

This has been shared by email with PPECAP members and discussed at the 6th July 2023 meeting.

Powered by Data Communications

Pre-launch round-up – PPECAP briefing

Purpose

To round-up activity to date on the Powered by Data project before launch, and to confirm the changes we have made based on the ongoing feedback of PPECAP members.

Research

The research undertaken to date has made clear that there are still low levels of awareness that the NHS uses data for purposes beyond direct care and, where that knowledge exists, low levels of awareness about the purposes for which data may be used.

We have used an evidence-based approach to identify the need for this work and then in its design, to support us to effectively communicate the outcomes of using health data for research and planning purposes. We started with a set of creative concepts (i.e. case studies, imagery, and videos), each with different visuals and tones of voice. We used qualitative research to test the concepts to identify how audiences felt about the concepts, as well as providing feedback to improve use of language and imagery. We followed this by adopting feedback before a second round of testing using a quantitative survey with a nationally representative sample - the purpose of this was to test updated concepts - including language and imagery - to measure significant differences in preference across each concept as well as specific elements. During the process, we have engaged with our Patient and Public Engagement and Communications Advisory Panel (PPECAP) to seek feedback across various development stages of the campaign – campaign testing can be referenced in the meeting action notes [here](#). This data has helped shape the tone, imagery and language of the Powered by NHS Data project.

Key messages

Powered by Data messaging

- Our key message is that the NHS is Powered by Data.
- Our objective is to raise awareness that data is used for research and planning, by sharing stories about how it helps people and communities
- Powered by Data is part of our ongoing conversation with the public about data. It does not replace our ongoing engagement, or the need to talk transparently to the public about individual projects and initiatives
- This first phase of concepts is fully tested and developed from insight, but is designed to enable us to start slowly and to learn and iterate over time.
- The project is based on research and insight showing low levels of understanding amongst the public that their data is used for research and planning
- We have historically asked people to think about this topic for the first time when we are also talking about a specific project or initiative. This is too big a conversation to have at once and can lead to confusion and concern.
- For those who want to know more about how the NHS uses data, a set of web pages will provide relevant information and they will have the time and space to consider their views and build their understanding without having to also grapple with the detail of a specific data project.

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- This part of the conversation does not aim to land detailed messages, to dispel myths or to focus on specifics, although we will signpost people to that information. It acts as a foundation level of understanding.

Case studies

The first three case studies will be around the Human Papilloma Virus (HPV) vaccine, which prevents against cervical cancer; an example around air quality and asthma; and a third about a diabetes self management tool. Each will run alone for three weeks and will then overlap for one week with the next case study, over a three month period.

We have designed a Powered by Data mark which can be easily be adopted by advocates in the future, when they are talking about the research, discoveries and treatments which were enabled by NHS data.

You Said, We Did – PPECAP engagement

Date	Feedback	Action taken
27/10/22	Social media campaign may not reach older audiences	Posters are being displayed in clinical settings to extend the campaign to a wider audience
27/10/22	Engage with charities	<p>Presentation to charity patient groups</p> <p>One to one engagement with some relevant charities</p> <p>Representation of Association of Medical Research Charities (AMRC) on PPECAP and the Check and Challenge Advisory Group</p> <p>Charity round table taken place prior to campaign launch</p>
08/12/22	Incorporate diverse patients in the case studies	<p>Three case studies capture diverse characteristics in terms of age, sex, location</p> <p>Specific location based version of one case study has been developed to support our learning</p>
08/12/22	Reduce number of clicks on website to access key information	Structure of web pages redeveloped
08/12/22	Information on website is complex and short videos could make the content easier to understand	Short videos created and text reduced where required
08/12/22	Campaign web copy is text heavy and use of bullet points would be helpful	Text minimised and bullet points used
25/03/23	Use case studies to reflect local populations	Case studies focused on local populations i.e. Bradford

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22/06/23	Ensure case studies have clear link to benefits of data	Case studies were amended to ensure that the link to data was very clear throughout the films
22/06/23	Language should easy read and non-technical	Case studies have been reviewed on PPECAP to ensure language is clear and amends and adjustments were made where necessary
22/06/23	Ensure case studies are relevant to a national audience even when they happened in a local area	Two versions of the asthma case study have been drafted, one Bradford focused and one national
22/06/23	Avoid case studies which include topics which may elicit strong views that could distract viewers from the Powered by Data message	One case study stopped at an early stage of development and replaced
18/01/23	Consider any potential changes in opt out rates as a result of the campaign	This will be monitored

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