



Communication  
Access UK

## Communication Access UK - early adopters

### Monitoring Report – 31<sup>st</sup> October 2019

#### **SUMMARY**

The link to the online survey was sent to all early adopters during the 2<sup>nd</sup> and 3<sup>rd</sup> quarters of 2019.

A total of 30 completed responses were received up to and including 31<sup>st</sup> October, however it should be noted this does not necessarily mean 30 early adopters responded – some of the responses are from multiple staff at the same early adopter.

Overall the responses have shown the communication access symbol (CAS) has been positively received and the training and skills learnt have had positive feedback. Further need has been identified with regards to promotion and exposure of the symbol.

#### **QUESTION ANALYSIS**

##### 1. Communication Access UK - early adopters

1. Are you a service user or a provider (staff member providing services to customer/user)?						Response Percent	Response Total	
1	Service user					16.67%	5	
2	Provider					83.33%	25	
<b>Analysis</b>	Mean:	1.83	Std. Deviation:	0.37	Satisfaction Rate:	83.33	answered	30
	Variance:	0.14	Std. Error:	0.07			skipped	0

The vast majority of respondents were 'providers' (i.e. displaying the symbol) but this was expected as it will take more time for the symbol to bed in with service users. Given the answers provided in the following questions, it is also felt that 1 of the service user responses was actually from a provider.

Service user questions/responses are on page 2-5. Provider questions/responses start on page 6.

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## 2. Communication Access UK - early adopters - Service user

2. Do you have a communication difficulty?						Response Percent	Response Total	
1	Yes					0.00%	0	
2	No					100.00%	5	
<b>Analysis</b>	Mean:	2	Std. Deviation:	0	Satisfaction Rate:	100	answered	5
	Variance:	0	Std. Error:	0			skipped	25

3. Where did you first see the Communication Access Symbol?						Response Percent	Response Total		
1	Bank or Building Society					0.00%	0		
2	Charity office					0.00%	0		
3	Local Authority or council office					40.00%	2		
4	Local shop or small business					20.00%	1		
5	MPs office					0.00%	0		
6	NHS trust building					0.00%	0		
7	University building(s)					0.00%	0		
8	Other					40.00%	2		
<b>Analysis</b>	Mean:	5.2	Std. Deviation:	2.32	Satisfaction Rate:	60	answered	5	
	Variance:	5.36	Std. Error:	1.04			skipped	25	
If other - please leave details: (1)									
1	05/09/2019 16:29 PM	Training workshop given by Catherine Harris in Southbourne							
	ID: 126381434								

The 'other' response above should be discounted as it is believed to have come from a provider rather than a service user.

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4. Were your communication needs supported?					
	Yes, definitely	Yes, to some extent	Only sometimes	No, not at all	Response Total
Your overall experience	60.0% (3)	20.0% (1)	20.0% (1)	0.0% (0)	5
Were you given TIME?	60.0% (3)	20.0% (1)	20.0% (1)	0.0% (0)	5
Did staff ASK what helps?	60.0% (3)	20.0% (1)	20.0% (1)	0.0% (0)	5
Did staff LISTEN?	60.0% (3)	20.0% (1)	20.0% (1)	0.0% (0)	5
Did staff KEEP TRYING?	60.0% (3)	20.0% (1)	20.0% (1)	0.0% (0)	5
				answered	5
				skipped	25

80% of respondents answered all questions as a 'definite' or 'to some extent' (including the suspected erroneous survey completer). The 'only sometimes' response was related to a Local Authority or Council office service user, but no further detail was provided and the answer provided for question 5 (see page 4) was 'Better' so can still be treated as a positive impact.

## Matrix Charts

4.1. Your overall experience						Response Percent	Response Total	
1	Yes, definitely					60.0%	3	
2	Yes, to some extent					20.0%	1	
3	Only sometimes					20.0%	1	
4	No, not at all					0.0%	0	
<b>Analysis</b>	Mean:	1.6	Std. Deviation:	0.8	Satisfaction Rate:	20	answered	5
	Variance:	0.64	Std. Error:	0.36				

4.2. Were you given TIME?						Response Percent	Response Total	
1	Yes, definitely					60.0%	3	
2	Yes, to some extent					20.0%	1	
3	Only sometimes					20.0%	1	
4	No, not at all					0.0%	0	
<b>Analysis</b>	Mean:	1.6	Std. Deviation:	0.8	Satisfaction Rate:	20	answered	5
	Variance:	0.64	Std. Error:	0.36				

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4.3. Did staff ASK what helps?						Response Percent	Response Total	
1	Yes, definitely					60.0%	3	
2	Yes, to some extent					20.0%	1	
3	Only sometimes					20.0%	1	
4	No, not at all					0.0%	0	
<b>Analysis</b>	Mean:	1.6	Std. Deviation:	0.8	Satisfaction Rate:	20	answered	5
	Variance:	0.64	Std. Error:	0.36				

4.4. Did staff LISTEN?						Response Percent	Response Total	
1	Yes, definitely					60.0%	3	
2	Yes, to some extent					20.0%	1	
3	Only sometimes					20.0%	1	
4	No, not at all					0.0%	0	
<b>Analysis</b>	Mean:	1.6	Std. Deviation:	0.8	Satisfaction Rate:	20	answered	5
	Variance:	0.64	Std. Error:	0.36				

4.5. Did staff KEEP TRYING?						Response Percent	Response Total	
1	Yes, definitely					60.0%	3	
2	Yes, to some extent					20.0%	1	
3	Only sometimes					20.0%	1	
4	No, not at all					0.0%	0	
<b>Analysis</b>	Mean:	1.6	Std. Deviation:	0.8	Satisfaction Rate:	20	answered	5
	Variance:	0.64	Std. Error:	0.36				

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### 5. If you have used the service/shop etc before, how did your experience now compare to previous experiences?

						Response Percent	Response Total
1	Much better					80.00%	4
2	Better					20.00%	1
3	Worse					0.00%	0
4	Much worse					0.00%	0
5	Not applicable					0.00%	0
<b>Analysis</b>	Mean:	1.2	Std. Deviation:	0.4	Satisfaction Rate:	5	answered
	Variance:	0.16	Std. Error:	0.18			skipped
							5
							25

### 6. Did you find the communication access symbol helpful?

						Response Percent	Response Total
1	Yes, definitely					40.00%	2
2	Yes, to some extent					60.00%	3
3	Not particularly					0.00%	0
4	No, not at all					0.00%	0
<b>Analysis</b>	Mean:	1.6	Std. Deviation:	0.49	Satisfaction Rate:	20	answered
	Variance:	0.24	Std. Error:	0.22			skipped
							5
							25

### 7. Do you have any other comments about the symbol or standards?

						Response Percent	Response Total
1	Open-Ended Question					100.00%	3
1	05/09/2019 16:29 PM ID: 126381434	The symbol and standards have helped our high street businesses deal with people with communication needs and understand their needs and offer a respectful and personal experience and welcome them to business/premises					
2	24/10/2019 11:39 AM ID: 129614759	n/a					
3	24/10/2019 11:39 AM ID: 129614755	no					
						answered	3
						skipped	27

Response #1 is the erroneous survey completer

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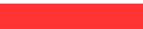


## 3. Communication Access UK - early adopters - Provider

8. How much training/experience with disabled people have you had?						Response Percent	Response Total	
1	A lot					28.00%	7	
2	A bit					48.00%	12	
3	Not much					20.00%	5	
4	None					4.00%	1	
<b>Analysis</b>	Mean:	2	Std. Deviation:	0.8	Satisfaction Rate:	33.33	answered	25
	Variance:	0.64	Std. Error:	0.16			skipped	5

9. How often have you used the skills covered in the Communication Access UK training with customers/service users?						Response Percent	Response Total	
1	A lot (e.g. every day/week)					24.00%	6	
2	A bit (e.g. a few times a month)					40.00%	10	
3	Not much (e.g. a few times a year)					24.00%	6	
4	Never					12.00%	3	
<b>Analysis</b>	Mean:	2.24	Std. Deviation:	0.95	Satisfaction Rate:	41.33	answered	25
	Variance:	0.9	Std. Error:	0.19			skipped	5

64% of respondents have used the skills covered in the training at least a few times a month

10. How confident have you felt working with customers/users with communication disabilities?						Response Percent	Response Total	
1	Very confident					32.00%	8	
2	Fairly confident					68.00%	17	
3	Fairly unconfident					0.00%	0	
4	Very unconfident					0.00%	0	
<b>Analysis</b>	Mean:	1.68	Std. Deviation:	0.47	Satisfaction Rate:	22.67	answered	25
	Variance:	0.22	Std. Error:	0.09			skipped	5

100% of responders feel very or fairly confident working with customers/users with communication disabilities.

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### 11. How useful have you found the Communication Access UK training/standards in supporting customers?

		Response Percent	Response Total
1	Very useful	48.00%	12
2	Fairly useful	36.00%	9
3	Not particularly useful	8.00%	2
4	Not useful at all	8.00%	2
<b>Analysis</b>	Mean:	1.76	Std. Deviation: 0.91
	Variance:	0.82	Std. Error: 0.18
		Satisfaction Rate: 25.33	
		answered	25
		skipped	5

84% of responders found the training very or fairly useful. Of the 16% that didn't, 2 (8%) did not attend the training so answered 'Not useful at all'. One respondent who answered 'Not particularly useful' elaborated further in question 12 (#10)

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12. Do you have any other comments on the symbol or standards?				
			Response Percent	Response Total
1	Open-Ended Question		100.00%	11
1	05/09/2019 12:55 PM ID: 126353001	At Ace Centre, we are recommending the Communication Access training on a very regular basis in a wide range of environments. It has been really useful to have access to a simple but very effective training package and process for organisations and services to consider in order to improve the communication knowledge and skills within their own workforce. We have also been signposting it as part of our activity to support the development of local AAC services		
2	06/09/2019 09:15 AM ID: 126419398	Although in my current role I personally don't have regular contact with people living with MND, certain members of my team do & I think that this project is important in raising awareness and improving services for those living with a disability.		
3	09/09/2019 19:55 PM ID: 126656416	This is an excellent and available tool for the hospitality industry.		
4	12/09/2019 09:34 AM ID: 126898383	Great symbol, simple and explanatory. Standards are achievable for most businesses. Looking forward to the training module being developed so is accessible to more businesses.		
5	23/09/2019 13:00 PM ID: 127734831	No, you are doing a really good job		
6	25/09/2019 14:37 PM ID: 127854608	No comments only to say despite having it visible nobody has passed comment on it or even asked what it means.		
7	27/09/2019 11:22 AM ID: 127974505	As I was unable to attend the training I have answered not useful at all for question 5		
8	27/09/2019 11:42 AM ID: 127976043	It will be useful to include in information resources to help raise awareness.		
9	27/09/2019 13:01 PM ID: 127983518	Its an excellent tool - we now need to make sure it's adopted widely.		
10	30/09/2019 08:44 AM ID: 128091950	The symbol doesn't seem to be taking off. A lot more promotion is needed, with disabled people and providers or it is quite meaningless. I have not heard about it anywhere outside of work.		
11	07/10/2019 13:49 PM ID: 128558214	My answer above is because I haven't used the standards.		
			answered	11
			skipped	19

Broadly positive comments but one theme that is emerging is the need for further promotion and awareness of the symbol (see #4, #6, #9, #10).

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