

Community Feedback

*A report on the review of People Bank, our
website and other PHN resources.*

Background

What led to this project?

We believe that people who use the health care system should have a say in how it works. We also believe that health care is better, and our community is healthier when they are involved in planning, designing and evaluating health services.

Because of this, we wanted to work closely with our local communities to make sure that they are supported to work with us.

We identified some PHN resources that we could improve to help us work with the community better. These included our:

- People Bank graphic
- My Health My Voice newsletter
- Community Participant Orientation Guide
- Website

Why did we want feedback?

People Bank graphic

People Bank is a register of people who would like to help us to improve the health of people in north western Melbourne. Everyone in our community is welcome to join our People Bank and we are hoping to increase the number and diversity of people who join in the coming months.

People Bank members receive emails about opportunities to help us with our work. This may include taking part in advisory groups, committees and steering groups, focus groups, working groups and tender evaluation panels. It may also include forums, events, workshops, emails, surveys, online forums and social media activities.

In the past to promote People Bank we used the graphic below.



The graphic featured on our website and in our My Health My Voice newsletter.

We wanted to update the graphic to better reflect our diverse communities and the activities of People Bank.

We heard from People Bank members about what they thought of the graphic and their ideas for what a new graphic should look like. Themes from the feedback we received were then provided to a graphic designer to inform the design of a new graphic.

The new graphic will be used as a mast head for e-news, call to action emails,

invitations and other communications. For promotion it will be used as an icon on our My Health My Voice newsletters, and on social media as a graphic.

My Health My Voice newsletter

Our community newsletter, My Health My Voice, is sent out quarterly to our People Bank members (via post or email). The newsletter includes stories about our work, local services available to the community and local health events. To read past editions of our newsletter please go to: <https://nwmphn.org.au/working-with-our-community/>

We were interested to know what people thought of the newsletter, the length, the format and stories we included. Themes from feedback received were provided to our graphic designer so they could update our newsletter template.

Orientation Guide

A Community Participant Guide had been developed to help support community members who are involved in our work. The Guide provides key information about:

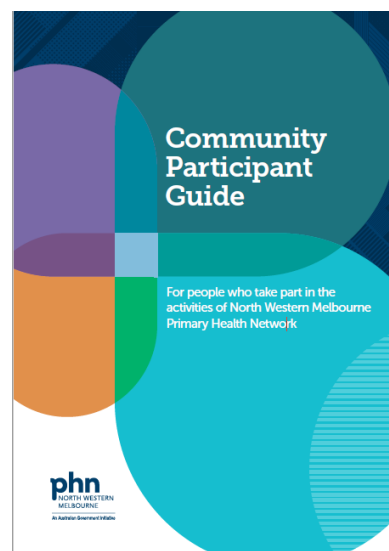
- Who we are and what we do;
- How we will support community members;
- Reimbursement;
- Conflict of interest, confidentiality; and consent
- People Bank;
- Providing feedback.

We wanted to ensure that the Guide meets the needs of those who may use it. Themes from feedback received were used to update the Guide.

Website

Our website (www.nwmphn.org.au) is mainly accessed by health providers in our region.

We wanted to increase the accessibility of the website for all members of the community. We wanted to find out how the website could be improved to make it easy to navigate, find information and connect with us. Feedback received was provided to our website designer to improve the functionality and design of our website.



Who was involved?

Feedback was gathered from a range of people in our community, in a variety of ways over six months.

How feedback was gathered	People Involved	Dates
Focus group at NWMPHN office in Parkville	People Bank members	June 2019
Online survey	Bicultural workers Action on Disability within Ethnic Communities (ADEC) staff PHN staff networks	July 2019
Focus group at IPC Health	Aboriginal Elders in the Elder's lounge	October 2019
Online feedback re: draft graphic designed from initial feedback	Attendees from focus groups and those who completed the online survey	November 2019

Feedback and Results

People provided considered and constructive feedback. This feedback led to changes that improved our resources and communications to our community.

People Bank graphic

We asked	You said	We did
What do you think about our current People Bank graphic and how could we improve it?	<p>“Too generic and doesn’t represent the diversity of the community”</p> <p>“Too official looking”</p> <p>“It’s not eye-catching”</p>	We worked with a design team to develop an illustration style and graphic based on key themes from feedback.

The new People Bank graphic below has been developed based on feedback received from our community participants.



My Health My Voice newsletter

We asked	You said	We did
What do you like (or not like) about the current format and the content?	<p>“It’s informative and easy to follow”</p> <p>“The reading level is ok”</p> <p>“Good to include a section about what the PHN is”</p> <p>“More information about the services around”</p>	<p>We updated the newsletter based on key themes from feedback.</p> <p>Information about the PHN has been included on our newsletter and our new website.</p> <p>In future editions we will include stories on services available in the community</p>

The updated My Health My Voice newsletter template is shown below



Orientation Guide

We asked	You said	We did
<ul style="list-style-type: none"> • What did you like? • What didn't make sense or wasn't clear? • What would you change or add? 	<p>"Easy to read"</p> <p>"Not too long"</p> <p>"Informative and clear"</p> <p>"The colours are really eye catching"</p> <p>"It would be good to include a quote from people who have been involved on why they do it"</p>	<p>We made minor changes to fix typos that were identified.</p> <p>We will look to gather quotes from community members involved in our work and include this in the next version.</p>

NWMPHN website

We asked	You said	We did
<p>(PHN focus group only)</p> <p>Tell us what you think about:</p> <ul style="list-style-type: none"> • the look and feel • what you do and don't like • things you would change • ease of use • type of language 	<p>The search functions are not intuitive and need to be improved</p> <p>The main navigation menus are confusing and contain too many options</p> <p>The rotating banner on the home page moves too fast</p> <p>Images used across the site represent the diversity of our community well</p> <p>Many pages contain far too much text</p>	<p>We are working on a major refresh of our website, which will launch early in 2020.</p> <p>We are aiming to make the navigation and menus more intuitive, improve the search function and reduce the amount of text on most pages.</p> <p>We are also designing a new website "community hub" that will include more community-focused information, content in languages other than English, and opportunities to get involved with the PHN. Watch out for these changes in the coming months.</p> <p>Updates on the website will be included in our People Bank emails.</p>

Thank you to everyone who was involved in this process. We really appreciate your input and insight to help us provide the best resources to our community.

More information

Please contact us at myvoice@nwmpnh.org.au or 9347 1188 if you would like any further information about this activity.