

## **CLiK 2012 Survey**

### **Frequently Asked Questions**

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#### **Why is the CLiK 2012 survey being carried out?**

NHS Kirklees and Kirklees Council are undertaking this survey to gather and update information about quality of life, health and wellbeing issues, behaviours, perceptions and experiences among the adult population of Kirklees. We will use this information to develop better programmes that support residents to stay healthy and well. Where people need our support, the results will also enable us to reassess services ensuring they are always efficient, responsive and tailored to the needs of local people.

The anonymous results will be used by the NHS and the council. This means that people don't have to respond to lots of surveys about their health and lifestyles from a number of different sources. The survey also gives us the opportunity to collect information that is otherwise unavailable, such as the numbers of people in a given area that are drinking excessively or are finding it harder to stay physically active.

The CLiK survey is part of a joint programme of surveys which includes the recent 'Your Place Your Say' survey and a potential future Children and Young People's Survey. This programme is being steered by the Joint Surveys Project Board (JSPB) led by Dr Judith Hooper the Director of Public Health for NHS Kirklees and Kirklees Council.

The survey may also be used to compare Kirklees against similar authorities and it also can be used to see how the health and wellbeing of people in Kirklees is improving against the national picture.

#### **Haven't you done this survey in the past? What difference did responses make last time?**

We have run similar CLiK surveys in 2001, 2005 and 2008. They all had slightly different content depending on what information we needed to know about the health of the local population at that time. The CLiK survey in 2005 showed that a significant number of adults have a long term health condition and one action from this was to develop and expand the Expert Patients Programme to help more people manage their own health better. The next CLiK survey in 2008 showed that almost a third of the adult population suffered from pain. We used the CLiK results to raise awareness of chronic pain across Kirklees and identify what we need to focus on to provide a quality service for our residents. The CLiK 2008 results also revealed high levels of smoking among young women and, as a result, we have improved the coordination and targeting of our support services, particularly for pregnant women.

These surveys are vital to tell us what health and social care needs people have and how they are changing.

#### **Why are you spending money on this survey when you've got to make big savings?**

We do have to make some tough financial choices but we need to make sure that the right people receive the right types of help and support. Your responses will help us better understand our local communities and their needs.

The cost of the survey equates to approximately 25p per resident. If you receive one you can help us get the most value from this survey by taking part and returning your questionnaire quickly – which will save money as we won't need to send you a reminder. It will also be better for the environment as it will save paper too.

#### **Why should I take part?**

Whatever your circumstances, they are relevant to this survey. Obtaining information from as many selected households as possible is the only way we can get a complete and accurate picture of the local population and the different health needs of adults across Kirklees.

### **Is the survey compulsory?**

No -one has to take part if they do not want to, but we hope that if people understand the importance of this survey they will choose to take part and make it a success.

### **Who designed the survey?**

This survey was developed by NHS Kirklees and Kirklees Council with the help of Ipsos MORI.

### **Why have I received a questionnaire when my neighbour hasn't?**

55,000 households across Kirklees have been selected at random to receive this survey. There are approximately 180,000 households in Kirklees in total so it is possible that some households on the same street will receive questionnaires whilst others won't.

### **I haven't received a questionnaire but I'd like to take part. Can I?**

Not this time. The random sample that we use is designed to give us a representative cross-section of the adult population across Kirklees. We need to keep to a random sample like this so that the results of the survey will be as reliable as possible.

### **Where did you get my address from?**

Kirklees Council has a database called the Land and Property Gazetteer. This is a directory of all properties in the Kirklees area, which gets updated when new streets and properties are added. A random sample of households was selected from the Gazetteer for this survey. However none of the published results will identify individual respondents or households.

### **I don't want to take part and I don't want a reminder either – who do I tell?**

We would really like everyone to respond so we can get a better understanding of our diverse communities and get the most value from the survey. However it is entirely your choice. If you choose not to respond you will get a reminder letter. If you would prefer not to receive this you can contact Ipsos MORI on FREEPHONE 0808 2385450 or email [CLIKSurvey2012@ipsos-mori.com](mailto:CLIKSurvey2012@ipsos-mori.com).

### **Who can I contact for further information?**

If you have any further queries about taking part in the survey please contact the Survey Enquiry Line on 0808 2385450 or email [CLIKSurvey2012@ipsos-mori.com](mailto:CLIKSurvey2012@ipsos-mori.com).

### **Who is running the survey?**

Ipsos MORI, an independent research company, is carrying out the survey on behalf of NHS Kirklees and the council. For more information about Ipsos MORI please go to [www.ipsos-mori.com](http://www.ipsos-mori.com). Ipsos MORI have a good track record of working with the NHS and local authorities and carrying out these types of survey and provide good value for money.

### **Why are you paying an independent research company to do the survey?**

The NHS and the council are doing lots of work to deliver and promote this survey to our residents. We will also be using our internal resources and skills to analyse and use the results after the questionnaires come back in. However there are good reasons why we have appointed an independent research company:

- They are **independent** – this means that all completed questionnaires go directly to them. Your responses will remain confidential and no-one from the NHS or council will see individual questionnaires.
- They bring **experience and expertise** from their work with a wide range of public sector clients. This means they can suggest new ways of doing things which are more innovative and efficient.
- They have **capacity** for dealing with such large numbers of questionnaires so they can process your responses quickly.

### **Can I complete the survey online?**

If you would prefer to complete this survey online, please go to the following website:

[www.CLIKSurvey2012@ipsos-mori.com](http://www.CLIKSurvey2012@ipsos-mori.com). To log in you will need the eight digit number in the box near the top right corner of the letter that comes with your questionnaire.

### **Can I have the questionnaire in a different language or format?**

Yes. If you require a copy of the questionnaire in another language or format (such as large print or Braille) please contact 0808 2385450 or email [CLIKSurvey2012@ipsos-mori.com](mailto:CLIKSurvey2012@ipsos-mori.com).

### **I've made a mistake? What do I do?**

We would still like you to send your completed questionnaire even if you have made a mistake. Please just completely fill in the box for the incorrect answer and then carefully tick the correct box.

### **Can I help someone fill in the questionnaire?**

Yes, if a friend or a relative needs your help in filling in the questionnaire, you can offer help. The answers should be about their experience only.

### **Can I ask for help from someone to fill the questionnaire in?**

Yes, that's fine. If you need any help in filling in the questionnaire, you can ask a friend or a relative but the answers should be about your experience only. If you have no-one to help you, Ipsos MORI provides a free telephone number for people having difficulty completing the questionnaire. Please call 0808 2385450.

### **I've only lived in the area a short time. Do I have to complete the survey?**

Yes. It doesn't matter if you've only just moved into the area. It's important that we hear everybody's views.

### **How long will the survey take to complete?**

The survey should take no more than about 25 minutes to complete.

### **There are lots of people who live in my household – who should complete it?**

Any resident aged 18 or over living at the address named on the envelope can complete the questionnaire. Even if more than one household member would like to complete it you must select just **one** person. We tend to get fewer responses from younger adults, so if there is someone aged 18-30 years in your household you could consider asking them.

### **Why do you ask me some personal information (such as religion and sexual orientation)?**

Asking these 'about you' questions help us to ensure that our sample actually represents the Kirklees population. This means that results will not only be more reliable but also inform the way we provide services for all sections of the community. Asking questions about religion/ belief, for example, will help us to make sure that we are taking into account the needs of different religious groups, or those who have no religion, when providing services. It is important to know how the health needs/ issues of communities differ and if services are having unequal impacts on different communities.

### **I didn't receive/cannot find the pre-addressed envelope. How can I return my questionnaire?**

If you cannot find the pre-addressed envelope please send your survey (**you do not need a stamp**) to:

Freepost Plus RSHB-BYJX-TGZA

NHS Kirklees CLiK 2012

Ipsos MORI

Research Services House

Elmgrove Road

Harrow

HA1 2QG

### **I've lost my questionnaire. Can I get a replacement copy?**

Yes. If you received a questionnaire but then lost it and would like a replacement copy please contact 0808 2385450 or email [CLIKSurvey2012@ipsos-mori.com](mailto:CLIKSurvey2012@ipsos-mori.com).

### **When do I need to send it back?**

Straightaway. The survey will start to be delivered to addresses on 19 March and we will be sending reminders out around 25 April. People have until 18 May to send their surveys back to us. The more people that send their surveys back quickly will mean we don't have to send out reminders which could be costly.

### **I have returned my completed questionnaire but have received a reminder. Why?**

A record is made of which questionnaires are returned (using the barcode on the questionnaire to match the return back to the original mailing address). A reminder is sent if a return is not received by 10 April. If there is an overlap between you sending your completed questionnaire back and the printing and sending of the reminders, you may receive a reminder. Reminders will also be sent if the barcode has been obscured or removed as we will not be able to identify the address. If you have already replied to the survey please ignore the reminder letter.

### **Is the survey confidential?**

Yes, the information you provide will be treated in strict confidence as directed by the Code of Practice for Official Statistics. It will not be used to produce statistics that will identify you or anyone in your household. All such statistics produced are subject to the Code and the same standards of protection are applied to your information at all times.

### **Can I be identified from the information I provide?**

No. The research is being carried out by an independent research company called Ipsos MORI who will keep your responses completely confidential and will not tell the NHS or the council which addresses took part in the survey. Addresses are not included with your responses for data analysis. Postcodes are used to enable us to analyse responses for different geographical areas within Kirklees. All of your answers will be treated in the strictest confidence.

### **If the survey responses are confidential, why does my online form have a unique ID?**

The use of a unique ID and password allows Ipsos MORI to ensure that no-one completes the survey more than once. This can happen on occasions, either by accident or intentionally and would impact on how representative the results are.

### **Will the information I provide be passed on to anyone else?**

To ensure personal information about you is secure, all of your answers will be treated in the strictest confidence and will be stored securely. The analysis, which will not include personal information such as names and addresses, will only be used by NHS Kirklees and the council to assess and monitor health and wellbeing needs.

### **Will I be able to see the results of the survey?**

Yes. A number of results from the survey will be available from July 2012 onwards. These are likely to include the overall headline results; an executive summary highlighting key issues and inequalities and comprehensive geographic and demographic data tables.

You can keep an eye on the survey's entry on our Involve planning tool. Visit [www.kirklees.gov.uk/involve](http://www.kirklees.gov.uk/involve) to see what is happening – just search the calendar on the front page for the 'CLiK survey'.