



March 2022

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

Background for vision of UNITY website – which has been in place for 4.5 years

“Be Informed, Be Safe, Be In Control” – An established interactive website for Unity Sexual Health.

The aims of the website are to direct patients to the most appropriate service for their needs, provide information and promote self –management. We aim to do this in a tone that was is informative and welcoming.

Following a previous survey carried out in October 2019 we made changes to the website to make it easier to access the services available and reduced some of the content on information/advice.

Since the previous survey we also introduced an ‘online account’ service and made changes in the way postal kits were ordered - this was in October 2020.

Aim of survey

As part of an ongoing review of the website we wanted to understand how users are using/accessing the website and reasons for accessing website. We were also interested in users opinion on the online account system and new postal kit system. There were new questions to reflect this.

There were also new questions to ask if users felt ‘welcome and included’ when viewing the website and also if they knew that we have a section called ‘How can I stay safe?’

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

The survey ran from 08/06/21 to 31/12/21

We had 130 responses

Initial Action Taken in Response to Survey Results

We have made changes to the process of ordering kits to make it clearer what the kit covers and also what ‘status’ the order is in – as in ‘received’ ‘sent out’.

As most users access the website via their phones we will check any changes to content or navigation on a phone to ensure ‘ease of use’

Accessing online information about sexual health

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

Mobile phone	96	74%
PC	28	22%
Tablet	4	3%
Other (please state)	2	1%
Not answered		

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

Using a search engine (please state)	77
Google	58
DuckDuckGo	2
Not stated	17

Go direct to a website (please state which one)	49
NHS	14
Unity	7
Doctors	2

Click on ad on another website	2
Using App	1
Click on ad via Social Media	0

The Unity Sexual Health website

3. Were you aware that there is a unity sexual health website which provides details of our services and general information about sexual health? **129 responses**

Yes	88	69%	(67% in 2020)
No	41	31%	(33% in 2020)

4. Have you visited the Unity Sexual Health website (www.unitysexualhealth.co.uk)? **130 responses**

Yes => next question	88	68%	(67% in 2020)
No => Q9	32	25%	(30% in 2020)
Can't remember => Q9	10	7%	(3% in 2020)

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

205 responses (multiple answer option)

1	58	Ordering a self-testing kit	3 (2020)
2	34	Clinic contact number(s)	2 (2020)
3	21	To find a service	4 (2020)
4	17	Clinic opening times	1 (2020)
5	16	To check what services are available to COVID restrictions	N/A
6	14	General information about sexual health services	5 (2020)
6	14	Information about Sexually Transmitted Infections	6 (2020)
8	11	Set up online account	N/A
9	4	Information about contraception	7 (2020)
10	7	Information about HIV	8 (2020)
11	3	Information about pregnancy	9 (2020)
11	3	Other, please state	PrEP

6. For your most recent visit to the website, were you able to find everything you needed? 88 Responses

Yes, definitely	62	70%	(76% in 2020)
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Yes, to a point	15	17%	(18% in 2020)
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No	11	12%	(6% in 2020)
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6a. If “yes, to a point” or “no” to question 6 – please state main reason(s) for your answer

“yes, to a point” (4 comments in total)

The website was confusing and incredibly difficult to actually navigate on your phone. Wording was strange and not easy to read. The fact you have to “book and appointment” to receive a testing kit is backwards and one that needs to be adapted to be more simple and straightforward. The booking part of the website was terrible.
I couldn't get through to the clinic number provided, it said it was busy then cut me off, I called Southmead Hospital HIV clinic and they passed a message on to Unity for me.
The website is quite chaotic, information should be conveyed in a more concise way.
The website is not intuitive and it is quite complicated to find information once everything turns out to calling the telephone line which is always busy.

“NO” (4 comments in total)

Please just answer the phone when it rings. I have been on hold for so long
I couldn't find a way to order a self testing kit. Then visited the site again days later, after creating an account, and I thought I order one to be posted to me. One week and a day later, nothing. My GP couldn't give me the whole test (with blood sample).
It was difficult to navigate
I have HIV and have had syphilis before so it says this test may not be for you about the syphilis and it's not clear what I should do because I want the full test with the rectal test but do I just do this test and get told I have HIV and syphilis or would it be known and those tests omitted or can I only go in for a test which is not easy to ring and explain

7. Did you know there is a section on the website called 'How can I stay safe?' 87 Responses

Yes	43	49.5%
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No	44	50.5%
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8. For the 'Online Account' section only - how would you rate the UNITY website in terms of:

	Very Good		Good		Not Good		Not Sure		Answered
Ease of use	24	28%	39	45%	16	18%	8	9%	87
Relevance of information	36	41%	33	38%	8	9%	10	12%	87
Overall	25	29%	42	48%	12	14%	8	9%	87

9. For the 'Postal Kit' section only - how would you rate the UNITY website in terms of:

	Very Good		Good		Not Good		Not Sure		Answered
Ease of use	29	33%	26	30%	21	24%	11	13%	87
Relevance of information	36	41%	31	36%	9	10%	11	13%	87
Overall	30	34%	33	38%	13	15%	11	13%	87

10. Overall, how would you rate the UNITY website in terms of: (87 Responses)

	Very Good			Good			Not Good			Not Sure		
		2021	2020		2021	2020		2021	2020		2021	2020
Content	34	39%	45%	41	47%	51%	6	7%	3%	6	7%	1%
Ease of use	30	34%	44%	37	43%	46%	16	18%	9%	4	5%	1%
Relevance of information	37	43%	51%	38	43%	44%	7	8%	4%	5	6%	1%
Overall	30	35%	47%	42	48%	47%	10	11%	4%	5	6%	2%

11. Any other comments about the UNITY website (8 Comments)

Just answer the phone I don't care about the website
Easy to navigate can always find what I'm looking for
Really difficult to find what am looking for, also seems to be spelling mistakes and generally makes me question the website and if it's real or not
Too much unnecessary information. Varying font sizes and colours, bad use of headings.
Please check phone number as it didn't work for me, apparently on hold for agent, then told no one available and cut me off, I tried several times but it kept happening.
The postal kit Step by step instruction works. It is a bit fiddly I.e. have to look carefully at a previous field for fresh next step information. My eyes have been taught to look below the current step for the following step. Feels more like linear progression. It does work though.
As most of services end up to a call to the phone line, there should be more people picking up the calls or the website could give more options for appointments and services that user could perform without having to call the phone line.
I can never find the right phone number. Also I would prefer a call back form on the website to leaving voicemails for health advisors.

12. Do you feel that you are 'welcome and included' when you look at the website? 87 Responses

Yes, definitely	59	68%
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Yes, to some extent	17	19%
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No	11	13%
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13. How important do you think it is to have the following information on our UNITY website: 129 responses

	Very Important			Fairly Important			Not Very Important			Don't Know		
		2021	2020		2021	2020		2021	2020		2021	2020
Sexually Transmitted Infection	119	92%	89%	8	6%	9%	0	0%	0%	2	2%	2%
Contraception	107	83%	83%	15	12%	14%	3	2%	0.5%	4	3%	2.5%
Pregnancy	96	74%	77%	21	17%	17%	5	4%	1%	7	5%	5%
Abortion	95	74%	78%	22	17%	16%	5	4%	1%	7	5%	5%
HIV	116	90%	N/A	11	9%	N/A	0	0%	N/A	2	1%	N/A
Sexual Dysfunction	81	63%	N/A	38	30%	N/A	2	1%	N/A	8	6%	N/A
Gender	74	57%	N/A	37	29%	N/A	12	9%	N/A	6	5%	N/A

14. If there is any other information that it is important that we put on the UNITY website, please write this in below: (7 Comments)

Please make it easier to phone in. I just need to speak to a doctor why do you make it so difficult?
Not sure
MENOPAUSE and hormonall changes
Consent, sexual abuse, sexual assault, domestic violence
About prostitution. Facts. Self-help. Quality information source so people are informed.
Sexuality orientation Periods
Prep

15. What age group are you in?

109 Responses

Under 20		20 to 25		26 to 40		Over 40	
11	10%	27	25%	41	38%	30	27%

16. What is your ethnic group?

109 Responses

White English/Welsh/Scottish/Northern Irish/British	77
Other White	14
Irish	4
Chinese	2
Indian	2
Other Asian	2
African	1
Arab	1
Caribbean	1
European (patient choice – added as comment)	1
White & Asian	1
White & Black African	1
White & Black Caribbean	1
Other Mixed/Multiple	1

17. What best describes your gender?**97 Responses**

Female	47
Male	47
Prefer to Self – Describe	3
Trans Female	0
Trans Male	0
Prefer not to say	0
N/A	20

18. What word describes your sexuality?**97 Responses**

Heterosexual/Straight	54
Gay Man	26
Bi sexual	12
Prefer to self-describe	3
Gay Woman/Lesbian	1
Prefer not to say	1
N/A	20