

**Gateway reference number: 18280**  
**ROCR approval reference: ROCR/OR/2118/001VOLU**

November 2012

To whom it may concern,

**Re: Department of Health Survey of NHS Staff**

This letter provides you with an overview of some research that we are carrying out with NHS staff. The Department of Health wishes to better understand staff awareness of a range of key issues including major NHS policy initiatives, and attitudes towards them. The results of the study will help the Department to better plan communications with NHS staff and other stakeholders, to ensure that staff receive information relevant to them and in the best format for them.

The survey has been commissioned by the Department of Health Communications Division and aims to understand opinion across a range of staff of different grades and in different job roles across England. The study will seek the views of clinicians and nursing staff in primary and secondary care, as well as senior clinical and non-clinical managers.

The survey will take the form of a telephone interview and will be carried out by the independent research agency, GfK NOP, on our behalf. The fieldwork will take place throughout November and December 2012 and possibly the early part of January 2013. We are aiming to achieve roughly 1,100 interviews in total, and it is anticipated that the interviews will last around 20 minutes on average. If staff members are not available to complete the interview when called, the research company would be pleased to make an appointment to call back at another more convenient time.

All responses are kept completely confidential, and the Department will not know anyone's answers. Data are kept secure and processed in line with the Data Protection Act, and GfK NOP operates within the Market Research Society Code of Conduct.

Please note that this survey is not classified as research under the Research Governance Framework. Clearance has been received via the Review of Central Returns (ROCR) process for the survey to take place (reference ROCR/OR/2118/001VOLU).

If you have any further questions about this research please contact Christine Roberts at DH on 020 7972 5270 or at [Christine.Roberts@dh.gsi.gov.uk](mailto:Christine.Roberts@dh.gsi.gov.uk), or Sarah McHugh at GfK NOP on 020 7890 9379 or at [sarah.mchugh@gfk.com](mailto:sarah.mchugh@gfk.com).

I would be grateful if you could share this letter with any colleagues that you feel it is appropriate for you to copy in, so they can be alerted to the fact that this survey is taking place.

I do hope that you will be able to help with this important research project.

Yours sincerely

A handwritten signature in black ink that reads 'Colin Douglas'.

Colin Douglas  
Director, NHS Communications