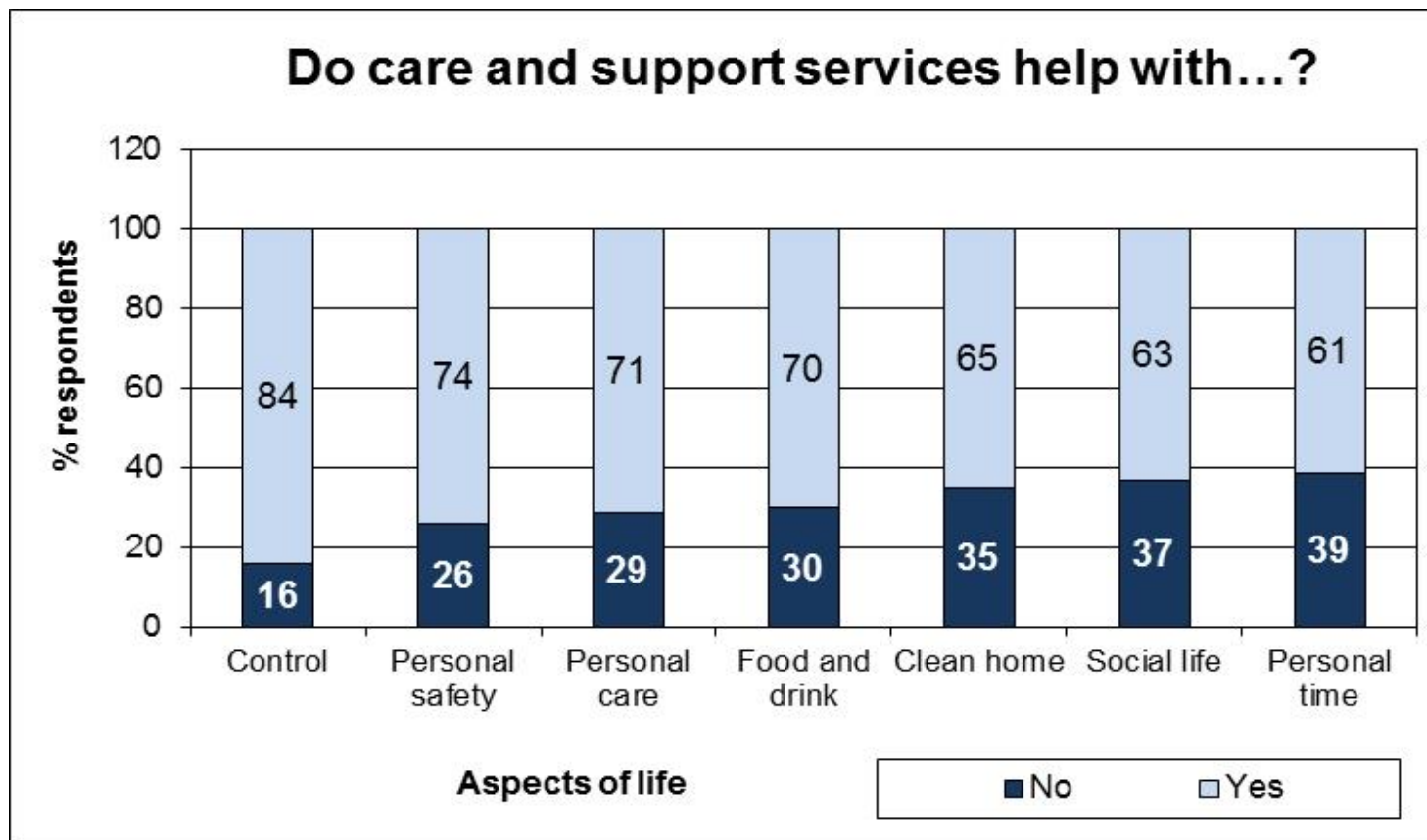




# For the Carers Survey



# Do care and support services make a difference?



# Digging deeper: Newcastle Local Account 2013

- A short survey to inform our **Local Account**.
- “A report of the quality and outcome priorities for adult social care which a council has agreed, in consultation with its partners, and the progress it has made in achieving them during the past year.”



# What we did



- Sent to people who answered “yes” to the social care user survey and carers survey question about whether they would be happy to take part in further research. Also handed out at the Newcastle Health Bus.
- What did the national survey not cover that we wanted to ask about?
- What ASCOT question did we want to follow up?
  - **Feeling safe in the home**

# What did we ask?

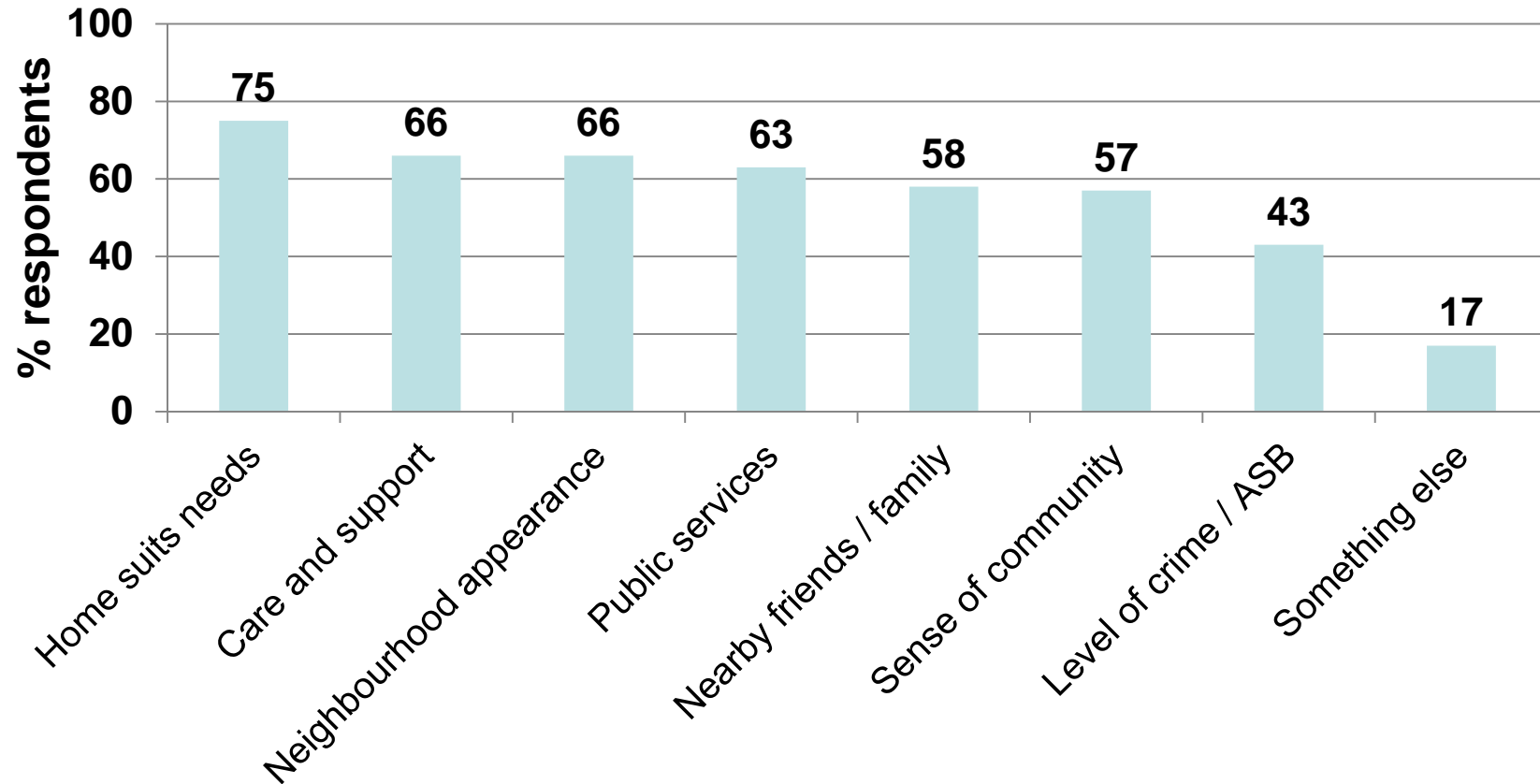
1. In the past year, do you think Newcastle City Council care and support services have **got better**, worse or stayed the same?
2. Could you **tell us** a bit about this?
3. How would you prefer to find out **information** about care and support services, benefits and so on?
4. Have you had any **problems** in getting hold of information about care and support services, such as not knowing who to talk to, or not being able to get information in the right format?



# What did we ask?

5. Could you tell us which of the following aspects of your life help you to feel **safe in your home**?
6. Could you tell us which **one** of these aspects of your life is the **most important** in helping you to feel safe in your home?
7. Is there **anything else** you would like to tell us?
8. Could you tell us **which care and support services** you or someone you care for are receiving?
9. Are you a **service user**, a carer, or both?

# Which aspects of life help you feel safe?



# Beware the Skittles Graph!

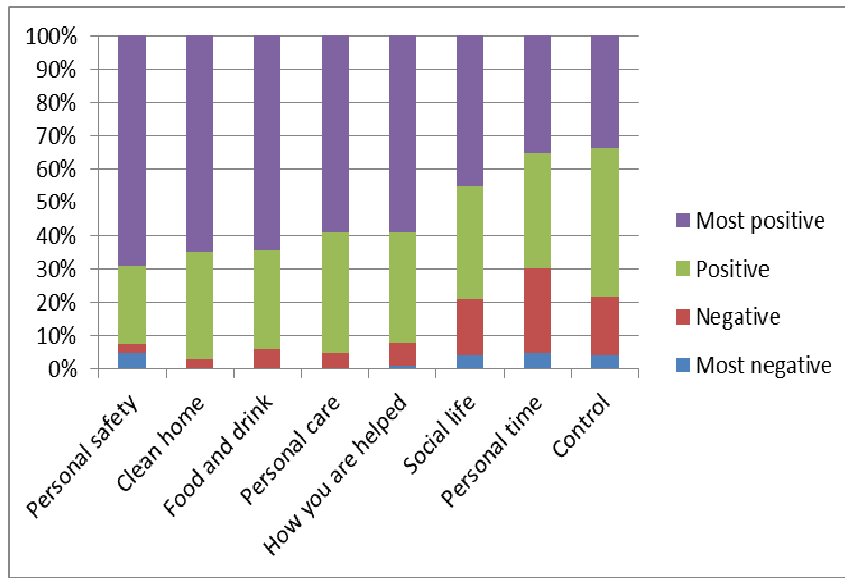


- **Excel** does not automatically generate the best charts and graphs for your purposes.
- Five minutes spent editing them can make it much easier to **get your point across**.
- Chart heading, axis titles and data labels.
- **Axis scale**: if you want people to compare your charts, the vertical axis needs to be the same for all of them.
- If you copy a chart from Excel into Word, check the **text size** of the chart heading, axis labels, etc., hasn't shrunk.

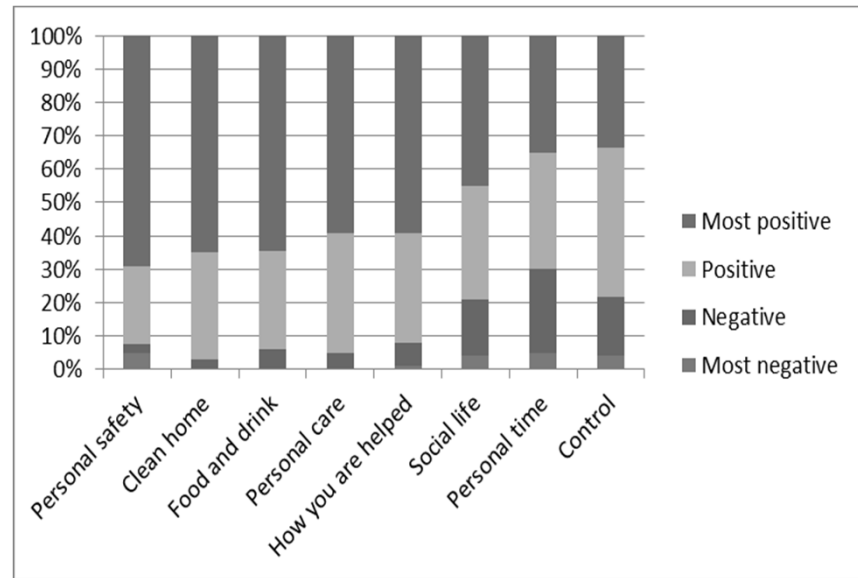


# The Skittles Graph

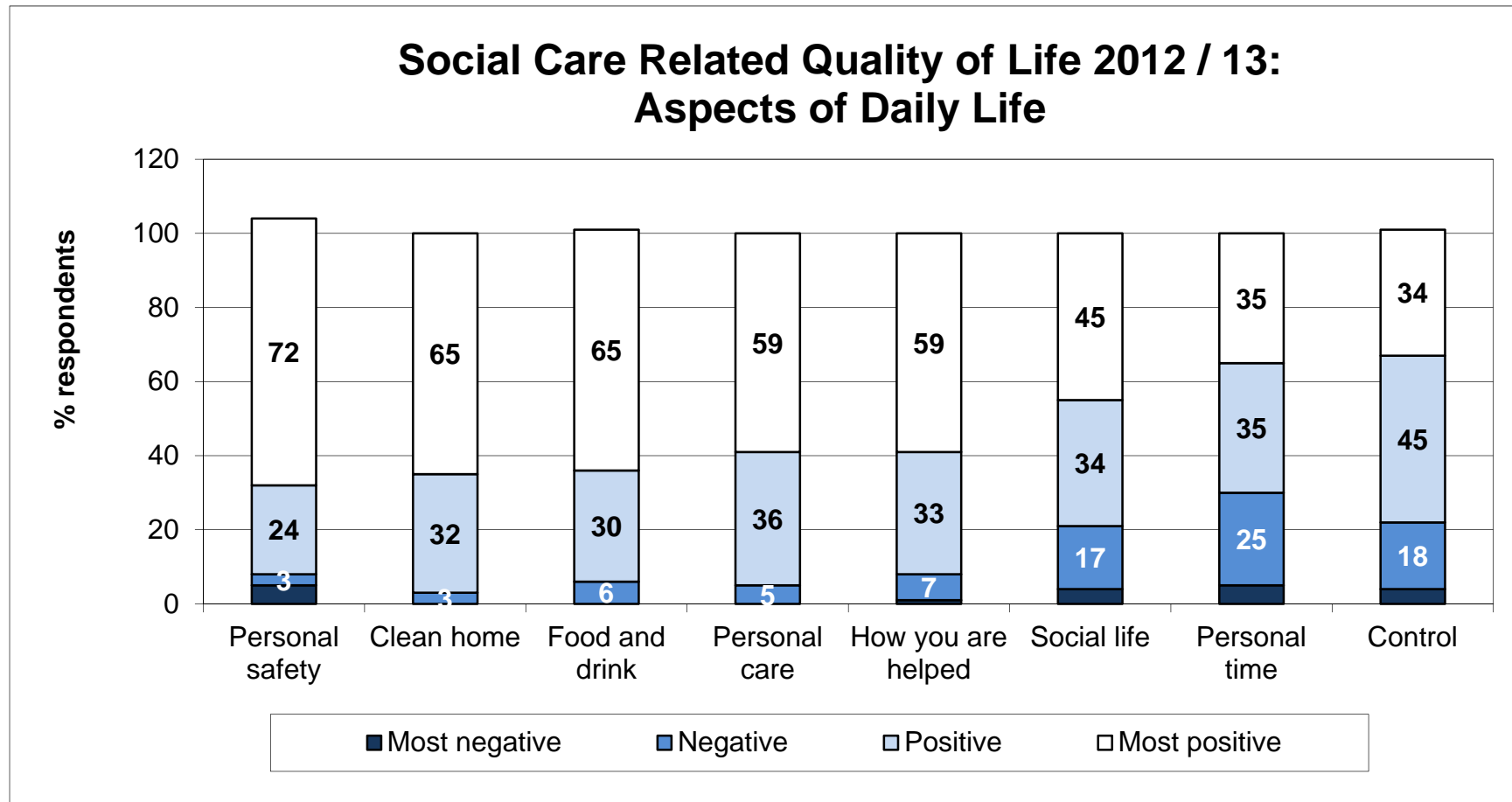
## Skittles Graph



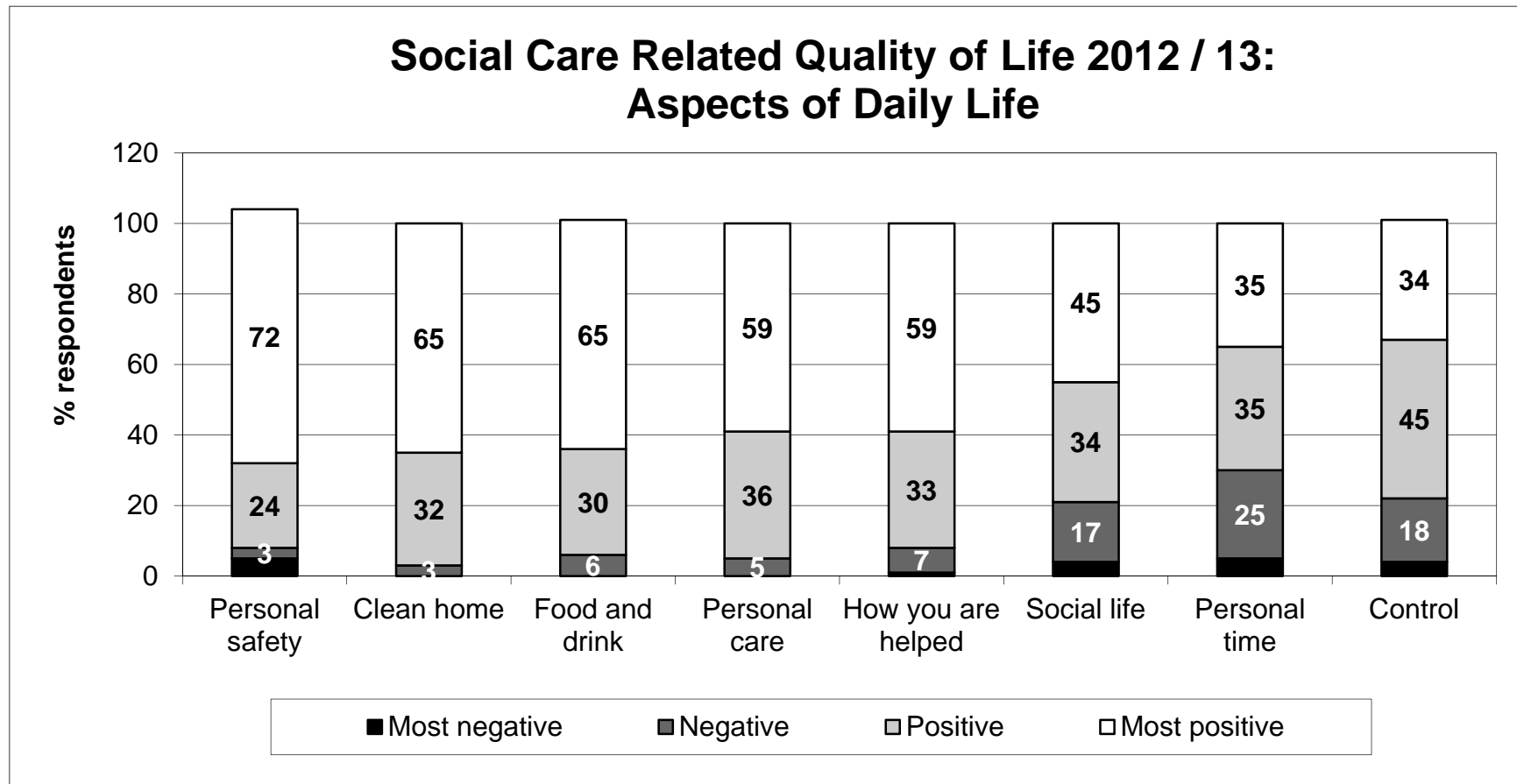
## In black and white



# The Non-Skittles Graph



# In black and white...



# Any questions?

