

East Riding of Yorkshire Health and Care Committee

Engagement intelligence and insight form

This proforma has been created to record engagement activity in the East Riding of Yorkshire, allowing insight and intelligence gathered to be shared across the East Riding Health and Care Committee work programmes (see 15.).

No patient/public/client identifiable information (other than work related names and contact details) should be included.

Please send your completed proforma to hnyicb-ery.pmo@nhs.net

Thank you

1.	Name and organisation	Healthwatch East Riding of Yorkshire
2.	Aim of engagement	To gather data about the use of Pharmaceutical Services in East Riding of Yorkshire focussing on accessibility, preferred day and time of use, influencing factors that promote pharmacy engagement, and areas of improvement to increase service satisfaction and use.
3.	Date of engagement exercise	March - May 2025
4.	Type of engagement: (survey/focus group/visit/conversation/ co-production session/workshop)	Survey, engagement events, digital promotion
5.	Which area of the East Riding does this focus on?	Regional
6.	Which group(s) did you engage with	Pharmacy users across the East Riding
7.	How many people were involved (if known)	221 survey responses, from both the online and in-person version.
8.	Please give a headline summary of intelligence gathered here: The collected data was a valuable way to gather a better understanding of accessibility of pharmaceutical services in the area, listening directly to the voices of lived experience. The information showed that residents use pharmacies to primarily collect prescriptions but also attend to seek health advice, vaccinations, and disposing of unwanted medicines. There were many respondents who attend the pharmacy by walking and car; therefore, it can be suggested that engagement with pharmacies is more likely when they are easy to get to and have adequate parking available.	
9.	Did your activity involve: (a) People with protected characteristics:	<ul style="list-style-type: none">• People with protected characteristics: Yes• People from inclusion groups: Yes

	https://www.equalityhumanrights.com/equality/equality-act-2010/protected-characteristics (b) People from inclusion groups <i>(This includes people who experience homelessness, drug and alcohol dependence, vulnerable migrants, Gypsy, Roma and Traveller communities, sex workers, people in contact with the justice system and victims of modern slavery.)</i>	
10.	Other partners involved	East Riding of Yorkshire Public Health Team
11.	How could this be followed up?	
12.	Contact details for follow up	Jdennis@healthwatcheastridingofyorkshire.co.uk rsmith@healthwatcheastridingofyorkshire.co.uk
13.	Reports/links/further info	
14.	FOR OFFICE USE Do we have BI data that supports this insight? Provide links	
15.	Which Health and Care Committee work programme(s) is it best aligned to?	
16.	Uploaded to JSNA database	

Who completed the form: Rhianna Smith

Date: 20/05/2025