



Public Health England

Stakeholder review 2016/17

Appendix

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Ipsos Public Affairs

Organisations that took part in the qualitative interviews

Non-Local authority

Type	Organisation
Academic	UK Centre for Alcohol and Tobacco Studies
Agency	Health Education England
	NHS Improvement
	NHS England
	NHS Digital
	NHS England - North
Other	World Health Organisation
	UK Statistics Authority
	Chief Medical Officer's Office
	The Royal Society for Public Health
Voluntary/community sector	Cancer Research UK
	Collective Voice

Local Authority

Hackney Council
 Leeds City Council
 Camden London Borough Council
 Bracknell Forest Borough Council
 Bexley Council
 Devon County Council
 Redbridge London Borough Council
 Sefton Council

Some organisations wished to remain anonymous:

- 2 Agency
- 5 Local Authority
- 2 Professional organisation
- 1 Voluntary/community sector

Source: Ipsos MORI

Methodology: further details (I of II)

Questionnaire and discussion guide development:

The questionnaire and discussion guide were developed following an immersion meeting with PHE's core project team to review the research objectives, followed by three depth interviews with senior directors within PHE.

Before going into field the questionnaire was reviewed by Ipsos MORI's Polls for Publication team which comprises the company's most senior directors with expertise across a wide range of sectors, who review all research materials destined for the public domain.

Sample selection:

The sample was requested by PHE to include all Local Authority Directors of Public Health and Chief Executives, and to cover an array of non-Local Authority stakeholders, as follows:

- Voluntary/community sector
- Professional organisations
- Academic (eg. universities)
- Business
- Other government departments
- National agencies
- NHS Sub regional teams
- Local Health Education England
- CCGs

The initial sample for the 2013/14 research was developed in collaboration with internal colleagues across PHE's directorates and at the national, regional and centre level. The sample is refreshed each year to reflect changes in the stakeholders PHE works with and to update individual contacts.

43 stakeholders were identified by PHE as potential participants to complete a qualitative interview. These stakeholders were selected based on their role, as well as their familiarity and knowledge of PHE's work. The stakeholders chosen to take part in the qualitative interviews represent a cross section of the stakeholders PHE works with, both at a national and local level.

For both the quantitative and qualitative elements of the research, it was possible for stakeholders to refer participation on to other colleagues if they deemed it appropriate to do so.

Source: Ipsos MORI

Methodology: further details (II of II)

Fieldwork:

Quantitative research

- Completed between 10 October to 30 November 2016
- Online questionnaire emailed to 699 key stakeholders
- Telephone interviews conducted with non-responders in final 4.5 weeks
- Response rate of 34% achieved (235 completes)

Unique links to the online survey were created for all participants to ensure no individual could take part more than once. A number of measures were taken to boost response rate, in order to reduce non-response bias: telephone chasers to those who had not responded; 3 reminder emails; advance email and introductory email signed by Duncan Selbie; short survey length of 12 minutes; and a commitment from PHE to publish the results (as done in previous years).

Qualitative research

- 30 depth interviews with key external stakeholders
- Fieldwork conducted between 24 October and 9 December 2016
- Exploration of issues and themes in more depth
- 13 interviews with Local Authority stakeholders, others spread across different sectors

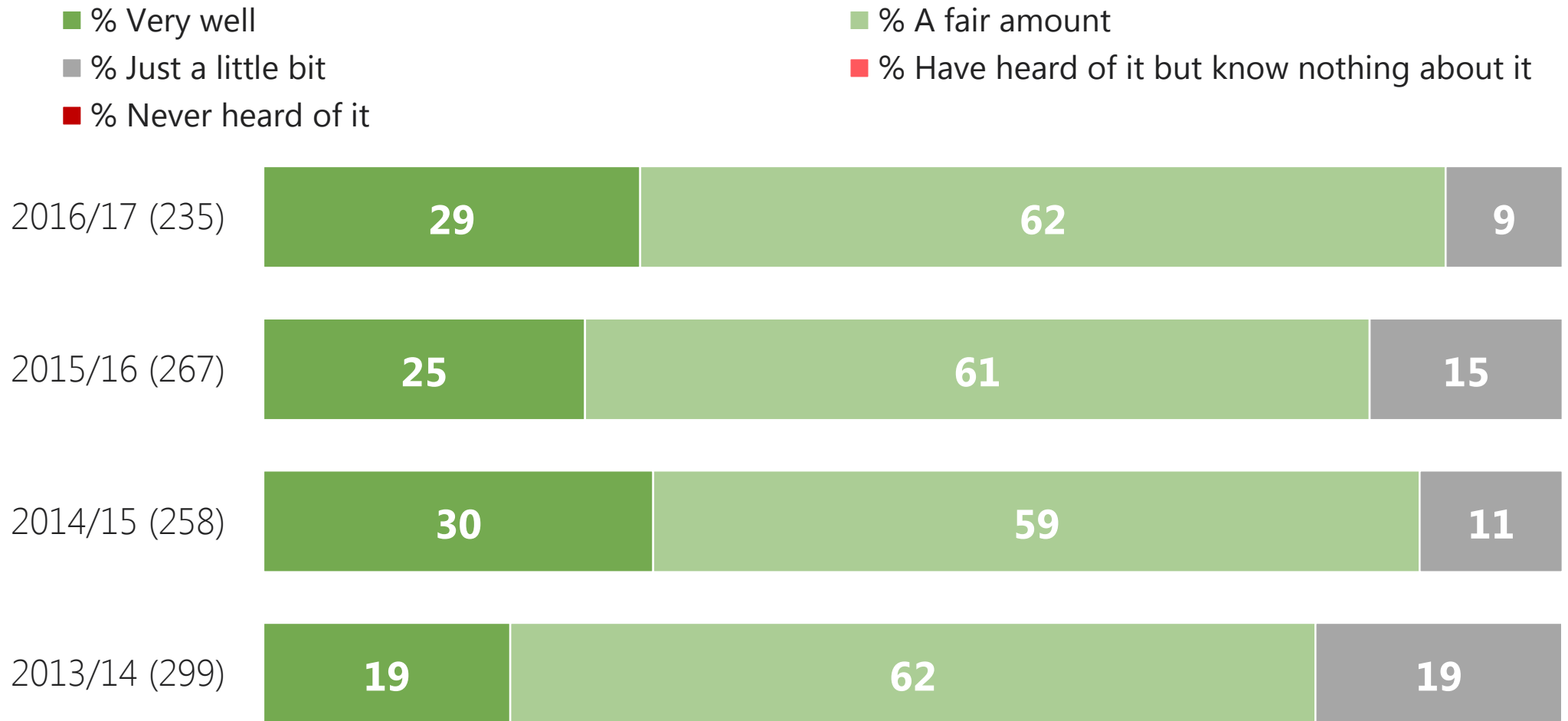
All interviews were recorded (with the participant's permission), and comprehensive notes were written up into an analysis matrix in Microsoft Excel. Multiple analysis sessions were held during and after fieldwork to discuss the main themes, commonalities and divergence across the stakeholder groups. These discussions were structured around the research objectives.

Quality assurance:

This work was carried out to a number of industry standards; Ipsos MORI is a company partner of the Market Research Society (MRS) and all our operations and researchers abide by the MRS Code of Conduct. Our work meets a number of quality standards set by the market research industry, including ISO 20252, the international standard for Market Research.

Source: Ipsos MORI

Q.1 How well, if at all, do you feel you know Public Health England? Would you say you know it...

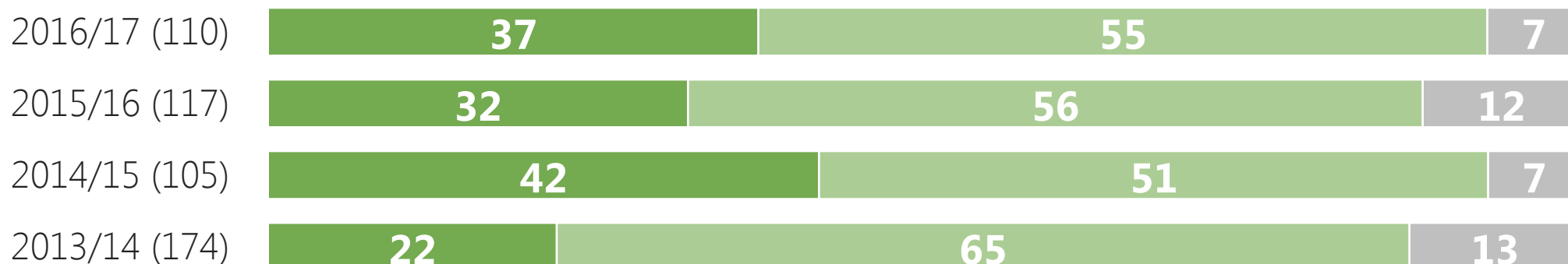


Base: All respondents (see above)

Source: Ipsos MORI

Q.1 How well, if at all, do you feel you know Public Health England? Would you say you know it...

LA



Non LA



- % Very well
- % Just a little bit
- % Never heard of it

- % A fair amount
- % Have heard of it but know nothing about it

Base: All respondents (see above)

Source: Ipsos MORI

Q.3 Which of the following centres or directorate within Public Health England do you currently interact with?

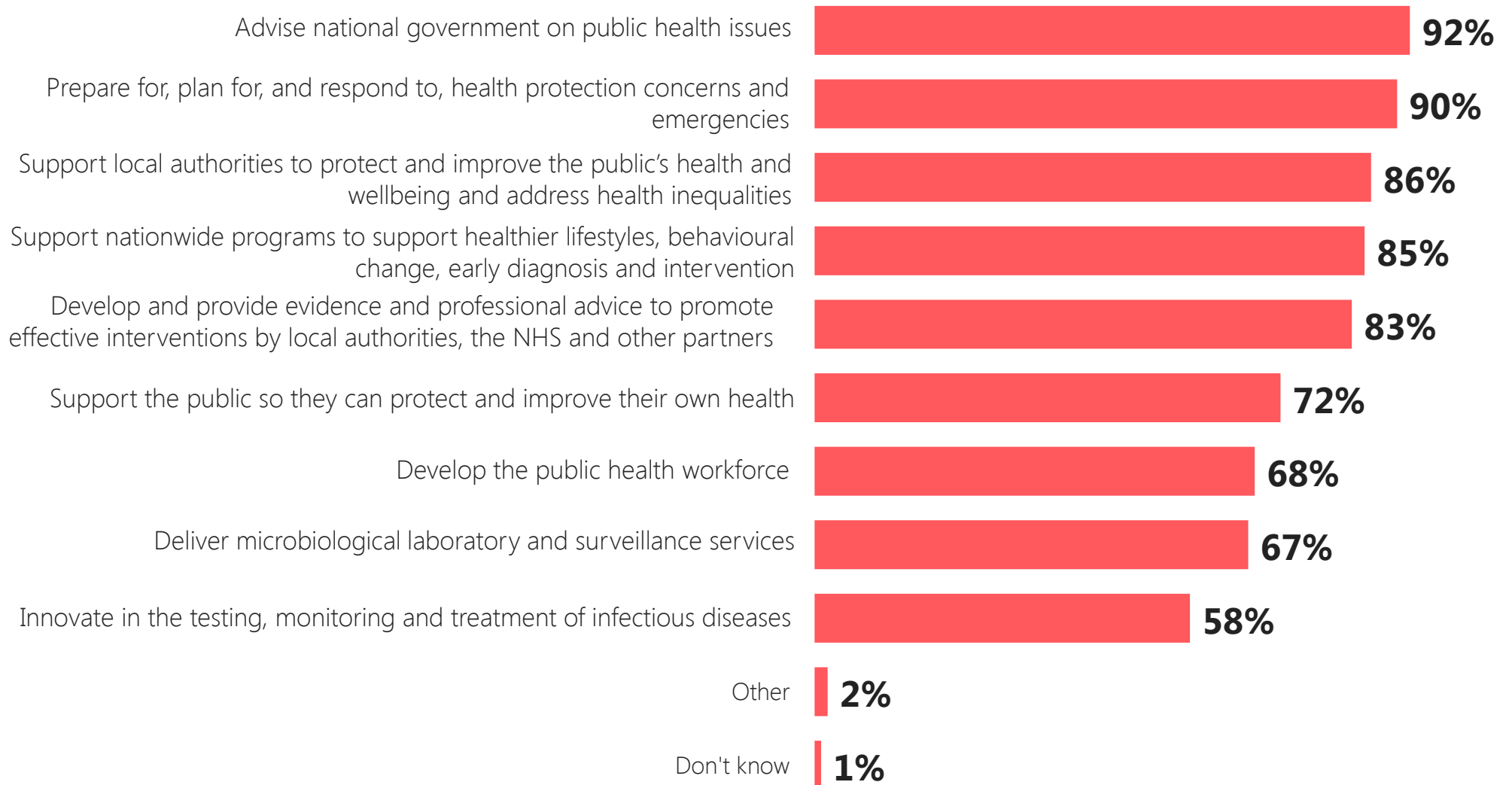


* NB: wording previously 'The national executive/Public Health England headquarters'

Base: All those who have contact with the PHE (233)

Source: Ipsos MORI

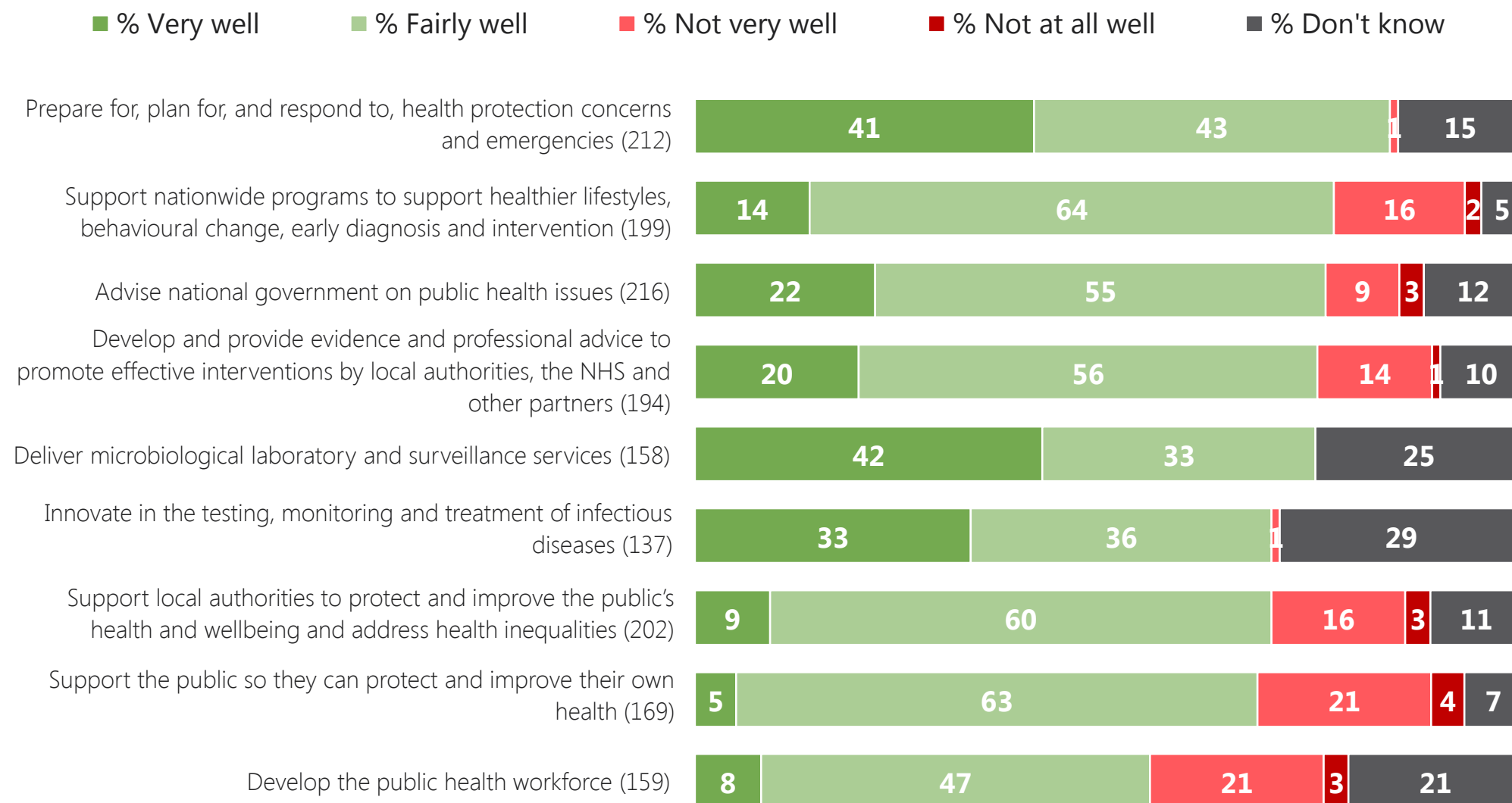
Q.9 Which of the following statements, if any, best describe the functions of Public Health England?



Base: All respondents (235)

Source: Ipsos MORI

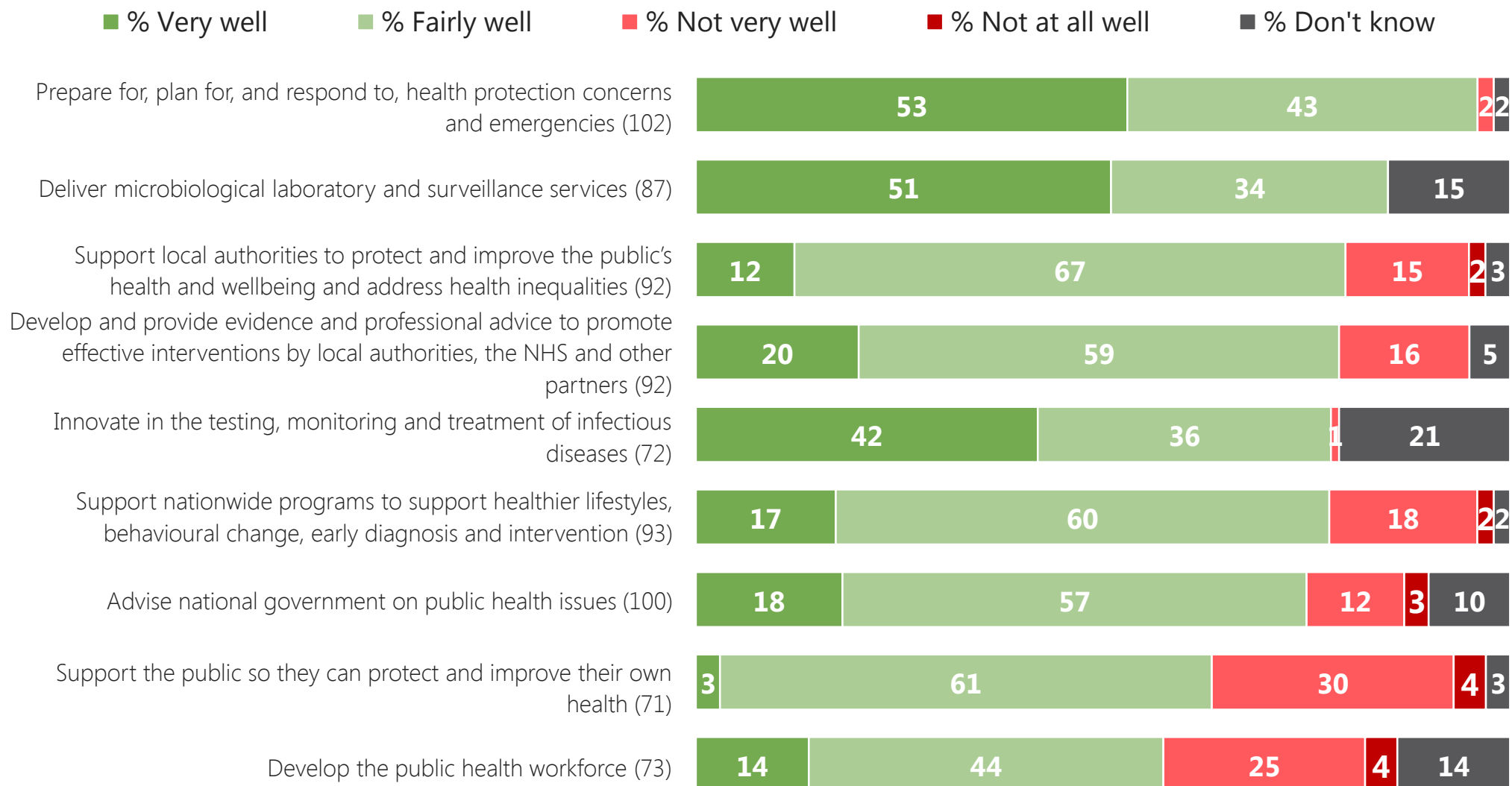
Q.10 How well, if at all, do you think Public Health England performs each of the following functions? Overall



Base: All who selected statement in Q9 (see above)

Source: Ipsos MORI

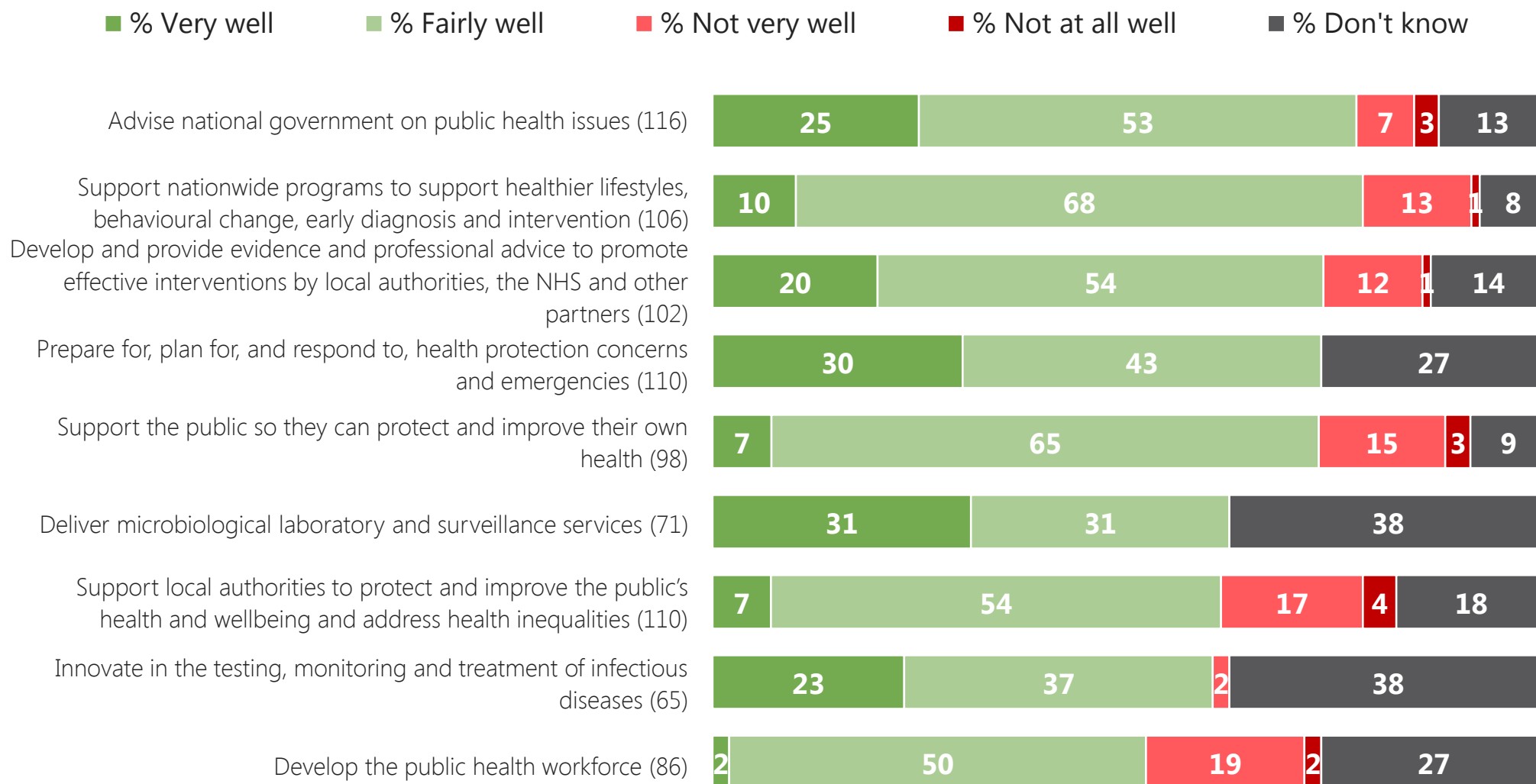
Q.10 How well, if at all, do you think Public Health England performs each of the following functions? LA



Base: All who selected statement in Q9 (see above)

Source: Ipsos MORI

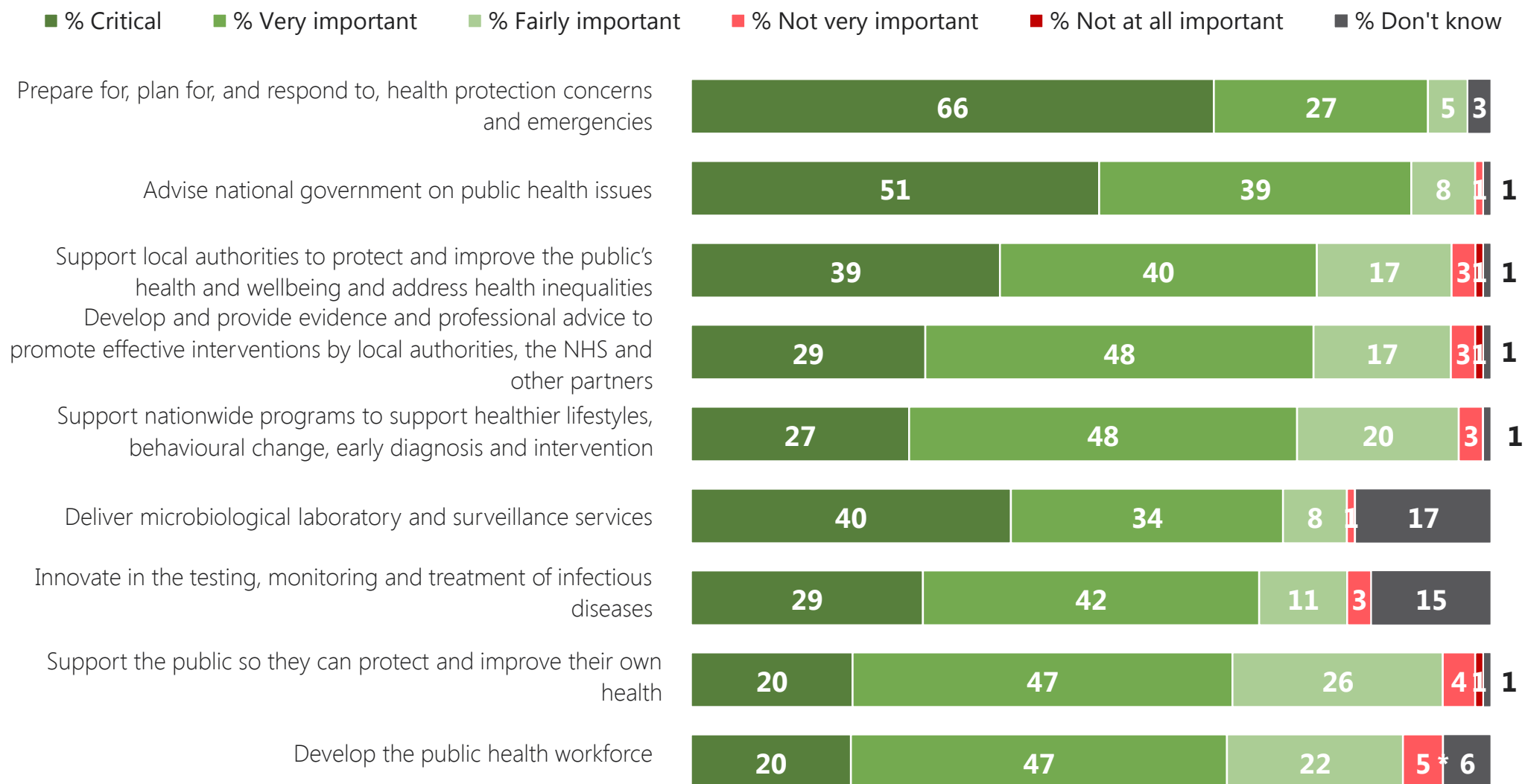
Q.10 How well, if at all, do you think Public Health England performs each of the following functions? Non-LA



Base: All who selected statement in Q9 (see above)

Source: Ipsos MORI

Q.11 How important, if at all, is it for Public Health England to perform the following functions? Overall

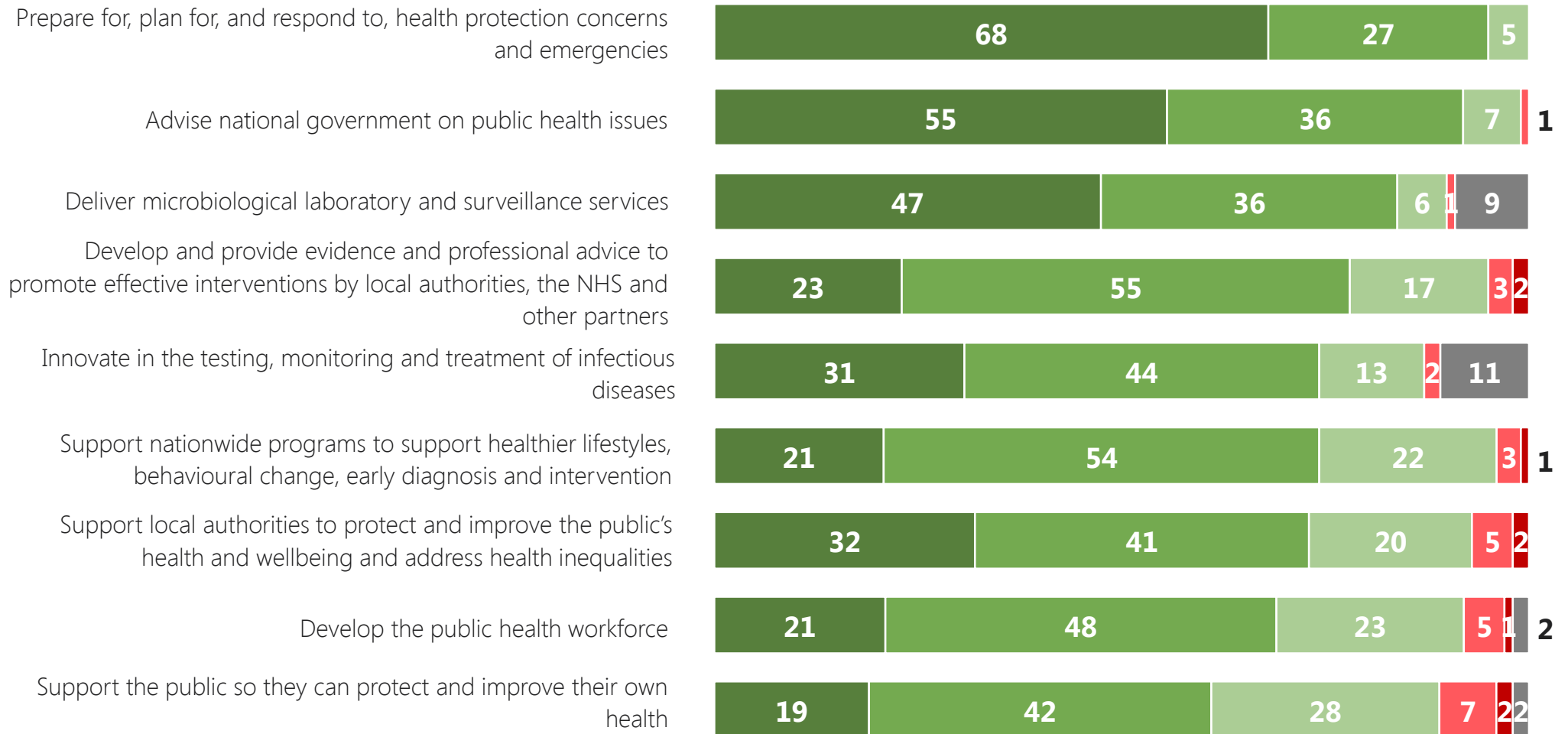


Base: All respondents (235)

Source: Ipsos MORI

Q.11 How important, if at all, is it for Public Health England to perform the following functions? LA

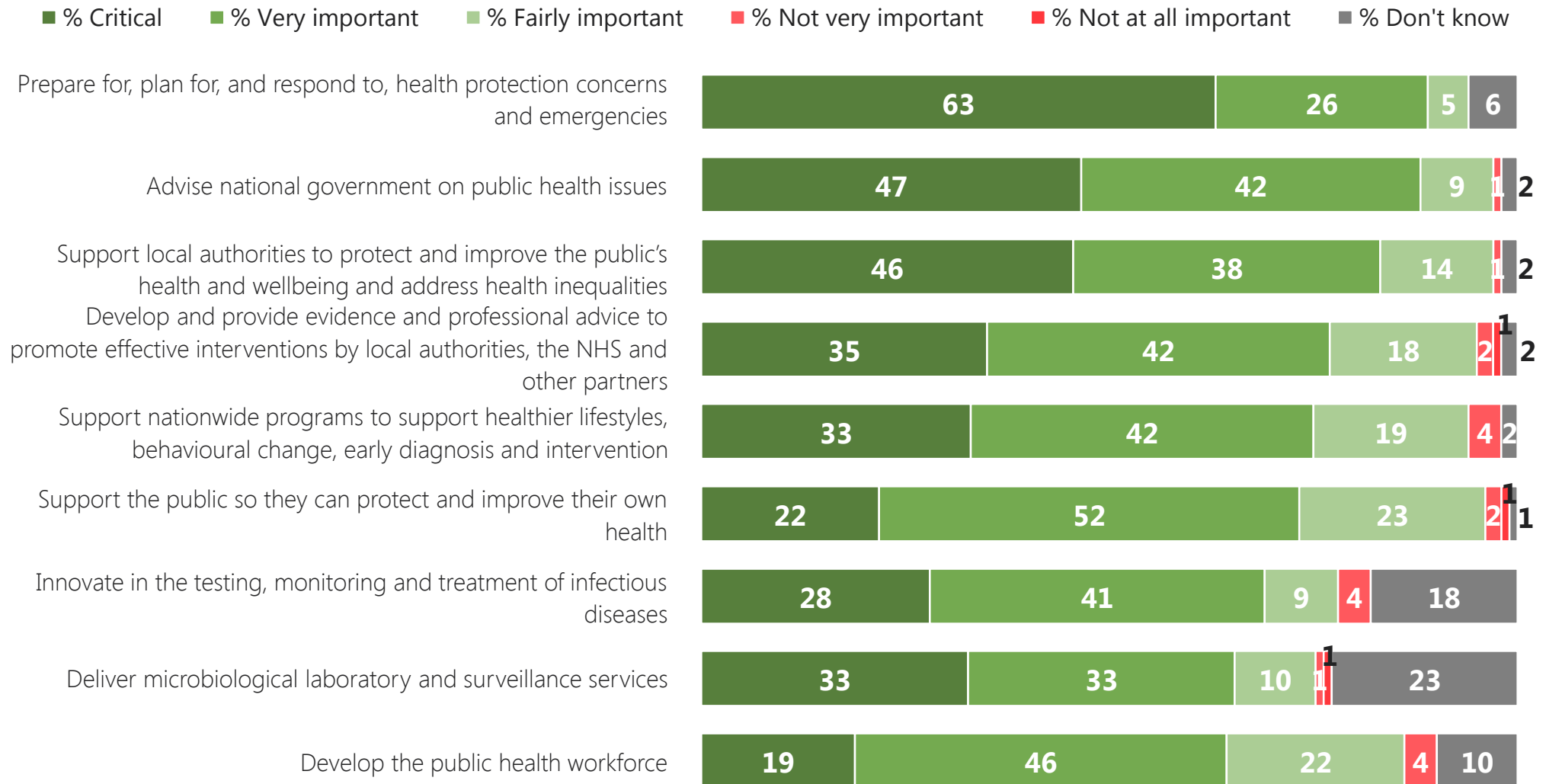
■ % Critical ■ % Very important ■ % Fairly important ■ % Not very important ■ % Not at all important ■ % Don't know



Base: All LA (110)

Source: Ipsos MORI

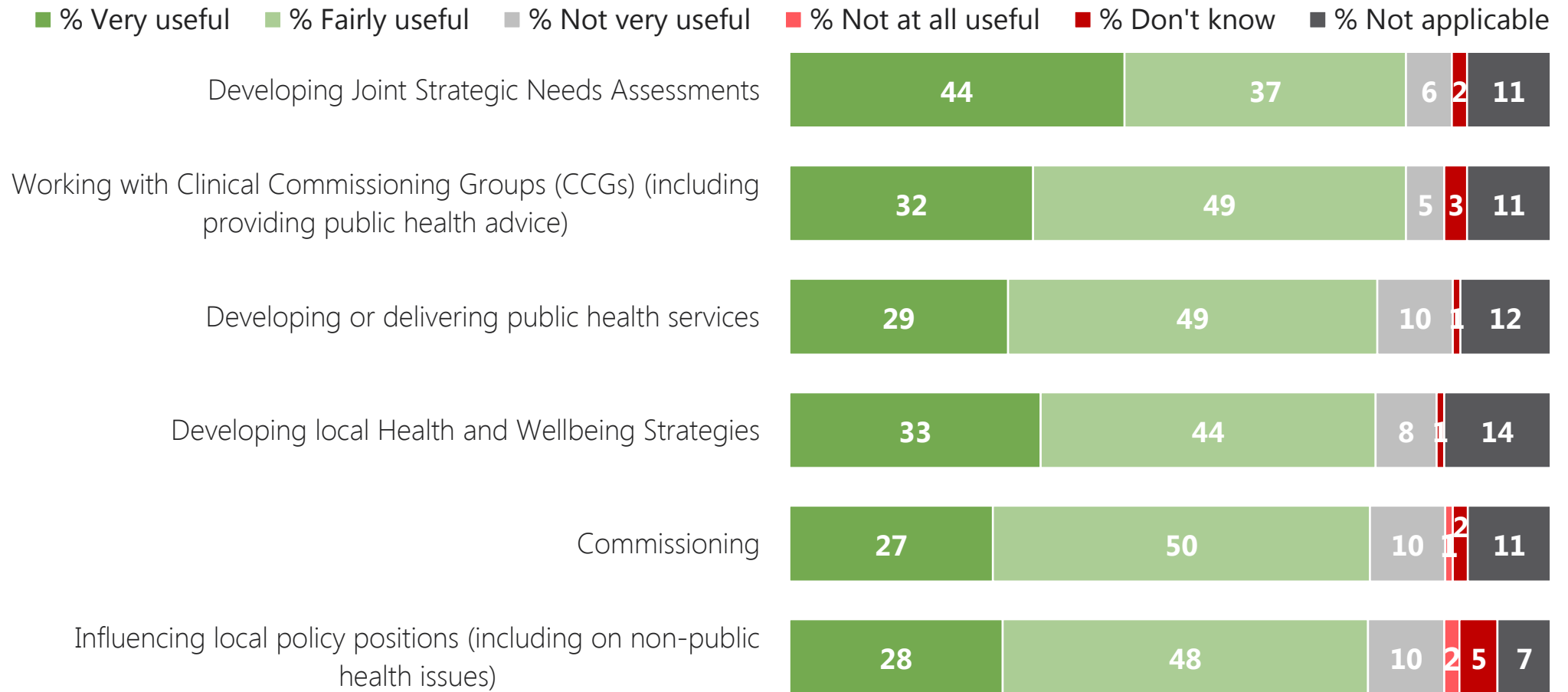
Q.11 How important, if at all, is it for Public Health England to perform the following functions? Non-LA



Base: All Non-LA (125)

Source: Ipsos MORI

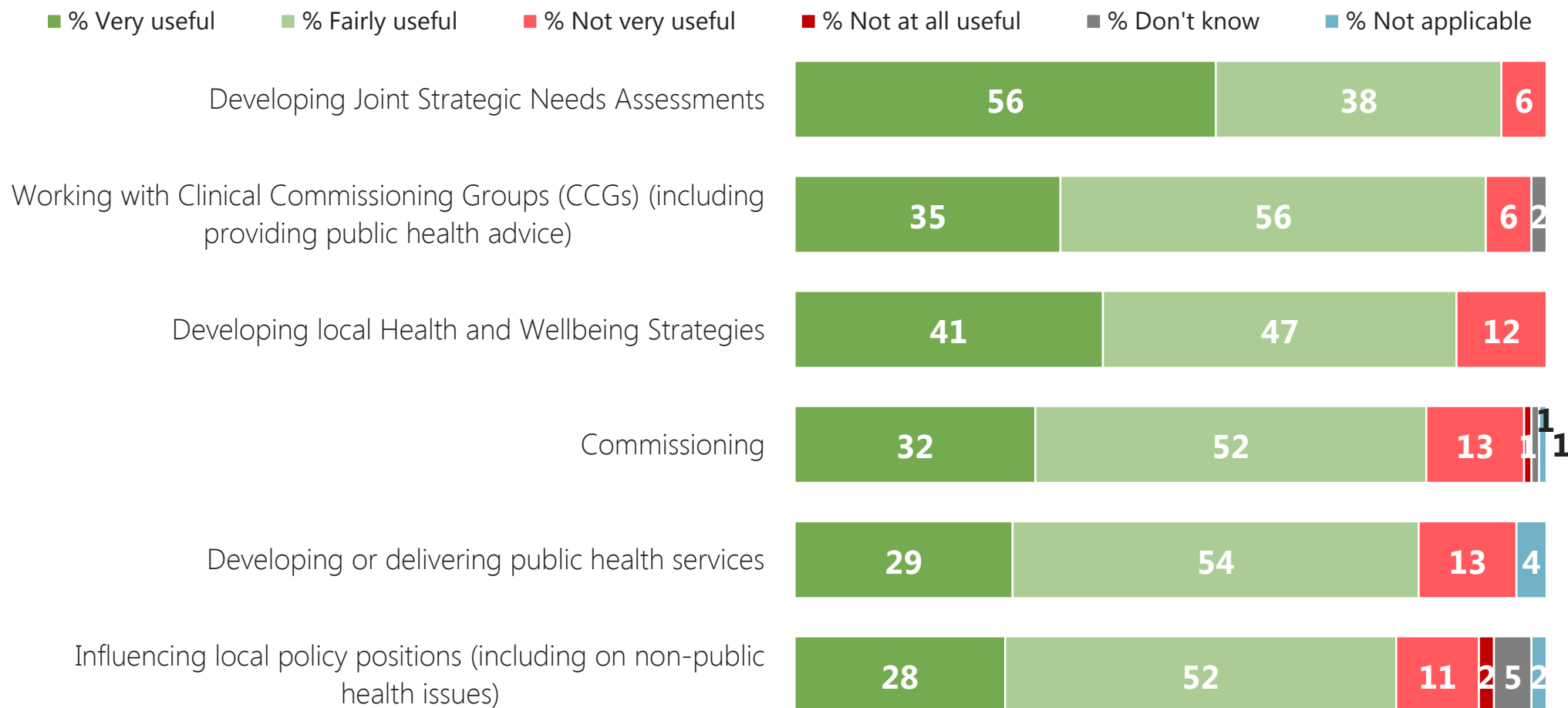
Q.12b How useful, if at all, do you find these data analysis tools for the following activities? Overall



Base: All respondents who PHE tools a great deal/fair amount (126)

Source: Ipsos MORI

Q.12b How useful, if at all, do you find these data analysis tools for the following activities? LA



Base: All respondents who use tools a great deal/fair amount (85)

Source: Ipsos MORI

Q.12b How useful, if at all, do you find these data analysis tools for the following activities? Non-LA

■ % Very useful
 ■ % Fairly useful
 ■ % Not very useful
 ■ % Not at all useful
 ■ % Don't know
 ■ % Not applicable

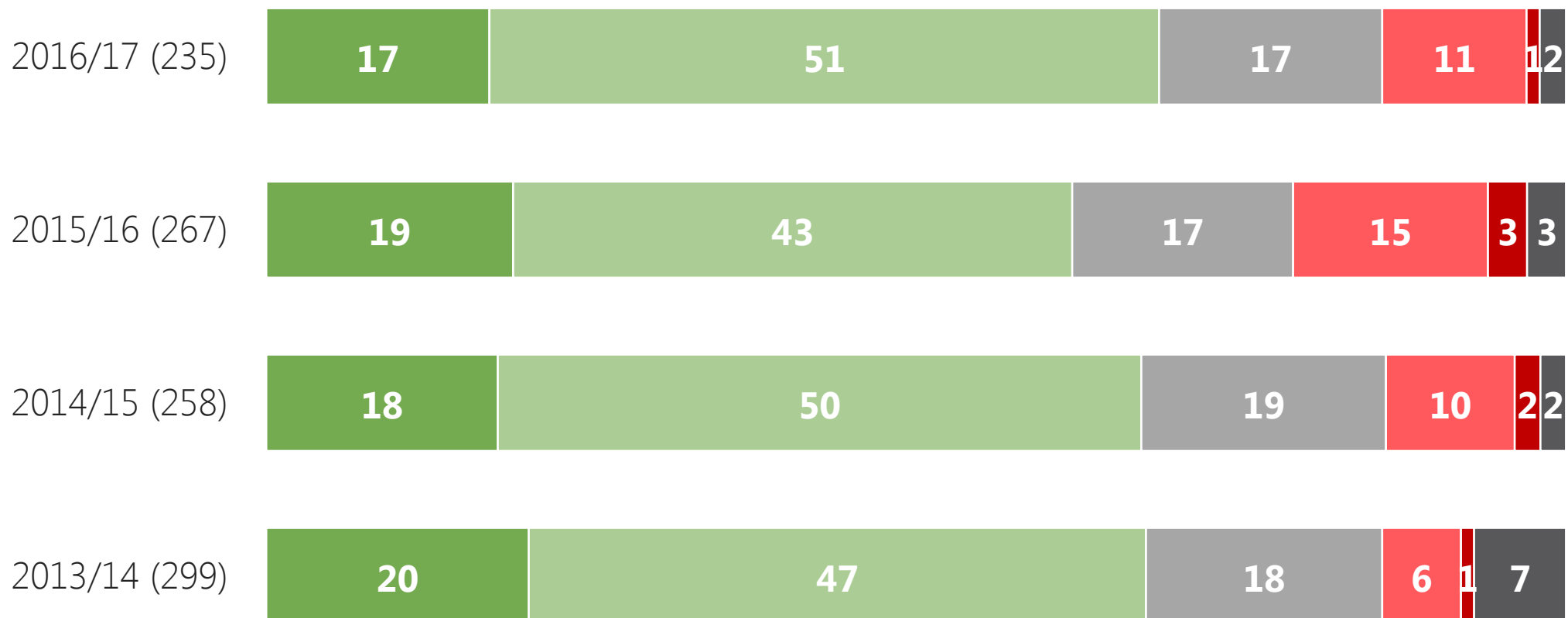


Base: All respondents who use tools a great deal/fair amount (41)

Source: Ipsos MORI

Q.13 To what extent do you agree or disagree that the advice provided by Public Health England is independent?

■ % Strongly agree ■ % Tend to agree ■ % Neither/nor ■ % Tend to disagree ■ % Strongly disagree ■ % Don't know



Base: All respondents (see above)

Source: Ipsos MORI

Q.21 To what extent do you agree or disagree with the following statements about Public Health England:

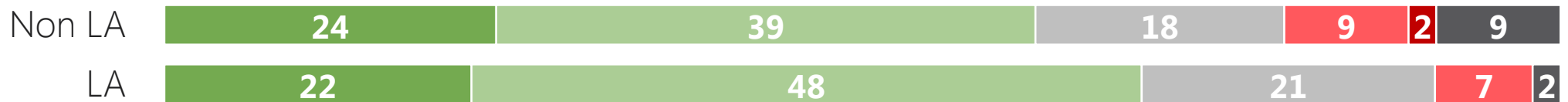
...I have a clear point of contact to get in touch with Public Health England



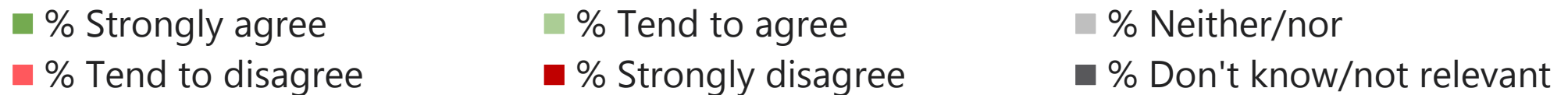
...When I contact Public Health England, I generally receive a prompt response



...When I contact Public Health England, I generally receive what I need



...The advice I receive from Public Health England is consistent



Base: All respondents : LA (110); Non-LA (125)

Source: Ipsos MORI

Q.21 To what extent do you agree or disagree with the following statements about Public Health England:

...I have a clear point of contact to get in touch with Public Health England



...When I contact Public Health England, I generally receive a prompt response



...When I contact Public Health England, I generally receive what I need



...The advice I receive from Public Health England is consistent



■ % Strongly agree

■ % Tend to agree

■ % Neither/nor

■ % Tend to disagree

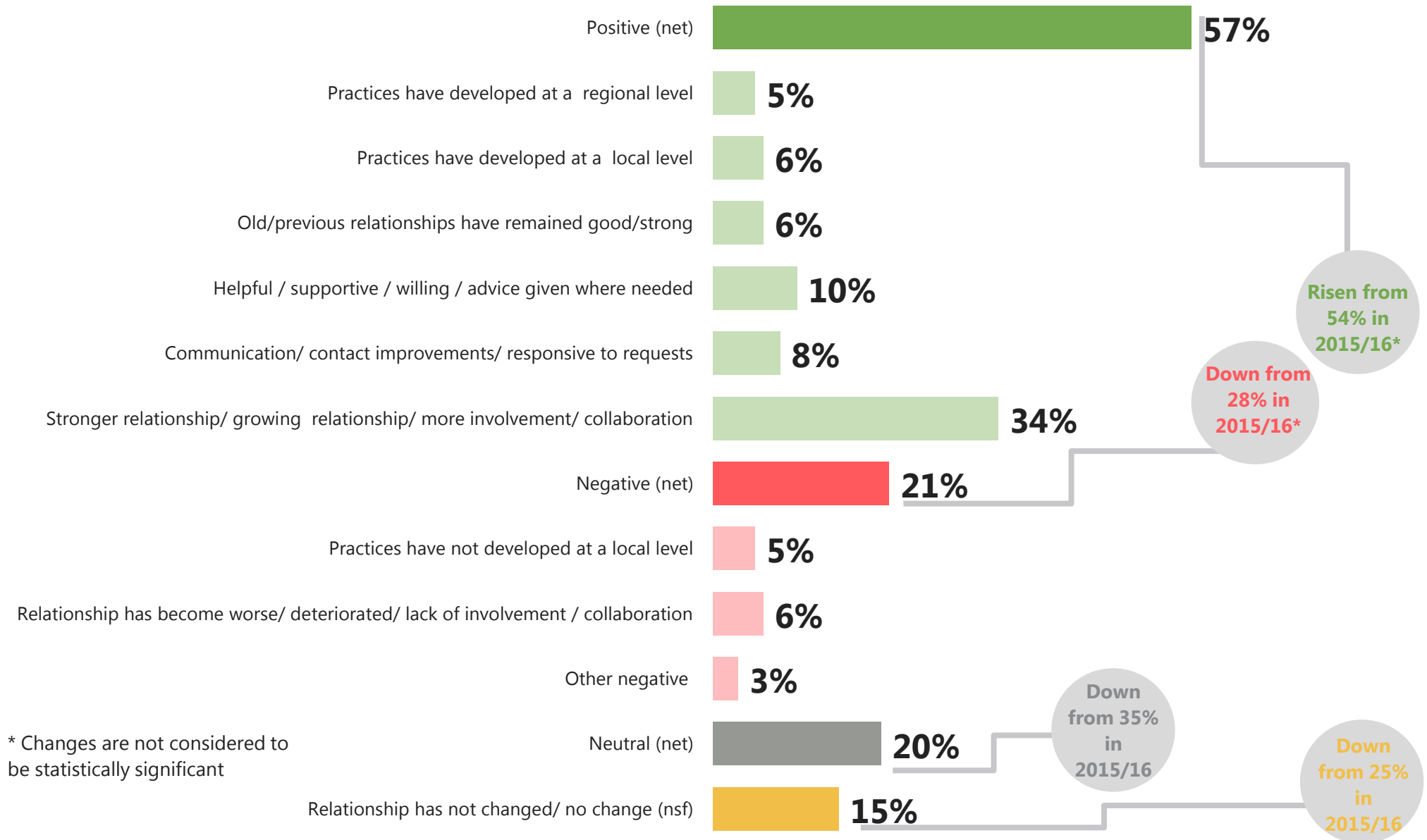
■ % Strongly disagree

■ % Don't know/not relevant

Base: All respondents (see above)

Source: Ipsos MORI

Q.26 How has your relationship with Public Health England changed over the past year? 5%+ mentions



Base: All respondents (235)

Source: Ipsos MORI

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