

First Impressions Project

Finding our way



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What is environmental health literacy?

- How easy health systems are for people to use. Includes:

Buildings, signs, websites, policies, processes, materials, people and relationships

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First Impressions Project?

- How easy is it to get to and around health services
- Based on the work of Rima E Rudd
- 4-6 services a year, 2 consumers,
- Phone call, internet search, walking tour with audit, report



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What has changed?

- Refined our tools
- Strengthened the partnership
- Embedded processes for change



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Refined the tools



Tool 1 – Seeking the phone number and calling for directions to the health service

1. Please to locate the phone number of

2. Using the telephone book

2.1 Would you normally use a phone book? Yes ☐ No ☐

2.2 Was the number easy to find? Yes ☐ No ☐

2.3 What name was the number listed under?

☐ Under the name of the health service (as written as above)

☐ Under a different name. If so, what was the name?

3. Using the internet

3.1 Do you normally use the internet? Yes ☐ No ☐

3.2 Was the number easy to find? Yes ☐ No ☐

3.3 What name was the number listed under?

☐ Under the name of the health service (as written as above)

☐ Under a different name

Tool 2 – Seeking directions to the health service using the service's website

1. Please use the internet to locate the website of

1.1 What search engine did you use? (e.g. Google, Bing, Yahoo)

1.2 What words did you use to search for the health service?

2. Using the internet

2.1 Was the street address easy to find on the website?

Yes ☐ No ☐

2.2 Were online directions available to the service?

Yes ☐ No ☐

2.3 If online directions were provided, how many of the following were included? (tick all that are appropriate)

☐ Address

☐ Map showing the street location

☐ Parking information

☐ Information on parking for the disabled

☐ Public transport options

2.4 Was there any information that you would have liked, but did not find?

2.5 Was there a printer friendly option available for the directions?

Yes ☐ No ☐

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Refined the tools



c) Outcomes:

The following is the HCCA adapted Health Service Wayfinding and Environment audit tool, completed by consumers on 29 February, 2019. For final recommendations for change please go to the end of the report.

A. Getting to the health service

	Not done	Some-what	Done well
1. Buses go directly to the facility			x
2. Signage on the roads to the facility are visible and easy to understand <i>Only evident on Cnr of Anketell and Pitman – small street sign not easily seen</i>		x	
3. Designated drop off zones are clearly visible <i>Drop off in front says bus zone, but tree obscures sign.</i>		x	
4. Comments from health staff assisted			x
5. Directions on the health service website assisted			x

B. Parking

	Not done	Some-what	Done well
1. Parking signs were visible and easy to understand		x	
2. Parking areas were easy to find (although a car park may not have been)			x
3. Parking areas of adequate duration (if facility uses timed parking) were easy to find <i>It only seemed to be 2-hour duration. Is this enough? The entrance to the car park behind the TWIC entrance is not clear about length of stay.</i>			x
4. Advice about what to do if you overstay your parking is available and easy to understand	X	N/A?	
5. Accessible parking is evident and close <i>There didn't appear to be much accessible parking</i>	x		
6. Bike racks are available and accessible	x		
7. Parking information is available on the website <i>Parking information would be useful on the website: Where, duration, best accessible parking options.</i>	x		

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Strengthened partnerships

- No more secret shopper
- Identify and gain buy in from site manager
- Acknowledge who is responsible and what's possible



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Embed processes for change

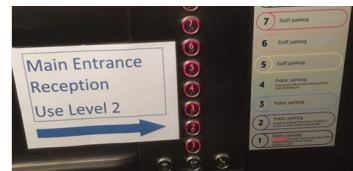
- Regular discussion:
 - Managers for Parking, Health Infrastructure, Website
- Standard 2: Partnering with Consumers
 - Process and follow up
- Criteria for locations:
 - New builds
 - Services due for change
 - Consumer feedback
 - Health service request

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Wayfinding changes

- Small changes can make a difference











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Giving Good Directions Fact Sheet

Giving good directions to health facilities

-  **1. Give directions from the individual's point of view**
People could come to your facility by bus, car, bike, or on foot, so ask how they are travelling. Once you know where they will park/arrive, give your directions from that point.
-  **2. Give landmarks or points of interest**
(e.g. 'The Walk-in Centre is behind the main shopping centre')
-  **3. Say whether the landmark will be on the left, right or straight ahead**
(e.g. 'The Emergency Department entry will be on your left. The entrance to the main part of the hospital is straight ahead')
-  **4. Suggest how long it may take to move between landmarks or points of interest**
(e.g. 'If you are walking at an average pace, it will take you five minutes to get from the multistorey carpark to the main entrance')
-  **5. Check their understanding**
Ask if they are would like you to explain again.
-  **6. Suggest alternatives for finding directions**
(e.g. 'If you get stuck, please ask a staff member')
-  **7. Provide a map**
Not everyone likes or uses maps but for those who do, they are invaluable. Put them everywhere – the internet, on appointment letters, on the walls of the health facility.
-  **8. Keep up to date with changes**
If there are changes (e.g. due to construction), ensure that your directions reflect the changes.



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Meeting our aims

- Given feedback to help the system improve
- Embedded governance and oversight
- Strengthened partnerships
- Increased the consumer voice
- Continued flexible approach
- Monitored health literacy as an accreditation standard



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- Longest continuing health consumer org
- 40 years - 2018
- Official voice for health consumers in ACT
- Consumer led and independent
- Work in partnership – providers & peaks
- Make health services healthier



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