

# Big Life Families Manchester Community Engagement Report



Partnership working with Big Life Families Manchester and  
NHS North, Central and South Manchester Clinical Commissioning  
Groups

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# 1. Background and Introduction

The Big Life Families Community Engagement was a project aimed at engaging with families who had children under the age of five years living in the central Manchester area. The focus of the research project was to explore the reasons why A&E attendances for young children (under five years) in this area were significantly higher than other neighboring areas of Manchester. During 2014/2015 there were a total of 10,472 attendances of children under the age of 5 years to Central Manchester NHS Foundation Trust Accident and Emergency (A&E) department (appendix 1, page 15). 6,743 of these children were from a black and minority ethnic community (BME) (appendix 1).

The Clinical Commissioning Group (CCG) wanted to understand the families' motivations for attending A&E instead of seeking an alternative form of care, where appropriate for e.g. such as visiting a GP, pharmacist or Health Visitor.

The engagement project took place from the beginning of March until the end of September 2015. The information collected will be used to inform the CCGs commissioners of local health needs and to ascertain whether these needs are being met.

A questionnaire was developed in partnership with the Communications and Engagement team for NHS North, Central and South Manchester CCG and the Big Life Families Manchester. Big Life Families (BLF) is a charitable organisation with experience of working with hard to reach families. Once the questionnaire was finalised copies were taken to a number of informal settings in the community i.e. local groups, venues and summer fun days by the BLF – Family Engagement Workers (FEW).

The FEW assisted the mums, dads and carers in completing the questionnaires. In addition they also supported the families by offering them advice and guidance on a range of subjects such as signposting them to local services i.e. GPs and support groups etc. Furthermore, the engagement provided an opportunity for families to talk about their experiences of using health and wellbeing services and give suggestions about how services could be improved.

Some questionnaires were also completed onsite at the Big Life Families Children's Centres (listed on page 4).

In total 100 individuals participated and 93 completed the questionnaire. The Family Engagement Workers (FEW) conducted the engagement utilising a questionnaire and speaking to people. The questionnaire focused on exploring the health issues families would attend A&E for when their child is unwell. The engagement had a particular focus amongst black and minority ethnic groups.

## 2. Methodology

Central Manchester Clinical Commissioning Group (CCG) asked Central Manchester NHS Foundation Trust to provide data on Accident and Emergency (A&E) admissions in the central Manchester area (appendix 1). This information was shared with Big Life Families (BLF).

The questionnaires were led by BLF - Family Engagement Workers (FEW) who have over 10 years of experience working with local children and families in the central Manchester area. In addition, the FEW were fluent in community languages and had the expertise in engaging with hard to reach families living in areas of deprivation.

First of all, a draft questionnaire was tested amongst a randomly selected group of mums, dads and carers who attended the Longsight Children's Centre and Slade Lane Nursery. 20 test questionnaires were completed in total and the findings were shared with the CCG. From amendments to the draft questionnaire, a final version was produced (appendix 2, page 17).

To accompany the questionnaire a leaflet was produced by the BLF team explaining the purpose of the engagement to their families who attend the children's centre and how mums, dads and carers could get involved. The leaflet was also translated into two other known spoken languages within the community which were Urdu and Bengali.

BLF used its network of children's centres and nurseries in order to meet and talk to families with young people. In addition, they also attended many community based groups and other locations to conduct the engagement. The FEW also offered the families advice and guidance on a range of family related issues i.e. money matters, parenting, health and signposted them to services.

The venues used for the research were:

- Shapla Group
- Ardwick Children's Centre and Medlock Primary School
- Longsight Children's Centre
- Bangladesh House
- Pakistani Community Centre
- Longsight Market
- Longsight Library
- Aisha Nursery
- Nine Month and Two year Old Health Visitor Checks
- Longsight Post Eid Celebration

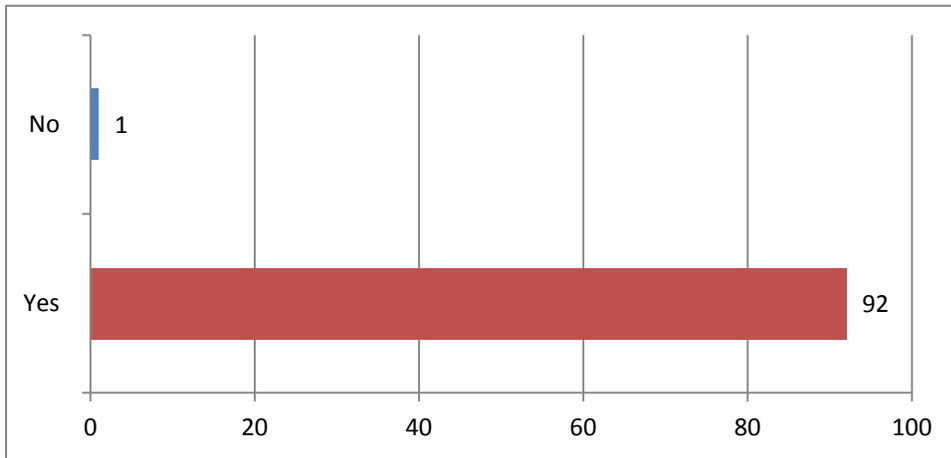


### 3. Questionnaire Results

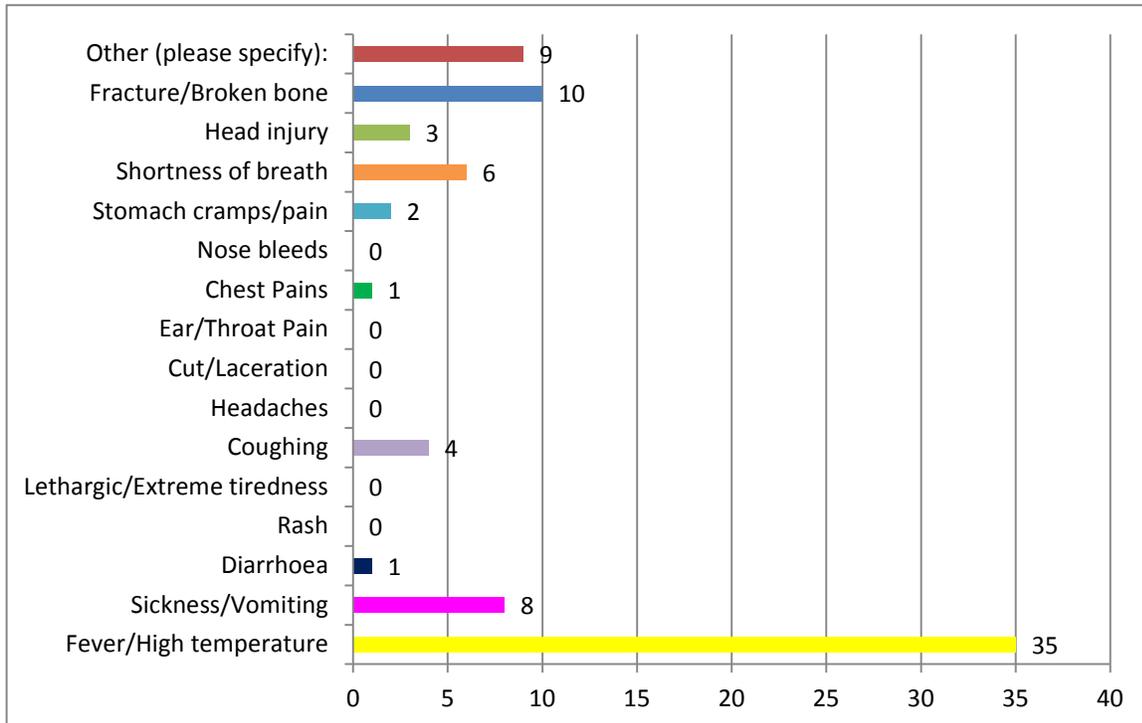
The following questions were asked to mums, dads and carers by the Family Engagement Workers in various community settings (mentioned on page 4):

***\*Please refer to questionnaire for full details of questions asked (appendix 2).***

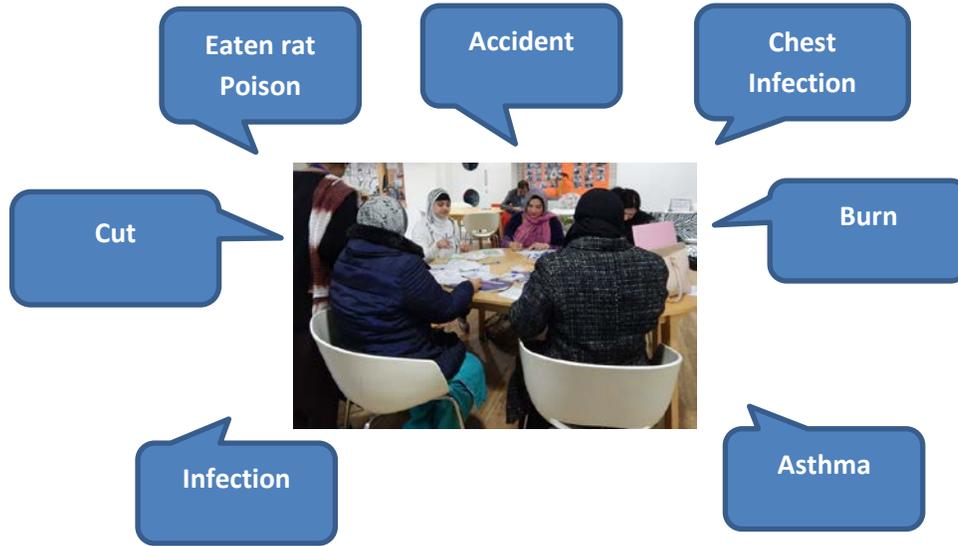
1. Have you taken your child to A&E in the last six months?  
(93 answered, 0 skipped)



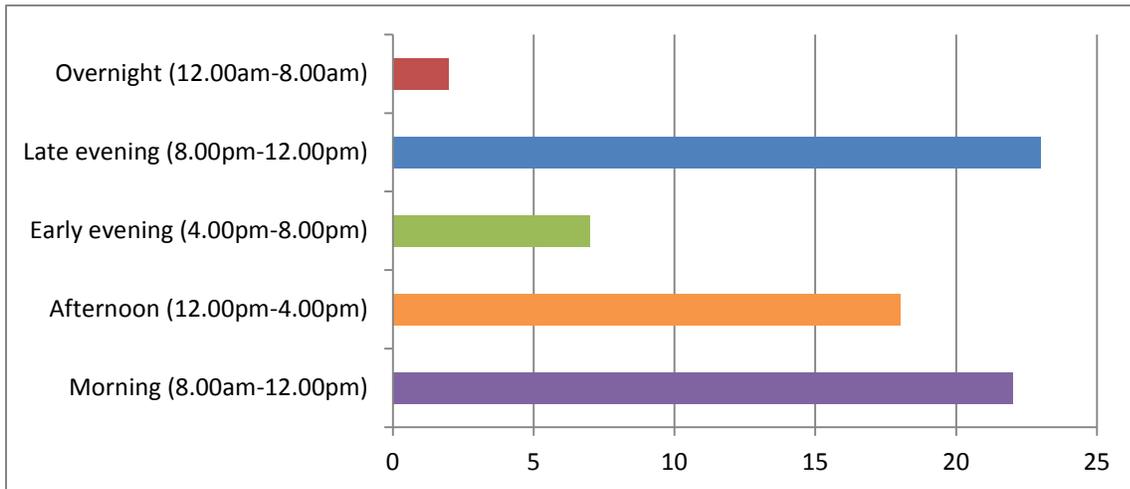
2. If yes, what were your child's symptoms?  
(72 answered, 21 skipped)



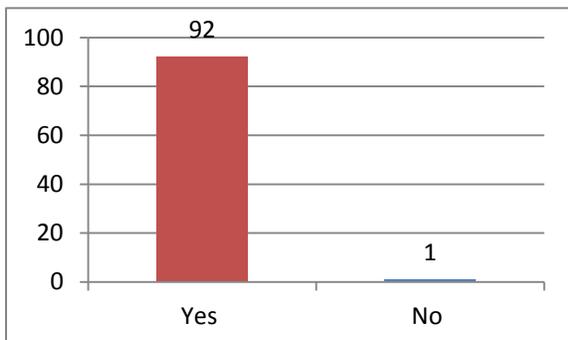
What else they said (specified under other):



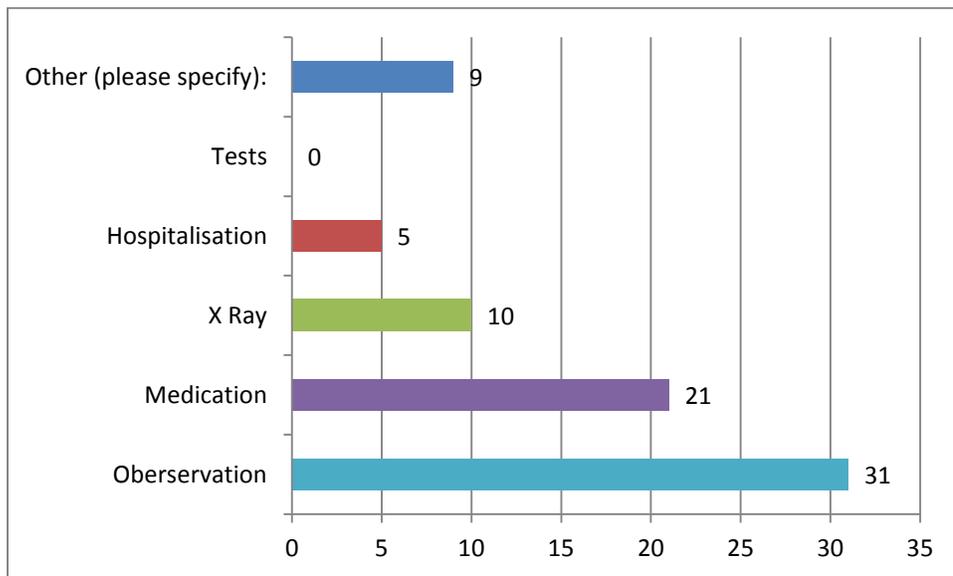
3. What time did you attend A&E with your child?  
(72 answered, 21 skipped)



4. Was your reason for attending A&E an emergency?  
(71 answered, 22 skipped)



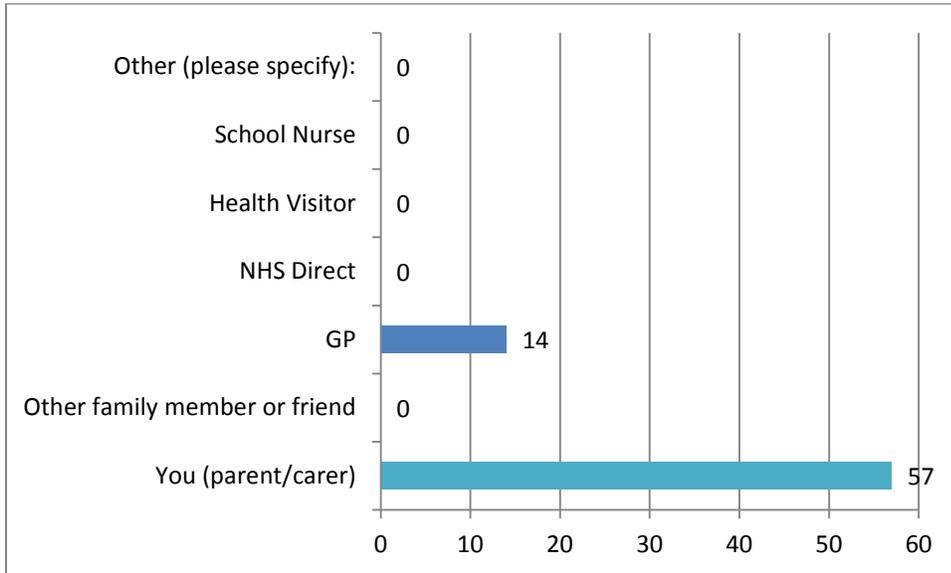
5. Please tell us what type of treatment your child received at A&E?  
(71 answered, 22 skipped)



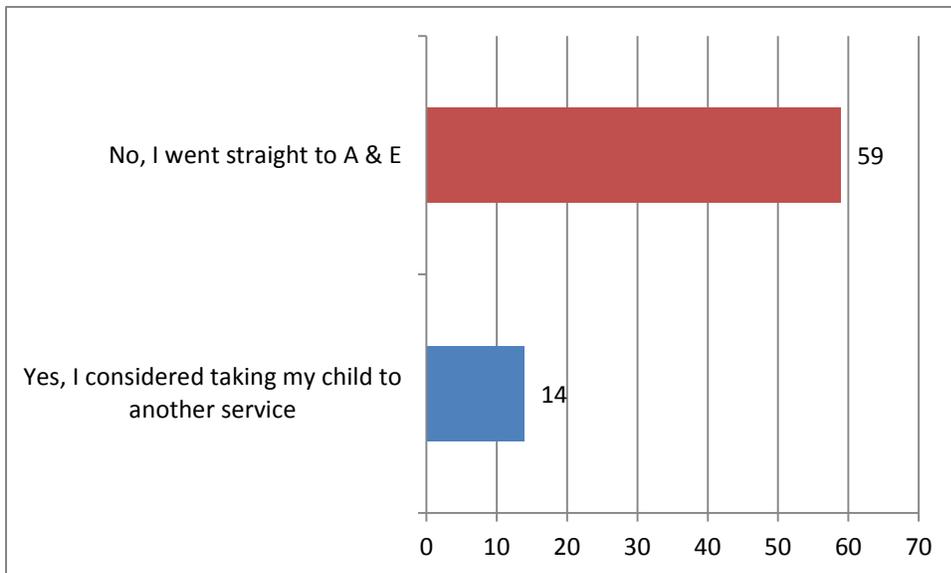
What else they said (specified in other):



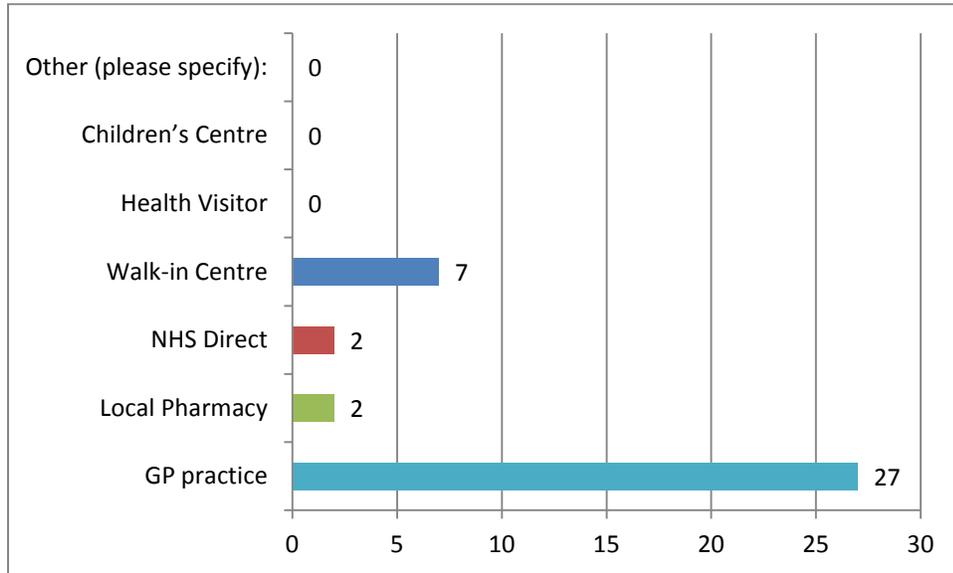
**6. Who decided to take your child to A&E?**  
(71 answered, 22 skipped)



**7. Before you attended A&E, did you first of all consider taking your child to another service such as a GP or local Walk-in Centre?**  
(73 answered, 20 skipped)



8. If you answered yes, which other service did you use/consider?  
(33 answered, 60 skipped)

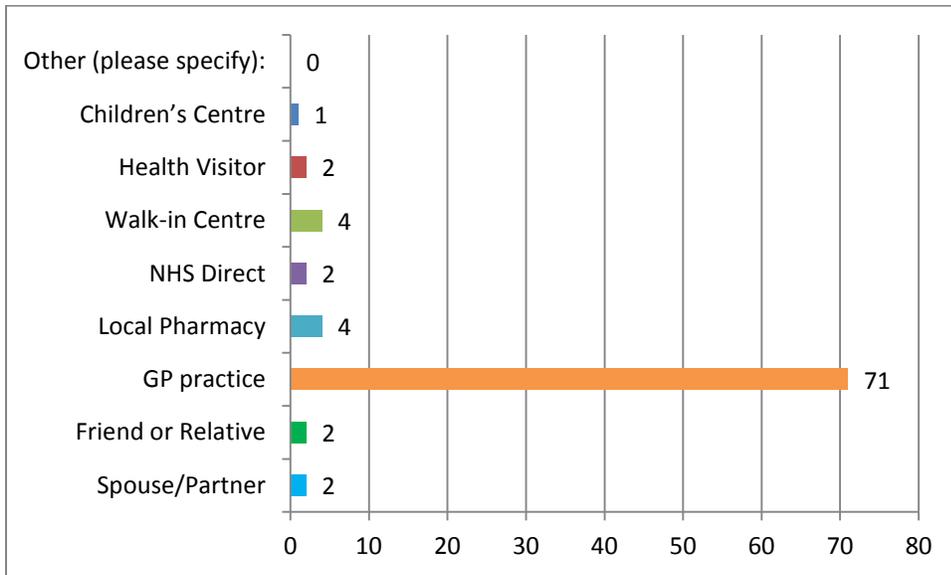


9. If you did consider another service, can you tell us why you chose A&E in the end?  
(65 answered, 28 skipped)

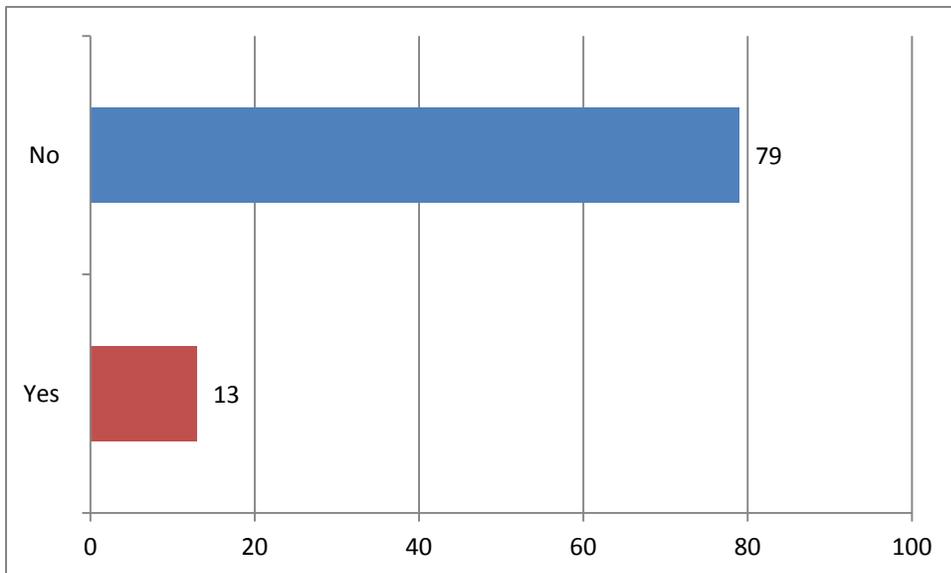


- Unable to get a same day appointment at GP practice
- Advised by NHS 111 to bring child to the A & E department
- Advised by health professional to bring child to the A & E department (e.g. Health Visitor or School Nurse)
- Child currently receiving ongoing treatment at the hospital
- Not aware of minor ailment scheme at local pharmacy
- Not aware of opening times or location of local Walk-in Centre
- A&E department is closer to home

**10.** When your child is feeling unwell and you do not consider their condition to be an emergency, who would you generally seek advice from?  
(73 answered, 20 skipped)



**11.** Do you know about your minor ailment scheme at your local pharmacy?  
(92 answered, 1 skipped)

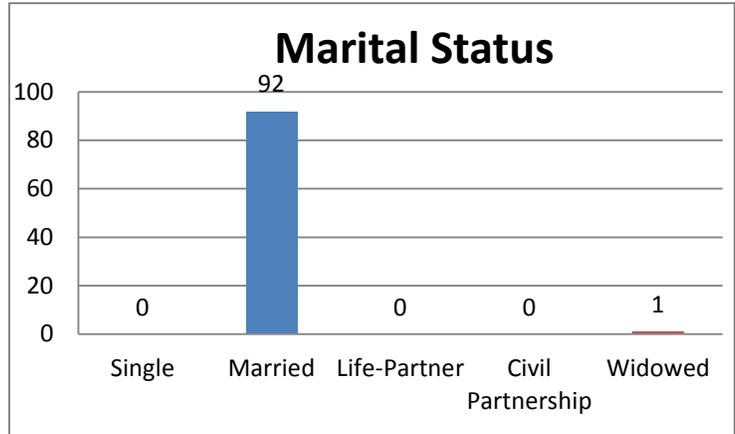
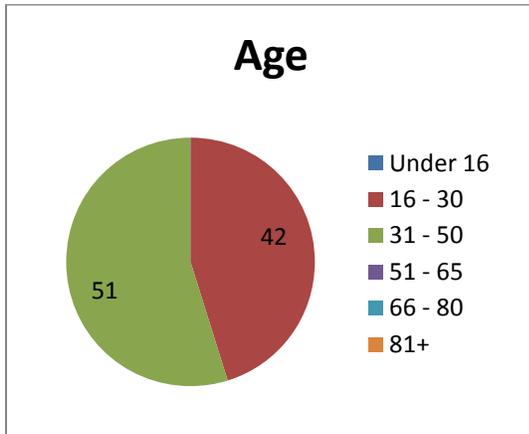


### 3.1 Monitoring Information

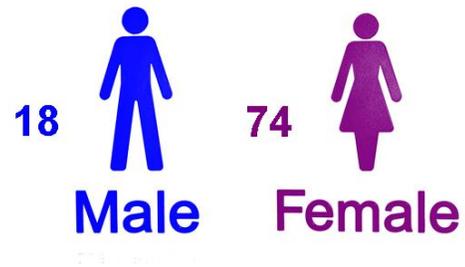
A total of 93 individuals completed the questionnaire.

#### Age, Gender and Ethnic Groups

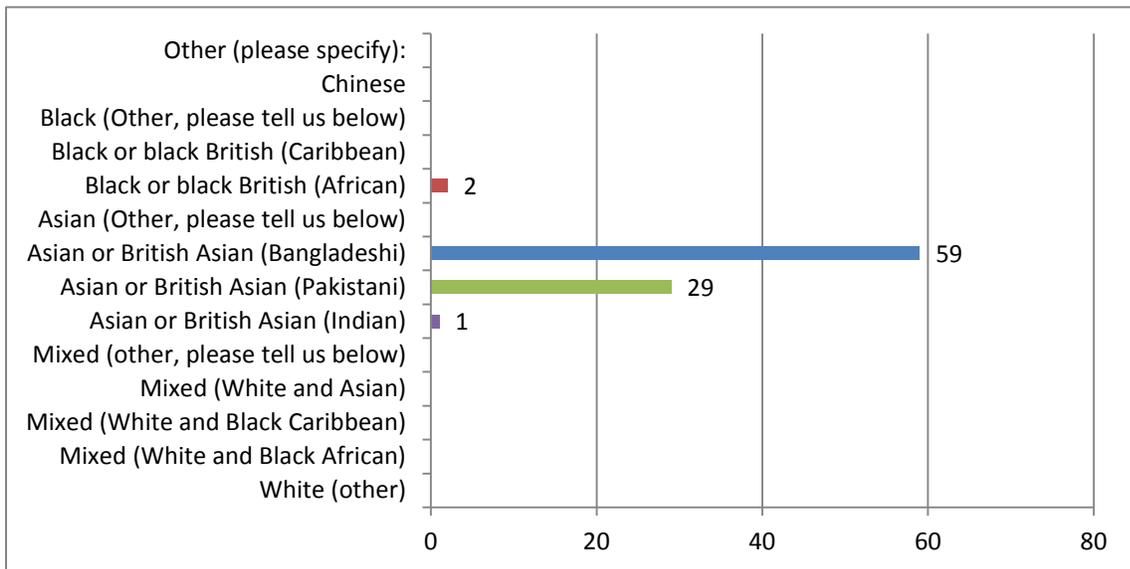
The below pie charts illustrates the number of individuals who had completed the questionnaire by their age and marital status.



To the side is a breakdown of the individuals who completed the questionnaire by their age. 93 answered individuals answered this question, whilst one skipped.



The chart below shows a breakdown of the individuals by their own specified ethnic origin group.



All 93 individuals who completed a questionnaire stated their religion as Muslim.

### **Geographic's**

90 out of 93 individuals who completed the questionnaire stated the first three digits of their postcode as either:

- M12 - Ardwick, Longsight and Chorlton-on-Medlock
- M13 - Ardwick, Longsight and Chorlton- on-Medlock
- M14 - Fallowfield, Moss Side, Ladybarn and Rusholme
- M18 - Abbey Hey and Gorton
- M19 – Levenshulme and Burnage

Additionally when asked if they were registered with a local GP practice, 92 individuals responded to say yes to this question.

## **4. Recommendations**

Before the research project had taken place, Central Manchester CCG had identified that the number of Accident and Emergency (A&E) attendances for young children under the age of five years in the central Manchester area was particularly high. The CCG wanted to understand the motivations behind families with young children accessing A&E rather than seeking an alternative pathway of care, such as visiting a GP, pharmacist or walk-in centre.

The results of the research will now be used to inform commissioners at Central Manchester CCG based upon the recommendations made by Big Life Families (BLF).

In reviewing the questionnaires results, BLF have suggested that if the questionnaire was to be repeated, that the age of the child should be included as a question. They felt this would help to gain a deeper understanding if more children of a particular age group are being taken in comparison to others. For example, if most of the children were under the age of 12 months, this could possibly be an indication of 'new parent' anxieties. In addition Big Life Families said to improve the end results, the number of visits the family had made to A&E with their child/ren over the last 12 months would be helpful to add.

### **Improving Access to GP Appointments**

The results have shown that the majority of respondents stated that if their child was feeling unwell and they needed advice, they first would initially approach their GP. This was a positive indication, however many individuals stated that they were unable to access a same day appointment with their GP. Therefore they stated they had taken their children to A&E instead and they considered it to be an emergency.

The results shown that the individuals asked also had little or no knowledge of local walk-in centres or other minor ailments schemes, such as seeking advice from their

local pharmacy. Therefore, Big Life Families (BLF) suggests that more work needs to be done in terms of increasing access to GP appointments.

### **Increasing Knowledge and Awareness of other Health Services**

BLF also recommended that in order to raise awareness of the different types of health care options available to local people of central Manchester that more needs to be done in terms of patient education. BLF felt that by offering some form of community training could help to address this. BLF suggested that the training should focus 'how, when and what type' of health care you should seek advice from in certain situations.

In addition, BLF felt the training would help families to understand the role of Accident and Emergency (A&E), what constitutes an emergency and what to consider before taking their child to A&E. Such as using the NHS 111 service, contacting your GPs or visiting a walk-in centre. BLF also recommended the training to be supported in the most popular spoken languages in the central Manchester area which are Urdu, Punjabi and Bengali.

Secondly, BLF also thought that first aid training would help to provide the mums, dads and carers with the confidence to be able to help their child in an emergency should they need to.

Finally, BLF recommended that more should be done in terms of promoting online tools that are available i.e. NHS Choices and Choose Well Manchester to communities where little or no English is spoken. The Communications and Engagement team have since provided Big Life Families promotional materials about Choose Well so that they can share with the families they are working/come into contact with.

## **5. Conclusion**

Although the number of individuals who responded to the questionnaire was lower than anticipated, the data and evidence was indicative that families in the central Manchester area have a low level of awareness of the minor ailments scheme available to them, along with other healthcare facilities in the local area, resulting in a high A&E attendance. By increasing awareness of local and national schemes along with local Pharmacy and Walk in Centre services available to the community, a reduction in the appropriate use of emergency services will be seen. Consideration should also be taken towards signposting families to English for speakers of Other Languages (ESOL) classes. These classes would benefit the local community who first language is not English.

The CCG will continue to strengthen its links with the Big Life Families Children's Centres in the central Manchester area so that advice and support can be offered to families. In addition the CCG would recommend BLF linked in with the CCGs and North West Ambulance Service (NWAS) Patient Experience games. These games provide useful information about the appropriate use of emergency services including A&E.

NWAS would also be able to provide information about the Community First Responder scheme and possibly provide Basic Life support training.

Finally, the CCG shall re-consider what marketing and promotion is currently being used to help ensure that individuals/families are aware of what health care advice and support is available to them. The CCG are currently developing their very own patient experience game which they will be able to share with BLF once available.

## 6. Acknowledgements

Special thanks are provided to the following personal for their contribution towards the research project:

- The mums, dads and carers who completed the questionnaire
- The Big Life Families – Family Engagement Workers for facilitating the research
- Colette Johnson - Centre Coordinator, Big Life Families (Longsight and Ardwick Childrens Centre)
- Saki Chowdhury - Family Engagement Worker, Big Life Families, (Longsight and Ardwick Childrens Centre)

## 7. References

[Paediatric Accident and Emergency Wythenshawe Hospital Parent/Carer Questionnaire](#), South Manchester Clinical Commissioning Group

## Appendix 1

### Central Manchester Foundation Trust Data

CMFT/Central Manchester CCG: A&E Attends 2014-15 (to Feb-15) - By Ethnicity							
Aged Under 5 Years Old							
Row Labels	Ethnicity2	0	1	2	3	4	5
<b>Asian or Asian British</b>	Indian (H)	50	52	33	33	33	39
	Pakistani (J)	740	526	420	326	317	249
	Bangladeshi (K)	123	79	71	71	63	44
	Other Asian (L)	171	144	136	119	81	88
<b>Black or Black British</b>	Caribbean (M)	64	69	65	53	35	34
	African (N)	350	290	226	211	114	118
	Other Black (P)	20	32	29	37	35	33
<b>Mixed</b>	White and Black Caribbean (D)	63	28	35	29	30	12
	White and Black African (E)	42	20	15	15	12	9
	White and Asian (F)	38	20	21	17	4	15
	Other Mixed (G)	182	93	120	44	28	28
<b>Not Stated</b>	Not Stated	218	130	88	76	83	68
	Not Stated (Z)	4	2	6	4	4	2
<b>Other</b>	Chinese (R)	64	40	31	26	15	24
	Other (S)	144	124	80	91	78	74
<b>White</b>	British (A)	519	419	295	245	168	174
	Irish (B)	1	5	8		2	1
	Other White (C)	110	98	62	47	64	35
<b>Grand Total</b>		<b>2,903</b>	<b>2,171</b>	<b>1,741</b>	<b>1,444</b>	<b>1,166</b>	<b>1,047</b>

## Appendix 2

# Big Life Families Community Research

Central Manchester Clinical Commissioning Group (CCG) plan and buy health services for families and communities. The CCG is committed to providing patients with best possible healthcare services and you can help make this happen.

Big Life Families and CCG want to ensure you are accessing good services at the right time and in the right place for you and your family.

Please openly share your views to improve service for an even better future.

### Part One

**1. Have you taken your child to A & E in the last 6 to 12 months? (please tick ✓)**

Yes                  No

**2. If yes, what were your child's symptoms? (please tick ✓)**

- |   |  |
|---|--|
| <input type="radio"/> Fever/High temperature      | <input type="radio"/> Sickness/Vomiting    |
| <input type="radio"/> Diarrhoea                   | <input type="radio"/> Rash                 |
| <input type="radio"/> Lethargic/Extreme tiredness | <input type="radio"/> Coughing             |
| <input type="radio"/> Headaches                   | <input type="radio"/> Cut/Laceration       |
| <input type="radio"/> Ear/Throat Pain             | <input type="radio"/> Chest Pains          |
| <input type="radio"/> Nose Bleeds                 | <input type="radio"/> Stomach Cramps/Pains |
| <input type="radio"/> Shortness of Breath         | <input type="radio"/> Head Injury          |
| <input type="radio"/> Fracture/Broken Bone        |  |

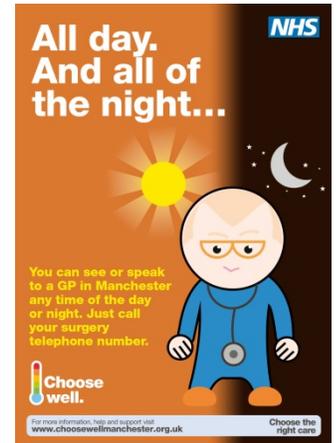
Other: \_\_\_\_\_

**3. What time did you attend A & E with your child? (please tick ✓)**

- |                                     |                  |
|-------------------------------------|------------------|
| <input type="radio"/> Morning       | (8.00am-12.00pm) |
| <input type="radio"/> Afternoon     | (12.00pm-4.00pm) |
| <input type="radio"/> Early evening | (4.00pm-8.00pm)  |
| <input type="radio"/> Late evening  | (8.00pm-12.00pm) |
| <input type="radio"/> Overnight     | (12.00am-8.00am) |

**4. Was your reason for attending A&E an emergency? (please tick ✓)**

Yes                  No



**5. Please tell us what type of treatment your child received at A & E?**

**6. Who decided to take your child to A & E was it:  
(please tick✓)**

- You (parent/carer)
- Other family member or friend
- GP
- NHS Direct
- Health Visitor
- School Nurse

Other (please specify) \_\_\_\_\_

**7. Before you attended A & E, did you first of all consider taking your child to another service such as a GP or local Walk-in centre? (please tick ✓)**

- Yes, I considered taking my child to another service
- No, I went straight to A & E

**8. If you answered yes, which other service did you use/consider? (please tick ✓)**

- GP practice
- Local Pharmacy
- NHS Direct
- Walk-in Centre
- Health Visitor
- Children's Centre

Other (Please specify) \_\_\_\_\_

**9. If you did consider another service, can you tell us why you chose A & E in the end?  
(please tick✓)**

- Unable to get a same day appointment at GP practice
- Advised by NHS 111 to bring child to the A & E department
- Advised by health professional to bring child to the A & E department (e.g Health Visitor or School Nurse)
- Child currently receiving ongoing treatment at the hospital
- Not aware of minor ailment scheme at local pharmacy
- Not aware of opening times of local pharmacy

- Not aware of opening times or location of local Walk-in Centre
- A&E department is closer to home

Other (please specify) \_\_\_\_\_

**10. When your child is feeling unwell and you do not consider their condition to be an emergency, who would you generally seek advice from? (please tick ✓)**

- Spouse/Partner
- Friend or Relative
- GP practice
- Local Pharmacy
- NHS Direct
- Walk-in Centre
- Health Visitor
- Children's Centre

Other (Please specify) \_\_\_\_\_

**11. Do you know about the minor ailment scheme at your local pharmacy? (please tick ✓)**

Yes                  No



(Please continue overleaf)

## Part Two

### Demographic Questions: About You

1. What are the first 2/3 digits of your postcode?
2. Are you: (please tick ✓ )  
Male            Female  
I would describe my gender as \_\_\_\_\_
3. Is your gender identity the same as the gender you were assigned at birth?  
(please tick ✓ )  
Yes            No
4. How old are you? (please tick ✓ )  
Under 16    16 – 30    30 – 50    51 – 65    66 – 80    81+
5. Do you consider yourself to have a disability or long lasting illness? (please tick ✓ )  
Yes            No
6. What is your marital status? (please tick ✓ )  
Single            Married            Life-Partner            Civil Partnership            Widowed
7. Which of these ethnic groups would you say you belong to? (please tick ✓ )
- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| White (other)                       | Mixed (White and Black African)      |
| Mixed (White and Black Caribbean)   | Mixed (White and Asian)              |
| Mixed (other, please tell us below) | Asian or British Asian (Indian)      |
| Asian or British Asian (Pakistani)  | Asian or British Asian (Bangladeshi) |
| Asian (Other, please tell us below) | Black or black British (African)     |
| Black or black British (Caribbean)  | Black (Other, please tell us below)  |
| Chinese                             | Other: _____                         |
8. How would you describe your religious beliefs? (please tick ✓ )
- |   |              |
|---|--------------|
| Christian (including all Christian denominations) | Buddhist     |
| Hindu   | No religion  |
| Jewish  | Muslim       |
| Sikh  | Other: _____ |
9. How would you describe your sexual orientation? (please tick ✓ )
- |                         |                  |
|-------------------------|------------------|
| Straight (heterosexual) | Gay (homosexual) |
| Lesbian (homosexual)    | Bisexual         |
10. Are you a carer? (please tick ✓ )  
Yes            No
11. Are you registered with a GP practice? (please tick ✓ )  
Yes            No

Thank you for completing our questionnaire.