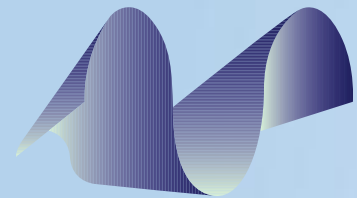


# Information and advice in York



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# What we did

- Review of literature
- Review of key local documents and data
- Data collection from people including LA, CCG, Police, third sector, mental health, learning disabilities, older people, disabled people, blind and partially sighted people and carers
- Mapping of key websites
- Mystery shop
- Focus groups
- Semi structured interviews
- Telephone interviews
- Online surveys
- Data validation exercise, including 8 focus groups and an online survey
- Thematic analysis of all data collected

# What people said

- People wanted
  - Comprehensive content
  - Personalised, bespoke and trusted information
  - Signposting to local groups and peers
  - Information to be accessible and in a variety of formats
- People found it difficult to know where to start
- A lack of signposting and the need for an enabling infrastructure to become the 'go to' place
- People did not feel able to trust information
- Culture of delivery was face to face and with a reliance on what people know in their heads

# What people said (contd.)

- Some groups of people struggled with online approaches
- People wanted information to be locally based and a one stop shop approach
- There is a lot of information across York but it is not consistent, coordinated or visible to all groups
- People want face to face information
- People want to be part of the solutions
- The social care population does not necessarily have the skills or willingness to access online information

# Media Literacy

- 60% of people over 55 have a below average DQ score, 5,818 people in York
- Understanding of technology decreases beyond 60
- Lack of skills is the most significant barrier to domestic internet use
- Internet usage is less in socio economic groups of C2, D, E
- Broadband access falls to 50% in those over 65, 4,849 people using social care in York
- 25% of disabled adults do not use the internet
- Disabled adults 75+ only 30.8% use the internet
- Health literacy levels are low in the UK, information is too complex for 43% of people or 61% if numeracy included.

# Social care users who do not use the internet in York

Group	A-F	L-O	% of social care group	Total
Carers	638	157	40	795
Frail disabled people etc.	2869	989	38	3858
Learning Disability	118	101	39	219
Mental Health	118	93	25	211
Other Vulnerable group	200	62	42	262
<b>Total</b>			<b>38</b>	<b>5345</b>

# The Model

## Information and Advice – Future State



# What York needs to do: Making the model work...

- Partnership and governance
- Co-production
- Community Venues
- Establish lead signposting website
- Digital inclusion strategy
- Dynamic and responsive online presence
- Connect to support
- Accessible information



- Information standard
- Curated knowledge
- Asset based workers
- Social media approaches
- Social marketing
- Peer to peer networks

# The ask of the Health and Wellbeing Board

- Agree the solutions / way forward
- Support implementation, including in your own organisations
- Act as strategic lead