

## Age UK survey – summary of responses 16/10/13

### Introduction

- The survey of members was carried out as part of the CSPs Age UK project, which aims to develop the organisations relationship with Age UK, by supporting local contact with local Age UK branches by members.
- The purpose of the survey was to establish a base line from which to evaluate the success of the project, and to identify members who are interested in engaging with their local Age UK group.

### Data collection

- The survey was sent out on 21 August and ended on 14 October.
- It was well publicised through the English Regional Networks, Country Boards (through meetings where it was a key CSP message, and through web pages) and through AGILE's micro site.
- There was a big spike in responses in w/c 30 September (177 responses), which corresponds to Janet Thomas, Chair of AGILE and the CSP tweeting a link to a Frontline article on Older Peoples day which included the link to the survey, on October 3.

### Survey sample

- The response rate was 344 in total. Of these 91 were not fully completed but provided usable data.
- 73 per cent of respondents work in England, 13 per cent in Northern Ireland, 12 per cent in Wales, and 2 per cent in Scotland.
- 339 respondents gave their job titles. A large majority said they are chartered physiotherapists, with a small number who said they are physiotherapy support workers and technicians (10) and students (2).
- Of the physiotherapists who responded, around a third (109) stated that they were senior physiotherapists (bands 7 and 8), and/or a team leader/manager.
- The majority of respondents stated that they were physiotherapists, and did not suggest any specialism.
- Some respondents stated they were specialists in older people's health and falls prevention (14).
- Of those respondents who indicated a specialism there were many more respondents who specialised in areas other than older people: MSK, women's health, rehab, cardiac rehab, orthopaedic, amputee rehab, burns, neuro, trauma,

occupational health, critical care, thoracic rehab, mental health, learning disabilities, spinal injuries.

- The large majority of respondents are employed by NHS Trusts.
- It is not possible from the survey results to know whether respondents work in hospitals or in the community, as many who work in the community will be employed by an NHS Trust.

### Existing connections members have with their local Age UK

On the 344 responses 43 have already had contact with their local Age UK branch. This is 13.31% of respondents (this increases to 16% of those who fully completed the survey).

The majority of these respondents had contact with Age UK through Falls Awareness Week.

In the main their activity for this was putting up publicity or having a stall using materials from Age UK.

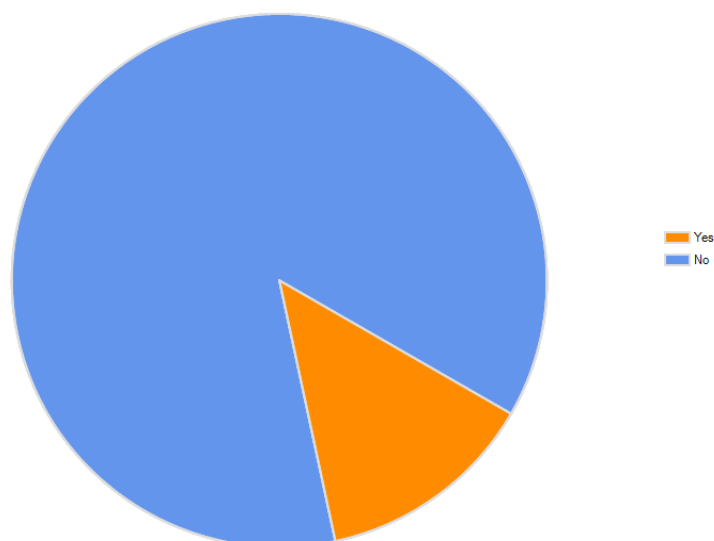
A number of respondents described other activity for Falls Awareness week, such as exercise/tai chi classes, falls awareness talks, stick exchange, falls awareness bingo.

A few comments on the survey suggested that this activity was in response to their local Age UK asking them (or their employer) to do this, and getting materials to them to disseminate.

Some (13) of the existing contacts with local Age UK related to individual patient care - referrals to Age UK services, publicising Age UK services, contributing to Age UK services - running exercise classes, falls screening. Most of these also had other contact that was not related to individual patient care (e.g. activity on Falls Awareness Week).

A number of respondents said that either they have gone to give presentations to Age UK groups, or they had invited Age UK to give talks to staff and patients in their workplace, about their services in the community. Similarly a number of respondents referred to training, which was both CSP members giving training the Age UK, and Age UK being invited to give training where CSP members work.

Have you done any work with Age UK in your area? e.g. doing something jointly for Falls Awareness Week if no go to Q 8.



### The level of interest among members in engaging with their local Age UK

The survey asked whether members would be prepared to do one or both of two activities:

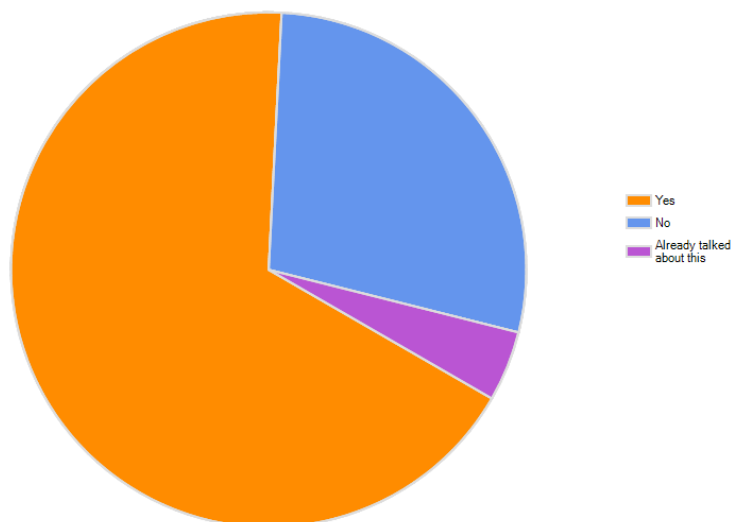
- Find out about their local Age UK and make contact with them.

- Go and do a talk for their local Age UK group to tell them about the value of physiotherapy to older people.

252 members answered the question on making contact with local Age UK, and of these 67.5 per cent would be prepared to get in touch, 170 members in total. 20.5 per cent said that they wouldn't do this. 12 per cent said that they already had.

249 respondents answered the question on going to give a talk to local Age UK, this question. Of these 67.5 per cent said they would be prepared to do this, 28 per cent said they wouldn't be, and 4.4 per cent already had.

Would you be prepared to talk to your local Age UK about what physiotherapy can do to support older people to be well and independent? (there are 2 sample presentations at iCSP Age UK Project for you to adapt as needed)



90 per cent of respondents opted to give an email address to be kept informed about the Age UK project. Of these 13 per cent are from Northern Ireland, 10 per cent are from Wales, and 2 per cent are from Scotland

Most respondents who said yes to one activity said yes to the other, although a few who either only wanted to get in touch with their local Age UK or only wanted to go and give a talk.

Several of the respondents said that they wouldn't be interested in making contact or giving a talk said that they had a colleague who was a link person to Age UK.

Even allowing for the self selecting nature of the survey, the findings of this survey suggest a sizable proportion of members would be interested in developing their links with local Age UK.

**Older Peoples Day and Falls Awareness Week**

- The survey asked members if they were planning any activity for Older Peoples Day. Only 2 respondents were involved in this – less than 1 per cent of those who answered this question. .
- While we didn't ask questions specifically that can tell us why this is, there were a few comments in the 'additional comments' box that commented that it was too short notice, and a few comments said they'd be interested in supporting Older Peoples day next year.

- The survey results suggest a low awareness of Older People's day, and that possibly the survey was the first time that they had heard of it, or the first time it had been suggested they get involved.
- This contrasts with Falls Awareness Week where there was a high awareness among respondents, even among physiotherapists not involved in falls prevention worker or older people's specialists.
- Although we didn't ask this question, a few respondents in the 'further comments' box said that they would be interested in supporting Older Peoples Day next year.

### **What the survey tells us for future activity**

- The survey suggests that there is an appetite among a majority of members to proactively engage with local Age UK, including offering to talk to local groups.
- It gives us a list of 170 members and their contact details who have said they would do this, and a further 139 members who gave their email addresses to be kept informed about the Age UK project.
- It suggests that the potential for engagement between CSP members and Age UK could include Age UK giving talks and training in the workplaces where CSP members are, as well as the other way around.
- The pattern of responses suggests that using existing CSP professional networks, particularly through tweeting, is a good means by which to communicate with members about the project, in addition to the e-bulletin, regional networks and country boards communications.
- We have evidence of interest in increasing local engagement with local Age UK from members who are not involved in specifically older people's services, or falls services. This suggests that we continue to promote the work across the membership, in addition to targeting AGILE members.
- The number of respondents who said they were managers suggests that we should disseminate the work through the manager's professional network.
- The results show that some CSP members engage with local Age UK services (e.g. to refer patients in the community), and that a further benefit of the project could be to raise awareness of Age UK as a provider of services for patients/service users.
- The survey gives us a clear baseline of existing levels of contact to compare when we resurvey members at the end of the project. This will support evaluation.

## Appendix: Age UK survey: Member's comments

The survey provided a space to put further comments. 43 comments were received.

1. *The community therapy staff often cover Older People's Day*
2. *The above is covered by one of our other physiotherapists*
3. *I have a colleague who is our link and liaises with me.*
4. *We have also done a lot of work around falls prevention with age concern*
5. *Don't really work with a lot of frail patients but can see the sense in expanding my approach to older peoples care.*
6. *Pressure on discharges quality health promotion restricted*
7. *You do a great work!*
8. *I would be prepared to contact them if needed for a patient specifically*
9. *Colleague with remit for elderly care takes lead on this, and disseminates, as so many time demands*
10. *Am interviewing all day on October 1st otherwise would have been happy to participate.*
11. *I think my input should be on helping support older people with L.D. to be well and maintain independence*
12. *I am not particularly involved in working with older people but at the University there is an older people's day 'day' for which there is a stand and I asked the CSP to send 'Physio works' leaflets.*
13. *Already work with Parkinson's Disease local group and provide private domiciliary service to older people.*
14. *I have completed this in my private practice capacity but I also work for NHS in Southampton. Have not had contact with Age UK through either job. Its a shame this is such short notice - too late to act for 1st October which is tomorrow.*
15. *I also Chair the AGILE (NI) which is the specific interest group for Physiotherapists working with Older People so I am very keen to forge some links with Age NI*
16. *I've been on bed rest for the last 3 weeks following surgery but am back to work today -thus not up to speed!!*
17. *This age group involves a small component of my day to day work. I can contact members of agile where required. I would assume that they would be more appropriate to liaise with Age UK*
18. *i work in incontinence*
19. *I would like to specialise in elderly physiotherapy for my personal development as well as providing better service to my patients.*
20. *Great to see more joint working with Age Uk and access to branded products and info. However, easier to access national age Uk and website than local branch.*
21. *The service I team lead supports people returning home from hospital following a stroke. We often refer to Age UK but do not currently have strong links so would be happy to build these.*
22. *Currently not working in clinical situation, but happy to use my many years of knowledge if approached majority of MSK referrals fall into 35 - 55 age bracket although of course we do see the older population as well.*
23. *They are on my website*
24. *My current commitments do not permit me to talk specifically to Age UK. I am confident that my local health care community has good links that are constantly being exploited and I will continue to link in with these myself as/ when I can.*

25. *I have good contacts with Agewell Sandwell, who may incorporate Age UK, I'm not sure. I've frequently got involved in activities connected with Falls Awareness Week.*
26. *Not aware that it is Older People's Day on 1st October. We always have an event for Falls awareness day*
27. *I do not have much spare time and have no flexibility at work.*
28. *We have run Falls Awareness day's with resources from AGEUK, but not direct work with the Local branch*
29. *Not at the moment - I have just returned from maternity, but have linked with this organisation in the past and am keen to do so in the future*
30. *I might possibly be able to do a talk for age uk but depends on time and place*
31. *We cannot do 1st Oct but are planning an event for 7th November*
32. *Sorry but work pressure does not give me much time to focus on other issues which indeed are very important.*
33. *We have tried repeatedly to make contact with the Bristol Age UK branch but have had no reply which is a shame*
34. *I recently moved to the area and set up own practice a few months ago. Keen to link with local groups & societies to promote Physiotherapy and aid the aging population.*
35. *I normally work in elderly rehab and am keen to 'spread the word'*
36. *I am away for Older People's day, but AGILE's conference a few days later will support it*
37. *I have worked with local Parkinsons UK and MS branches. I have a special interest in adapted Tai chi for balance and maintaining mobility*
38. *Great project- age uk are a fantastic organisation and closer links would benefit them, us and most importantly older people*
39. *Not able to do much this year but would like to get more involved next year - need more notice/earlier reminder of date*
40. *Will plan to make contact with Age UK and other local providers that I currently liase with eg. leisure centre, POPPs, walking groups, exercise classes to organise an event / activity.*
41. *Would appreciate some advice and suggestions for projects and different ways of working for the benefit of patients*
42. *No activities planned for Oct 1st - but will consider it with the Physio team.*
43. *Qs 8 and 9 - maybe*