Citizens' Panel for health and social care

Survey on Community eyecare and NHS Brand Identity

Report, November 2022

Contents

Foreword

Welcome to the tenth survey report of the Citizens' Panel for health and social care in Scotland. This recent survey asked Panel members' their views on the topics:

- Community eyecare, and
- NHSScotland brand identity guidelines review.

The Citizens' Panel is one way policymakers and health and social care services in Scotland can listen to the views of the Scottish public – and, having listened, make improvements to the policies they develop and services they provide. It has never been more important to seek people's views about services and the Citizens' Panel is a critical tool to ensure services are person-centred for the recovery of the NHS.

The Citizens' Panel has allowed us to seek the views of a cross-section of the Scottish public using electronic, postal and telephone methods to capture the Panel's views. This has enabled us to engage in a safe and person-centred way during and beyond the pandemic providing us with robust results to help improve NHS services.

This survey was commissioned by the Scottish Government and conducted from June through to August 2022. We acknowledge that this report captures people's experiences and views at this moment in time. The responses provided to the community eyecare topic will be used to help inform and shape awareness-raising campaigns relating to eye health and eyecare services in Scotland. The responses to the NHSScotland brand identity guidelines review section will help ensure a clearer, more consistent use of the brand identity.

Our focus remains on supporting the engagement of people and communities to shape health and care services. We will continue to run the Citizens' Panel so that responses can further help shape national policy and the ongoing development of health and care services across Scotland.

I would like to thank the individuals who have volunteered to be part of the Panel, who together make up a representative section of the population of Scotland. I would also like to thank our contractors, Research Resource, who conducted the survey and our partners in Scottish Government for their contribution, as well as all staff involved from Healthcare Improvement Scotland – Community Engagement.

I hope you enjoy reading this report.

Suzanne Dawson
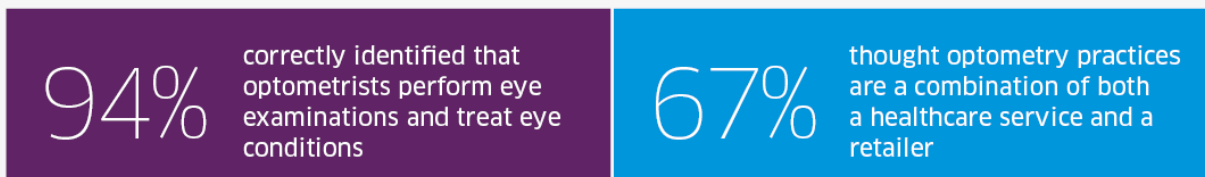
Chair, the Scottish Health Council

Citizens' Panel for health and social care

This infographic summarises the key findings from the tenth survey undertaken with the Citizens' Panel for health and social care. We asked questions about:

- Community eyecare
- NHSScotland brand identity guidelines review

In total **573** Panel members responded to the survey by post, email or telephone, which represents a **61%** response rate.

Community eyecare

94% correctly identified that optometrists perform eye examinations and treat eye conditions

67% thought optometry practices are a combination of both a healthcare service and a retailer

If you had an eye problem, where would you go?

39% Optometrist

38% GP

Have their eyes checked every 1-2 years **87%**

Key sources of information on eyecare

Attending or phoning optometrist
57%

Online search engine
35%

NHS inform website
27%

GP or pharmacy
20%
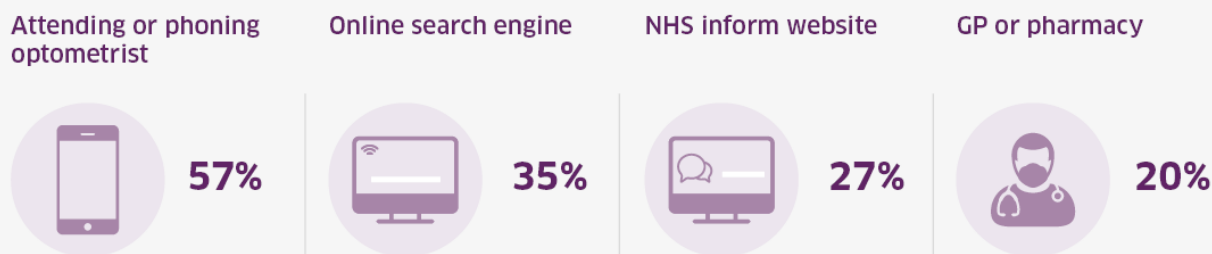
Financial support and home test awareness

✓ Aware people who can't leave home due to illness or disability can have an NHS eye exam at home (**36%**)

✓ Aware that some people are entitled to financial support towards the cost of glasses and contact lenses (**58%**)

What matters to people around eyecare

✓ Being seen by an eyecare specialist (**80%**)

✓ Being seen quickly at their appointment (**59%**)

✓ Being attended to at a convenient location (**41%**)

NHSScotland brand identity guidelines review

NHSScotland logo recognition and perception

45% described NHSScotland logo

20% described variations of NHS logo

17% described NHS England logo

How respondents feel when they see the NHSScotland logo

When asked to describe the logo used by the NHS in Scotland

74% Positive impression of the service

23% Neither a positive nor negative impression of the service

1% Negative impression of the service

Words that spring to mind when respondents see the NHSScotland logo

Waiting times   Trust   Caring   Safety

Long   Care   Healthcare   Pride   Helpful

Professional   Quality   Free   Assurance

Trust in NHSScotland care and service

- **49%** Trust the care
- **34%** Somewhat trust the care
- **11%** Neutral opinion
- **5%** Trust the care a little
- **2%** Do not trust the care

What matters to people about NHSScotland

- **26%** Professional service
- **21%** Efficient service
- **16%** Prompt access to services
- **14%** Free service available to all
- **14%** Knowledgeable/ trained staff
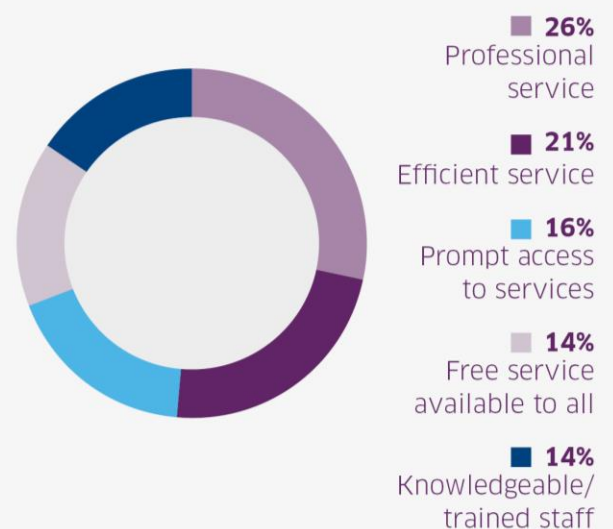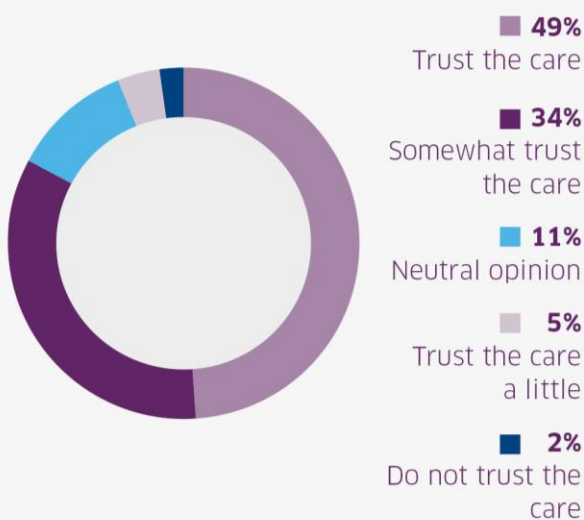
Executive summary

What is a Citizens' Panel?

A Citizens' Panel is a large, demographically representative group of citizens regularly used to assess public preferences and opinions. A Citizens' Panel aims to be a representative, consultative body of residents. They are typically used by statutory agencies, particularly local authorities and their partners, to identify local priorities and to consult the public on specific issues.

Background and context

The Citizens' Panel for health and social care was established in 2016 to be nationally representative and has been developed at a size that allows statistically robust analysis of the views of the Panel members at a Scotland-wide level. This was the first time a national Citizens' Panel of this nature, focusing on health and social care issues, had been established in Scotland. Panel members were randomly selected from the general population and invited to join the Panel. Some targeted recruitment also took place to ensure that a representative Panel was created.

The Panel was refreshed in 2021. The refresh replaced Panel members who either did not want to continue being members or who had not responded to previous surveys with fresh Panel members. At the time of this survey in the summer 2022, there are 942 Panel members from across all 32 local authority areas.

This report details the findings from the tenth Panel survey which collected feedback between June and August 2022. The questions were on two different topics:

- Community eyecare, and
- NHSScotland brand identity guidelines review.

A total of 573 responses (61% response rate) were received, either by post, email or by telephone. This level of return provides data accurate to +/-4.03%[1] at the overall Panel level. In this report we do not break the results down into subcategories (for example, gender or age) as they are not statistically significant. All comparisons that are made in this report are statistically significant, unless otherwise stated.

This executive summary details the key findings from the research. More detailed information on the profile of responses can be found in Appendix 2.

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[1] Based upon a 50% estimate at the 95% level of confidence.

Key findings

Community eyecare

Findings

The majority of survey respondents wear glasses and/or contact lenses sometimes or always (85%). Just 15% of respondents do not wear either glasses or contact lenses. This is aligned with what the General Optical Council found in 2022[2], with 81% of people in Scotland wearing glasses or contact lenses, and findings from the College of Optometrists in 2013 that 74% of people across the UK wearing corrective eyewear or have had laser eye surgery[3].

When asked to consider the role of an optometrist and optometry practices, 94% said they believe an optometrist performs eye examinations and treats eye conditions and 67% thought optometry practices (opticians) were a combination of both a healthcare service and a retailer.

If they had an eye problem respondents said that they would either go to an optometry practice (39%) or a GP practice (38%). The key reason for choosing to go to either of these was that they would be able to diagnose and treat these kinds of problems (77% for GP Practice and 91% for optometry practice).

Almost nine in ten respondents (87%) said they have their eyes examined every 1 to 2 years. For those who have their eyes examined less than every 1-2 years the main reason given for this was that 'I don't think I need it as I don't have a problem with my vision' (50%).

Over half of respondents (58%) were aware that some people are entitled to financial support towards the cost of glasses and contact lenses. A further 29% said they were aware but were unsure who is eligible and/or didn't know how to organise. Just 13% said that they were not aware of the financial support available to help some people toward the cost of glasses and contact lenses.

Just over one third of respondents (36%) said that they were aware that some people who can't leave their home unaccompanied because of a physical or mental illness or disability are entitled to a free NHS-funded eye examination at home. 7% were aware but didn't know who is eligible and/or how to organise this and 57% were not aware of this.

Key sources of information relating to eye health and eyecare services in Scotland were from the optometry practice either by attending or phoning (57%), Google or another online search engine (35%), the NHS Inform website (27%) or from their GP or Pharmacy practice (20%).

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[2] The General Optical Council 2022 Public perceptions research datasets can be found here https://optical.org/en/publications/policy-and-research/public-perceptions-research/public-perceptions-research-2022/
[3] The College of Optometrists 2013 Britain's Eye Health in Focus report can be found here http://wcb-ccd.org.uk/perspectif/library/BEH_Report_FINAL%20(1).pdf

Respondents' top priorities for getting the eyecare that they need were being seen by an eyecare specialist (80%), being seen quickly (59%) and convenient location (41%).

Recommendations

Recommendation 1: We recommend Scottish Government continues to work towards increasing awareness around the healthcare service aspect of optometry services, and its separation from retail aspects of opticians e.g. no expectation of users to use the same optometry service for purchase of eyecare products.

Recommendation 2: We recommend Scottish Government continues to work towards prioritising first port of call messaging around optometry regarding all eyecare concerns and not only vision, to assist patients in getting the right care at the right place, and to reduce pressure on GP practices. The campaign should highlight public priorities: how optometry services ensure individuals are seen by a specialist, quicker and at a convenient location. Continue to communicate clear guidance to GP practices that individuals should, at a first instance, be signposted and referred to optometry services for all eyecare concerns.

Recommendation 3: We recommend Scottish Government continues to work towards increasing awareness on the importance of having a regular eye examination and benefits that go beyond one's vision, especially within groups or individuals that may think they don't need them due to not currently having vision issues.

Recommendation 4: We recommend Scottish Government continues to work towards increased awareness of financial support towards the cost of glasses and contact lenses, with clear information available to the public around who is eligible and how to organise this. Liaise with optometry practices to ensure this reaches those who may need it the most.

Recommendation 5: We recommend Scottish Government continues to work towards increasing awareness of the provision/entitlement to free NHS-funded examination at home for those who can't leave their home unaccompanied. This should focus both on specific user groups that may need to access this service, as well as the general public who may need to know this in the future or for others they care for. Liaise with optometry practices to ensure this reaches those who may need it the most.

Recommendation 6: We recommend Scottish Government continues to work on NHS Inform being the first point of call for digital access to eyecare information, ensuring this is also reflected when using Google or other digital search engines to find information around eyecare.

NHSScotland brand identity guidelines review

Findings

Panel members were asked to describe the logo used by the National Health Service in Scotland (or NHSScotland as it is known) with a view to helping improve understanding about awareness, attitudes and perceptions around NHSScotland. Almost half of respondents were able to correctly describe the NHSScotland logo (45%). One in five (20%) could describe a logo that was identifiably the NHS logo but not specific to NHSScotland and 17% described a logo that was NHS England.

When respondents see the NHSScotland logo, the majority (74%) said they feel it gives them a positive impression of the service provided. 23% said that it gives them neither positive nor negative impression and just 1% said it gave them a negative impression. When asked what words or phrases best describe what they feel most strongly when they see the NHSScotland logo, the most commonly used words included: "safety", "helpful", "professional", "care", "trust", "assurance" and "free".

Almost half of respondents (49%) said they very much trust the care and service that NHSScotland provides, 34% said they trust them somewhat, 11% had a neutral opinion, 5% said they trusted them a little and 2% did not trust the care and service provided by NHSScotland at all. This was mostly informed by respondents' positive experience of NHSScotland or good treatment provided.

Receiving a professional (26%) and quick/efficient (21%) service was what matters most to respondents about the care and service they receive from NHSScotland. This was followed by having prompt access to services (16%), free service available to all (14%) and knowledgeable/trained staff (14%).

Recommendations

Recommendation 1: We recommend Scottish Government continues to work on increasing awareness of NHSScotland brand identity to continue to effectively signpost patients and the public to quality NHS services in Scotland.

Recommendation 2: We recommend Scottish Government continues to work towards improving awareness of NHSScotland brand identity use in those services with lower recognition, such as NHS dentists (66%), pharmacies (60%) and opticians (47%).

Recommendation 3: We recommend Scottish Government uses this information as part of Recommendation 2 to support and encourage services where there is lower brand recognition, such as dentists, pharmacies and opticians providing NHSScotland-funded services to use the NHSScotland brand identity more often.

Recommendation 4: We recommend Scottish Government considers further work around exploring key concerns the public may have for the NHS in the future and gain a deeper

understanding about them and what can be done to sustain public trust in NHSScotland and the service and care provided.

Chapter 1: Introduction and context

Questionnaire design

The questions for this survey were designed by Healthcare Improvement Scotland's Community Engagement Directorate in partnership with the Scottish Government. Draft questions were tested with members of the public, which influenced the final question set. A copy of the final questionnaire is available in Appendix 1.

Response rates and profile

At the time of writing this report, the Citizens' Panel for health and social care has a total of 942 members. The tenth Citizens' Panel for health and social care survey was sent by email on 20th of June 2022 to all 834 Panel members for whom we have email addresses. A reminder email was sent to those who had not yet responded by email on the 28th of June 2022. On 8th July 2022 survey packs were sent to all Panel members for whom we have no email addresses and those from whom a bounce back email message was received in addition to those who had not responded to the email surveys sent. This was sent to 702 Panel members. Postal responses continued to be accepted up until the 17th of August 2022.

A detailed analysis of the response profile identified that the survey was underrepresented in terms of Panel members aged 54 and under females. It was decided that a targeted telephone boost be undertaken in an attempt to increase the response from these underrepresented groups. Black, Asian and Minority Ethnic (BAME) respondents were also a focus of this activity. A total of 101 telephone interviews were completed between the 27th of July and the 16th of August 2022.

This took the final response up to 573, a 61% response rate. This level of return provides data accurate to +/-4.03% (based upon a 50% estimate at the 95% level of confidence) at the overall Panel level.

Despite the attempts of the telephone boost, younger respondents and females were still underrepresented. Furthermore, the response was underrepresented in terms of the most deprived areas and also for those living in social housing. To ensure the data was representative by age, gender and tenure[4], survey data was weighted to adjust for this imbalance.

Full information on the response profile achieved and weighting can be found in Appendix 2.

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[4] Data was weighted according to tenure rather than SIMD in this report, as there was a greater difference in tenure.

Interpreting results

When reporting the data in this document, in general, percentages in tables have been rounded to the nearest whole number. Columns may not add to 100% because of rounding or where multiple responses to a question are possible. The total number of respondents to each question is shown either as 'Base' or 'n=xxx' in the tables or charts. Where the base or 'n' is less than the total number of respondents, this is because respondents may be 'routed' passed some questions if they are not applicable.

All tables have a descriptive and numerical base, showing the population or population subgroup examined in it. Due to the self-completion nature of the survey, the base for each question varies slightly.

Open-ended responses have been coded into response categories in order that frequency analysis or cross-tabulations can be undertaken of these questions. The process of coding open-ended responses begins with reading through the responses to get a feel for potential response categories. A list of thematic response categories is then created. These are known as 'codes'. The coding process then involves assigning each response to a code. Responses can be coded into multiple categories where more than one point is communicated. Response categories must be clear and easy for anyone reading the analysis to understand. To check the coding of open-ended responses, 10% of all responses are validated by a second person to check for any issues or errors.

The following chapters present the findings on each topic, followed by conclusions and recommendations at the end of each chapter. Recommendations are also pulled together in Chapter 4.

Chapter 2: Community eyecare

Introduction

Scotland is a world leader in community eyecare services. For example, Scotland is the only UK nation to provide free NHS-funded eye examinations for all in community optometry practices (opticians). However, many people remain unaware of the importance of having a regular eye examination and that the benefits of this go beyond just your vision.

The Scottish Government is committed to raising the profile of eye health as an important public health issue. The aim is to ensure that the people of Scotland have the best possible standard of eye health, where no one is needlessly visually impaired.

The aim of this section of the questionnaire was to get a better understanding of public awareness and perception of eye health and eyecare services in Scotland. The responses provided to these questions will be used to help inform and shape awareness raising campaigns relating to eye health and eyecare services in Scotland.

Use of glasses and contact lenses

The survey began by asking respondents whether they wear glasses or use contact lenses. Just under 3 in 4 respondents said they sometimes or always wear glasses, 2% said they sometimes or always wear contact lenses and 9% said they sometimes or always wear either glasses or contact lenses. Only 15% of respondents said they did not wear glasses or contact lenses.

Do you wear glasses or use contact lenses?

- 74% Yes – I sometimes or always wear glasses
- 2% Yes – I sometimes or always wear contact lenses
- 9% Yes – I sometimes or always wear either glasses or contact lenses
- 15% No I don't wear glasses or contact lenses

Weighted base: n=562

Awareness of what an optometrist does

Panel members were asked to select from a list of three options, which best describes the role of an optometrist. The vast majority of respondents answered that an optometrist performs eye examinations and treats eye conditions (94%), 5% said they sell glasses and contact lenses and 1% stated an optometrist performs eye surgery.

In your opinion, which of the options below best describes what an optometrist does?

Sells glasses and contact lenses	Performs eye examinations and treats eye conditions	Performs eye surgery
5%	94%	1%

Weighted base: n=563
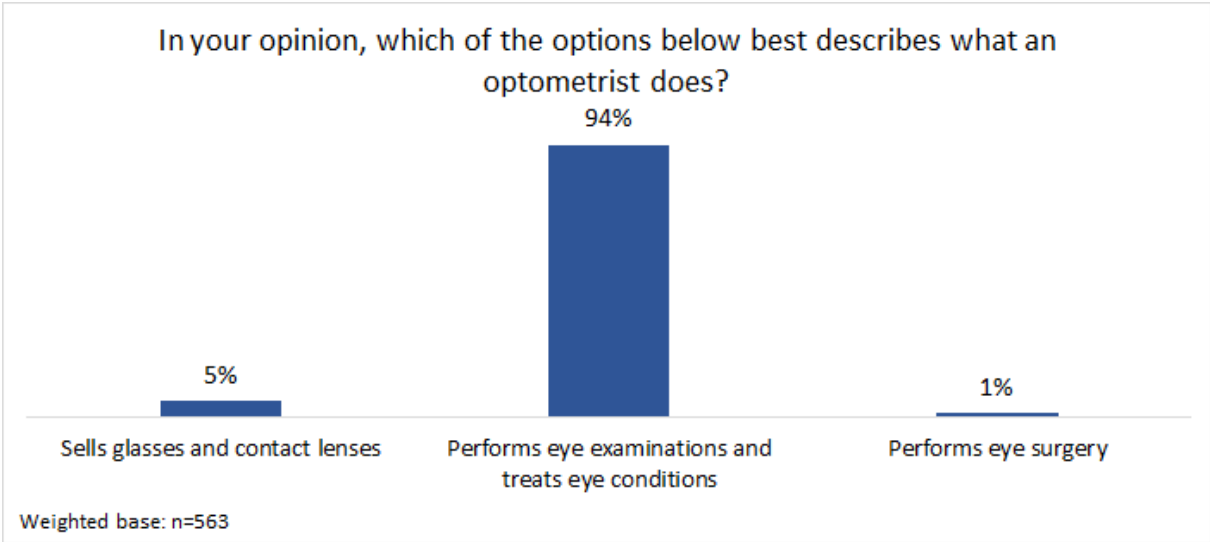
Perceptions of optometry practices (opticians)

Two thirds of survey respondents believed optometry practices (opticians) were a combination of being a healthcare service and a retail setting (67%), 28% believed they were a healthcare service only and 5% said they were a retail setting only. 0.1% said they were not sure, rounded to 0% in the visual below.

When you think about an optometry practice (opticians), do you think of them primarily as a healthcare service, a retailer or a combination of both?

- Not sure 0%
- A healthcare service 28%
- A retail setting 5%
- Both 67%

Weighted base: n=563

13
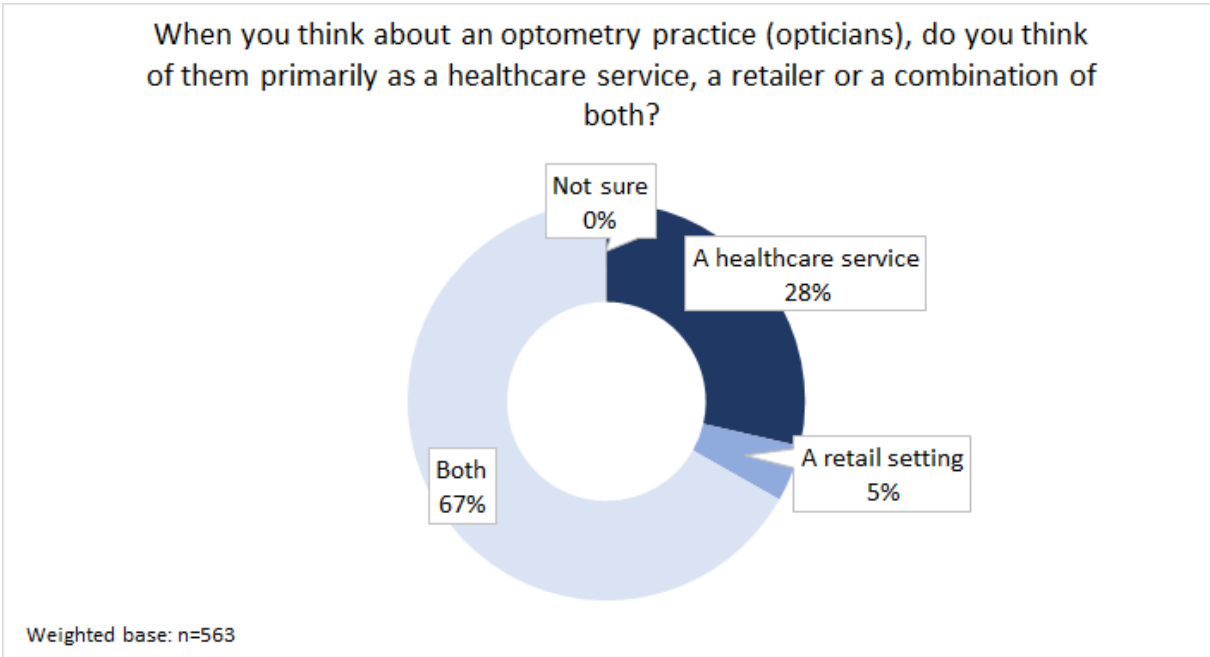
Where Panel members would go to with eye problems

Panel members were asked where they would go to if they were to wake up with an eye problem, such as a red eye, pain in or around the eye or sudden loss of vision. Just under 4 in 10 respondents (39%) said they would go to an optometry practice (39%) and a similar percentage of respondents (38%) would go to a GP practice. Further responses were going to a pharmacy for advice (9%), seeking advice from NHS24/111 (7%) or going to hospital (A&E/Minor Injuries Unit) (6%). Other responses (1%) included seeking support from family, a nurse, the internet and saying that it would depend upon the situation.

If you woke up tomorrow with an eye problem where would you go or who would you speak to first?	
Base: all who responded, weighted base, n=565	%
Optometry practice (opticians)	39%
GP practice	38%
Pharmacy	9%
NHS 24/111	7%
Hospital (A&E/Minor Injuries Unit)	6%
Other	1%
Don't know	1%

Respondents were then asked why they would go to the healthcare service they selected at question 4. Overall responses are shown in the table below and show that the vast majority selected the source they did as they believed they would be able to diagnose and treat these kinds of problems (78%). The next most popular response was being able to get a prescription for the right medication to treat the problem (30%), followed by being seen the same day (30%).

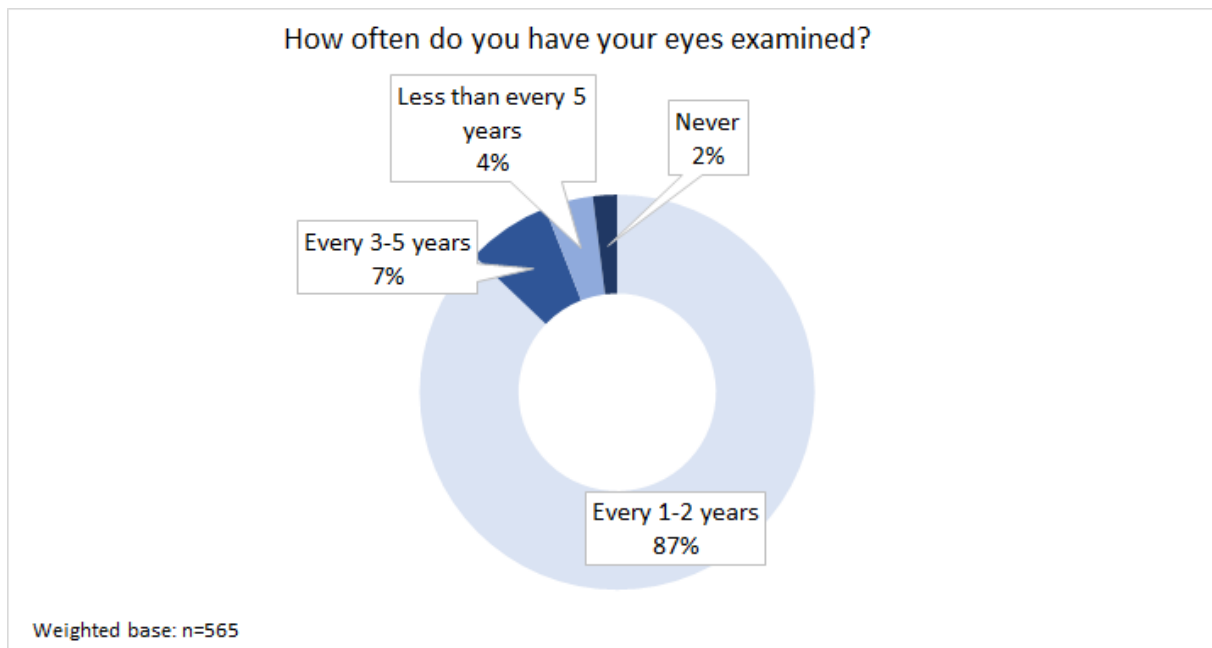| Why would you choose to go there first? Please choose all that apply.	
Base: all who responded, weighted base, n=562	%
They would be able to diagnose and treat these kinds of problems	78%
Would get prescription for the right medication to treat the problem	37%
Would be seen the same day	30%
Convenient location	25%
Convenient opening hours	18%
Treatment would be free	14%
Would refer me/give best advice	4%
Other	1%
Don't know	1%

As shown in the next table, analysis of this question by the healthcare service respondents would go to first for advice about an eye problem reveals that for all services the top reason for selecting this healthcare provider was where respondents believed they would be able to diagnose and treat these kinds of problems.

Why would you choose to go there first, analysed by Q4 healthcare service respondents would go to first for an eye problem.					
	GP practice	Pharmacy	Optometry practice	NHS 24/11	Hospital (A&E)
Weighted base	213	48	221	40	34
They would be able to diagnose and treat these kinds of problems	77%	56%	91%	35%	89%
Treatment would be free	13%	7%	18%	6%	6%
Convenient location	24%	44%	28%	16%	-
Convenient opening hours	9%	42%	21%	24%	8%
Would be seen the same day	14%	51%	37%	12%	78%
Would get prescription for the right medication to treat the problem	46%	31%	33%	26%	22%
Would refer me/give best advice	3%	2%	0%	29%	1%
Other	0%	10%	0%	-	-
Don't know	1%	-	0%	2%	-

However, it is interesting to note that where respondents said they would go to a hospital A&E or minor injuries department they were more likely to say they would do this to ensure they were seen on the same day (78%) than all other services, they were also more likely to say this service would refer them or give them the best advice (29%). Respondents who said they would go to a GP service first were most likely to select this option as they would get a prescription for the right medication to treat the problem (46%). Where respondents said they would go to a pharmacy first they were most likely to say this was due to convenience, either the location (44%) or the opening hours (42%). Respondents who said they would go to an optometry practice were most likely to mention treatment being free (18%).

Eye examinations

The majority of respondents (87%) said they have their eyes examined every 1 to 2 years, 7% said they get their eyes examined every 3 to 5 years and 4% have this done less than every 5 years. Only 2% of respondents said they have never had their eyes examined.

How often do you have your eyes examined?

Less than every 5 years 4%

Never 2%

Every 3-5 years 7%

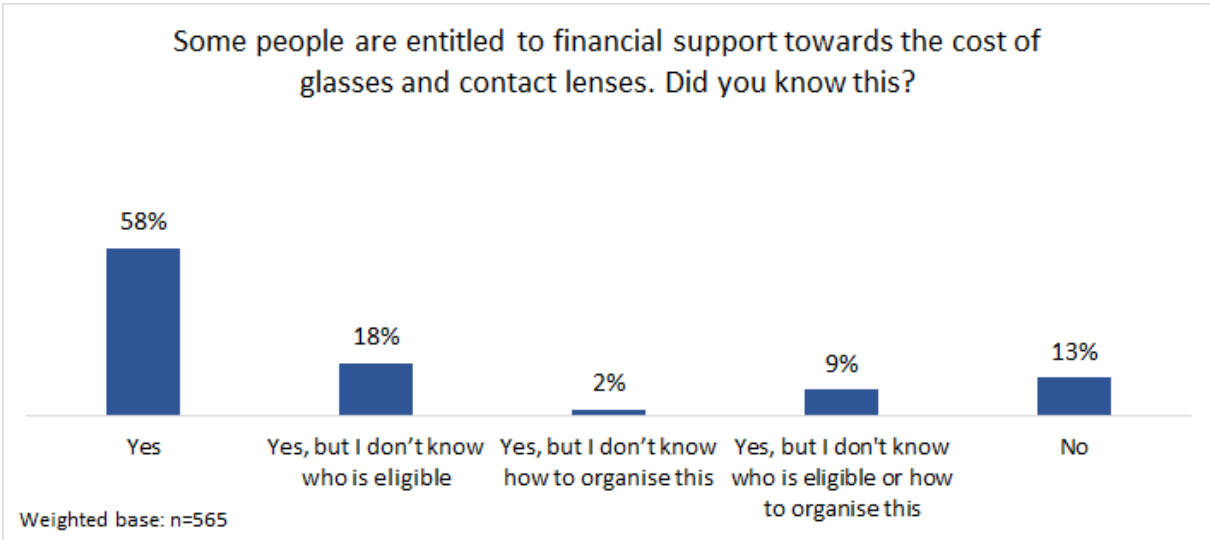Every 1-2 years 87%

Weighted base: n=565

In Scotland the NHS provides free funded eye examinations every 1-2 years. Respondents who had their eyes examined less frequently than this were asked why this was the case. Half of respondents said this was because they didn't think they needed it as they don't have a problem with their vision, 16% were not aware that it was free, 13% said they had no time or were too busy and 10% were worried about the cost of glasses or contact lenses.

Why do you get your eyes examined less than every 1-2 years? Please select all that apply.	
Base: get their eyes tested less frequently than every 1-2 years, weighted base, n=63	%
I don't think I need it as I don't have a problem with my vision	50%
I wasn't aware it was free	16%
No time/too busy	13%
I'm worried about the cost of glasses/contact lenses	10%
Due to COVID-19	8%
My nearest optometry practice (opticians) is too far away	3%
I'm unable to get to an optometry practice (opticians) unaccompanied because of health and/or mobility issues	3%
Other	6%

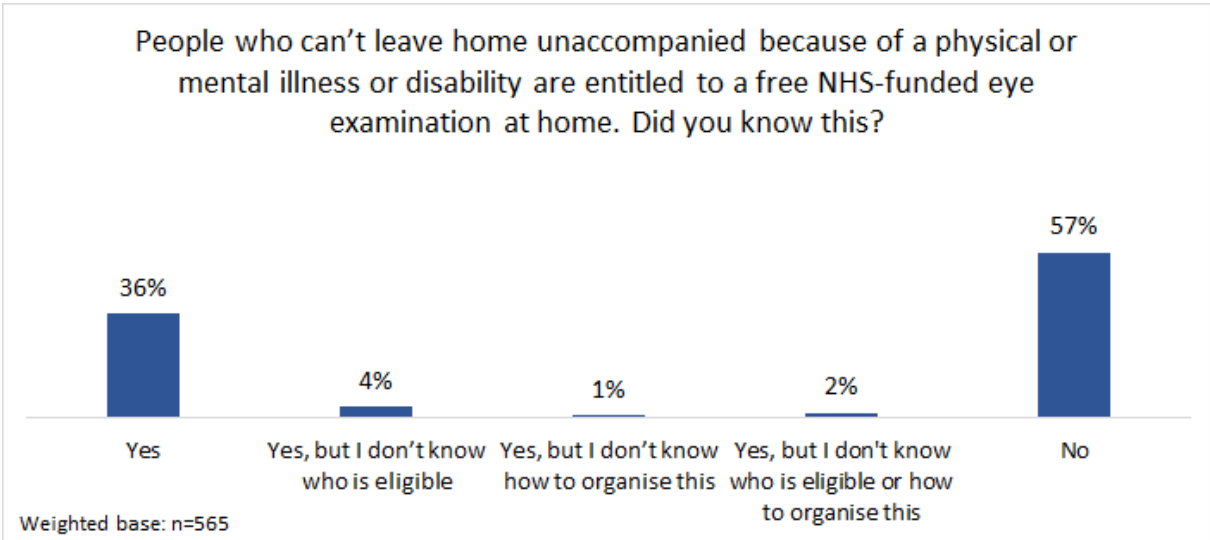## Financial support towards the cost of glasses and contact lenses

Panel members were asked if they were aware that some people are entitled to financial support towards the cost of glasses and contact lenses. The majority (58%) were indeed aware. A further 18% said they were aware but were unsure who is eligible, 2% were aware but don't know how to organise this and 9% were aware but didn't know either who is eligible

or how to organise this. On the other hand, 13% of respondents were unaware of the financial support available to some people towards the cost of glasses and contact lenses.

Some people are entitled to financial support towards the cost of glasses and contact lenses. Did you know this?

- Yes: 58%
- Yes, but I don't know who is eligible: 18%
- Yes, but I don't know how to organise this: 2%
- Yes, but I don't know who is eligible or how to organise this: 9%
- No: 13%

Weighted base: n=565

Respondents were then told that people who can't leave home unaccompanied because of a physical or mental illness or disability are entitled to a free NHS-funded eye examination at home. The majority of respondents (57%) were unaware of this. On the other hand, just over a third of respondents (36%) were aware of this, a further 4% were aware but didn't know who is eligible, 1% were aware but unsure how to organise this and 2% were aware but didn't know who is eligible or how to organise this.

People who can't leave home unaccompanied because of a physical or mental illness or disability are entitled to a free NHS-funded eye examination at home. Did you know this?

- Yes: 36%
- Yes, but I don't know who is eligible: 4%
- Yes, but I don't know how to organise this: 1%
- Yes, but I don't know who is eligible or how to organise this: 2%
- No: 57%

Weighted base: n=565

Sources of information relating to eye health and eyecare services in Scotland

Just under 6 in 10 respondents (57%) said they get information on eye health and eyecare services in Scotland by attending or phoning their optometry practice. A further 35% of respondents said they obtain this information via Google or other online search engines, 27%

use the NHS Inform website and 20% attend or phone their GP or Pharmacy practice. Other responses (1%) included saying that they have never looked/thought about where to look for information, that they consult a family member, or they receive regular checks due to eye condition so do not look for further information.

Where do you go for information on eye health and eyecare services in Scotland? Please tell us what you think even if you haven't needed to do this. Please select all that apply.	
Base: all who responded, weighted base, n=560	%
Attend or phone your optometry practice (opticians)	57%
Google or other online search engine	35%
NHS Inform website	27%
Attend or phone your GP or Pharmacy practice	20%
Eyes.Scot website	1%
Other	1%

Priorities for getting the eyecare that is required

Respondents were asked about what matters most to them about getting the eyecare that they need. Eight in ten respondents said being seen by an eyecare specialist was most important to them. This was followed by being seen quickly (59%), convenient location (41%), being low cost or free (30%) and convenient opening hours (24%).

What matters most to you about getting the eyecare that you need? Please pick up to three of the options below that are most important to you.	
Base: all who responded, weighted base, n=564	%
Being seen by an eyecare specialist	80%
Being seen quickly	59%
Convenient location	41%
Low cost or free	30%
Convenient opening hours	24%
Accessibility, for example accessible information or accessible premises	15%
Other	1%

Conclusions and recommendations on community eyecare

These findings overall support that the Scottish public understand eye health as an important health issue. This will inform Scottish Government decisions to ensure that the people of Scotland have the best possible standard of eye health, where no one is needlessly visually impaired. The recommendations below are for Scottish Government to take forward, working where appropriate with partner organisations, such as Optometry Scotland, GPs, and the third sector.

There was very high awareness around the role of optometrists and optometry practices, with 94% recognising that they perform eye examinations and treat eye conditions. 67% however, saw optometry services as a combination of both a healthcare service and a retailer. It should

be noted that, as the vast majority of practices operate as both a healthcare service and a retailer, this should not be seen as a negative.

It is appreciated however that the cost associated with the purchase of glasses may be a real barrier to getting an eye examination for some people, particularly during the current financial climate. Some people may avoid this through fear of requiring a new prescription and having to purchase a new pair of glasses. This links in with our other recommendation to raise awareness about the financial support available.

It is important to note that a high percentage of respondents wear glasses and/or use contact lenses, and this may have influenced the findings to this question as well as any relevant questions below. While a high percentage, this is aligned with existing evidence; in 2022 the General Optical Council[5] found that 81% of people in Scotland wear glasses or contact lenses, and according to UK-wide research by the College of Optometrists in 2013[6], 74% of people in the UK wear corrective eyewear or have had laser eye surgery.

Recommendation 1: We recommend Scottish Government continues to work towards increasing awareness around the healthcare service aspect of optometry services, and its separation from retail aspects of opticians e.g. no expectation of users to use the same optometry service for purchase of eyecare products.

When faced with an eye problem, most respondents would either go to an optometry practice (39%) or a GP practice (38%), and this was mostly due to considering these services as able to diagnose and treat these kinds of problems (77% for GP Practice and 91% for optometry practice). While many seeing optometrists as a first point of call for eyecare is positive, the equally high use of GP services for this purpose could suggest an unintended burden on GPs, and this finding was surprising given the high percentage of those wearing glasses and/or using contact lenses (85%), which they will have gone to an optometrist for. Furthermore, as specialist services, optometrists should be seen as more able to diagnose and treat eyecare problems.

Further analysis highlighted that going to different services was tied to different motives/priorities. For example, those who said they would go to a hospital A&E or minor injuries were more likely to say they would do this to ensure they were seen on the same day (78%). Those who said they would go to a pharmacy first were most likely to say that this was due to location (44%) or opening hours (42%). This highlights the need for further awareness around how eyecare services can address what is most important to the Scottish public around eyecare better than accessing other services. These are being seen quickly, by a specialist, and at a convenient location, as further discussed below.

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[5] The General Optical Council 2022 Public perceptions research datasets can be found here https://optical.org/en/publications/policy-and-research/public-perceptions-research/public-perceptions-research-2022/
[6] The College of Optometrists 2013 Britain's Eye Health in Focus report can be found here http://wcb-ccd.org.uk/perspectif/library/BEH_Report_FINAL%20(1).pdf

Recommendation 2: We recommend Scottish Government continues to work towards prioritising first port of call messaging around optometry regarding all eyecare concerns and not only vision, to assist patients in getting the right care at the right place, and to reduce pressure on GP practices. The campaign should highlight public priorities: how optometry services ensure individuals are seen by a specialist, quicker and at a convenient location. Continue to communicate clear guidance to GP practices that individuals should, at a first instance, be signposted and referred to optometry services for all eyecare concerns.

Almost nine in ten respondents (87%) said they have their eyes examined every 1 to 2 years. This is a very positive finding and further showcases Scotland as a world leader in community eyecare services and the only UK nation to provide free NHS-funded eye examinations. However, may be influenced by high percentage of survey respondents (85%) who happened to wear glasses and/or use contact lenses, and would have to access optometry services to do so. On the other hand, those who did not have their eyes examined every 1-2 years mainly thought that they don't need to do so as they don't have problems with their vision (50%).

This suggests that some may see eye examinations as only linked to diagnosing and treating vision issues rather than a way to ensure continued general eye health, which can be linked to overall health and wider conditions. Furthermore, the health of one's eyes can often change or deteriorate with time and age, and the respondents' replies suggest that "not having a problem" with their vision was seen as something that wouldn't change.

Recommendation 3: We recommend Scottish Government continues to work towards increasing awareness on the importance of having a regular eye examination and benefits that go beyond one's vision, especially within groups or individuals that may think they don't need them due to not currently having vision issues.

There was relatively high awareness that some people are entitled to financial support towards the cost of glasses and contact lenses (58%), but even when some were aware, they were unsure who is eligible and/or how to organise this (29%). Furthermore, when asked why they don't get regular eye examinations, 16% said they weren't aware it was free and 10% were worried about the cost of glasses or contact lenses.

Recommendation 4: We recommend Scottish Government continues to work towards increased awareness of financial support towards the cost of glasses and contact lenses, with clear information available to the public around who is eligible and how to organise this. Liaise with optometry practices to ensure this reaches those who may need it the most.

Most respondents were not aware that people who can't leave home unaccompanied due to physical or mental illness or disability are entitled to a free NHS-funded eye examination at home. Just over one third of respondents (36%) said that they were aware and a further 7% were aware but didn't know who is eligible and/or how to organise this. This suggests that there is a need to work towards increased public awareness around this. Furthermore, while this may be due to individuals not needing to access this service at the moment, it is important that there is high public awareness of this across Scotland, to ensure that there are

no barriers to people accessing this, whether they themselves or people they care for need to use this currently or at any time in the future.

Recommendation 5: We recommend Scottish Government continues to work towards increasing awareness of the provision/entitlement to free NHS-funded examination at home for those who can't leave their home unaccompanied. This should focus both on specific user groups that may need to access this service, as well as the general public who may need to know this in the future or for others they care for. Liaise with optometry practices to ensure this reaches those who may need it the most.

Respondents get information relating to eye health and eyecare services from a wide range of sources, highlighting the need to provide accurate and credible information via a range of sources, to address public needs and preferences, for example digitally or in person. Most respondents get information relating to eye health and eyecare services in Scotland by attending or phoning an optometry practice (57%), online via Google or another online search engine (35%), from the NHS Inform website (27%) or from their GP or Pharmacy practice (20%). While it is positive that most see optometry services as a key source for eyecare information, these findings also highlight the importance of digital routes to accessing credible eyecare information. Furthermore, while contacting GPs or Pharmacies for such information would eventually lead individuals to getting the care they need, it would also add to the current capacity challenges among GPs and Pharmacies.

Recommendation 6: We recommend Scottish Government continues to work on NHS Inform being the first point of call for digital access to eyecare information, ensuring this is also reflected when using Google or other digital search engines to find information around eyecare.

The respondents' key priorities for getting the eyecare they need were being seen by an eyecare specialist (80%), being seen quickly (59%) and at a convenient location (41%). This ties in with the aims of current work around clarifying the role of optometry services and increasing public awareness, as signposting individuals to access eyecare via optometrists rather than GPs or Pharmacies will ensure they are indeed getting seen by an eyecare specialist, quicker and at a convenient location. These findings also tie in with previous Citizens' Panel findings around priorities for health and care, for example priorities for dentistry, urgent and planned care in the Citizens' Panel 8 report.

Chapter 3: NHSScotland brand identity guidelines review

Introduction

Adherence to NHSScotland's brand identity guidelines is crucial in maintaining and improving the positive relationship that exists between patients and the public and services and staff (be it direct or through partners across health and care).

NHS Scotland's brand identity guidelines have not been reviewed for 18 years. Modernising the guidelines, bringing how the brand identity is used in line with accessibility standards (the NHSScotland logo will not change), will help ensure a clearer, more consistent brand identity representation. This will help continue to build trust and connection with the Scottish public and NHSScotland staff. It will also offer a framework about brand identity usage that will facilitate improvements and efficiencies for NHS Boards.

Using the NHSScotland brand identity consistently helps protect, promote, and enhance the values and reputation of the NHS in Scotland for the benefit of those who receive care and use its services. It is also important because this helps effectively signpost patients and the public to quality NHS services in Scotland free at the point of delivery, as well as help people navigate health and care services.

Panel members were asked to describe the logo used by the National Health Service in Scotland (or NHSScotland as it is known) with a view to helping improve understanding of awareness, attitudes and perceptions around NHSScotland. Following on from this, respondents were shown the logo and asked which services they would expect to see the NHSScotland logo being associated with, to help inform brand policy regarding where and how the logo can and should be used. Panel members were then asked about how they feel when they see the NHSScotland logo and about how much trust they have in the care and services that NHSScotland provides. These responses will help NHSScotland understand if the logo adds credibility and legitimacy to services and care, which may help patients better access and navigate services.

Understanding awareness about, attitudes to, and perceptions of NHSScotland sets a baseline and offers clarity about how the brand identity - which will not change - should and can be used.

Panel members' descriptions of the NHSScotland logo

Respondents were asked to describe the logo used by NHSScotland to help improve understanding of, and levels of awareness around, the NHSScotland brand identity. Consistent and uniform presentation is crucial in helping the public and patients continue to effectively navigate quality health and care services free at the point of delivery to all people living in Scotland.

When thinking about the logo respondents were asked not to use Google or to ask someone else so that awareness levels could be more accurately assessed. For analysis purposes the comments received to this question have been coded into groups, identifying whether the description was of the NHSScotland logo, the NHS England logo and identifiably NHS but not specifically the NHSScotland logo. In some cases incorrect descriptions of the logo were given, or partially correct NHS logo descriptions. Furthermore, some of the comments received were not specifically descriptions of the logo and were rather opinions and thoughts on the logo or comments about the services associated with the NHS.

The table below shows that of the responses achieved to this question, 45% of respondents were able to describe the NHSScotland logo correctly. A further 20% provided descriptions which were identifiably NHS but not specific to the NHSScotland logo and 17% described the NHS England logo.

Could you describe the logo used by the National Health Service in Scotland or NHSScotland as it's known?	
Base: all who responded, weighted base=413	**%**
NHSScotland	45%
Identifiably NHS	20%
NHS England	17%
Description incorrect e.g. black text, Purple logo, Blue background with NHS Scotland in white text etc.	5%
Partially correct NHS description'	2%
Other comment	4%
Don't know	7%

Some examples of the comments provided by Panel members who were able to describe the NHSScotland logo are shown below:

Bold blue lettering - 2 shades and a squiggly line between NHS and Scotland.

Dark and light blue colours. Easily identifiable. Swoosh gives a softness and supporting feel.

NHS upper case over two wings.

Dark blue letters "NHS" above a pattern and the word "Scotland" in lighter blue.

NHS with cupped hands underneath.

White background and blue NHS letters.

The logo possibly has hands or wings incorporated in it. It evokes a sense of security and calm. The writing is bold and distinctive also.

NHS main font, Scotland under in smaller font.

Services associated with the NHSScotland logo

Following on from this, respondents were given a list of services and asked which of these they would expect to see the NHSScotland logo being associated with. Services which Panel members were most likely to expect to see associated with the NHSScotland logo are:

- NHS websites (98%)
- Hospitals: Accident and Emergency (93%)
- GP surgeries/health centres (92%)
- Mental health services (83%)

Of the services listed, which would you expect to see the NHSScotland logo, highlighted above, associated with?

■ Yes ■ No ■ Don't know

Service	Yes	No	Don't know
NHS websites (Wn=540)	98%	1%	1%
Hospitals: (A&E) (Wn=545)	93%	1%	6%
GP surgeries/health centres (Wn=537)	92%	5%	3%
Mental Health Services (Wn=534)	83%	9%	8%
Ambulances (Wn=541)	77%	13%	10%
Dentists (Wn=527)	66%	18%	16%
Pharmacies (Wn=521)	60%	31%	9%
Opticians (Wn=519)	47%	39%	14%
Care homes (Wn=500)	29%	49%	22%
Local Authority offices (Wn=494)	14%	61%	25%
Gyms and health clubs (Wn=484)	3%	76%	20%
Health food shops (Wn=484)	2%	84%	14%
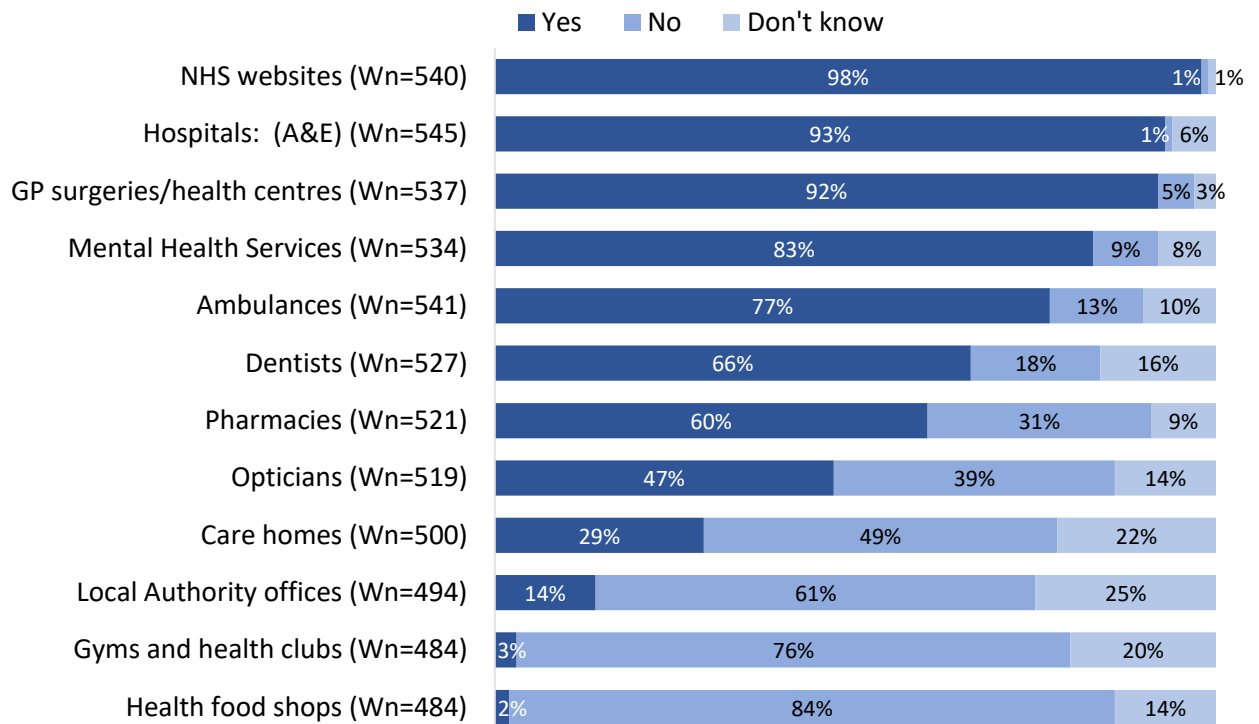
Respondents were asked about the impressions they get when they see the NHSScotland logo in the places listed in the question above. Just under three in four respondents (74%) said that seeing the logo gives them a very positive or positive impression of the services they provide, 23% said it gives them neither a positive nor negative impression, 1% said it gives them a negative or very negative impression and 2% were unsure.

When you see the NHSScotland logo in places such as those in the question above, does this give you a positive or negative impression of the services they provide?

Very positive impression	Positive impression	Neither positive nor negative impression	Negative impression	Very negative impression	Not sure
27%	47%	23%	0%	1%	2%

Weighted base: n=553
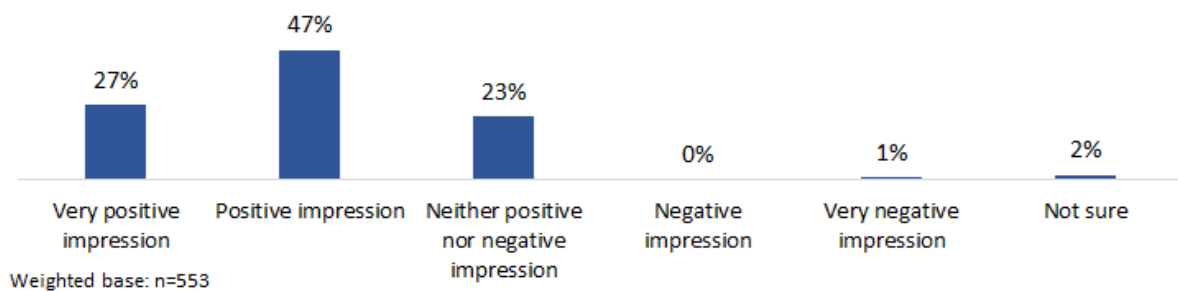
Phrases and words that best describe how Panel members feel when seeing the NHSScotland logo
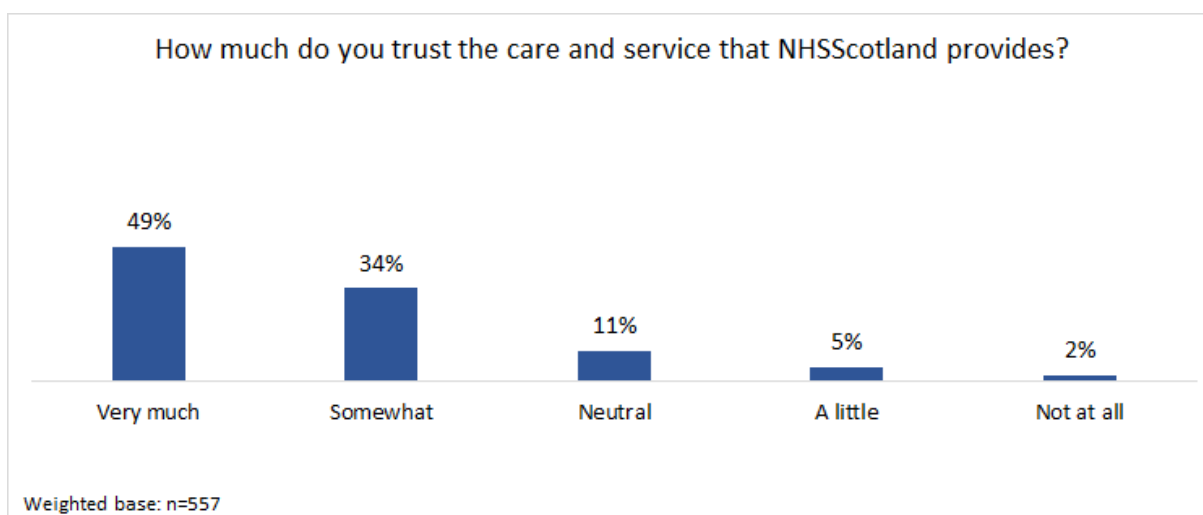
Panel members were asked to provide three words or phrases that best describe what they feel most strongly about when they see the NHSScotland logo. A total of 353 respondents provided a response to this question. The word cloud below shows the most common words or phrases mentioned by Panel members. The more common a word or phrase is the larger it appears in the cloud. As can be seen in the graphic below, the most common words and phrases used by Panel members to describe how they feel when seeing the NHSScotland logo were care, safety, free, trust and helpful.

Weighted base: n=481, Most common 45 words or phrases, mentioned by six or more Panel members.

Trust in the care and service that NHSScotland provides

In terms of how much respondents trust the care and service that NHSScotland provides, just under half of respondents (49%) said they trust them very much, 34% trust them somewhat, 11% had a neutral opinion, 5% said they trusted them a little and 2% did not trust the care and service provided by NHSScotland at all.

How much do you trust the care and service that NHSScotland provides?

- Very much: 49%
- Somewhat: 34%
- Neutral: 11%
- A little: 5%
- Not at all: 2%

Weighted base: n=557

Respondents were then asked to describe why they felt this way about the care and service that NHSScotland provides. The most common responses were positive with 36% stating they always had a good experience or treatment and a further 14% mentioning well trained staff and staff who try their best. On the other hand, 13% said they had experienced issues with waiting times and/or appointments and a further 13% said they had mixed experiences (or had heard of mixed experiences) of NHSScotland services.

Briefly, why do you say this?	
Base: all who responded, weighted base=495	%
Always had good experience/treatment	36%
Highly trained staff/trying their best	14%
Issues with waiting times/appointments	13%
I have had/heard of good and bad experiences	13%
Trust the NHS	11%
They are understaffed/staff are stretched	8%
I have been unable to get a diagnosis for my symptoms/condition	8%
Deterioration in service due to COVID-19	5%
Still can't see GP/need to speak to receptionist	3%
I have had a negative experience (s)	3%
I have been unable to access care when needed	1%
Other	1%

What matters most about the care and service received from NHSScotland

Finally, respondents were asked what matters most to them about the care and service they receive from NHSScotland. The top three priorities for Panel members overall were a professional service (26%), a quick and efficient service (21%) and prompt access to services (16%).

What matters most to you about the care and service you receive from NHSScotland?	
Base: all who responded, weighted base=519	%
Professional service	26%
Quick/efficient service	21%
Prompt access to services	16%
Free service/available to everyone	14%
Knowledgeable/trained staff	14%
Good quality service	13%
Availability when needed	13%
Caring/compassionate staff	11%
Accessibility of services	8%
Being treated with dignity and respect	6%
Providing the correct information	2%
24/7 access	1%
That it continues	1%
Other	0%

Some examples of the comments made in relation to Panel members' priorities for the care and service received from NHSScotland are shown below:

Free, available to all who need it.

Knowledge and continuity of care.

Accuracy. What information they share is accurate and honest.

Prompt care delivered conveniently in a safe manner.

Good quality health care, person centred.

Always there when you need help.

A caring, efficient, reliable, and friendly service.

That I am treated with dignity and respect and my views are heard.

A thorough and professional service provided by caring staff.

It is fast, efficient and professional, while free at the point of service. It needs to be properly funded for the modern era.

To be able to see a doctor, to be able to access hospital care if needed and to receive a good standard of care.

Always remains free for everyone and it's 24/7 care.

Conclusions and recommendations on NHSScotland brand identity guidelines review

The responses to this questionnaire will contribute to establishing an up-to-date understanding about awareness, attitudes, and clarity of use around the NHSScotland identity. The findings will inform the updating of the NHSScotland brand identity guidelines on where and how the NHSScotland identity can and should be used in an accessible way by NHSScotland and its partners in health and social care. Getting this right means the NHSScotland brand identity, including the NHSScotland logo, can continue to show where credible information about health and care, and quality services free at the point of delivery, can be accessed in Scotland.

The recommendations below are for Scottish Government to take forward, working where appropriate with NHSScotland and partner organisations.

There was a reasonably good level of recognition in terms of respondents being able to correctly describe the key elements of the NHSScotland logo unprompted by any visual cues, with almost half (45%) being able to do so. This relatively high recognition of the NHSScotland brand identity and logo indicates that the logo does effectively signpost patients and the public to quality NHS services in Scotland free at the point of delivery, as well as help people navigate health and care services. Most of the other responses were describing either generic NHS branding (20%) or the NHS England logo (17%) which, while not ideal, still means NHS branding in general is highly recognisable.

Recommendation 1: We recommend Scottish Government continues to work on increasing awareness of NHSScotland brand identity to continue to effectively signpost patients and the public to quality NHS services in Scotland.

Services which Panel members were most likely to expect to see associated with the NHSScotland logo are:

- NHS websites (98%)
- Hospitals: Accident and Emergency (93%)
- GP surgeries/health centres (92%)
- Mental health services (83%)

Recommendation 2: We recommend Scottish Government continues to work towards improving awareness of NHSScotland brand identity use in those services with lower recognition, such as NHS dentists (66%), pharmacies (60%) and opticians (47%).

The NHSScotland logo gives respondents a positive impression of the services it provides with just under three in four respondents (74%) saying that seeing the logo gives them a very positive or positive impression of the services it provides. This compares with only 1% of respondents saying that when they see the logo it gives them a negative or very negative impression of its services. Once more, this supports the beneficial and positive use of

effective NHSScotland branding to help the public navigate health and care services, setting up expectations and impressions.

Recommendation 3: We recommend Scottish Government uses this information as part of Recommendation 2 to support and encourage services where there is lower brand recognition, such as dentists, pharmacies and opticians providing NHSScotland-funded services to use the NHSScotland brand identity more often.

When asked to provide three words or phrases that best describe how Panel members feel when seeing the NHSScotland logo, the most common words and phrases used by Panel members to describe how they feel when seeing the NHSScotland logo were: care, safety, free, trust and helpful.

Interestingly, these common words and phrases would appear to chime with the NHSScotland values[7] of:

- care and compassion
- dignity and respect
- openness, honesty and responsibility
- quality and teamwork

Out of the 45 most common words used by respondents the vast majority were positive, with only a few negative words used by a low number of respondents, which included "waiting times", "understaffed", "over-worked".

Trust in the care and service that NHSScotland provides is very high, with 83% of respondents stating that they trust the care and service provided either very much or somewhat. However, when asked why this was, 6 in 10 respondents had positive responses and around 4 in 10 respondents had negative responses. Despite 8 in 10 trusting the service, 4 in 10 had some reservations. This could suggest that the challenges people consider the health and care system currently facing could risk eroding the high levels of trust. Based on Panel responses, key factors that could influence this could be increased waiting times, understaffing, lack of diagnosis or access to services, and deterioration in services due to COVID-19.

Recommendation 4: We recommend Scottish Government considers further work around exploring key concerns the public may have for the NHS in the future and gain a deeper understanding about them and what can be done to sustain public trust in NHSScotland and the service and care provided.

Following the last two years of the pandemic the results of this survey show that there is strong awareness of the NHSScotland brand identity, there is a high level of trust in the brand, and NHSScotland services and NHSScotland overall is viewed in a generally positive way. However, there are some negative responses that suggest these high levels of positivity could start to erode, especially since the factors that seem to be linked to erosion of trust among

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[7] Information around NHSScotland values can be found at this link https://workforce.nhs.scot/about/principles-and-values/

Panel members are linked to the current significant challenges that NHSScotland services and workforce are facing. These issues are wider than just the NHSScotland branding and lie in the broader area of health and care service provision.

Paired with other findings around the strengths of NHSScotland and its brand identity, these findings suggest that there's opportunity to more coherently strengthen and reinforce in a more streamlined way how NHSScotland as a brand identity and a service is presented to, and accessed by, the public, staff, and other stakeholders. Doing so can offer benefits to how the service and staff support people's health, care, and wellbeing.

Appendix 1: Questionnaire

Citizens' Panel Questionnaire on Community Eyecare and NHS Brand Identity

Citizens' Panel for health and social care

Thank you for volunteering to be part of the national Citizens' Panel for health and social care.

As a member of this Panel, you are one of a group of volunteers who provide public opinions on a range of health and social care issues. When taken together, the views Panel members provide can reflect the views of the Scottish population.

In this Citizens' Panel survey we will ask you questions on:

 - Community eyecare
 - NHS brand identity

There are no wrong answers to these questions - this is not a test. We are interested in your personal responses, thoughts and experiences of these issues and how they apply to you. Your answers are confidential, and all views will be made anonymous.

Please answer the questionnaire as fully as you are willing and able to. If there is anything you do not wish to answer please just move on to the next question. Please do not search on the internet or Google to answer the questions.

Thank You

Community Eyecare

Scotland is a world leader in community eyecare services. For example, Scotland is the only UK nation to provide free NHS-funded eye examinations for all in community optometry practices (opticians). However many people remain unaware of the importance of having a regular eye examination and that the benefits of this go beyond just your vision.

The Scottish Government is committed to raising the profile of eye health as an important public health issue. The aim is to ensure that the people of Scotland have the best possible standard of eye health, where no one is needlessly visually impaired.

By doing this survey we hope to gain a better understanding of public awareness and perception of eye health and eyecare services in Scotland, and your responses will help inform and shape our awareness raising campaigns.

1. Do you wear glasses or use contact lenses?

- ☐ Yes – I sometimes or always wear glasses
- ☐ Yes – I sometimes or always wear contact lenses
- ☐ Yes – I sometimes or always wear either glasses or contact lenses
- ☐ No I don't wear glasses or contact lenses

2. In your opinion, which of the options below best describes what an optometrist does? Please don't google or ask someone else, it's your awareness we're keen to find out about.

- ☐ Sells glasses and contact lenses
- ☐ Performs eye examinations and treats eye conditions
- ☐ Performs eye surgery

3. When you think about an optometry practice (opticians), do you think of them primarily as a healthcare service, a retailer or a combination of both?

☐ A healthcare service

☐ A retail setting

☐ Both

☐ Not sure

4. If you woke up tomorrow with an eye problem where would you go or who would you speak to first? For example a red eye, pain in or around the eye, or sudden loss of vision.

☐ GP practice

☐ Pharmacy

☐ Optometry practice (opticians)

☐ NHS 24/111

☐ Hospital (A&E/Minor Injuries Unit)

☐ Other (please specify):

☐ Don't know

5. Why would you choose to go there first? Please choose all that apply.

☐ They would be able to diagnose and treat these kinds of problems

☐ Treatment would be free

☐ Convenient location

☐ Convenient opening hours

☐ Would be seen the same day

☐ Would get prescription for the right medication to treat the problem

☐ Don't know

☐ Other (please specify):

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6. How often do you have your eyes examined?

☐ Every 1-2 years   Go to Q8

☐ Every 3-5 years

☐ Less than every 5 years   Go to Q7

☐ Never

7. In Scotland we provide free NHS-funded eye examinations every 1-2 years. Why do you get your eyes examined less than every 1-2 years? Please select all that apply.

☐ I wasn't aware it was free

☐ I don't think I need it as I don't have a problem with my vision

☐ I'm worried about the cost of glasses/contact lenses

☐ My nearest optometry practice (opticians) is too far away

☐ I'm unable to get to an optometry practice (opticians) unaccompanied because of health and/or mobility issues

☐ Other (please specify):

[ ]

8. Some people are entitled to financial support towards the cost of glasses and contact lenses. Did you know this?

☐ Yes

☐ Yes, but I don't know who is eligible

☐ Yes, but I don't know how to organise this

☐ No

9. People who can't leave home unaccompanied because of a physical or mental illness or disability are entitled to a free NHS-funded eye examination at home. Did you know this?

☐ Yes

☐ Yes, but I don't know who is eligible

☐ Yes, but I don't know how to organise this

☐ No

10. Where do you go for information on eye health and eyecare services in Scotland? Please tell us what you think even if you haven't needed to do this. Please select all that apply.

☐ NHS Inform website

☐ Eyes.Scot website

☐ Google or other online search engine

☐ Attend or phone your GP or Pharmacy practice

☐ Attend or phone your optometry practice (opticians)

☐ Other (please specify):

[text box]

11. What matters most to you about getting the eyecare that you need? Please pick up to three of the options below that are most important to you.

☐ Being seen by an eyecare specialist

☐ Low cost or free

☐ Convenient location

☐ Convenient opening hours

☐ Being seen quickly

☐ Accessibility, for example accessible information or accessible premises

☐ Other (please specify):

[text box]

NHSScotland Brand Identity

Using the NHSScotland brand identity consistently helps protect, promote, and enhance the values and reputation of the NHS in Scotland for the benefit of those who receive care and use its services. Your responses to this questionnaire will contribute to establishing an up-to-date understanding about awareness, attitudes, and clarity of use around the NHSScotland identity.

This will enable development of up-to-date guidelines on where and how the NHSScotland identity can and should be used in an accessible way by NHSScotland and our partners in health and social care. Getting this right means the NHSScotland brand identity, including the NHSScotland logo, can continue to show where credible information about health and care can be accessed.

It is also important because this helps effectively signpost patients and the public to quality NHS services in Scotland free at the point of delivery, as well as help people navigate health and care services.

13. Could you describe the logo used by the National Health Service in Scotland or NHSScotland as it's known?

When describing the logo think of the colours, shapes or words that come to mind.

Please don't google or ask someone else, it's your awareness we're keen to find out about.

If you can't describe it please go to the next question.

The NHSScotland logo

The image below is the NHSScotland logo[8]

14. Of the services listed, which would you expect to see the NHSScotland logo, highlighted above, associated with?

	Yes	No	Don't know
Ambulances	☐	☐	☐
Pharmacies	☐	☐	☐
GP surgeries/health centres	☐	☐	☐
Hospitals: Accident and Emergency (A&E)	☐	☐	☐
Opticians	☐	☐	☐
Dentists	☐	☐	☐
Care homes	☐	☐	☐
Local Authority offices	☐	☐	☐
Gyms and health clubs	☐	☐	☐
Health food shops	☐	☐	☐
Mental Health Services	☐	☐	☐
NHS websites	☐	☐	☐

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[8] This logo was only visible to participants after completing question 13, both on the online and paper versions of the survey, and the logo was described to Panel members undertaking a phone interview. This was to ensure that seeing the logo would not influence responses to question 13.

15. When you see the NHSScotland logo in places such as those in the question above, does this give you a positive or negative impression of the services they provide?

☐ Very positive impression

☐ Positive impression

☐ Neither positive nor negative impression

☐ Negative impression

☐ Very negative impression

☐ Not sure

16. Please tell us up to three words or phrases that describe what you feel most strongly when you see the NHSScotland logo:

1.

2.

3.

17. How much do you trust the care and service that NHSScotland provides?

☐ Very much

☐ Somewhat

☐ Neutral

☐ A little

☐ Not at all

18. Briefly, why do you say this?

19. What matters most to you about the care and service you receive from NHSScotland?

Appendix 2: Response profile

Response profile
Citizens' Panel for health and social care - Tenth survey response analysis and profile

Emails sent	834
Number of email responses	262
Email response rate	31%

Number of postal sent	702
Number of postal returned	210
Postal response rate	30%

Telephone surveys	101

OVERALL RESPONSE RATE	
Response	573
Current number on Panel	942
Overall response rate	61%

Gender	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
Male	48%	507	54%	329	57%	65%
Female	52%	432	46%	242	42%	56%
Other		1	0%	0	0%	0%
Prefer not to answer		2	0%	2	0%	100%
Total	100%	942	100%	573	100%	61%

[1] Panel members could also describe their gender using any other terms. No Panel members took the opportunity to do so.
Source: National Records Scotland - Population Estimates 2021. Table 1. Retrieved from: https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates/mid-2021 - Data - Table 1 05/08/22

Tenure	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
Own	58%	702	75%	463	81%	66%
Rent from Council/ HA	23%	131	14%	57	10%	44%
Private Rent	15%	58	6%	28	5%	48%
Other	4%	43	5%	25	4%	58%
Total	100%	934	100%	573	100%	61%

Source: https://www.gov.scot/publications/housing-statistics-stock-by-tenure/ 19/08/22

Age	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
16-24	12%	15	2%	3	1%	20%
25-44	32%	178	19%	67	12%	38%
45-64	33%	311	33%	200	35%	64%
65+	24%	431	46%	297	52%	69%
Total	**100%**	**935**	**100%**	**567**	**100%**	**61%**

Source: National Records Scotland - Population Estimates 2021. Table 1. Retrieved from: https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-theme/population/population-estimates/mid-year-population-estimates/mid-2021 Data - table 1 05/08/22

Ethnic group	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
White British/ Irish	89%	901	96%	552	97%	61%
Other	11%	33	4%	15	3%	45%
Total	**100%**	**934**	**100%**	**567**	**100%**	**61%**

Source: Scotland's Census 2011. Table DC2101SC - Ethnic group by sex by age. (2014). National Records of Scotland, Crown copyright. Retrieved from: http://www.scotlandscensus.gov.uk/ods-analyser/jsf/tableView/tableView.xhtml 26/10/2016

SIMD Quintile (2020)	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
1	20%	154	16%	81	14%	53%
2	20%	171	18%	104	18%	61%
3	20%	207	22%	123	22%	59%
4	20%	202	22%	133	23%	66%
5	20%	204	22%	129	23%	63%
Total	**100%**	**938**	**100%**	**570**	**100%**	**61%**

Physical or mental health condition or illness	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
Yes	47%	364	39%	224	39%	62%
No	53%	547	58%	329	57%	60%
Prefer not to say/ Don't know	0	31	3%	20	3%	65%
Total	**100%**	**942**	**100%**	**573**	**100%**	**61%**

Source: Scottish Health Survey – telephone survey – August/September 2020: main report: Chapter 1 General Health, Long Term Conditions and Caring. Retrieved from https://www.gov.scot/publications/scottish-health-survey-telephone-survey-august-september-2020-main-report/pages/5/ 05/08/22

Urban Rural Classification	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
Accessible Rural	11%	104	11%	70	12%	67%
Accessible Small Towns	8%	87	9%	54	9%	62%
Large Urban Areas	38%	300	32%	175	31%	58%
Other Urban Areas	33%	292	31%	161	28%	55%
Remote Rural	6%	102	11%	69	12%	68%
Remote Small Towns	3%	54	6%	40	7%	74%
Total	**100%**	**939**	**100%**	**569**	**100%**	**61%**

Source: Scottish Government Urban Rural Classification 2016. Table 5.3. Retrieved from: https://www.gov.scot/publications/scottish-government-urban-rural-classification-2016/pages/2/

Sexual orientation	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
Heterosexual or straight	95%	742	93%	482	84%	65%
Gay or lesbian	1%	25	3%	20	3%	80%
Bisexual	0.60%	10	1.25%	4	1%	40%
Other	0.40%	2	0.25%	1	0%	50%
Prefer not to say	3%	19	2%	66	12%	347%
Total	**100%**	**798**	**100%**	**573**	**100%**	**72%**

Source: Scottish Government. Sexual orientation in Scotland 2017: summary of evidence base. Figure 4: Sexual Identity in the UK compared with Scotland -2015. Retrieved from: https://www.gov.scot/publications/sexual-orientation-scotland-2017-summary-evidence-base/pages/3/

Religion	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
Church of Scotland	32%	277	35%	200	35%	72%
Roman Catholic	16%	89	11%	50	9%	56%
Other Christian	6%	74	9%	48	8%	65%
Buddhist	0.2%	5	1%	3	1%	60%
Hindu	0.3%	1	0%	0	0%	0%
Jewish	0.1%	0	0%	0	0%	#DIV/0!
Muslim	1.4%	9	1%	6	1%	67%
Sikh	0.2%	0	0%	0	0%	#DIV/0!
Other religion	0.3%	18	2%	11	2%	61%
None	37%	299	38%	184	32%	62%
Prefer not to answer	7%	19	2%	71	12%	374%
Total	**100%**	**791**	**100%**	**573**	**100%**	**72%**

Source: Scotland's Census 2011 - National Records of Scotland. Table KS209SCb - Religion. Retrieved from: https://www.scotlandscensus.gov.uk/ods-analyser/jsf/tableView/tableView.xhtml NB - No data for 340 Panel members

Local Authority	Scottish Popn. %	No on Panel	% of Panel	No of respondents	% of respondents	Response rate
Aberdeen City	4%	28	3%	17	3%	61%
Aberdeenshire	5%	52	5%	34	6%	65%
Angus	2%	39	4%	25	4%	64%
Argyll and Bute	2%	17	2%	12	2%	71%
City of Edinburgh	10%	78	8%	49	9%	63%
Clackmannanshire	1%	9	1%	6	1%	67%
Dumfries and Galloway	3%	37	4%	26	5%	70%
Dundee City	3%	24	3%	10	2%	42%
East Ayrshire	2%	22	2%	12	2%	55%
East Dunbartonshire	2%	18	2%	10	2%	56%
East Lothian	2%	21	2%	13	2%	62%
East Renfrewshire	2%	20	2%	11	2%	55%
Falkirk	3%	27	3%	21	4%	78%
Fife	7%	18	2%	9	2%	50%
Glasgow City	12%	96	10%	57	10%	59%
Highland	4%	57	6%	39	7%	68%
Inverclyde	1%	13	1%	5	1%	38%
Midlothian	2%	23	2%	15	3%	65%
Moray	2%	18	2%	10	2%	56%
Na h-Eileanan Siar	1%	13	1%	9	2%	69%
North Ayrshire	2%	18	2%	12	2%	67%
North Lanarkshire	6%	47	5%	24	4%	51%
Orkney Islands	0%	8	1%	5	1%	63%
Perth and Kinross	3%	35	4%	19	1%	54%
Renfrewshire	3%	27	3%	19	3%	70%
Scottish Borders	2%	24	3%	14	3%	58%
Shetland Islands	0%	21	2%	14	2%	67%
South Ayrshire	2%	14	1%	10	2%	71%
South Lanarkshire	6%	61	6%	33	2%	54%
Stirling	2%	19	2%	11	6%	58%
West Dunbartonshire	2%	13	1%	7	2%	54%
West Lothian	3%	29	3%	14	1%	48%
Total	**100%**	**946**	**100%**	**572**	**100%**	**60%**

Source: National Records Scotland - Population Estimates 2021. Table 1. Retrieved from:
https://www.nrscotland.gov.uk/statistics-and-data/statistics/statistics-by-
theme/population/population-estimates/mid-year-population-estimates/mid-2021 - Data - Table 1
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