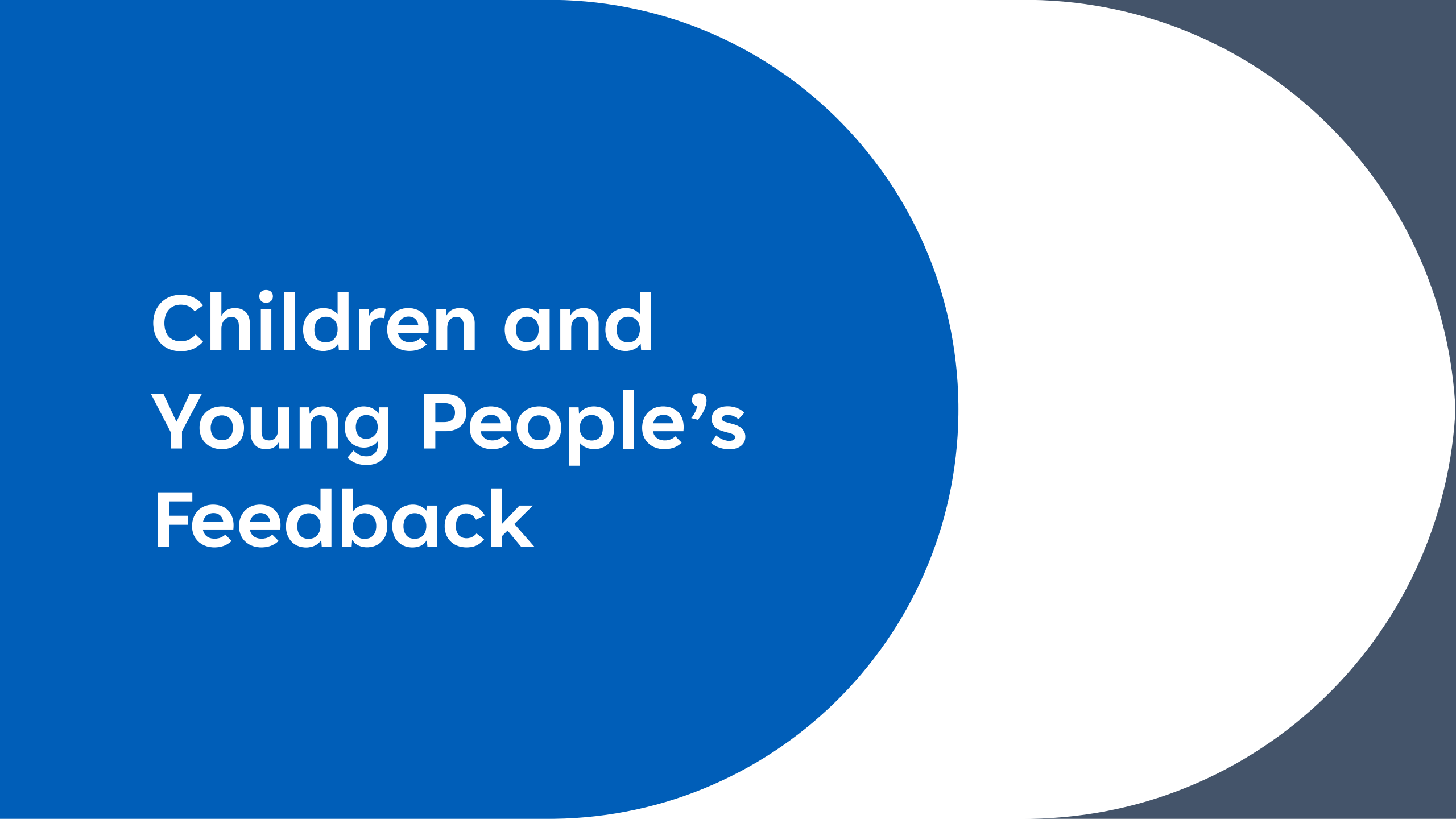


Children's & Learning Disability Website

Analysing and interpreting feedback

Introduction

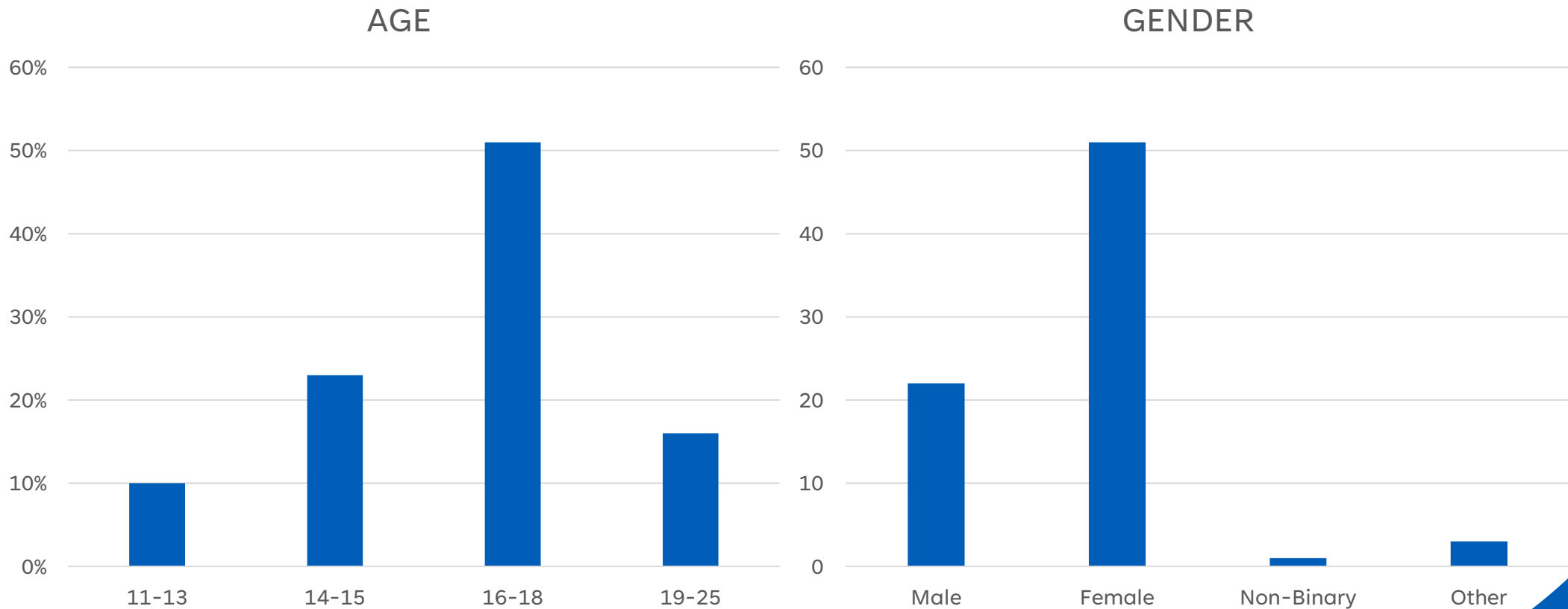
As set out within the engagement plan, we have engaged with children and young people, parents & carers, adults and staff members throughout a six-week period (Sept –Oct 2023) to gain an understanding of their needs, experiences and preferences to inform the design of our new Children's and Learning Disability divisional website.



Children and Young People's Feedback

Young People

In total 77 young people participated in our survey and focus groups:



Only put key bits of information on the website- too much information is overwhelming- take a less is more approach.

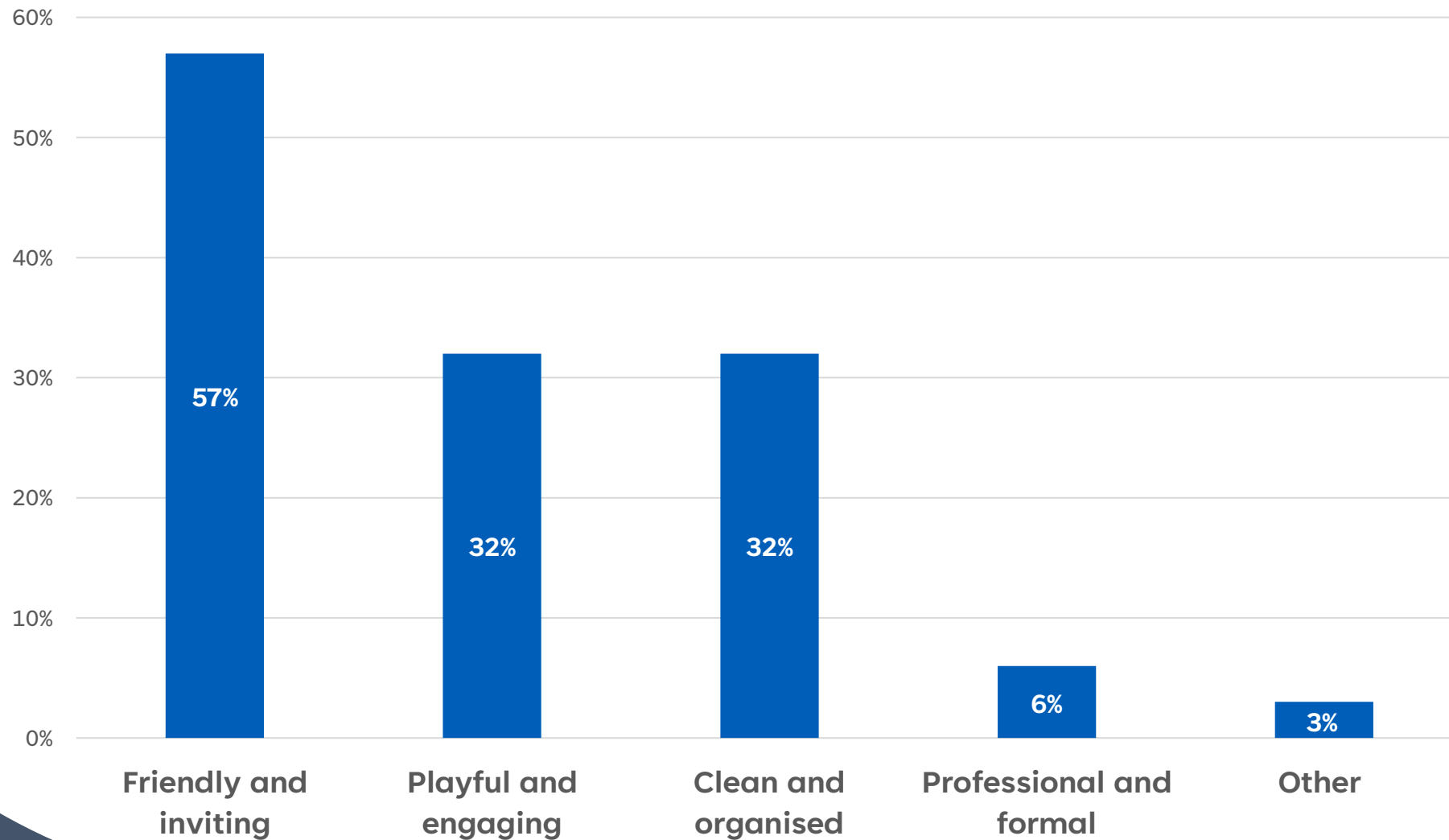
Young Person

What features do you think would be most useful for you and/or your family?

Easy-to-understand information about services	Information about how you can reach our services	Tools to support those with visual impairments	Frequently asked questions	Online referral form to access help/support	Videos of what to expect when attending a 'typical appointments' with a service
88%	73%	70%	66%	66%	66%

74% of young people wanted services categorised by subject matter (Mental Health, Early Intervention, Learning Disability)

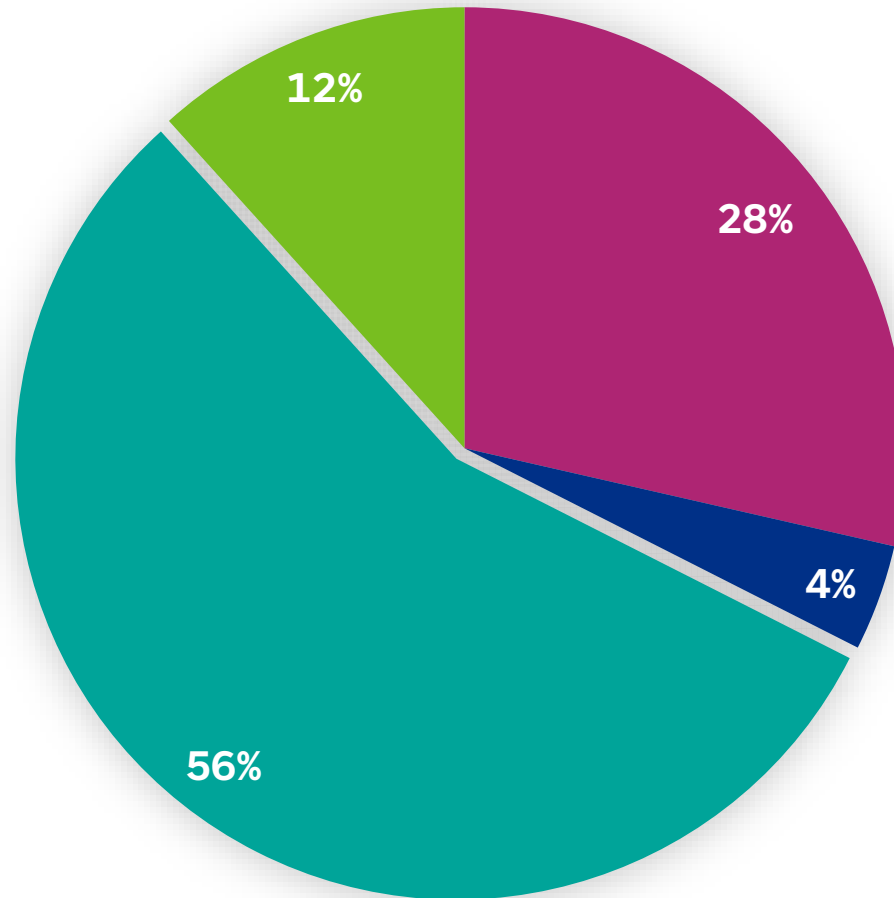
How would you like the website to appear visually?



Calm colour palette , clean
and organised look.

Young Person

What colour palette would you recommend for the website?



■ Bright colours ■ Muted darker Colours ■ Pastel colours ■ Other

Key Themes (young people):

- **Accessibility** was mentioned 48 times throughout the survey. It was also a common theme from our focus groups. Easy-to-read font, having the ability to customise the website through a built-in accessibility tool and ensuring the site meets the needs of those with visual impairments and dyslexia is essential. Many stated that the accessibility tools must be prominent and easy to identify on all pages. The use of symbols as a way of highlighting information was also mentioned.
- **Translation feature**– The ability to convert the text to different languages to enable people to read the information in their native language was important to young people.
- **Simplified content** was of importance to young people. To achieve this, they highlighted the need for less words, simple and clear use of language, information that is less clinical, more video content, and clear headings.
- **Young person friendly** using imagery, graphics and illustrations, colour and appropriate language was important to young people. A ‘calm’ pastel colour palette was also highly desirable.
- **Interactive navigation** features such as the use of sliders, search bars, links to further information/external websites, and clickable elements such as buttons, tabs/menus to organise information was desirable.
- **Health information** hosted on the website was important to young people. They want easy access to reliable information to offer them reassurance and support, without judgement. Mental health support was highlighted by some.
- **Urgent/Crisis support**– A description of what crisis is and how to access support was very important to young people. They expressed their desire for this to be easy to locate on the website.

Accessibility is key for in person appointments (e.g. a wheelchair symbol to indicate step free/wheelchair accessible access).

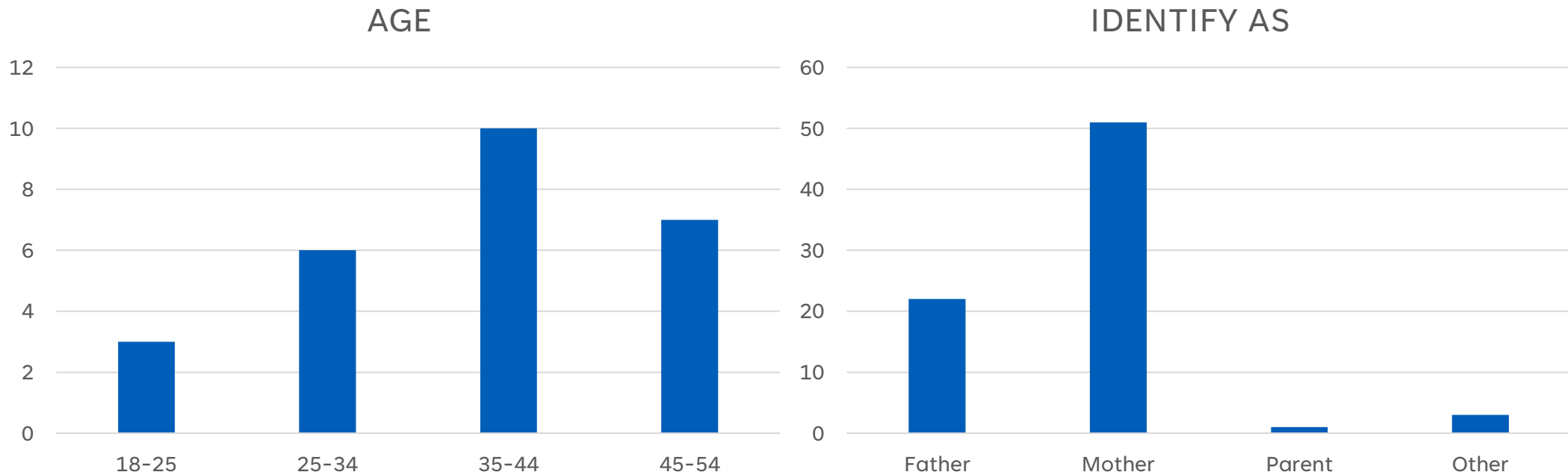
Young Person



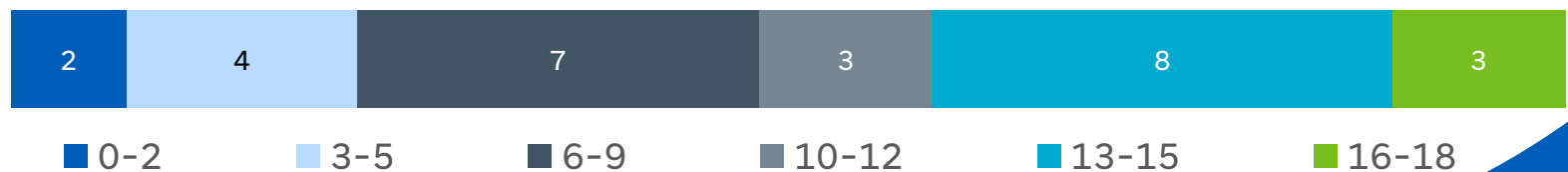
Parents, Carers and Adults' feedback

Parents, Carers and Adults

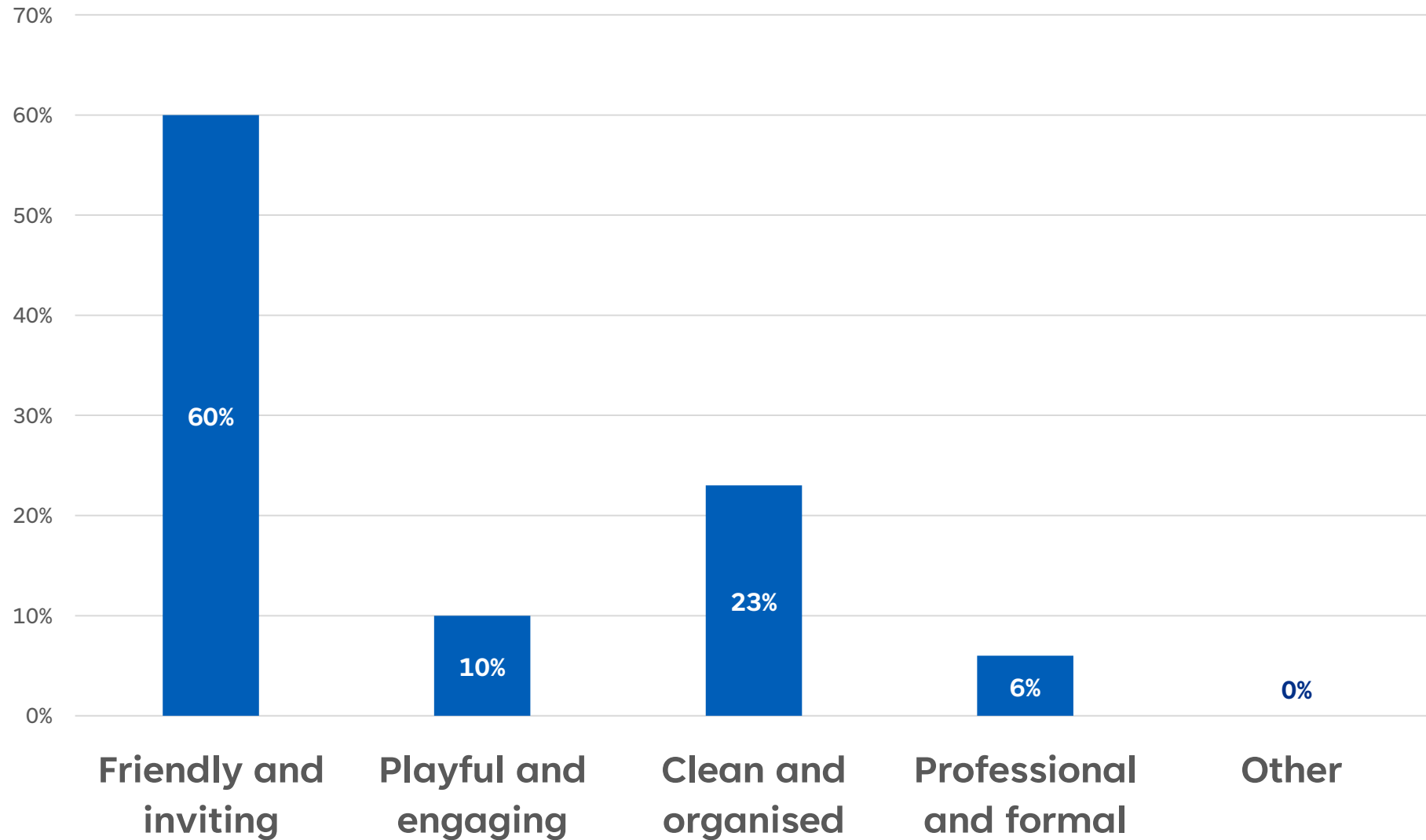
In total 30 adults completed our survey and 1-1 sessions.



AGE OF CHILD IF A PARENT/CARER



How would you like the website to appear visually?



Accessibility tool giving font
and tints suitable for those
with dyslexia and visual
stress.

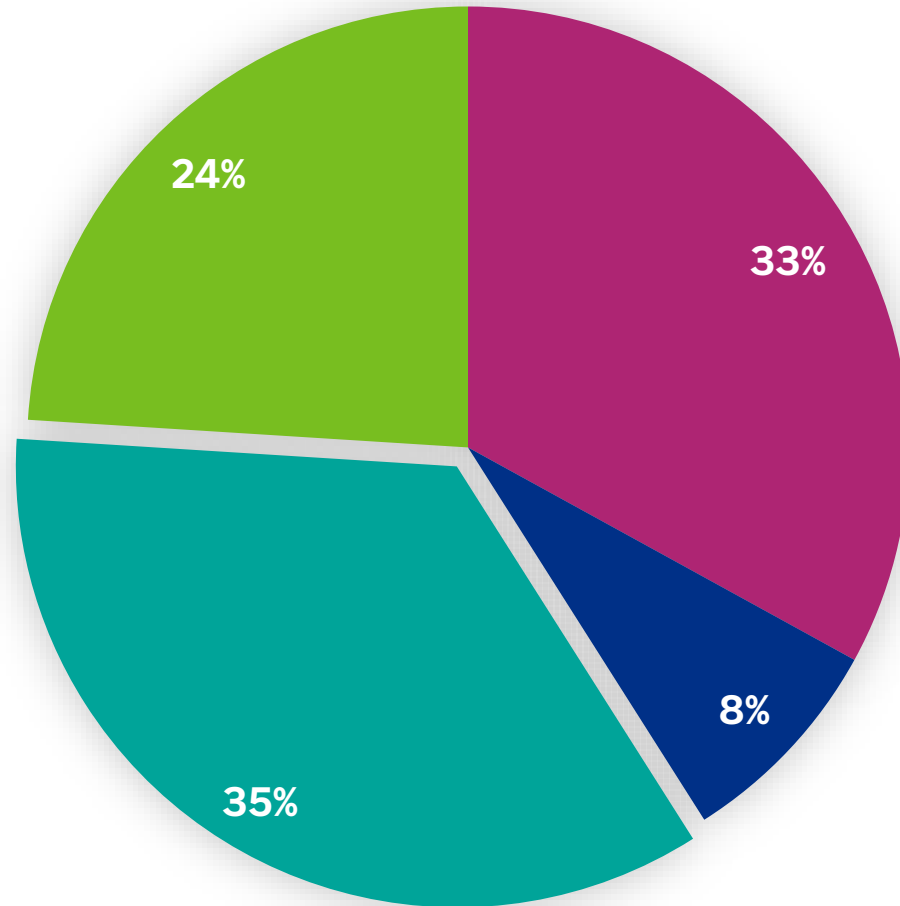
Service User

What features do you think would be most useful for you and/or your family?

Easy-to-understand information about services	Information for parents and guardians	Online referral form to access help/support	Tips for maintaining your health	Frequently asked questions	Information about who can access our services	Videos of what to expect when attending a 'typical appointments' with a service
96%	80%	76%	72%	64%	60%	60%

92% of parents/carers/adults wanted services categorised by subject matter (Mental Health, Early Intervention, Learning Disability)

What colour palette would you recommend for the website?



■ Bright colours ■ Muted darker Colours ■ Pastel colours ■ Other

How to attend and park at appointments and what typical appointments look like.

Service User

Key Themes:

Easy navigation and links to further information was highly valued by adults who completed the survey. They highlighted the importance of simple language (jargon-free), clear navigation buttons, clickable referrals, minimal text using a simple font, easy-to-use menu side bars, the use of headings and subtitles.

Easy to find (SEO) – Ensuring the website is easy to find on google was also highlighted. Many wanted information about the new website to be shared with partner agencies/services such as GP surgeries, the local authority, schools etc. It was suggested that the website needs to be well marketed via email, QR Codes, business cards and the use of other marketing materials to ensure parents, carers, young people, families and those seeking to access support we offer are aware of the website.

Connecting the website with other reliable resources and sources of support and information was also a key feature mentioned. Links to further information, external websites and local offers will help to reduce content held on the site but help people reach important information easily.

Information and support for those with special educational needs and disabilities, and those who support them, was very important to parents, carers and adults participating in the survey. Quick and easy ways to make a referral, find contact details for services as well as access support, information, resources and specialist advice was also essential. The information needs to be quick loading (pages), accurate, honest and set out clear expectations, especially in relation to wait times.

Simple language, no jargon.

Service User

Key Themes:

Topics highlighted as important to share on the website were:

- Parental and Children's Mental Health
- Support for Children with SEND and their parents/carers (understanding processes)
- Information regarding adaptations, daily-activities and equipment for children with additional needs.
- Children's puberty and personal hygiene
- The sharing of social stories
- Education and Health Care Plans
- Coping strategies for both parents and children
- How to provide feedback or make a complaint
- Local support groups and forums
- What to do in an emergency section/button
- Support available by location
- Parking
- What to expect at typical appointments
- Managing unwanted behaviours
- Information specifically for young people

Accessibility and translation tools were also recommended to ensure the information shared on the site is accessible to all.

Considerations – Tracking your location on pathways and journey as patient, patient chat facility/support group, newsletter.

Key words used by adults from our survey:





**Staff
feedback**

Staff

We achieved high levels of engagement with staff across the division through surveys, 1-1 sessions, lunch time drop-ins and by attending team meetings. Approximately 100 colleagues shared their views directly with the engagement team and 37 others completed our survey.

- Community Adult Learning Disability Team
- Granville Court
- 0-19 ISPHN Service
- Neurodiversity
- CAMHS Contact Point
- Children's Occupational Therapy
- Children's Speech & Language Team
- Children's Learning Disability Service
- Hull & East Riding Core CAMHS
- Humber & North Yorkshire Keyworker Service
- 0-19 ISPHN Single Point of Contact
- Hull 0-19 IPHN Service
- Core CAMHS and Eating disorders
- Hull and ER children's learning Disability community team (Neuro-developmental service)
- INSPIRE and Acute CAMHS
- Sensory Processing Service
- LAC CAMHS
- Townend court inpatient units (willow and lilac unit)
- HAADS-Humber Adult Autism Diagnostic Service
- Children's & Learning Disability Clinical Network Meeting

Roles of staff who participated in our survey:



Explanation of our role and services we can provide.
Referral criteria, details of our service (e.g., opening times, location of bases etc).

Member of staff

Desired content (Staff):

- Clearly explaining the different types of support we offer and disciplines we have (Service descriptions).
- Communicating clearly that we offer adult services for those with learning disabilities, autistic and complex epilepsy, not just to children, young people and families.
- Revealing the support or services offered through transition stages.
- Explaining our roles and specialisms across the division.
- Providing easy access to 'contact us', make a referral, clinic/drop-in sessions offered, booking an appointment, as well as access important information to support health and wellbeing.
- Communicate changes, updates to services/care.
- Sharing resources relevant to each service and the needs of their service users.
- Sharing lived-experiences, stories, journeys and opportunities to shape our service through co-production.
- Sharing clear expectations, eligibility criteria and referral & assessment criteria/processes to decrease service-user anxiety and frustrations and manage expectations.
- Provide information about our staff, appointments and buildings.
- Staff also highlighted the importance for content to be easily added and updated by an internal team or colleague.

Desired content (Staff):

- Showing how our services work together and interlink.
- Sharing training and educational resources/workshops we offer and downloadable documents/leaflets/videos and links to books, resources, website and apps.
- Reducing service-user/families anxiety/worries by preparing sharing useful information in advance of appointments.
- Explaining we are a Trauma Informed organisation who will endeavour to meet the needs of our service users.
- Pre-empting and answering questions service users may have (FAQ).
- Out-of-hours and emergency support information.
- Signposting to information about EHCP process Information and funding.
- Availability of interpreters.
- Dedicated resources/support information for those on specialist waiting lists.

A one stop shop for children,
young people and families to
get information on all
services available across the
division.

Member of staff

Key Themes (Staff):

- **Simple language** that is jargon free and easy-to-read for service users that vary in ages, needs and ability was highlighted as essential by most staff. Breaking large amounts for text into manageable sections/accordions was also recommended.
- **Translation feature** – Staff felt information should be accessible in people's native language.
- **Easy and intuitive navigation** was highlighted as important, ensuring those accessing the website find their way to information they need with ease and minimal clicks. Including a search function that is clearly visible, accurate and reliable.
- **Visually appealing** using colour, imagery and graphics to create a welcoming and friendly feel to the site was also highlighted.
- **Accessibility tools** were highly recommended by staff to help us make sure information shared is highly accessible to all, including those learning disabilities, visual or hearing impairments and dyslexia. The accessibility options need to be clearly displayed and explained on the website.
- **Visual aids** were also suggested, such as videos and symbols, to help minimise the use of text and share information in an engaging and simplified way.
- **Terminology** – Staff shared the importance of using the correct language and terminology to demonstrate inclusion and avoid stereo-typing/making assumptions about people and their lives. It is also important to unify our language to create consistency across the website pages.

Key Themes:

- **Marketing and promotion** of the new website was also important to staff to ensure we reach people who may benefit from our services and organisations we work with.
- **Optimisation** of the website to be accessed via mobiles, tablets, laptops and desktops.
- Choice and flexibility in relation to various ways service users can contact out services (phone, email, text, online and written etc).
- **Main "Anchor"** always remaining visible at the top off all pages, as well as a link tree to navigate to related pages within the same section, are useful features to support user journey around the website.

I am hoping for a robust site that can meet the needs for 'here and now' as well and the future of the service and expansion.

Member of staff

Key themes from all feedback:

- Taking a trauma informed approach when planning and designing the website and its content.
- Creating welcoming and friendly visuals using images, graphical devices and illustrations and a 'calm' pastel colour palette.
- Categorising services by subject matter.
- Use of simple, easy-to-understand and jargon free information about services and how to reach them.
- Use of inclusive, informed and unified language.
- Access to online referrals to key services.
- Utilising video content including tours of our building and examples of 'typical appointments.'
- Utilising a comprehensive accessibility tool to ensure information is accessible to those with visual and hearing impairments and dyslexia.
- Translation feature enabling people to access information in their native language.
- Intuitive and interactive navigation through clear navigation buttons, tabs & menus, titles and sub-headings, anchors, jump links and side menus.
- Ensuring the website is easy to find using 'Search Engine Optimisation' and comprehensive marketing.
- Robust search bar to find specific information easily.
- Optimising the website for mobiles, tablets, laptops and computers.
- The sharing of dedicated resources and information for those awaiting support/interventions.
- Sharing clear expectations, eligibility criteria and referral & assessment criteria/processes.
- A 'frequently asked questions' section.



Thank you.

