

In March 2019, 100 students from Nottingham College undertook a survey to find out how young people would prefer to find out information from the NHS.

The aim of this survey was to understand the types of social media tools young people currently use and what information they would like to see from the NHS going forward.

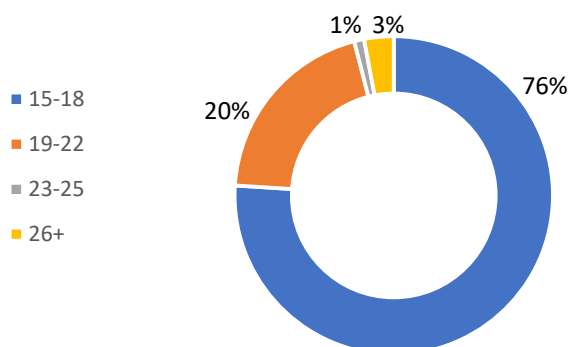
The students were asked the following questions:

- What is your age?
- What gender do you identify as?
- What is your sexuality?
- Do you have any disability's?
- How would you describe your ethnic origin or personal identity?
- What social media do you use?
- How would you prefer to communicate when access health care information online?
- Do you know what NHS services are available in Nottingham and their locations?
- What do you want to see from NHS?
- Do you want to be anonymous when using NHS app and online services?

Results

The students were firstly asked 'What is your age?'

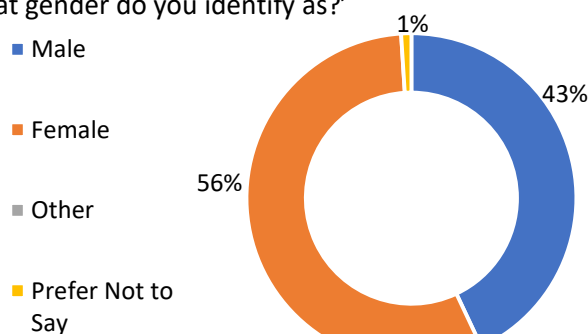
Choices	Responses
15-18	76
19-22	20
23-25	1
26+	3
Total	100



Out of the 100 participants, the majority of students, 76, are between the age of 15 - 18, 20 students are between 19 - 22, 1 student was between 23 -25 and 3 students are 26 or above. All participants answered this question.

The next question the students were asked was 'What gender do you identify as?'

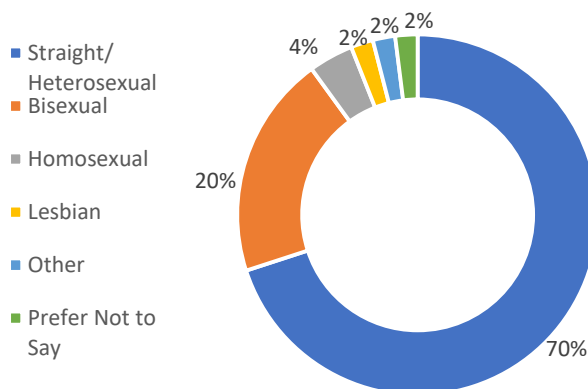
Answer Choices	Responses
Male	43
Female	56
Other	0
Prefer not to say	1
Total	100



Out of the 100 participants, 43 students are male, 56 are female and one student preferred not to say. All participants answered this question.

The students were then asked, 'What is your sexuality?'

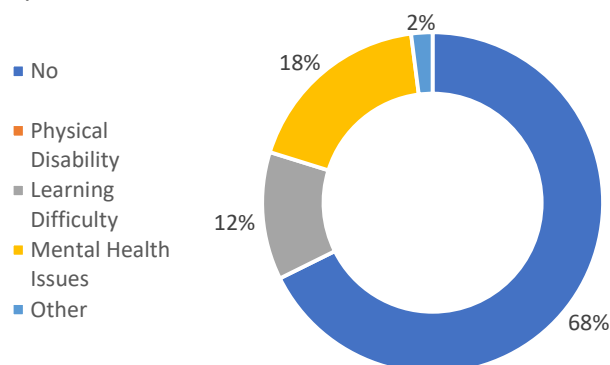
Answer Choices	Responses
Straight/ Heterosexual	70
Bisexual	20
Homosexual	4
Lesbian	2
Other	2
Prefer not to say	2
Total	100



Out of the 100 participants, 70 students said they are straight/heterosexual, 20 students are bisexual, 4 students are homosexual, 2 students are lesbian, 2 students chose other and 2 students preferred not to say. All participants answered this question.

After this the students were asked 'Do you have any disabilities?'

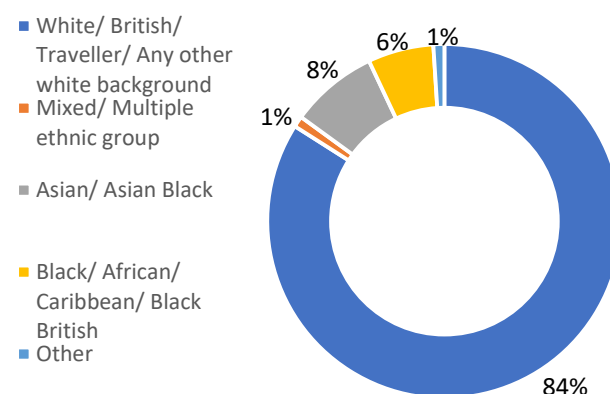
Answer Choices	Responses
No	67
Physical disability	0
Learning Difficulty	12
Mental Health Issues	18
Other	2
Total	99



Out of the 100 participants, 67 students said no they don't have a disability, 0 students said they had a physical disability, 12 students said they have learning difficulties, 18 students said they have mental health issues and 2 students have other disabilities and were asked to specify. 1 student is partially deaf, and the other student has medical disabilities. 99 of the 100 participants answered this question.

Following on from this, the students were asked 'How would you describe your ethnic origin or personal identity?'

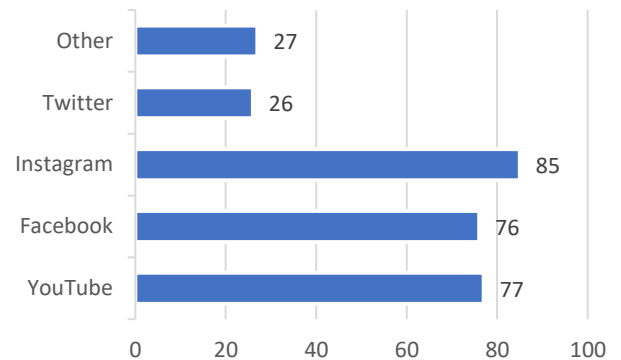
Answer Choices	Responses
White/ British/ Traveller/ Any other white background	84
Mixed/ Multiple ethnic group	1
Asian/ Asian British	8
Black/ African/ Caribbean/ Black British	6
Other	1
Total	100



Out of the 100 participants, 84 students said they are White, British, a traveller or any other white background, 1 student is multiple ethnic group, 8 students are Asian or Asian British, 6 students are Black, African, Caribbean or Black British and one student said they were other and were asked to specify. The student is White Irish. All participants answered this question.

Then the students were asked ‘What social media do you use?’

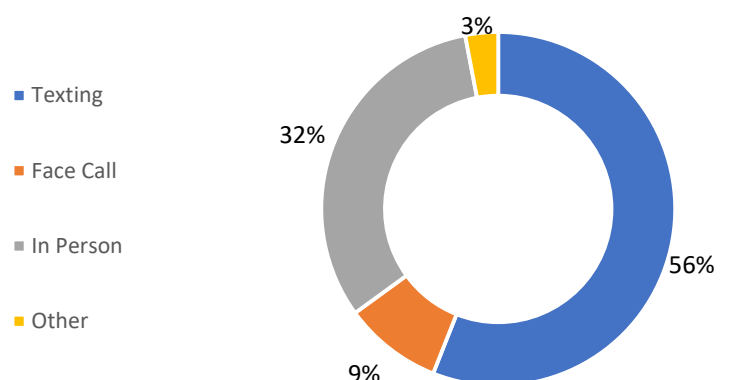
Answer Choices	Responses
YouTube	77
Facebook	76
Instagram	85
Twitter	26
Other	27
Total	100



For this question, all participants were asked to select all options that were relevant to them which is why the responses are greater than 100 students. Out of all 100 participants, Instagram is the most popular social media type with 85 students choosing this option, 77 selected YouTube, 76 selected Facebook, 26 students said they use Twitter and 27 students said they use other social media types and were asked to specify. 20 out of the 27 students said they use Snapchat, 1 student said they use Twitch, 2 students use Reditt, 1 student uses Pinterest, 1 student uses Wattpad, 1 student uses Amino, 1 student uses Skype, 1 student uses Tumblr and 1 student uses WhatsApp. All participants answered this question.

Next the students were asked ‘How would you prefer to communicate when access health care information online?’

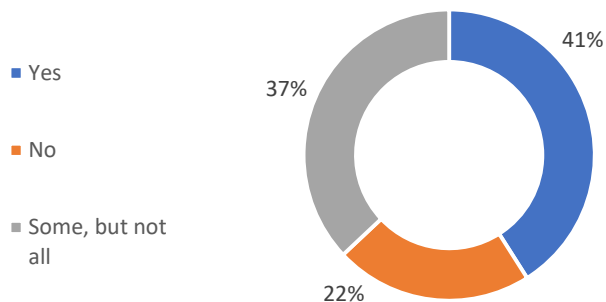
Answer Choices	Responses
Texting	56
Face Call	9
In Person	32
Other	3
Total	100



Out of all 100 participants, 56 of the students said they would prefer to be communicated by text, 32 students chose to be communicated in person, 9 students chose face call and 3 students chose other and were asked to specify. 2 students said they would prefer to have a phone call and 1 student responded that they would prefer not to talk about themselves at all. All participants answered this question.

The students were then asked, 'Do you know what NHS services are available in Nottingham and there locations?'

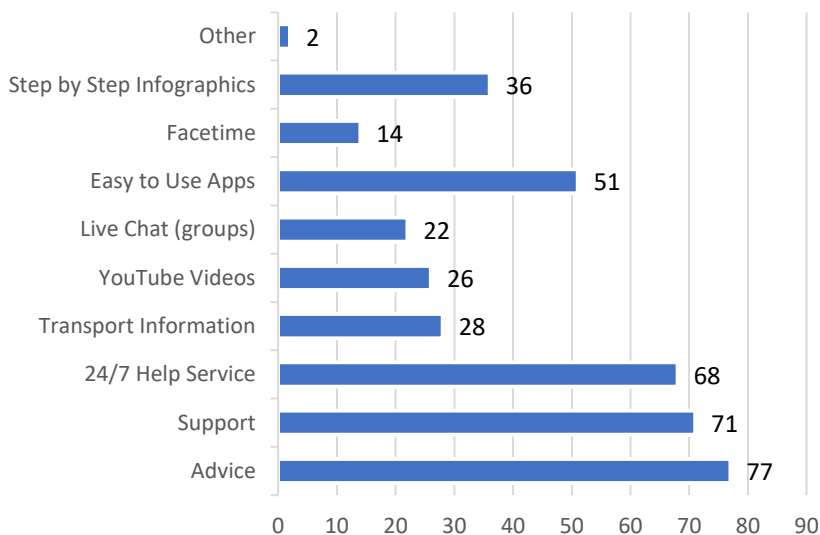
Answer Choices	Responses
Yes	41
No	22
Some, but not all	37
Total	100



Out of the 100 participants, 41 students said yes, they know about the services that are available in Nottingham, 22 students identified that they don't know what services are available and 37 students said they know of some but not all. All participants answered this question.

Following this, the students were asked 'What do you want to see from NHS?'

Answer Choices	Responses
Advice	77
Support	71
24/7 Help Service	68
Transport Information	28
YouTube Videos	26
Live Chats (groups)	22
Easy to Use Apps	51
Facetime	14
Step by Step Infographics	36
Other	2
Total	99

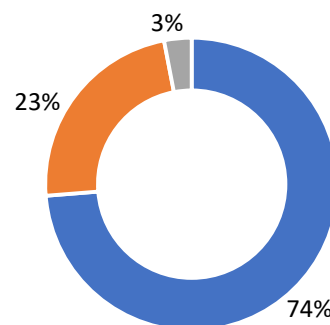


For this question, all participants were asked to select all options that were relevant to them which is why the responses are greater than 100 students. Out of the 100 participants, 77 said they would like to see advice from the NHS, 71 said support, 68 chose 24/7 help service, 28 said transport information, 26 students would like YouTube videos, 22 students said a live chat, 51 students said they would like an easy to use app from the NHS, 14 students said FaceTime, 36 students said they would like to have step by step infographics and 2 students chose other and were asked to specify. 1 student said they would like the NHS to have a messaging service and 1 student said they would like phone calls. 99 of the 100 participants answered this question.

The last question the students were asked was ‘Do you want to be anonymous when using NHS app and online services?’

Answer Choices	Responses
Yes	73
No	23
Other	3
Total	99

- Yes
- No
- Other



Out of the 100 participants, 73 students said they would like to be anonymous when using the app, 23 students said no they wouldn't like to be anonymous and 3 students chose other and were asked to specify. All 3 students said it would depend on the topic as to whether they would prefer to be anonymous. 99 of the 100 participants answered this question.

Findings

After analysing the results of this survey, it was confirmed that more than 70 participants prefer to use Instagram, Facebook and YouTube social media accounts.

Furthermore, over 50 participants identified their most preferred way to be communicated is via text.

In contrast to this, 73 participants said they would like to remain anonymous whilst using the NHS app and other NHS services.

Finally, participants identified they would like advice and support information from the NHS with over 70 participants choosing these options. 51 out of 99 participants did mention they would like an easy to use app from the NHS.