



# Young Person Mental Health Instagram Survey

Emergency Services Mental Health Survey  
October 2022

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Report Period: 31<sup>st</sup> January and 10<sup>th</sup> October 2022

Date of Report: November 2022

# Summary

## Introduction

Over the past year, the East of England Ambulance Service (EEAST) has supported the World Health Organisation's (WHO) campaign theme to '*make mental health and well-being for all a global priority*' (WHO, 2022). The COVID-19 pandemic has created a crisis for mental health, with a rise in anxiety and depressive disorders seen during the pandemic, when at the same time, services for mental health had been disrupted (WHO, 2022).

There has been a notable increase in the number of young people accessing NHS mental health services, with access to such services for young people aged between 18 to 25 years approximately a fifth higher during 2021/22 when compared to pre COVID-19 levels (NHS England, 2022). Similarly, the EEAST is continuing to receive an ever-increasing number of calls relating to mental health, with 6,268 mental health categorised 999 calls received in relation to people aged between 14 to 25 years old between November 2021 to October 2022.

Considering the above, it was evident that the Trust needed to proactively seek patient feedback to better understand the increase in emergency mental health related calls and to establish any potential gaps in service provision. The Trust must work closely alongside the Commissioners and system partners to ensure that those in need of mental health support and treatment receive the appropriate support required before the point of crisis.

The Trust has a comprehensive survey programme to seek feedback from patients and their relatives/carers in relation to their experience of the service. However, feedback received from patients in relation to mental health and those within younger age ranges has historically been lacking, despite various methods for survey signposting. It was clear that the Trust needed to look for new methods to engage with younger patients and to speak with Experts by Experience in relation to the best way forward to hear the voice of this patient group.

During 2021/22, the EEAST collaborated with the Youth in Mind Group at the Mancroft Advice Project (MAP) to co-design a short mental health survey. The survey was designed to capture feedback from patients who had contacted the service in relation to a mental health crisis and was aimed at patients within the 15 to 25 years age range. The objective of the survey was to establish patient satisfaction, to monitor the quality of care received and to identify areas for improvement.

Discussions with the Youth in Mind Group led to the survey being designed as a short Instagram Stories survey, with the aim that this would encourage feedback from the focus age group. Instagram Stories had not previously been used by the Trust as a method for obtaining patient feedback, but the success of the survey and the combined 3,703 views has highlighted the need to trial alternative feedback methods in addition to the more traditional survey methods adopted by the Trust.

This report summarises the combined results to the Instagram Stories Mental Health survey, for respondents who completed the survey in January and October 2022.

## Methodology

A short Mental Health Instagram Stories survey was co-designed with the Youth in Mind Group at the Mancroft Advice Project (MAP) (Appendix 2). The Youth in Mind Group provides a forum for young people with an interest in mental health and wellbeing and an active desire to help make improvements for mental health services. The aim was to design a survey which would capture feedback from patients within the 15 to 25 years age range who had contacted the 999-emergency service in relation to a mental health crisis.

The survey initially went 'live' on the Trust's Instagram Stories channel on the 31<sup>st</sup> of January 2022. The survey was repeated on the 10<sup>th</sup> of October 2022, to coincide with World Mental Health (10<sup>th</sup> of October 2022). On both occasions the survey was live for 24 hours for respondents to access and provide their

valuable feedback. After this time, the feedback was collated, analysed, and shared with the Trust's Mental Health Team.

## Sample

The Mental Health Instagram Stories survey was undertaken by way of a self-selected sample, with respondents able to complete the survey during the 24-hour period between the 31<sup>st</sup> of January/1<sup>st</sup> of February 2022 and the 10<sup>th</sup>/11<sup>th</sup> of October 2022. The survey was open for anyone to complete, with responses likely to have covered the whole region of the Trust (Norfolk, Suffolk, Cambridgeshire, Bedfordshire, Hertfordshire, and Essex).

## Conclusion

Overall, 130 (28.1%) of the 462 respondents had contacted the Trust's 999 emergency service in relation to a mental health crisis. Contact had been made either by themselves (19.5%) or another person on their behalf (8.7%). 164 (78.8%) out of 208 respondents advised that they/the patient had been unable to access mental health services prior to their 999-emergency call, with over a quarter (26.0%) of these respondents advising that they were not aware of the mental health services available.

Approximately two thirds of respondents (66.0%) felt that the emergency call handler listened and understood their needs at the time of the call. However, 72 respondents (34.0%) did not feel that they were listened to or that their needs were understood.

Overall, 89 (49.7%) out of 179 respondents had received an ambulance response following their 999-emergency call. Other responses included: 'other' (25.7%), 'an appointment was arranged/referral made' (13.4%) and 'advice on how to care for myself/the patient' (11.2%).

Positively, ambulance service staff and overall satisfaction with the service were rated as between 'good' and 'excellent' on the sliding response scale. The additional comments received were also generally positive and highlighted the professionalism, kindness and care provided by staff.

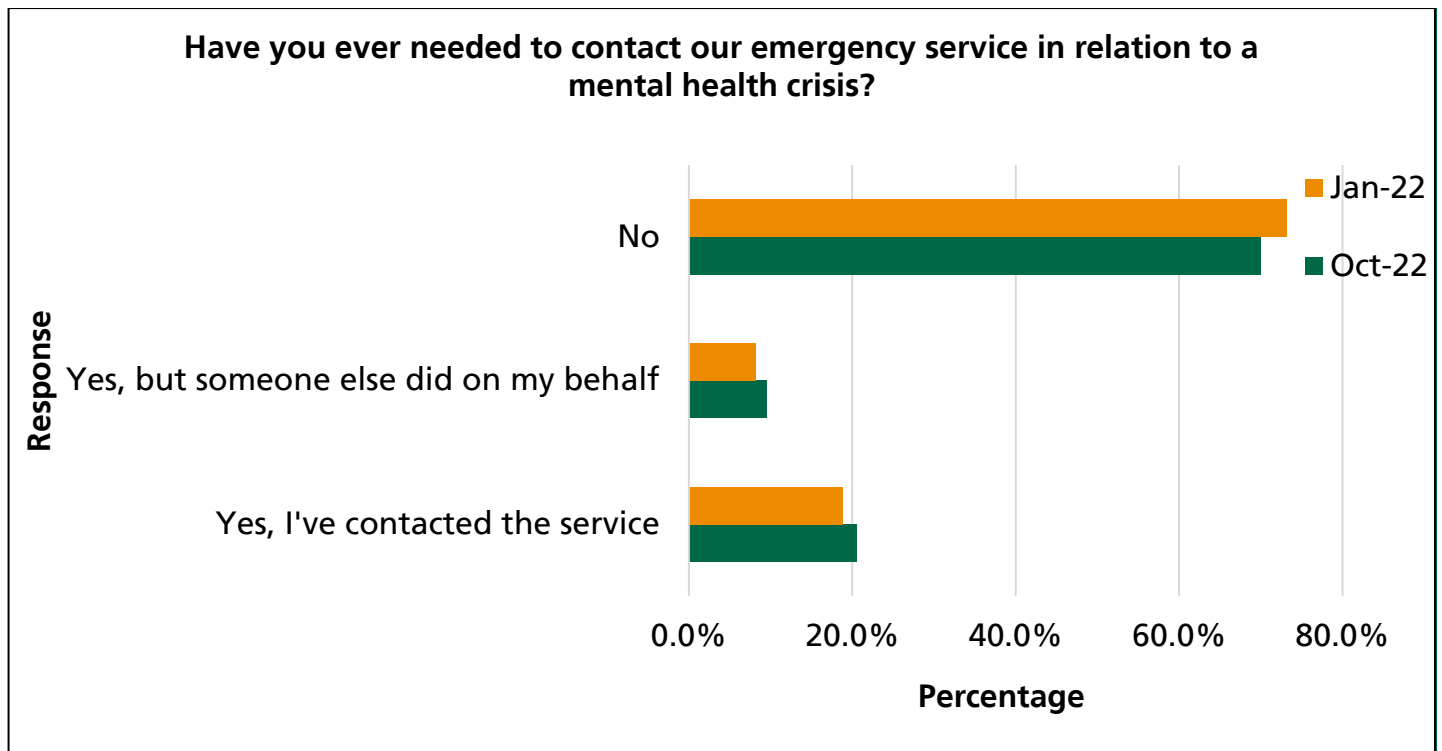
The results to this survey have been discussed with the Trust's Mental Health Team and the Ambulance Operation Centre (AOC) Training Team who will share the findings with the Trust's Commissioners and Integrated Care Boards to discuss the next steps, particularly in relation to mental health services and support available for patients across the Integrated Care System areas. The report will also be shared with the Youth in Mind Group, relevant stakeholders and published on the public website. Following on from this survey, further call handling engagement training sessions will be planned with Experts by Experience and the emergency call handlers across the region. Further work will also be undertaken in relation to the publication of communication material in relation to the 999-emergency call handling process, particularly in relation to the algorithm the call handlers are required to follow.

The Instagram Stories survey is included on the Trust's social media programme and will 'go live' for a third time during Quarter 4 2022/23. The continuation of this survey will ensure continued monitoring of the patient voice to highlight any areas of good practice but also to identify areas for improvement or gaps in service provision.

## Results

The results to the survey questions can be found below. Please note that not all respondents completed every question on the survey, some respondents may also have provided multiple answers. Some caution does therefore need to be taken when interpreting the results.

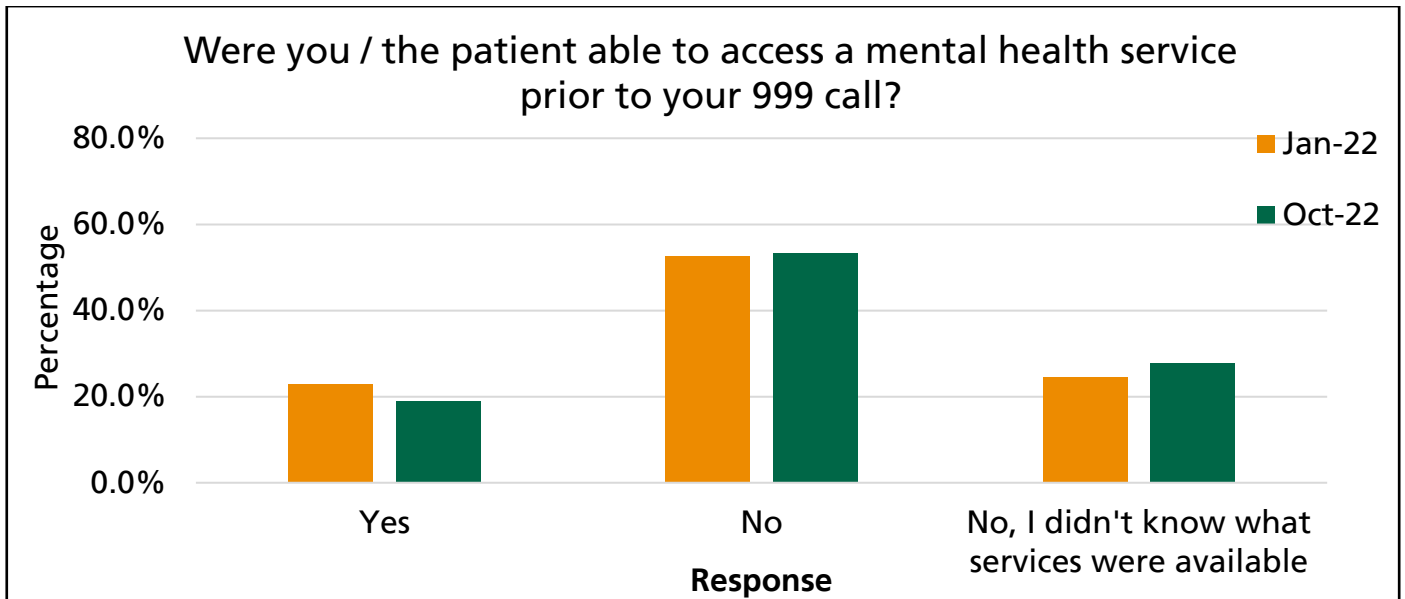
## Have you ever needed to contact our emergency service in relation to a mental health crisis?



Of the combined 462 responses received to the above question, 130 respondents (28.1%) had needed to contact the Trust's 999 emergency service in relation to a mental health crisis, either themselves (19.5%) (January 18.8%, October 20.5%) or the contact had been made by another person on their behalf (8.7%) (January 8.1%, October 9.5%).

332 respondents (71.9%) (January 73.2%, October 70.0%) had not previously needed to dial the 999-emergency service in relation to a mental health crisis.

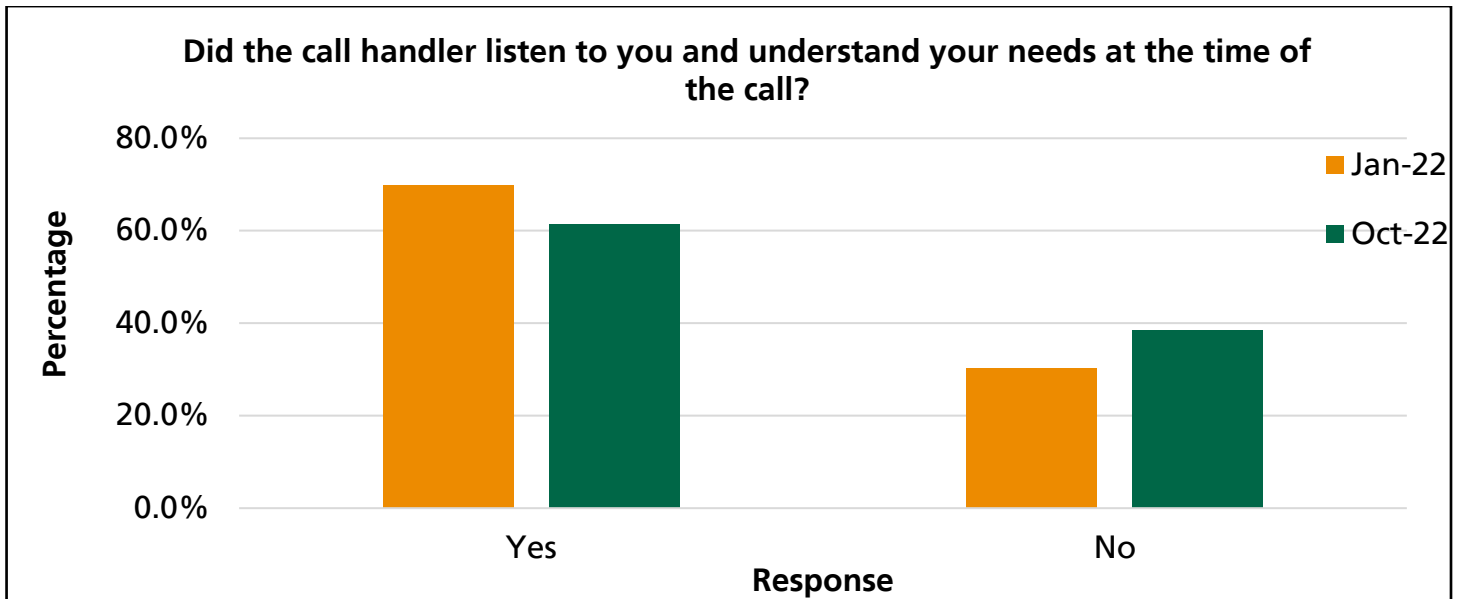
## Were you / the patient able to access a mental health service prior to your 999 call?



Of the combined 208 responses received, 164 respondents (78.8%) advised that they/the patient had not been able to access mental health services prior to their emergency call, with 26.0% of these respondents advising that they were not aware of the mental health services available (January 24.6%, October 27.8%).

Overall, 44 respondents (21.2%) (January 22.9%, October 18.9%) had been able to access a mental health service before calling 999.

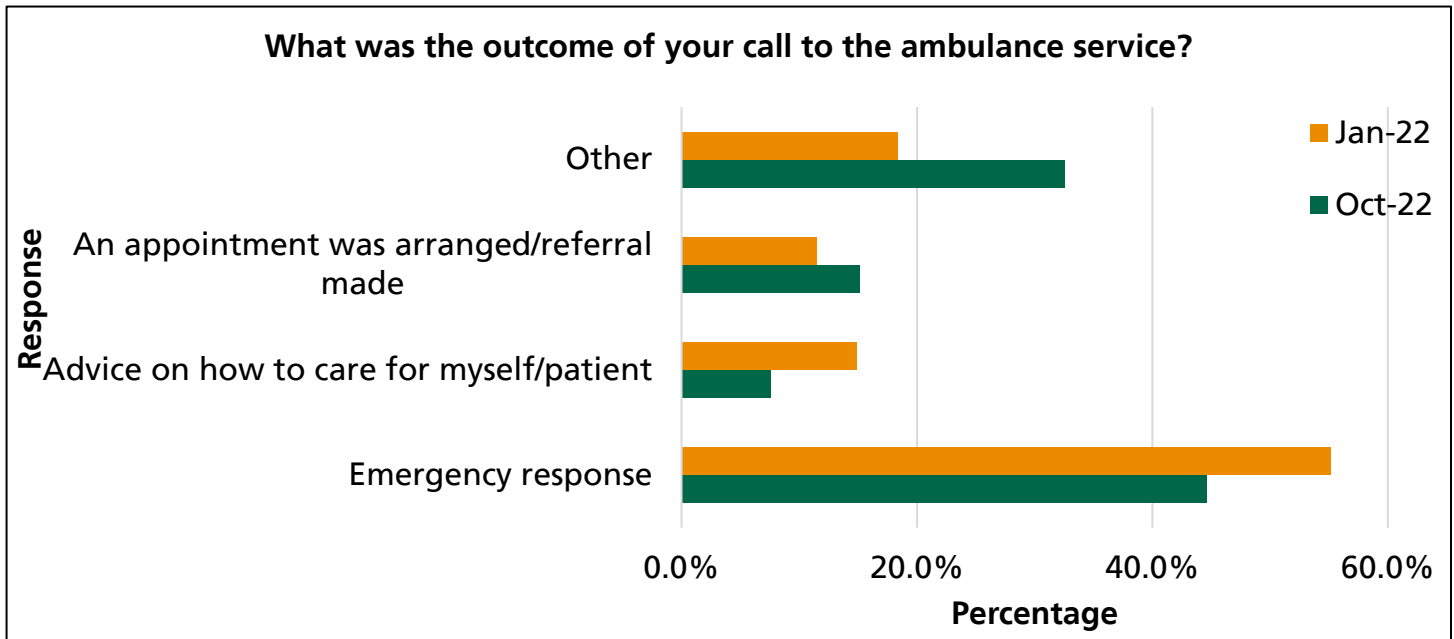
## Did the call handler listen to you and understand your needs at the time of the call?



Overall, 212 responses were received in response to the above question. Two thirds of these respondents (66.0%) (January 69.8%, October 61.5%) felt that the call handler listened and understood their needs at the time of the emergency call. However, 34.0% of respondents (January 30.2%, October 38.5%) did not feel they were listened to or understood by the call handler.



## What was the outcome of your call to the ambulance service?



Various responses were provided in relation to the outcome of the emergency 999 call. Approximately half of the respondents (49.7%) who answered the above question (January 55.2%, October 44.6%) advised that they had received an emergency ambulance response following their contact with the service.

Other responses included 'other' (January 18.4%, October 32.6%), 'an appointment was arranged/referral made' (January 11.5%, October 15.2%), and 'advice on how to care for myself/the patient' (January 14.9%, October 7.6%).

## How would you describe the attitude of the ambulance service staff you had contact with?

A combined total of 212 responses were received in response to the above question, with ambulance service staff attitude rated as between 'good' and 'excellent' on average.

## Overall, how was your experience of our service?

A combined total of 180 responses were received in response to the above question, with overall satisfaction rated as between 'good' and 'very good' on average.

## References

NHS England. 2022. *NHS helps record numbers of young people with their mental health as students return to universities*. Available at:

[NHS England » NHS helps record numbers of young people with their mental health as students return to universities](#) (accessed 21/11/22)

World Health Organisation. 2022. *World Mental Health Day 2022, Make mental health & well-being for all a global priority*. Available at:

[World Mental Health Day 2022 \(who.int\)](#) (accessed 21/11/22)

## Appendices

### Appendix 1: Abbreviations

ECAT – Emergency Clinical Advice and Triage Service

ES – Emergency Services

MAP – Mancroft Advice Project

WHO – World Health Organisation

## Appendix 2: The Mental Health Instagram Stories survey slides

We want to hear from you this **#worldmentalhealthday**

Our patient experience team are looking for people aged 15-25 who have previously used our emergency service in a mental health crisis to take part in a short survey to help us improve our services

WORLD MENTAL HEALTH DAY!!

tap here

#WeAreEEAST

Have you ever needed to contact our emergency service in relation to a mental health crisis?

THERE IS NO CORRECT ANSWER

Yes, I've contacted the service

Yes, but someone else did on my behalf

No

#WeAreEEAST

Were you / the patient able to access a mental health service prior to your 999 call?

THERE IS NO CORRECT ANSWER

Yes

No

No, I didn't know what services were available

#WeAreEEAST

Did the call handler listen to you and understand your needs at the time of the call?

Yes

No

#WeAreEEAST

What was the outcome of your call to the ambulance service?

THERE IS NO CORRECT ANSWER

Emergency response

Advice on how to care for myself/the patient

An appointment was arranged/referral made

Other

#WeAreEEAST

How would you describe the attitude of the ambulance service staff you had contact with?

Poor Good Excellent

😊

#WeAreEEAST

## Appendix 2: The Mental Health Instagram Stories survey slides

