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Time to Talk
Public Health
Wales



Time to Talk Public Health

December 2023 Panel Survey Findings:

Flu and COVID-19 vaccines, Vaccination and pregnancy, NHS 111 Wales Service, and Primary Care Clusters

Published: February 2024



Introduction

- **Time to Talk Public Health** is a national panel of Welsh residents aged 16+ years established by Public Health Wales to enable **regular public engagement** to inform public health policy and practice.
- The panel is designed to be broadly representative of the Welsh population by age, sex, deprivation, ethnicity and health board.
- Members of the public are recruited to the panel using a variety of methods and subsequently invited to participate in regular surveys to provide insight into key public health issues.
- This report presents findings from the December 2023 survey covering:
 - **Flu and COVID-19 vaccines**
 - **Vaccination and pregnancy**
 - **NHS 111 Wales Service**
 - **Primary Care Clusters**
- We are very grateful to the residents of Wales who have given their valuable time to participate in the panel.



Methodological Overview

- Initial recruitment to the Time to Talk Public Health panel (Nov 2022-Jan 2023) was undertaken by telephone, face-to-face and social media advertising.
- Recruitment to the panel is continuous with individuals able to sign up via the [panel website](#) at any time. Based on initial demographic screening, individuals are either recruited directly to the panel or invited to join a waiting list if the quota for their demographic profile is full.
- Panel members are currently invited to complete a survey every two months, either online or by telephone.
- During the delivery of each survey, additional targeted participation is undertaken through face-to-face interviews and social media advertising to increase sample representativeness as required.
- No financial incentives are provided for participation.
- **Further information on survey methodology is provided in the Appendix.**
- Due to the panel being partially self-selected and focused on public health topics, the sample may be affected by bias towards residents with greater interest in public health topics and healthcare issues. This should be taken into account when interpreting findings.

- A demographic breakdown of panel members who were invited to complete the survey, and of the 1,119 participants who completed it, is provided in the Appendix.
- Unless stated otherwise, data are weighted to reflect national population demographics by age, sex and deprivation.

Summary Points

- 1,119 participants took part in the December 2023 survey (20th November – 27th December 2023).

Flu and COVID-19 Vaccines

- 29% of people said they had seen or heard messages about flu or COVID-19 vaccines mentioning Public Health Wales.
- The most frequently identified places where people said they had seen these messages were in health settings (44% of those who had seen them) and Welsh media news (41%).
- When asked what they had gained from seeing the messages, 54% of people selected “that flu and/or COVID-19 are still a risk” and 45% selected “understood who can get the vaccines”.

Vaccinations and pregnancy

- 50% of people said they thought it was “very important” and 17% said they thought it was “somewhat important” that women are vaccinated during pregnancy. Only 5% thought it was “not at all important”, while 26% said “don’t know”.
- Over half of people said they knew women can get a flu vaccine (56%) and a COVID-19 vaccine (54%) during pregnancy; only 32% knew they could get a pertussis (whooping cough) vaccine.

NHS 111 Wales Service

- 94% of people said they have heard of the NHS 111 Wales service.
- If they were to use the NHS 111 Wales service, 79% of people said they would be interested in using the service by telephone and 53% in using a website via mobile/tablet.

Primary Care Clusters

- 32% of people said they would be “very interested” in learning more about Clusters, with a further 47% being “fairly interested”.
- 60% of people said they would be interested in being involved in designing health services.
- 23% of people said they would be “very confident”, and 55% “fairly confident”, in deciding which healthcare professional would be appropriate for them to speak with to meet their health needs.

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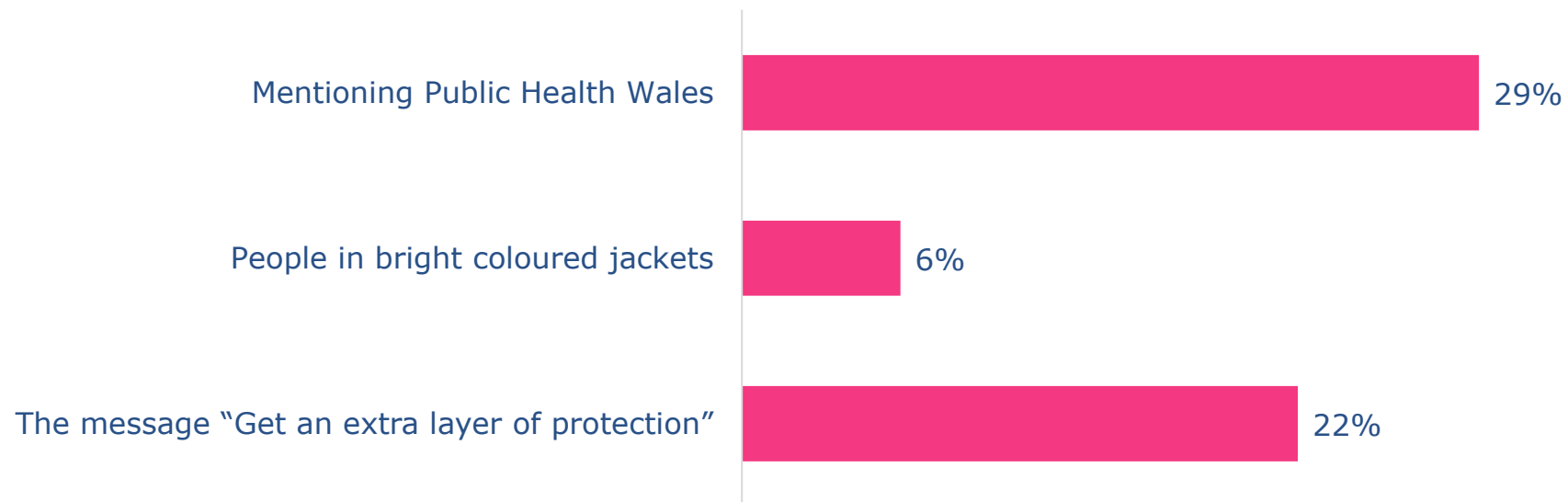
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Flu and COVID-19 vaccines

Flu and COVID-19 vaccines

Since September 2023, have you seen or heard any messages about flu or COVID-19 vaccines with the following characteristics?* Those who reported 'yes' is shown in the graph.

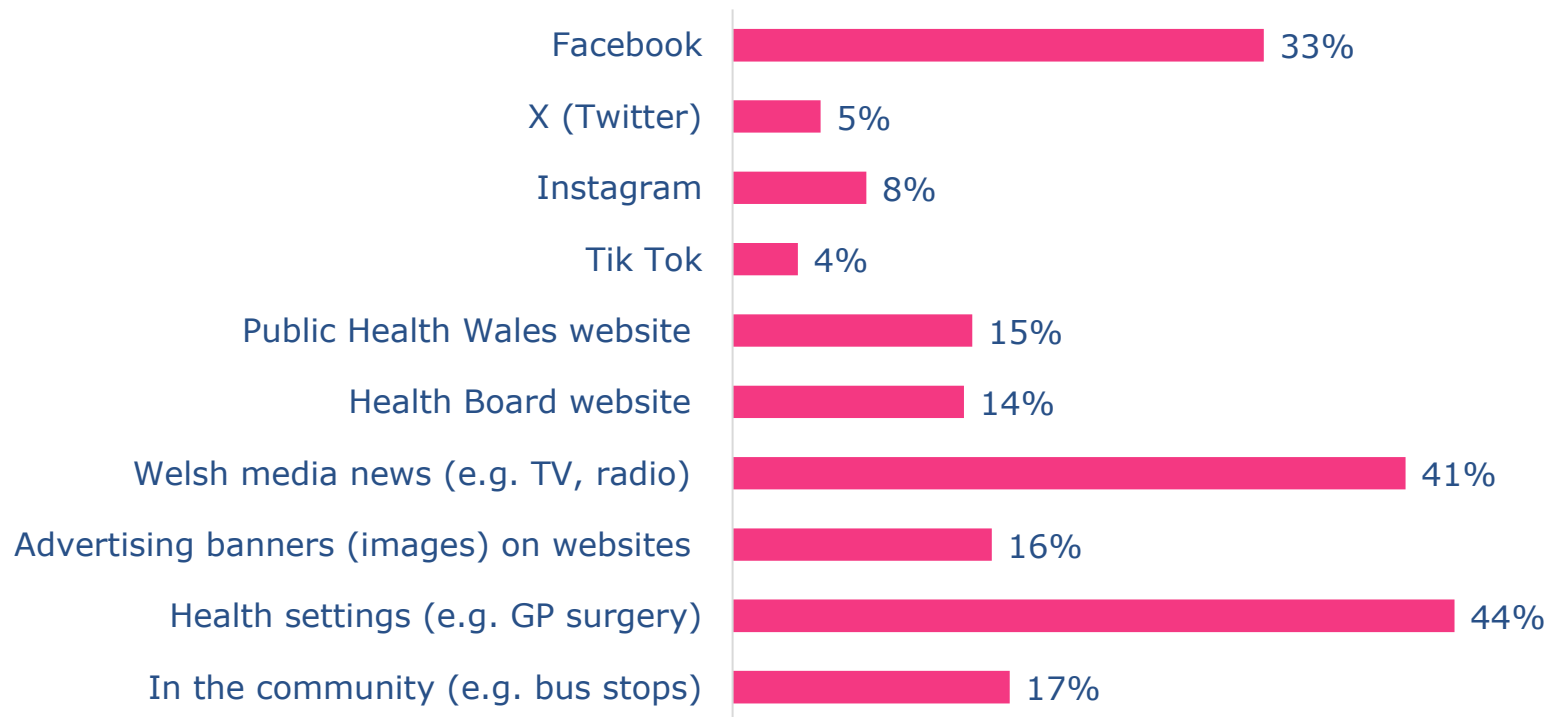


*Prefer not to say for each statement: $\leq 1\%$

Flu and COVID-19 vaccines

Asked to participants who reported seeing the flu or COVID-19 vaccine messages (n=429):

Where have you seen or heard these messages about flu or COVID-19 vaccines?*



*Unweighted data; Prefer not to say: 1%

Flu and COVID-19 vaccines

Asked to participants who reported seeing the flu or COVID-19 vaccine messages (n=429):

Did you gain any of the following from seeing these messages about flu or COVID-19 vaccines?*

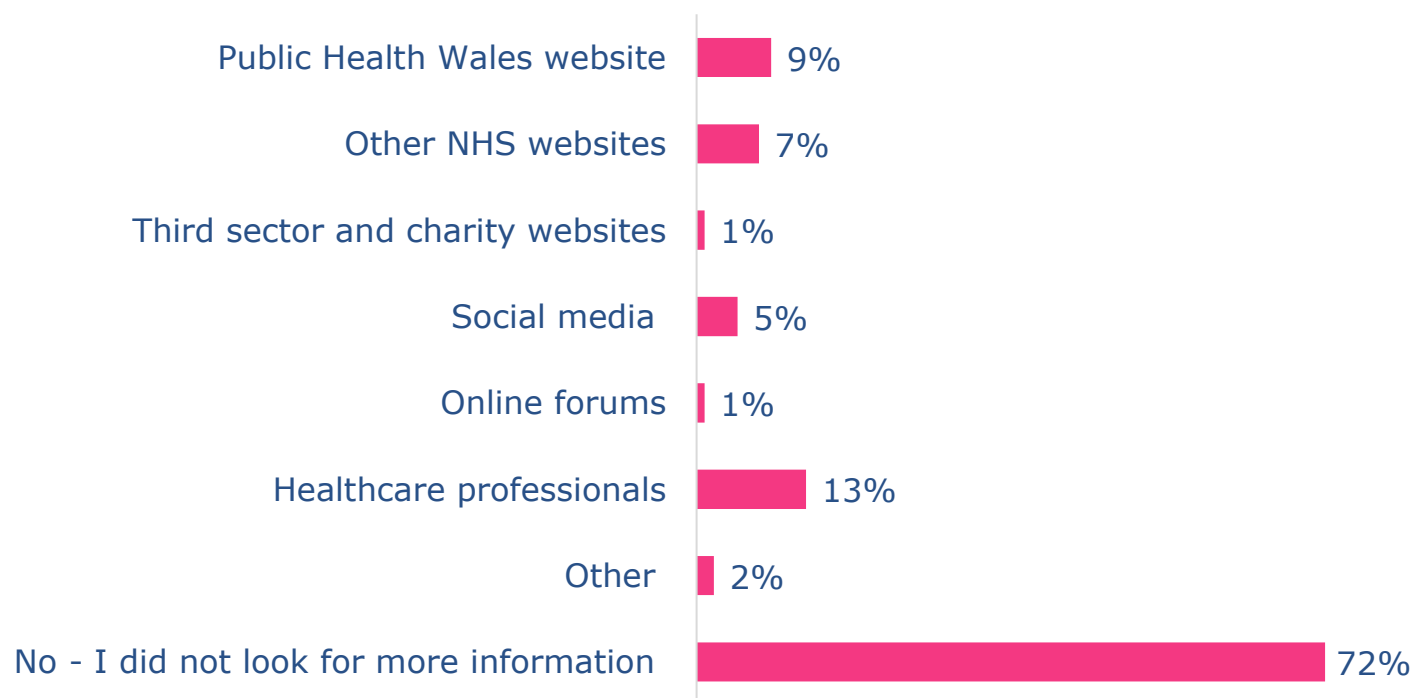
	Yes
Understood who can get the vaccines	45%
Learnt how to get a vaccine appointment	30%
Understood the importance and benefits of getting vaccinated	44%
Increased my trust in the vaccines	14%
Made me feel good about getting a vaccine	19%
That flu and/or COVID-19 are still a risk	54%
Increased my confidence in the safety and effectiveness of the vaccines	16%
Other	3%
I did not gain anything	22%

*Unweighted data; Prefer not to say: <1%

Flu and COVID-19 vaccines

Asked to participants who reported seeing the flu or COVID-19 vaccine messages (n=429):

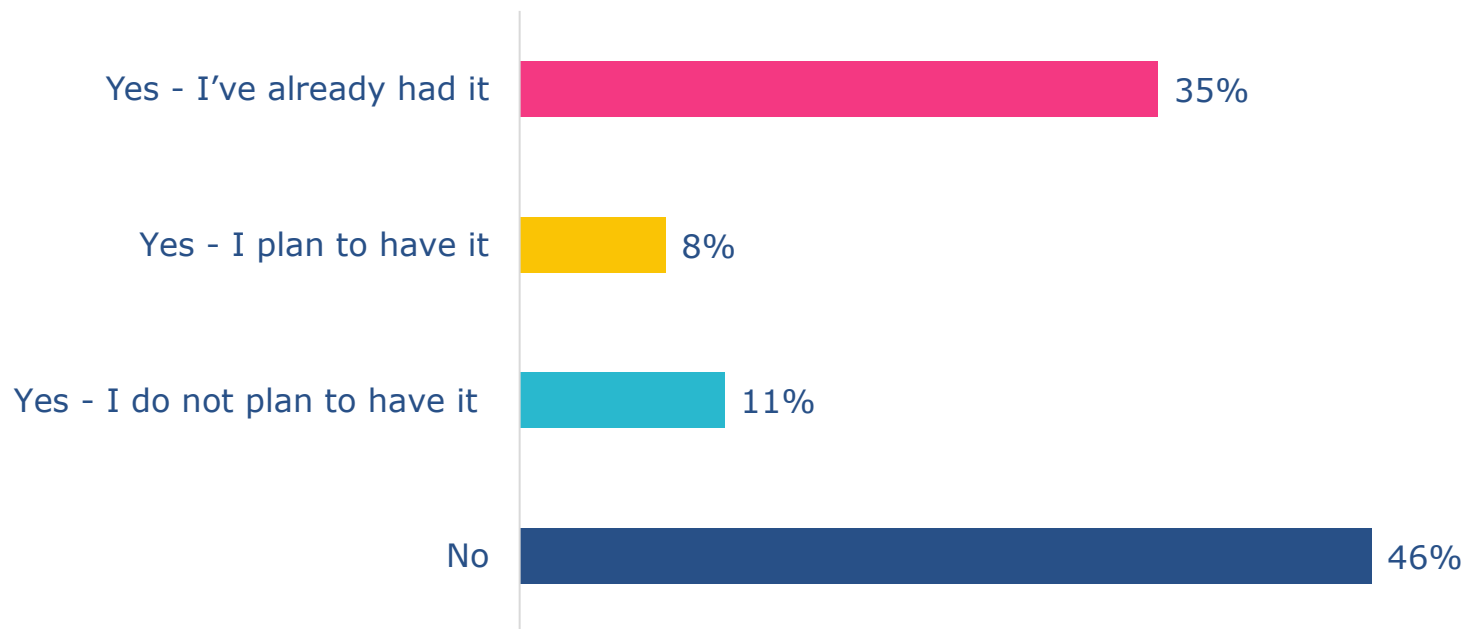
After seeing these messages about flu and COVID-19 vaccines, did you seek any further information on the vaccines from any of the following?*



*Unweighted data; Prefer not to say: 1%

Flu and COVID-19 vaccines

Have you been offered a COVID booster vaccine for this autumn/winter (i.e. from September 2023)?*#

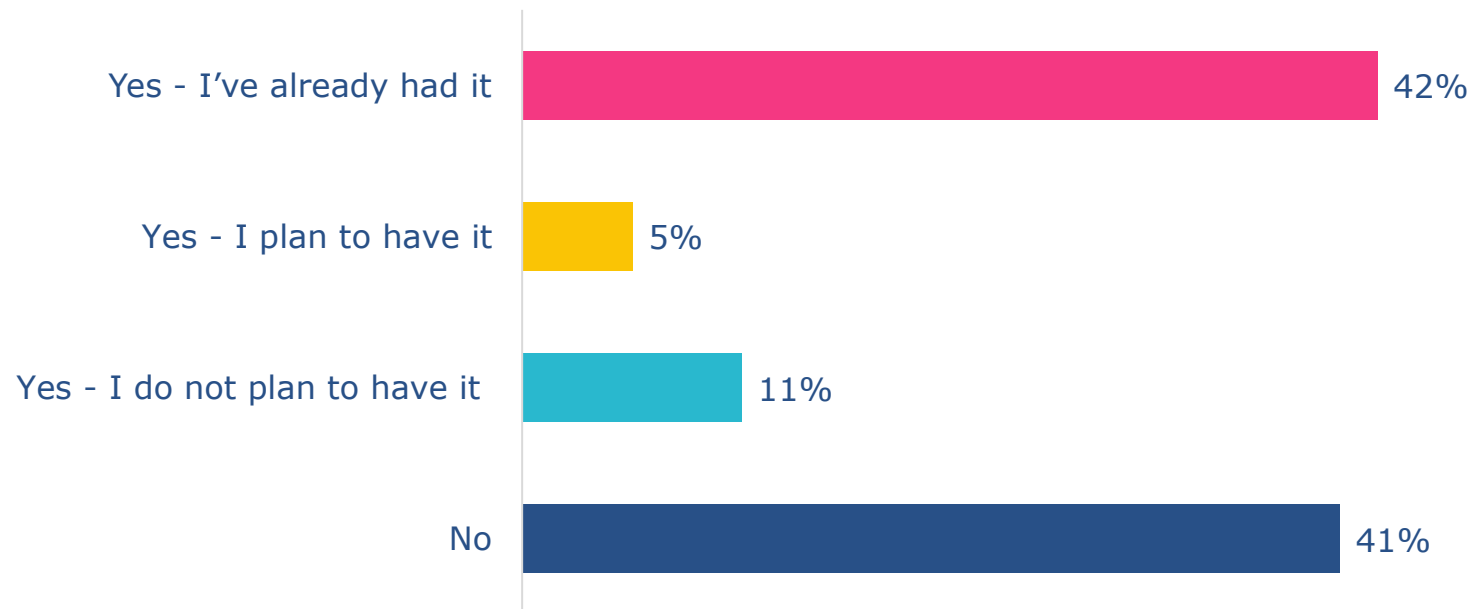


*Prefer not to say: <1%

#This question was also asked in the October 2023 survey and was not repeated in the December 2023 survey to those panel members who had previously provided a 'Yes I've already had it' response. Thus, the data presented here are for the full December survey sample (N=1,119) and include responses for 76 individuals who answered the question in October 2023 survey and 1,043 who answered the question in the December 2023 survey.

Flu and COVID-19 vaccines

Have you been offered a flu vaccine for this autumn/winter (i.e. from September 2023)?*

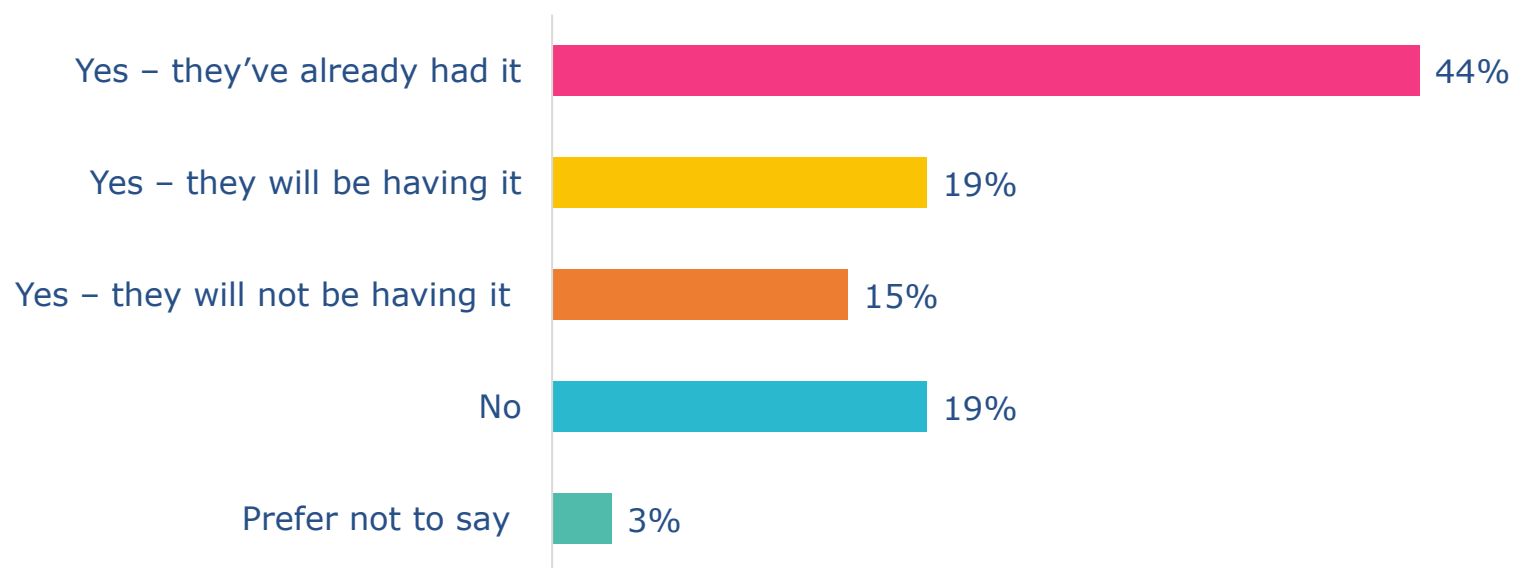


*Prefer not to say: 1%

Flu and COVID-19 vaccines

Participants were asked how many children they had and how old each child was. Those who reported having at least one child/children aged 2-16 years (n=177) were asked the following question for each child. A total of 294 children aged 2-16 years were reported on.

Children aged 2-16 in Wales are entitled to a free flu vaccine. Has your child aged 2-16 been offered a flu vaccine for this autumn/winter (i.e. from September 2023)?*



*Unweighted data; n=294 children reported on by 177 parents

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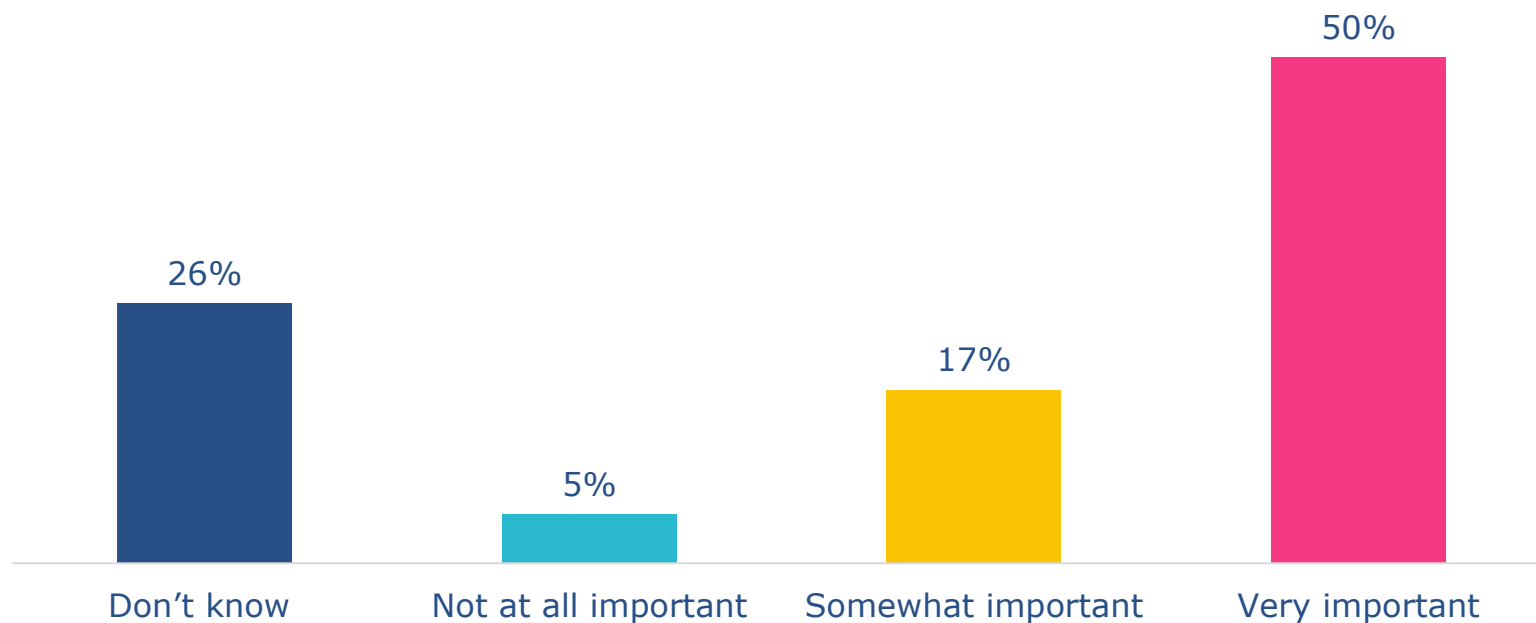
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Vaccination and pregnancy

Vaccination and pregnancy

Participants were specifically asked about vaccines women can receive when they are pregnant. How important, if at all, do you think it is that women are vaccinated during pregnancy?*

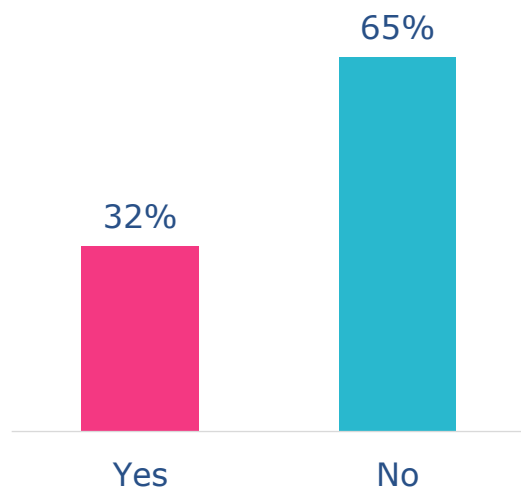


*Prefer not to say: 3%

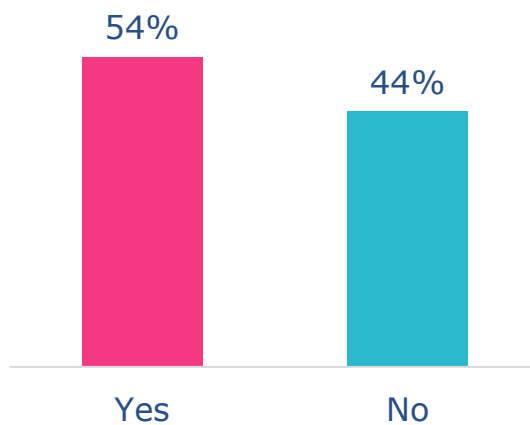
Vaccination and pregnancy

Did you know that women during pregnancy are able to get the following vaccines?*

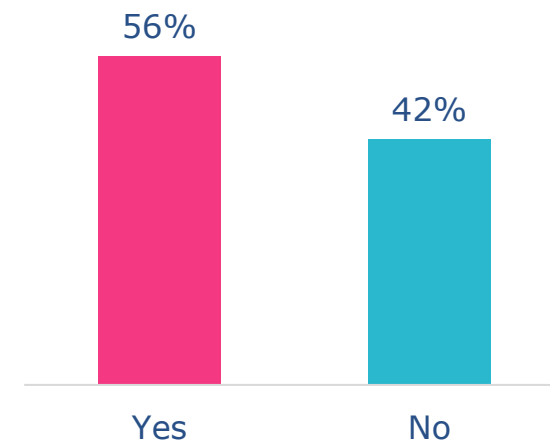
Pertussis (whooping cough)



COVID-19



Flu



*Prefer not to say for each statement: 2%

Vaccination and pregnancy

To what extent do you agree or disagree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Prefer not to say
Vaccines in pregnancy offer meaningful protection to mother and unborn baby	3%	3%	26%	35%	26%	7%
Vaccines in pregnancy are safe for both mother and unborn baby	4%	5%	30%	33%	21%	7%

Vaccination and pregnancy

Asked to female participants who reported being pregnant or having a child aged three or younger (n=53):

Which of the following vaccines, if any, did you accept during your pregnancy?*

	Pertussis (whooping cough)	COVID-19	Flu
Yes – I accepted this	77%	30%	77%
No – I was offered but I declined this	6%	25%	8%
Other#	15%	40%	15%
Prefer not to say	2%	6%	0%

*Unweighted data. Caution in interpreting these findings is recommended due to the small sample size.

#Due to low numbers, the following response options were collapsed into this category: 'No – I was not offered this', 'No – I am not eligible for this', 'Don't know', 'I have not yet had contact with healthcare services'

Vaccination and pregnancy

Asked to female participants who reported being pregnant and having engaged with a healthcare service, or having a child aged three or younger:

Thinking specifically about the time of your pregnancy, to what extent do you agree or disagree with the following statements?*

	Disagree	Neither agree nor disagree	Agree
I felt confident receiving the vaccine(s) (n=46)	9%	11%	80%
I was able to access the vaccines with ease from my healthcare provider (n=46)	7%	13%	80%
I received useful information on vaccines from healthcare professionals (n=51)	25%	14%	59%
It would have been easier for me if the vaccines were delivered by the maternity services (n=51)	29%	27%	43%
Social media influenced my decisions on whether to have vaccines (n=51)	88%	10%	2%

*Unweighted data. Caution in interpreting these findings is recommended due to the small sample size. Prefer not to say for each statement: $\leq 2\%$



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NHS 111 Wales Service

'Emergency' and 'urgent care' are often used interchangeably, with different perceptions in meaning. These next questions focus on urgent care, which has been defined in the Six Goals for Urgent and Emergency care policy handbook, as "health and wellbeing issues that may result in significant or permanent harm if not dealt with within the next 8 hours".

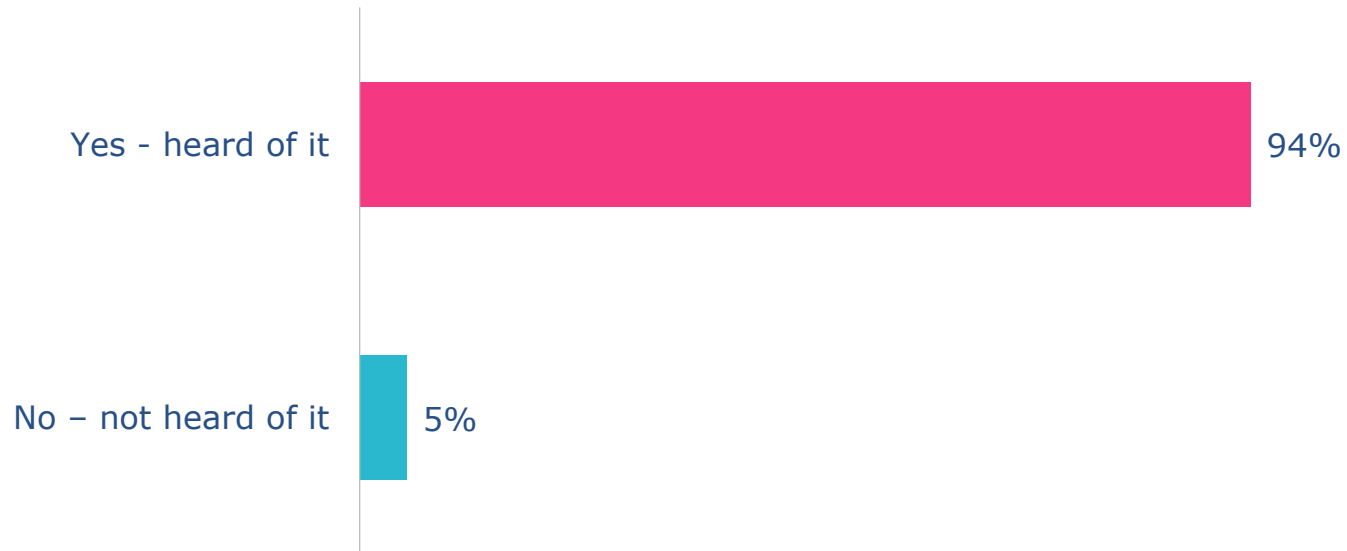
What would you do first if you had an urgent health problem (but not an emergency)?*



*I would not take any action: <1%; Don't know: 1%; Prefer not to say: <1%

NHS 111 Wales Service

Before today, had you heard of the NHS 111 Wales service?*

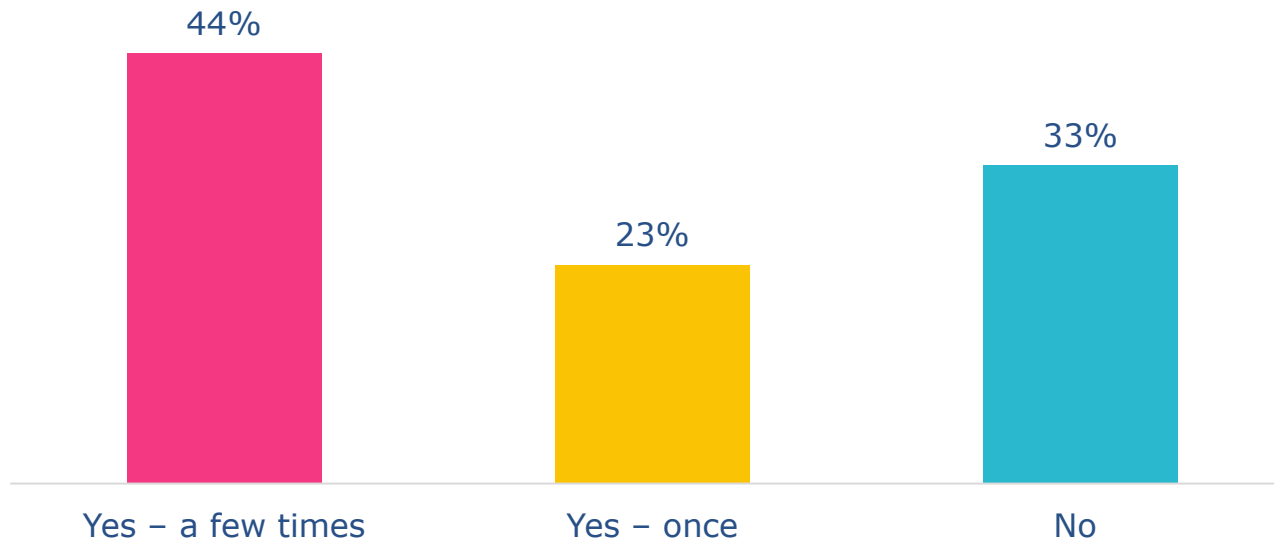


*Prefer not to say: <1%

NHS 111 Wales Service

Asked to participants who reported having heard of the NHS 111 service (n=1,073):

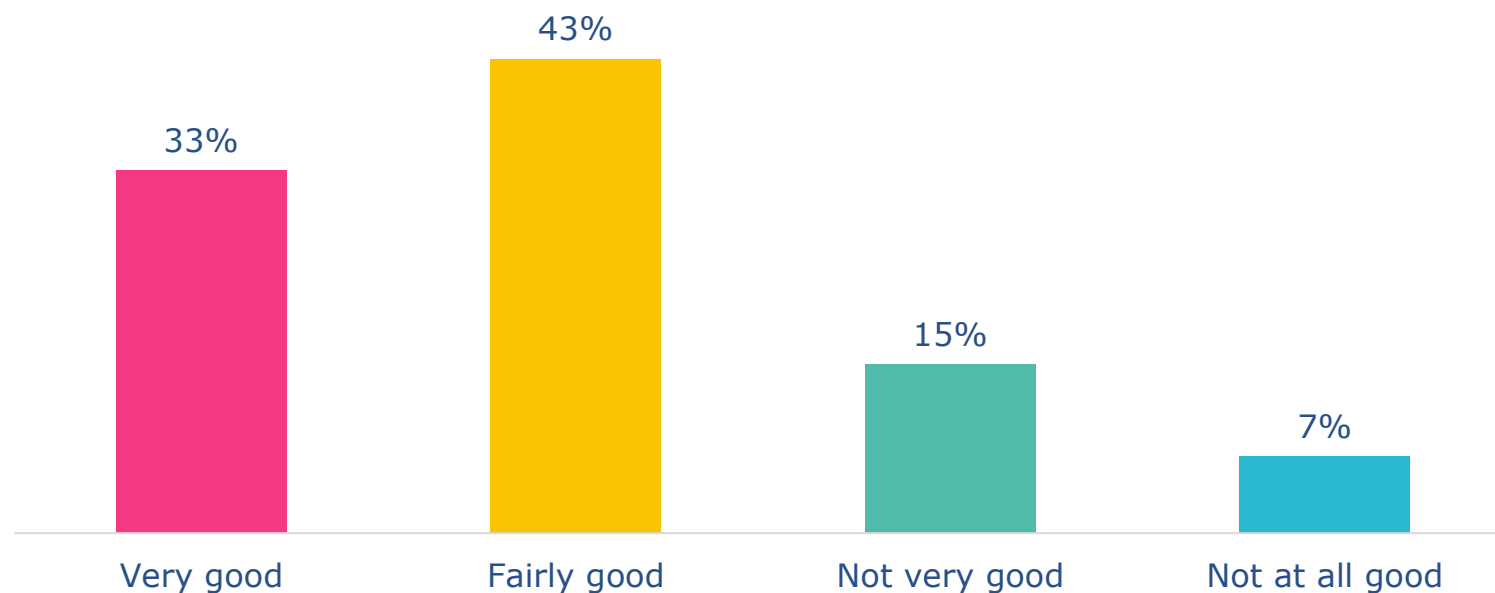
The NHS 111 Wales Service is a 24/7 urgent care service, accessed online or by phone to provide advice and where necessary signpost or refer to the right service, first time. Have you ever used the service?*



*Unweighted data; Prefer not to say: <1%

Asked to those respondents who reported having used the NHS 111 Wales service (n=719):

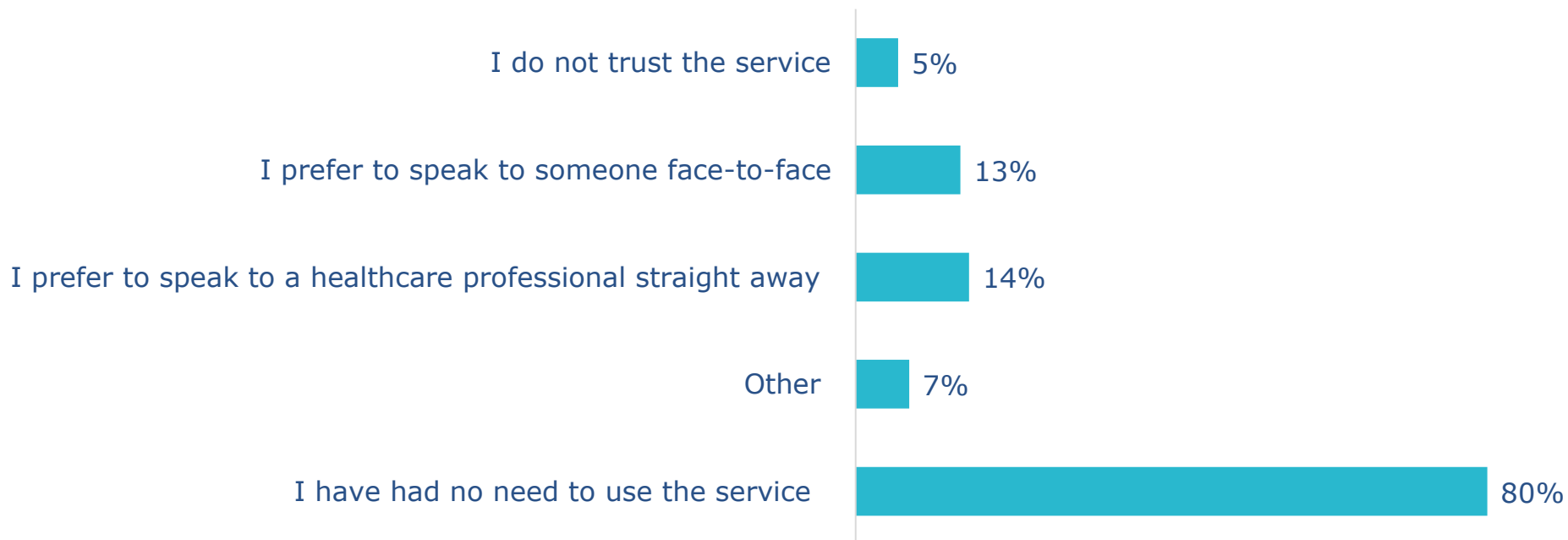
How would you rate your experience of the NHS 111 Wales service generally?*



*Unweighted data; Don't know: 1%; Prefer not to say: <1%

Asked to those respondents who reported having heard of but not used the NHS 111 Wales service (n=353):

Which of the following, if any, are reasons why you have not used the NHS 111 Wales service?*



*Unweighted data; Prefer not to say: $\leq 1\%$

Thinking specifically about the telephone service of NHS 111 Wales, to what extent do you agree or disagree with the following statements?*

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
The call handler would be friendly and helpful	2%	2%	11%	46%	33%	7%
The call would be reviewed by a healthcare professional in a timely manner if required	3%	8%	14%	42%	22%	11%
The care and treatment I would receive would meet my needs	4%	8%	17%	41%	21%	9%
My care and treatment would not be affected by my personal characteristics (e.g. age, ethnicity)	2%	3%	10%	40%	39%	6%
I would be treated with kindness and respect	2%	1%	9%	46%	36%	6%
If I need a further appointment (e.g. GP, Minor Injuries Unit), the NHS 111 phone service should be able to book this for me as part of the call	5%	8%	10%	34%	32%	11%

*Prefer not to say for each statement: ≤1%

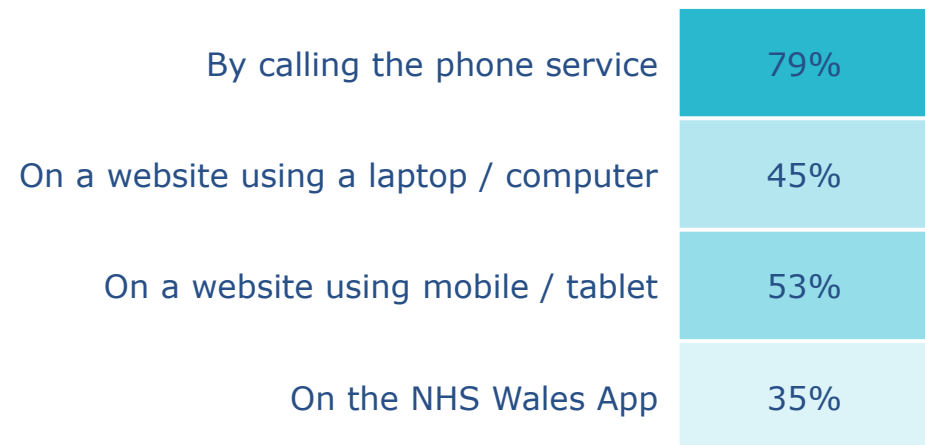
Thinking specifically about the website service of NHS 111 Wales, to what extent do you agree or disagree with the following statements?*

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
I would be happy to use a symptom checker and follow the advice it gave me, including which healthcare service to contact about my health needs	7%	13%	11%	46%	18%	5%
I would use a local services page on the website to find healthcare services to meet my health needs	6%	9%	15%	47%	15%	6%
I would use the 'A-Z function' on the website to look up my health concerns	7%	14%	13%	43%	15%	8%
I would be willing to use the website for video consultations if it meant I could access the right advice and treatment first time	5%	8%	7%	44%	32%	4%
If I need a further appointment (e.g. GP, Minor Injuries Unit), I should be able to book this while using the NHS 111 website service	2%	4%	10%	40%	35%	10%

*Prefer not to say for each statement: ≤1%

NHS 111 Wales Service

If you were to use the NHS 111 Wales service, in which of the following ways would you be interested in using the service?*



*Don't know: 3%; Prefer not to say: ≤1%



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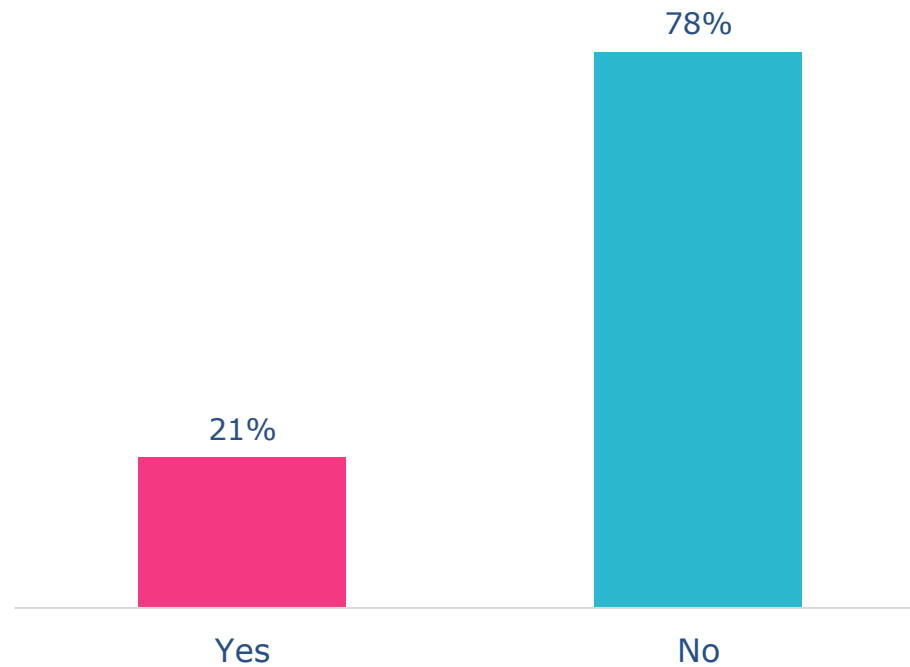


Primary Care Clusters

In Wales, Public Health Wales is working with partners to bring health services such as GPs, Dentists, Pharmacists, Opticians, Nurses and Social Care teams together into 'Clusters'. This will help people to see a healthcare professional when and where they need to.

Primary Care Clusters

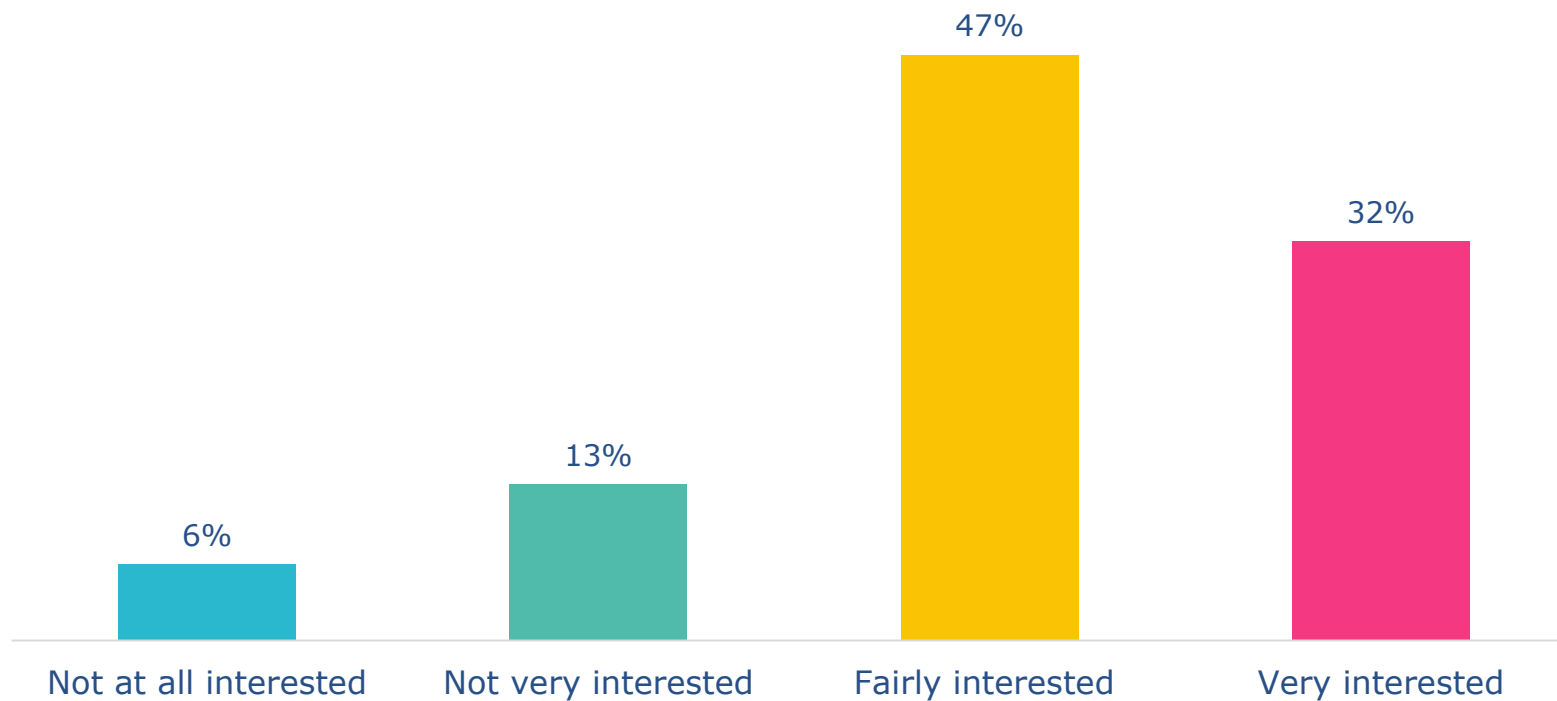
Before today, had you heard about 'Clusters'?*



*Prefer not to say: <1%

Primary Care Clusters

How interested, if at all, would you be to learn more about Clusters?*



*Prefer not to say: 1%

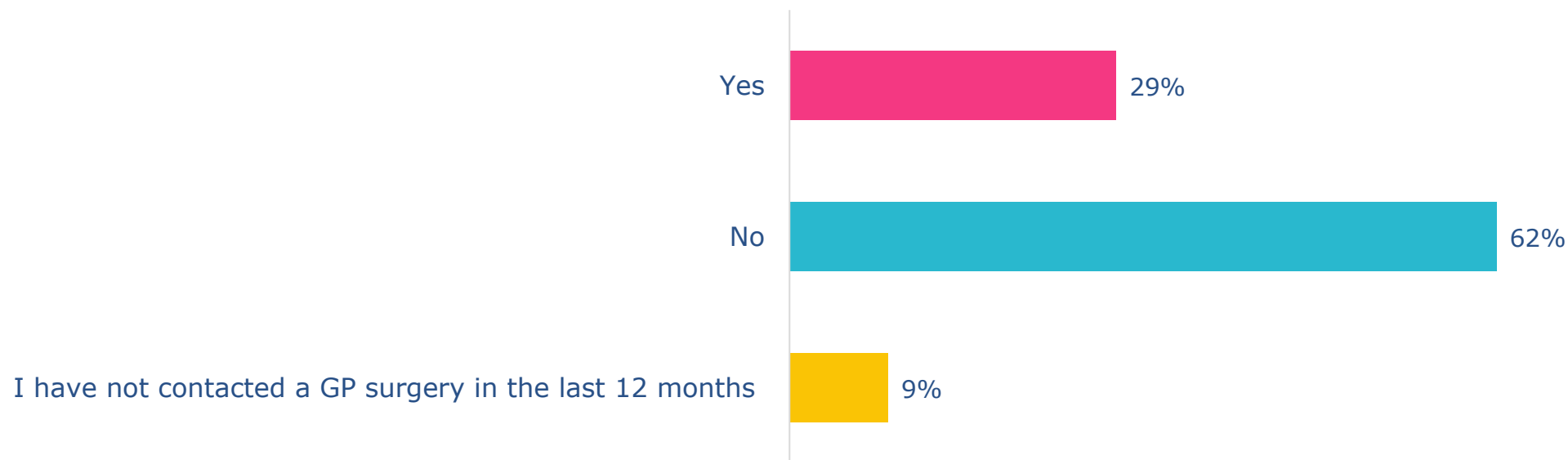
Primary Care Clusters

We want to involve the public in the development of Clusters. Would you be interested in doing any of the following?

	Yes I've already been involved	Yes I'm interested in being involved	No I'm not interested in being involved	Prefer not to say
Giving feedback to healthcare services after I've used them	4%	77%	17%	2%
Giving ideas on how I think Clusters should be operating	1%	64%	30%	4%
Being involved in designing health services	2%	60%	35%	3%

Primary Care Clusters

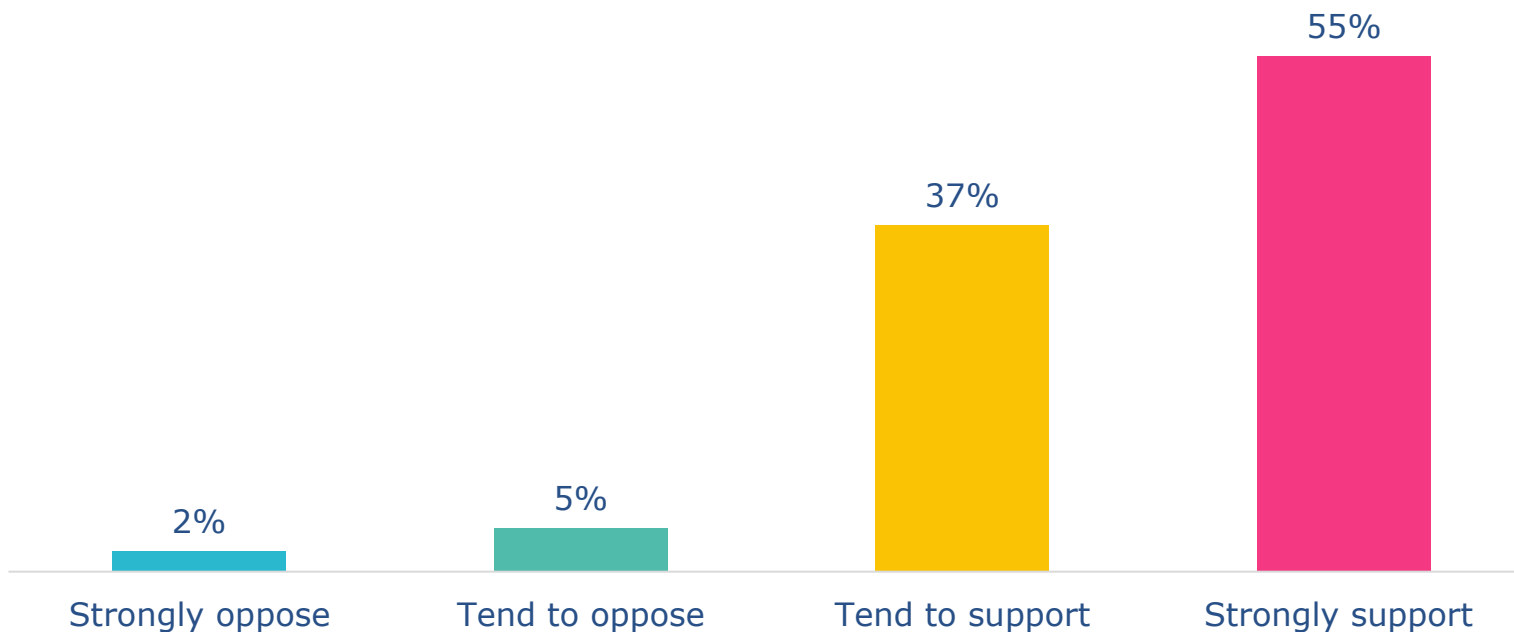
In the last 12 months, have you asked for a GP appointment and been advised at the point of contact to see a different healthcare professional (e.g. pharmacist, physiotherapist) to better meet your needs?*



*Prefer not to say: <1%

Primary Care Clusters

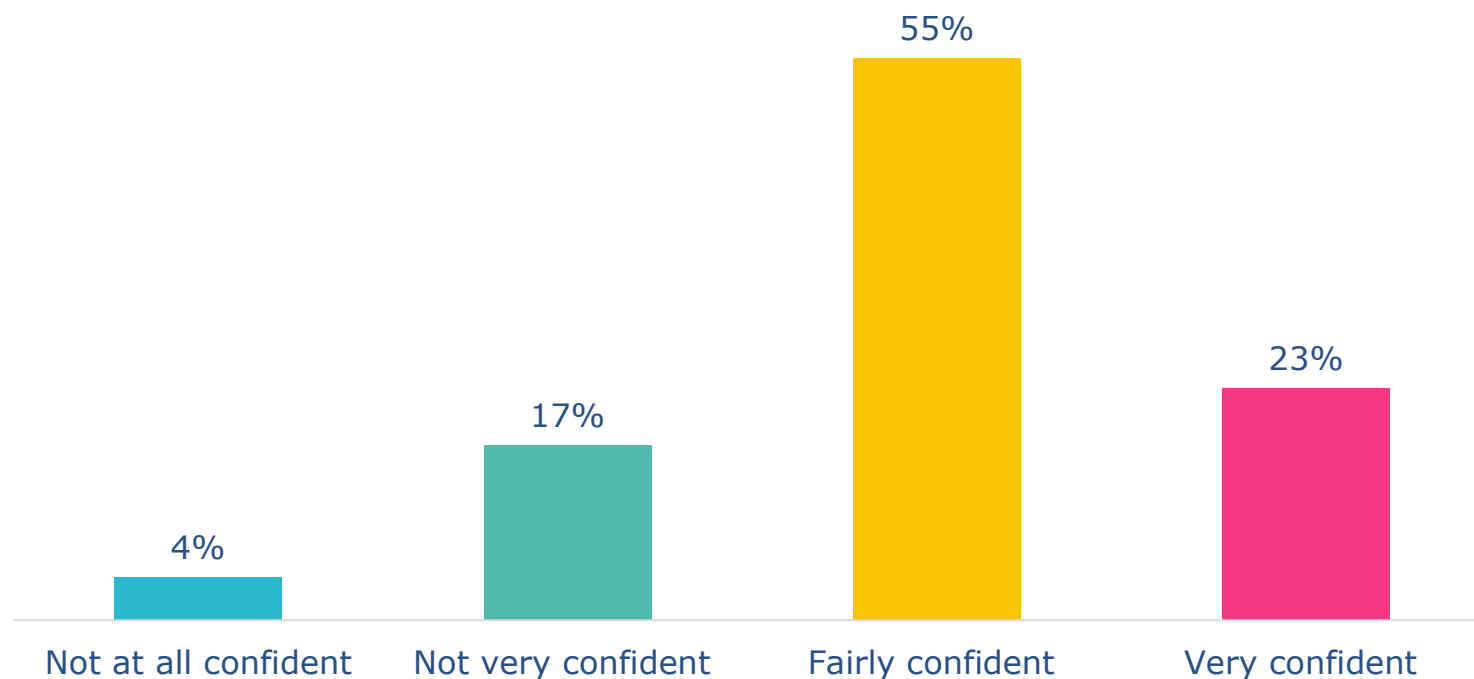
It is important that people see the right healthcare professional at the right time, and this might not always be the GP. To what extent do you oppose or support the approach of right person, right place, right time?*



*Prefer not to say: 2%

Primary Care Clusters

How confident, if at all, would you be in deciding which healthcare professional would be most appropriate for you to speak with to meet your health needs?*



*Prefer not to say: 1%

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Want to be involved in the Panel?

Recruitment to the Time to Talk Public Health Panel is continuous as we want to speak with a broad range of individuals across Wales.

If you live in Wales and are aged 16+ years, this is your opportunity to be heard.

 TalkPHWales.com

 **01663 761976**

 TalkPHWales@wales.nhs.uk

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How does
the panel
work?

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your say!

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public
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Make a
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Want to find out how to help your community flourish?

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**Policy and International Health,
WHO Collaborating Centre on Investment for Health & Well-being**

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Questionnaire Development

The questions used in the December survey were developed in partnership with colleagues in Public Health Wales and Welsh Government.



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Appendix

Demographics – Panel and Survey Samples

Methods

Panel Sample Demographics

		Panel Sample N = 2,345		Survey Sample N = 1,119		Population*
Sex*	Male	720	31%	385	34%	49%
	Female	1578	67%	716	64%	51%
	Other	47	2%	18	2%	- \$
Age group (years)*	16-29	472	20%	163	15%	21%
	30-49	841	36%	316	28%	29%
	50-69	708	30%	439	39%	31%
	70+	324	14%	201	18%	19%
Deprivation quintile [^]	1 (Most)	406	17%	167	15%	19%
	2	485	21%	220	20%	20%
	3	485	21%	242	22%	21%
	4	469	20%	239	21%	21%
	5 (Least)	500	21%	251	22%	20%

*Age 16+ Population equivalents from: ONS. Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland. Mid 2020. www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland; [^]Welsh Index of Multiple Deprivation 2019 <https://www.gov.wales/welsh-index-multiple-deprivation-full-index-update-ranks-2019>; \$Data not available.

Due to lack of participation in four consecutive surveys, 223 people have been removed from the panel. This process was outlined to panel members in the joining material.

Panel Sample Demographics

		Panel Sample N = 2,345		Survey Sample N = 1,119		Population*
Ethnicity [^]	White	2212	94%	1074	96%	95%
	Mixed/Multiple Ethnic Groups	52	2%	22	2%	1%
	Asian, Asian Welsh or Asian British	33	1%	11	1%	2%
	Black, African, Caribbean, Black Welsh or Black British	20	1%	2	<1%	1%
	Other Ethnic Group	19	1%	7	1%	1%
	Prefer not to say	9	0%	3	<1%	- \$
Health Board [#]	Aneurin Bevan UHB	413	18%	185	17%	19%
	Betsi Cadwaladr UHB	513	22%	267	24%	22%
	Cardiff and Vale UHB	406	17%	184	16%	16%
	Cwm Taf Morgannwg UHB	296	13%	131	12%	14%
	Hywel Dda UHB	330	14%	161	14%	12%
	Powys Teaching HB	109	5%	58	5%	4%
	Swansea Bay UHB	278	12%	133	12%	12%

*16+ years; ^Population ethnicity estimates are for all ages due to data not being available for non-White residents aged 65+; Stats Wales, stats.wales.gov.wales/Catalogue/Equality-and-Diversity/Ethnicity; \$Data not available. #Population estimates for ages 16+; Stats Wales, stats.wales.gov.wales/Catalogue/Population-and-Migration/Population/Estimates/Local-Health-Boards/populationestimates-by-lhb-age; UHB – University Health Board.

- An initial target of 2,500 panel members was set in order to obtain a monthly survey sample of approximately 1,000 responses, with response rates to alternate month surveys estimated to be a maximum of 50%.
- To reach a range of individuals, three methods of recruitment were used:
 - Telephone
 - Social media
 - Face-to-face
- A professional market research company (DJS Research Limited) was procured to undertake recruitment and alternate month surveys.
- Telephone and face-to-face recruitment used stratified quota sampling. Quotas applied to:
 - Geography (Health Board)
 - Age
 - Sex
 - Deprivation quintile (WIMD*)
- Social media targeting focused on demographic gaps in recruitment.
- Panel members completed an initial recruitment survey and are asked to complete a 15-20 minute survey every other month. Alternate month surveys are undertaken online or by telephone, depending on participants' preference.

*Welsh Index of Multiple Deprivation.

Further methodological detail is available in the [project protocol](#).

Methods – Alternate Month Survey

- For each survey, all panel members are invited to complete the questionnaire through their method of choice (telephone or online). Panel members have three weeks to complete the survey. Within that timeframe, gaps in the demographic profile required to achieve a sample representative of the age, sex, ethnicity and deprivation profile of Wales are identified, and reminders to complete the survey are sent.
- To increase representation across the survey sample, around 100 face-to-face interviews are undertaken per survey wave with targeted population groups. These individuals are invited to complete the survey and are then invited to join the panel. Thus, a proportion are one-off survey participants. In addition, social media advertising targeting specific population groups is conducted. These individuals provide demographic information and are then invited to complete the live survey.

Participants who completed the December survey, were recruited via the following methods:

Recruitment Method	n	%
Online	619	55%
Telephone	371	33%
Face-to-face (panel)	84	8%
Face-to-face (one-off)	45	4%

Participants who completed the December survey, completed via the following methods:

Participation Method	n	%
Online	892	80%
Telephone	124	11%
Face-to-face	103	9%