



Jan 2020

Results – “What do you want from a Sexual Health Service Website?”

Background for aim of UNITY website – which has been achieved and in place for 2.5 years

“Be Informed, Be Safe, Be In Control” - A new interactive website for Unity Sexual Health

The aims of the new website were to promote self-management, provide information and direct patients to the most appropriate service for their needs. We intended to do this in a tone that was both informative and comforting.

Aim of survey - As part of an ongoing review of the website we wanted to understand how patients are using/accessing website and reasons for accessing website.

We used Survey Monkey as a host and aimed to send the link by text to all patients attending a service within UNITY.

The survey ran from 4th Nov 2019 to 20th Dec 2019.

We had 329 responses.

Accessing online information about sexual health

1. How would you usually access online information about sexual health or contraception if you needed to?

329 responses (multiple answer options)

Mobile phone	289
Tablet	22
PC	92
Other (please state) 3 x parents 1 x box 1x never need to	5

2. What would be your main way(s) of finding online information about sexual health or contraception if you needed to?

322 responses (multiple answer options)

Using a search engine (please state)	274
Google	123
DuckDuckGo	3
Safari	3

Using App (please state)	11
Grindr	1
Instagram	1
facebook	1

Click on ad via Social Media (please state which Social Media)	11
Grindr	1
Facebook	1
google	1
Instagram	2
Youtube	2

Click on ad on another website (please state which one)	9
NHS	1

Go direct to a website (please state which one)	54
NHS	19
Unity	7
THT	2

The Unity Sexual Health website

This was developed in June 2017 to provide information and advice on many issues connected to sexual health for those who live in the Bristol, North Somerset and South Gloucestershire areas.

3. Were you aware that there is a unity sexual health website which provides details of our services and general information about sexual health? 327 responses

Yes	218	67%
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No	109	33%
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4. Have you visited the Unity Sexual Health website (www.unitysexualhealth.co.uk)? 327 responses

Yes => next question	218	67%
No => Q9	100	30%
Can't remember => Q9	9	3%

5. Thinking about your most recent visit to the UNITY website, what did you need to find?

218 responses (multiple answer option)

154	Clinic opening times	
90	Clinic contact number(s)	
63	Ordering a self-testing kit	
55	To find a service	
48	General information about sexual health services	
47	Information about Sexually Transmitted Infections	
20	Information about contraception	
15	Information about HIV	
4	Information about pregnancy	
7	Other, please state	Turnaround times on STD checks Whether I could book an appointment
		To look
		Walk in appointment
		How to book an appointment
		Book an appointment
		Location of clinic
		Information about LGBTQ+

6. For you most recent visit to the website, were you able to find everything you needed? 217 Responses

Yes, definitely	164	76%
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Yes, to a point	39	18%
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No	14	6%
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7. Overall, how would you rate the UNITY website in terms of:

	Very Good		Good		Not Good		Not Sure		Answered
Content	99	45%	110	51%	6	3%	3	1%	218
Ease of use	97	44%	99	46%	19	9%	2	1%	217
Relevance of information	112	51%	95	44%	8	4%	2	1%	217
Overall	102	47%	103	47%	8	4%	4	2%	217

UNITY website content

8. How important do you think it is to have the following information on our UNITY website:

	Very important		Fairly important		Not very important		Don't know		Answered
Sexually Transmitted Infection	287	89%	28	9%	0	0%	7	2%	322
Contraception	266	83%	44	14%	1	0.5%	8	2.5%	319
Pregnancy	244	77%	52	17%	3	1%	16	5%	315
Abortion	243	78%	51	16%	4	1%	15	5%	313
Genital condition	259	82%	45	14%	5	1.5%	8	2.5%	317

9. As some of the pages are specific for some age groups it is useful to know what age group you are 323 responses

Under 20		20 to 25		26 to 40		Over 40	
86	27%	96	30%	107	33%	34	10%