

# What's the use of a user survey?

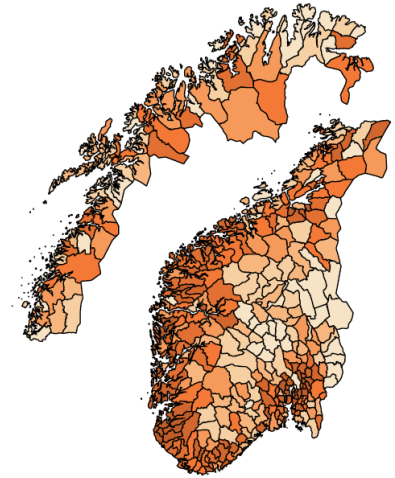
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# Background

- The Norwegian Institute of Public Health's Health Information toolkit:
  - Municipal Data Bank (MDB)
  - Municipal Public Health Profiles (MPHPs)
  - Fact Sheets/Public health reports
- Target group: 428 Norwegian municipalities
- Expense and trouble: Useful in local context?



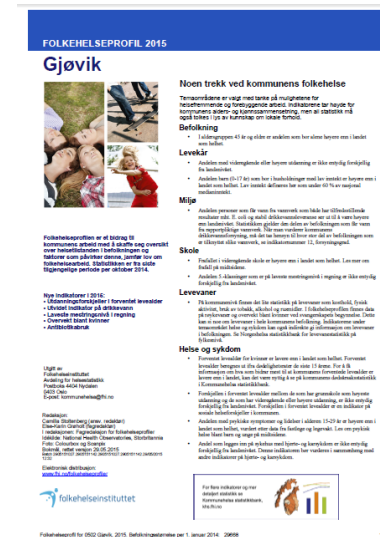
# Methods

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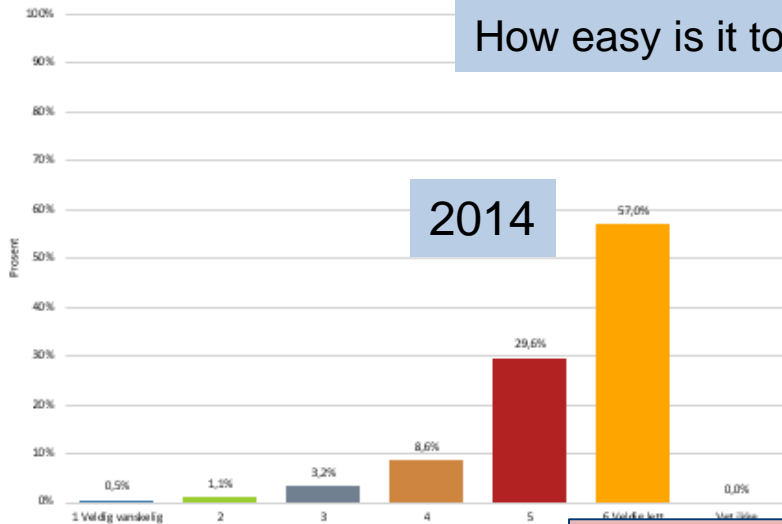
- NIPH online user surveys 2014 and 2016
  - free text
  - structured data
- Results analysed with mixed methods
  - qualitative textual analysis (thematic analysis)
  - descriptive statistics

# The surveys

- Link sent to all municipalities (c/o PH)
- Link FB page NOPHA
- 2014: pop-up page NIPH
- 2014: 217 participants
- 2016: 268 participants
- Same 24 base questions
- 2016: extra questions about Fact sheets/PH Reports and organisation of PH work in municipality



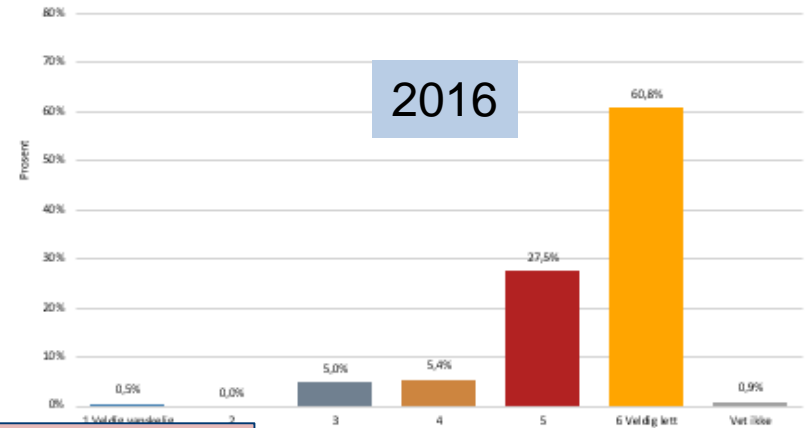
3. Hvor lett eller vanskelig synes du det er å finne fram til folkehelseprofilen for din kommune eller ditt fylke på www.fhi.no?



2014

How easy is it to retrieve the PH Profile?

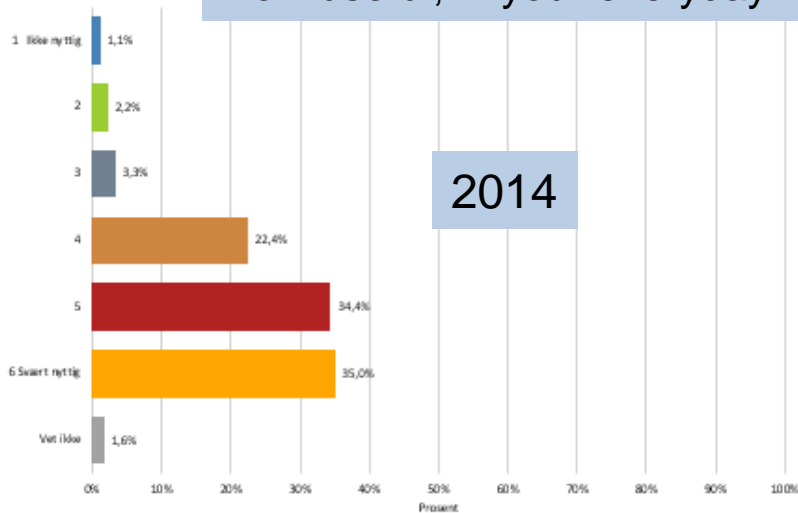
4. Hvor lett eller vanskelig synes du det er å finne fram til folkehelseprofilen for din kommune eller ditt fylke på www.fhi.no?



2016

Consistent results!

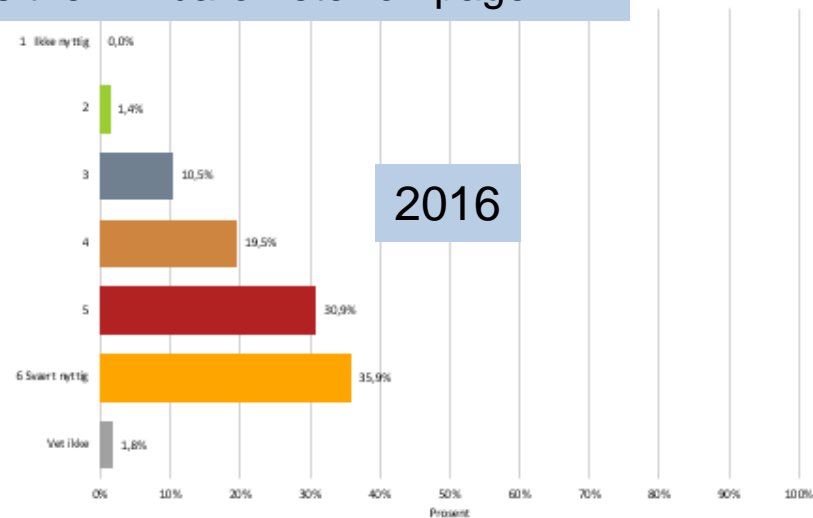
7. Folkehelsebarometeret på side 4?



2014

How useful, in your everyday work, is the PH barometer on page 4?

8. Folkehelsebarometeret på side 4?



2016

# Some results

- Respondents pleased with the health information tools
- Some more difficult to use than others (new help files + instruction film)
- 2014 survey: users wanted to use Public Health Profiles for monitoring over time, NOT their purpose and NOT possible. Changed training + documentation, but error persists in 2016
- Free text replies: several respondents unaware of some tools/some functions; happy to be informed
- In 2016, complaints slow databases/connectivity problems (as suspected). Used in negotiations with software provider

# Conclusions

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- These user surveys:
  - Were very useful for NIPH health information team
  - Facilitated communication with users
  - Gave important guidance regarding future developments
  - Showed what needs to be improved
  - Provided a list of sought-for indicators
  - Served to inform (potential) users about HI toolset

# Main messages

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- User surveys are useful to find out what respondents think and how they (attempt to) use the products
- A user survey may inform potential users about products or aspects of products they were previously unaware of