



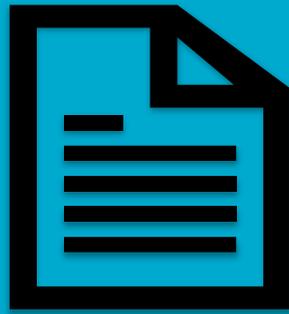
**Staffordshire and
Stoke-on-Trent**
Integrated Care Board

People's Panel Survey
Pharmacy First
Localised Campaign

Direct Data Analysis Ltd
January 2025

1

Introduction



1 Introduction

1.1 Background and objectives

Pharmacy First is a service provided by the NHS that enables patients to access advice and treatment for certain minor health conditions directly from a community pharmacy, without the need for a GP appointment.

The Staffordshire and Stoke-on-Trent Integrated Care Board is working on creating a localised version of the national Pharmacy First campaign. They have asked the People's Panel for their views on the campaign materials to determine which design will have the greatest impact.

1.2 Approach

The survey was designed with input from the Staffordshire and Stoke-on-Trent Integrated Care Board during December 2024.

Each questionnaire included a unique survey ID to identify non-respondents for the survey reminder and to associate the survey responses with a specific demographic profile for further analysis.

Technical testing of the survey

During the design process, the questionnaire underwent testing as follows:

1. In-house, using a robust plan that fully tested the design and operability of the survey.
2. Piloting with five survey testers (non-panel members), who checked and reported on areas such as usability, complexity of wording, etc.
3. Software was used to ensure that the survey achieved acceptable scores for both fatigue and accessibility.

The Pharmacy First online survey had a very low fatigue score and was fully accessible.



Fatigue and accessibility score for the Pharmacy First Survey

Fieldwork

The survey fieldwork period was as follows:

- 27th December 2024 – Email invite to all panel members.
- 7th January 2025 – Email reminder to all panel members who had not completed the survey.
- 9th January 2025 – Survey closed.

New members joining the panel during the fieldwork period were also given the opportunity to participate in the survey.

During the fieldwork period, three members unsubscribed from the panel.



Who we spoke to

Email invites



2,124

Delivered

Responses



541

Completed

Response Rate



25.5%

Completion

Response rate

Although the survey was completed by 541 respondents, this was lower than the 609 respondents from the previous People's Panel survey. The following factors should be taken into account:

- The survey was issued between the Christmas and New Year break. We received 'out of office' messages from a number of panel members using their work email address for the panel, with many not returning to work until the 6th January 2025.
- Due to deadlines, we issued only one reminder instead of the normal two reminders.
- The one reminder had a short three-day window for responses, whereas normally reminders would have a seven-day period.

Prize draw

All completed questionnaires were entered into a prize draw to win one of two £50 love2shop vouchers, to be spent either in the high street or online. The prize draw took place in January 2025 and the two winning panel members were sent their £50 vouchers via email.

Technical notes

Percentages

Due to rounding, not all percentages shown may equal 100%.

Respondents' comments

Each question gave the option for a respondent to explain further the reason for their answer. These comments are listed in full in this report.

Apart from checking and amending any spelling errors, comments are unchanged and shown as written by the respondent.

Where a comment may potentially identify a respondent, these have been omitted from the report.

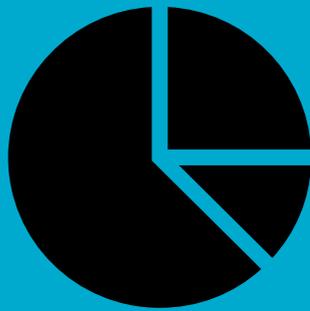
Survey, data analysis and report production undertaken by Direct Data Analysis Ltd, who run the panel on behalf of the Integrated Care Board.

Direct Data Analysis Ltd
Brampton Business Centre
10 Queen Street
Newcastle under Lyme
ST5 1ED
Email: enquiries@direct-data-analysis.co.uk
Web: www.direct-data-analysis.co.uk
Tel: 0800 0996 422



2

Survey findings



Pharmacy First Campaign

The Staffordshire and Stoke-on-Trent Integrated Care Board developed four versions of a concept intended to promote Pharmacy First at a local level. These four concepts are shown below.

Panel members were provided with a copy of these concepts and asked a series of questions around the designs. Panel members were also given the opportunity to provide feedback following their response to each question.

Concept One



Concept Two



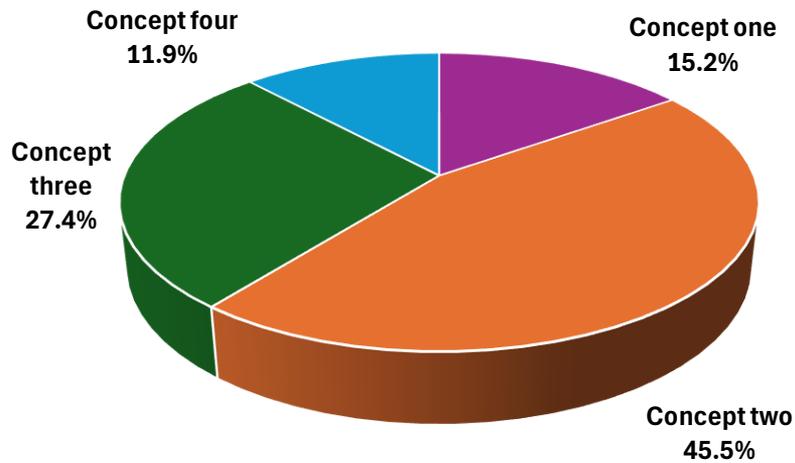
Concept Three



Concept Four



Which concept are you most drawn to and why?



Number of responses = 519

Why do you prefer the concept you have selected over the others?

CONCEPT ONE	Because it looks colourful and friendly
CONCEPT ONE	Background colour stands out more. Don't like the one with photos or with tablets. Number 3 was my second favourite
CONCEPT ONE	Brighter & gives impression of more user friendly
CONCEPT ONE	Clear about what is offered i.e. picture of medication
CONCEPT ONE	Clear, simple. Not using actual people or images so don't get embroiled in ensuring gender, race etc covered appropriately. Should appeal to all.
CONCEPT ONE	Clearer and pharmacy green colours
CONCEPT ONE	clearest and appears easiest to read
CONCEPT ONE	Clearest visual without distracting graphics on a coloured background. The presentation wins this for me, not the characterisation
CONCEPT ONE	Colour contrasts
CONCEPT ONE	Colour motherly woman
CONCEPT ONE	Colours are welcoming
CONCEPT ONE	Concept 2 is too busy, and I struggle to take on board the written information due to the photos of people. I am too drawn to the photos and trying to work out what's going on to actually then be able to read and take in the text information. Concept 3 is too random and again I can't work out what the images are trying to tell me. I cannot work out what's going on in the image between the 2 people. Concept 4 is not specific enough. I can see tablets but it's not telling me why this is the image. What is the reason for this image. Tablets yes, but why? I don't know what you're trying to tell me. Concept 1 is by far the clearest for me. The images of the medication relate easily to the text although I'm not sure what the image of the woman is for.
CONCEPT ONE	Concise information, easy to understand.
CONCEPT ONE	Don't like the wording saying u may be eligible makes it sound like they won't help you
CONCEPT ONE	Don't really like any of them but bits of all of them, I went for the first one because the pictures on the boxes give an idea of what it's about even for those who cannot read, but the colour scheme i.e. the green is not good. I suffer with a colour disorder and had to ask my friend what colour it was as it was making everything merge. The best colour scheme for me is the one with what are meant to be pills on the picture but look like jumping beans,
CONCEPT ONE	Easier to read
CONCEPT ONE	Green background. Less fussy. Graphics convey message.

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT ONE	I like the colours
CONCEPT ONE	I think myself my pharmacy has enough to do they are run off their feet
CONCEPT ONE	Images and text stand out far better than in other concepts.
CONCEPT ONE	Includes a person and feels more in keeping with the intention to provide advice as well as any medication
CONCEPT ONE	It explains more in the pictures, immediately explains its purpose
CONCEPT ONE	It is more aesthetically pleasing
CONCEPT ONE	It is more eye catching
CONCEPT ONE	It is not overloaded with words and is concise. It also does not seem 'preachy'
CONCEPT ONE	It is simple on the eye, no diagrams floating all over the notice.
CONCEPT ONE	It is very simple and not too much other "stuff" to distract from the message
CONCEPT ONE	It seems brighter and catches the eye more than the others. It also has just the lady pharmacist so showing it is for all people instead of having sample people in the picture or loads of tablets. Some conditions may not need tablets.
CONCEPT ONE	It seems easier to read than the others. The pictures in concept one are clear and there is more space between the words and pictures which make the message clearer.
CONCEPT ONE	It shows pictorial representations of medication
CONCEPT ONE	It shows someone caring and clearly shows that you can access medication through the scheme.
CONCEPT ONE	It's clear what the service offers. Most relevant to my age group.
CONCEPT ONE	Just looks more attractive to me.
CONCEPT ONE	Just reads easy and gives the information layout is best.
CONCEPT ONE	Just was drawn to it more than the others. some had too much going on in the images
CONCEPT ONE	Less fussy
CONCEPT ONE	Looks more inviting and friendlier
CONCEPT ONE	Makes me more inclined to ask the pharmacy first for treatment rather than trying to get a GP appointment.
CONCEPT ONE	More eye catching than the others
CONCEPT ONE	Most visually pleasing
CONCEPT ONE	Nice colour. Clear Simple. Don't like posters with people on. Not too busy looking
CONCEPT ONE	Nice, warm colours. Friendly, relatable cartoon person.
CONCEPT ONE	Not as busy as the other posters.
CONCEPT ONE	Not busy design clear infographic. Clear and easy to read
CONCEPT ONE	Not fussy so concentrates on message being conveyed
CONCEPT ONE	Not so cluttered
CONCEPT ONE	Only because it made me read it the cartoon pointing made the message seem more important. Also, not obvious what it is about also makes you read it.
CONCEPT ONE	Posters like this need to be simple and clear to read. I think that 2,3 and 4 are too 'busy' and they are confusing rather than informative.
CONCEPT ONE	Seems more representative of pharmacy services and not too busy to the eye
CONCEPT ONE	Simple and informative easy on the eye
CONCEPT ONE	Simple and easy to understand what is being offered.
CONCEPT ONE	Simple and not too busy with pictures. The words (message) stand out more than the background
CONCEPT ONE	SIMPLE PICTURE
CONCEPT ONE	Some issues can be dealt with quicker if the pharmacy is able to deal with it
CONCEPT ONE	Straight forward message
CONCEPT ONE	The colour and different images of medications
CONCEPT ONE	The colours are calming. All the information is clear.

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT ONE	The poster is visually less busy, it's easier to read. my adhd brain is less distracted by unimportant details
CONCEPT ONE	They all look the same and would prefer a GP anyway
CONCEPT ONE	This is more informative for me
CONCEPT ONE	This one was a bit different. It made me feel that I would be seen by a pharmacist and able to discuss my complaint with them rather than just going to the counter and asking for advice from whoever was there. I like the design of this one the best.
CONCEPT ONE	Writing stands out better However images in concept 3 easily show that anyone can be helped Incidentally- a yellow background, with black writing is easier for people with visual problems to see
CONCEPT TWO	"REAL" people. Gives a measure of authenticity and easier to relate to
CONCEPT TWO	Actual people on the picture
CONCEPT TWO	All looks good but this one shows actual people being seen to
CONCEPT TWO	Appearance
CONCEPT TWO	Appears relevant to the message intended
CONCEPT TWO	Attractive to human, many faces shown on a picture, feels like a family pharmacy somewhere behind a corner... Friendly place .. not afraid to visit it
CONCEPT TWO	Balance between text and images seems right and it seems more up to date
CONCEPT TWO	Because it covers children and adults who possibly needs prescribed medication
CONCEPT TWO	Because it features images of real people
CONCEPT TWO	Because it features real people
CONCEPT TWO	Because it has people on it, rather than created images. That seems to give off more of a community feeling.
CONCEPT TWO	Because it has real people on the front - I feel like it makes it more personable and connects with an audience better.
CONCEPT TWO	Because it shows real people, not cartoon characters
CONCEPT TWO	Because of the human element - it doesn't imply that medication will simply be prescribed, but that I can access knowledgeable support from someone suitably qualified.
CONCEPT TWO	Better contrast in colours more eye catching plus real people means it more approachable
CONCEPT TWO	Big words!
CONCEPT TWO	Clear and relatable to.
CONCEPT TWO	Clear design, Large readable text, straight to point.
CONCEPT TWO	Clear information that treatment is available. Visually more relevant to the service.
CONCEPT TWO	Clearer
CONCEPT TWO	Clearer images, less "cartoony" and cluttered. Wording seems to stand out more
CONCEPT TWO	Clearly states 7 common health conditions with photos of real people/
CONCEPT TWO	Colour and content look more professional. Others look to appeal to primary school kids
CONCEPT TWO	Colouring. I feel or 4th for appearance of suitability for all.
CONCEPT TWO	Colours were very catchy. Just enough information you need Not too busy
CONCEPT TWO	Depicts real people
CONCEPT TWO	Drawn to it with having photos of real people on it.
CONCEPT TWO	Easier on the eye. Bigger text which stands out. Brighter colours. Includes images of people which makes it appear more of a personal approach
CONCEPT TWO	Easier to read and has personal touch.
CONCEPT TWO	Easiest to read. It has people making it more welcoming. The others all emphasise that you are ill and need medication not a positive way to boost your spirit.
CONCEPT TWO	I don't like 'cartoon' style adverts, I think they look amateurish.
CONCEPT TWO	I don't think 'might be eligible' is helpful. It's not the person who is eligible but the condition. They are still giving care if they tell you their medication is not suitable for you because of age,

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

	other conditions etc as you are still free to buy them. I prefer the one with images of real people. I prefer the lighter coloured pictures.
CONCEPT TWO	I feel that it stands out more and is showing a family type of look.
CONCEPT TWO	I find it more likely to attract my attention
CONCEPT TWO	I found it much more visually appealing
CONCEPT TWO	I like to see real people on this sort of campaign
CONCEPT TWO	I prefer the background on this one. I think it looks clean and professional.
CONCEPT TWO	I think people will relate a bit more to the design.
CONCEPT TWO	I think that it's cleaner, it's easier to read and gets across the message you want to send. I feel the others seem a bit cluttered and not as easy to read and take information from.
CONCEPT TWO	I'm not keen on character drawings of the people
CONCEPT TWO	It appears more professional and reassuring
CONCEPT TWO	It clearly shows going to the pharmacy, having a consultation and then receiving your medication.
CONCEPT TWO	It depicts real people not cartoon figures.
CONCEPT TWO	It gives you an idea of what's being offered
CONCEPT TWO	It has a range of people on it - conveys the idea it is for everyone
CONCEPT TWO	It has real people in the pictures not animation
CONCEPT TWO	It is clear what the process is - going to the pharmacy, being seen by the pharmacist and then being given a prescription.
CONCEPT TWO	It is not a cartoon.
CONCEPT TWO	It is showing real people, which most people can relate to
CONCEPT TWO	It just seems a little more professional, and therefore reassuring that the pharmacist is a reasonable alternative to the GP for specific ailments
CONCEPT TWO	It looks like a proper medical consultation.
CONCEPT TWO	It looks more human and approachable
CONCEPT TWO	It looks more professional.
CONCEPT TWO	It shows a consultation and looks more professional.
CONCEPT TWO	It shows a professional service.
CONCEPT TWO	It shows healthcare professionals, the others don't really.
CONCEPT TWO	It shows medical professionals in a job location
CONCEPT TWO	It shows people
CONCEPT TWO	It shows people not medication
CONCEPT TWO	it shows real people and elderly especially would relate to this better
CONCEPT TWO	It shows real people to relate to
CONCEPT TWO	It's cleaner and the least patronising
CONCEPT TWO	It's good to see a face. I find cartoons a little patronising.
CONCEPT TWO	It's got real people on and seems more focused on helping people rather than dishing out drugs.
CONCEPT TWO	It's nice to see a human
CONCEPT TWO	It's realistic
CONCEPT TWO	Just looks simpler and brighter than the others
CONCEPT TWO	Just seems to stand out more, the one that most caught my eye.
CONCEPT TWO	Large clear font and personalised by having some pictures without being too busy. Concept four is also nice and clear but a bit too plain. Concept one looks like it is just about pills and the lettering is too small. Lettering also too small on concept 3 and too busy.
CONCEPT TWO	Large print and it shows actual people
CONCEPT TWO	Larger clearer text. People give the impression of personal attention and caring.
CONCEPT TWO	Larger text and I think I prefer images of people consulting rather than patterns of medication.

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT TWO	Look of it is more pleasing and professional
CONCEPT TWO	Looks clean and sterile
CONCEPT TWO	Looks clearer and simpler
CONCEPT TWO	Looks clearer to me
CONCEPT TWO	Looks far more professional, which is what I want to see when I am ill. The others could easily be an advert for Poundland!
CONCEPT TWO	Looks like a professional consultation.
CONCEPT TWO	Looks like I would talk to a person.
CONCEPT TWO	Looks more appealing, colours and pictures stand out
CONCEPT TWO	Looks more clear and professional.
CONCEPT TWO	Looks more like a consultation. Number one looks like your granny opening her medicine box.
CONCEPT TWO	Looks more official and professional
CONCEPT TWO	Looks more personal
CONCEPT TWO	Looks more professional
CONCEPT TWO	Looks more professional Do not like the word eligible
CONCEPT TWO	Looks more professional than the others.
CONCEPT TWO	Looks more professional.
CONCEPT TWO	Looks more realistic with actual human being
CONCEPT TWO	Message comes across more clearly
CONCEPT TWO	More eye-catching colour and graphics.
CONCEPT TWO	More eye catching, shows medication but also talking to Pharmacist
CONCEPT TWO	More eye catching. Real people
CONCEPT TWO	More friendlier look
CONCEPT TWO	More personal using photos of people rather than cartoon
CONCEPT TWO	More realistic. Not too bright and overpowering.
CONCEPT TWO	More visible
CONCEPT TWO	More visually appealing
CONCEPT TWO	Nice and clear. Colours not too insipid and information easy to read
CONCEPT TWO	Not as busy and distracting as the others
CONCEPT TWO	Not sure but I was just drawn to it. Maybe the 'tablets' signifying that there are alternatives to GP?
CONCEPT TWO	Option two . Appears less formal and better pictures Offer the services
CONCEPT TWO	People orientated, friendly approachable advert
CONCEPT TWO	People pictured not cartoon like
CONCEPT TWO	Photos not cartoons. Colours eye-catching. Irregular distribution invites further reading. Familiar green cross of the pharmacy draws you in.
CONCEPT TWO	Picture of a person on which feels more personal
CONCEPT TWO	Pictures of real people mean more in my opinion
CONCEPT TWO	Possibly because there is a person in the poster.
CONCEPT TWO	Prefer "real people" to cartoons
CONCEPT TWO	Prefer natural human faces not "drawn" or made-up people/faces
CONCEPT TWO	Prefer photographs, easier to identify with.
CONCEPT TWO	Prefer the use of photos
CONCEPT TWO	Prefer to use of real photos rather than illustrations/graphics. Also prefer the colour contrast which makes the main text stand out more compared to other concepts.
CONCEPT TWO	Professional look and suggests that help may be more than just medication
CONCEPT TWO	Real life images not silly cartoon figures
CONCEPT TWO	Real people
CONCEPT TWO	Real people

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT TWO	Real people are more relatable.
CONCEPT TWO	Real people are shown in the images. Makes it easier to relate to.
CONCEPT TWO	Real people in this concept, easier to identify with.
CONCEPT TWO	Real people not computer generated and script large and easy to read
CONCEPT TWO	Real people not graphical image of people. The colour of the poster is not so heavy on the eyes.
CONCEPT TWO	Real people on the images rather than just medication
CONCEPT TWO	Real people rather than a cartoon seems like it's more important
CONCEPT TWO	Real people, greater impact text clearer background
CONCEPT TWO	Real people, rather than characters. Move over I'm drawn to the words rather than photos/drawings
CONCEPT TWO	Seems easier
CONCEPT TWO	Seeing real people rather than cartoons
CONCEPT TWO	Shows a person you can speak to rather than pill packets and cartoon customers
CONCEPT TWO	Shows people which I related to more than design of the other concepts
CONCEPT TWO	Shows real people but also the seven illnesses are important to convey
CONCEPT TWO	Shows real people so enforces it happening
CONCEPT TWO	shows real people which makes it look more professional
CONCEPT TWO	Shows real people, it's supposedly aimed at adults not children
CONCEPT TWO	Shows real person, font large and clear. Like the blue NHS colour
CONCEPT TWO	The colour scheme seems more calming and the use of images of people rather than clipart makes it easier to relate to.
CONCEPT TWO	The colour seems to make it clearer.
CONCEPT TWO	The content makes me more comfortable
CONCEPT TWO	The design infers that a prescription is being handed which is what a lot of people are looking for when unwell
CONCEPT TWO	The image isn't just about pills being handed out. The print is larger for people with visual challenges It is bright and easy to read
CONCEPT TWO	The images clearly show having a consultation with the pharmacist. The text is clearer.
CONCEPT TWO	The message is clear 'real people' are used in the images.
CONCEPT TWO	The other one only shows 6 medications, another acts as if disability needs medication and the last looks like a rave of drugs.
CONCEPT TWO	The overall eye appeal was warm and welcoming.
CONCEPT TWO	The pictures show what the pharmacy is offering so accessible for people who can't read
CONCEPT TWO	The presence of 'real' people who look approachable.
CONCEPT TWO	The real actors make it look professional. The cartoon characters I can't take seriously. You want people to read it and take notice.
CONCEPT TWO	The text stands out more than the others, so clearer picture. Also, the picture appeals to me as it looks as if it caters for all age groups.
CONCEPT TWO	The use of people makes it more relatable
CONCEPT TWO	There appears to be less emphasis on medication and more focus on providing advice and solutions in a friendly, professional environment.
CONCEPT TWO	They all have similar designs but 2 has real people with a positive outlook.
CONCEPT TWO	This feels more like I am being taken seriously and a legitimate treatment route. The others seem too bright and gamified.
CONCEPT TWO	Thought all concepts could have done with more factual information. Thought this one showing people rather than drawings was more helpful. Concept 3 also suggested that all could benefit
CONCEPT TWO	Visually more appealing and focuses better on people rather than objects.
CONCEPT TWO	Visually this stands out more
CONCEPT THREE	Because it clearly shows a pharmacy setting and someone not feeling well seeing a pharmacist who is talking about medication

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT THREE	Because it focuses on people rather than medicines and therefore implies that listening, assessment and advice are key... not necessarily always resulting in medicine.
CONCEPT THREE	Because it is eye catching but also seems serious enough to warrant reading.
CONCEPT THREE	Because this seems to be the only one which acknowledges anyone who isn't elderly or physically able to use the service.
CONCEPT THREE	Better design, more welcoming and relatable
CONCEPT THREE	Better shows the person seeking help
CONCEPT THREE	Clearer images to describe what's available
CONCEPT THREE	Clearly includes disabled people
CONCEPT THREE	Concept one looks like someone is just handing out pills I could buy from the supermarket. Concept four does not really say anything.
CONCEPT THREE	CONCEPT THREE SHOWS A WIDE RANGE OF PEOPLE ACCESSING THE FACILITY. ITS MORE DESCRIPTIVE
CONCEPT THREE	Concept Three, this is more appealing to ill people and can see themselves in the pictures. Concept two has images where the people are a bit too smiley. Concept one is too cartoony and Concept Four is just pills- not always needed when you're ill.
CONCEPT THREE	Covered wider range of people in society - diversity
CONCEPT THREE	Depicts people in a way that doesn't compartmentalise
CONCEPT THREE	Easy to understand and to the point
CONCEPT THREE	Easy visual- not too childish but easy to understand
CONCEPT THREE	Encompasses all people.
CONCEPT THREE	Familiar branding
CONCEPT THREE	I have no real preference - this is just the one I slightly prefer
CONCEPT THREE	I like that it's showing what looks a bit like a consultation- you can see visually that it's an alternative to a GP appointment! Genius
CONCEPT THREE	I like the green colour and this concept also shows a variety of people who might use pharmacy services, so it is more inclusive.
CONCEPT THREE	I like the layout better and it also looks more inclusive in terms of the people portrayed
CONCEPT THREE	I liked the colours and simple style
CONCEPT THREE	I prefer concept 3 as it encompasses a variety of people who may need or be eligible to use the service
CONCEPT THREE	I prefer concept 3 because the visual depiction is clearer
CONCEPT THREE	I think it encompasses more of the different age groups and health issues.
CONCEPT THREE	I think it is more obvious that it could be care and medication that is provided. I like the medical cross symbol, and the variety of people represented with the illustrations.
CONCEPT THREE	I think it stands out better and it advertises a walk in service.
CONCEPT THREE	I think that concept three uses the clearest imagery to depict that the service can be used for people who are feeling unwell or have one of the seven common health conditions - the imagery used in the other concepts, such as stock images of a pharmacy, or medication don't really signify anything specific about the service on offer.
CONCEPT THREE	Illustration suggests 1-1 consultation and is 'inclusive' as indicated on second page.
CONCEPT THREE	Image appears more inclusive and appealing
CONCEPT THREE	Image looks better than other options. Doesn't focus solely on tablets. Concept 4 looks as though sole issue is medication
CONCEPT THREE	Images are a lot clearer and explain the concept better
CONCEPT THREE	Images are eye catching
CONCEPT THREE	Inclusive
CONCEPT THREE	Inclusive advert. Clear wording. Makes it clear children are included. Wording easy to understand.
CONCEPT THREE	Inclusive and diverse, modern design

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT THREE	It appears more inclusive to me.
CONCEPT THREE	It covered all different walks of life. I liked concept two, but it didn't cover all people of different ethnic origins or the disabled. Using real people in concept three would make it more real than the cartoon figures.
CONCEPT THREE	It feels more relatable
CONCEPT THREE	It has a range of people on it - conveys the idea it is for everyone
CONCEPT THREE	It illustrates diversity and inclusivity on first sight. Answering many common questions people as themselves I.e. is this right for me ?
CONCEPT THREE	It is a clearer looking poster/leaflet. It looks as if the patient is being listened too
CONCEPT THREE	It is clear and the pharmacy first stands out more than the others. Although screen one looks good, I am not sure about screen two.
CONCEPT THREE	It is colourful and I like the use of inclusive imagery. The concept using imagery of real people does not resonate with me as I am in my 40s with a family not an older person . I like the use of simplistic language in all concepts but think the "seven common" tagline doesn't quite work as it is important to have any tagline as a group of 3, easier to remember and better marketing technique.
CONCEPT THREE	It looks like everyone and their health issues would be helped not just certain people and of certain ages that's what we all need
CONCEPT THREE	It looks more welcoming.
CONCEPT THREE	It seemed more personal and depicted a range of people
CONCEPT THREE	It seems to reach to disabled and ethnic minorities more
CONCEPT THREE	It shows not only abled body people but also disabled people getting help
CONCEPT THREE	It shows a face-to-face consultation.
CONCEPT THREE	It shows people and seems to suggest inclusively.
CONCEPT THREE	It would catch my eye; I think it is clearer and the layout is easier. I think that concept 4 makes it to focused on medication and it may not be the best message to promote. Medication may not be required; it also would maybe make people only go for conditions where they believe medication is required
CONCEPT THREE	It's inclusive
CONCEPT THREE	It's the best of the cartoons - illustrative of a variety of people and ailments. Image is better than others. I would like 2, but the photos are so obviously stock imagery that it undermines the whole concept.
CONCEPT THREE	It's the most inclusive
CONCEPT THREE	It's the most visually appealing. I didn't like the poster with pills on, it felt like it sends the wrong message.
CONCEPT THREE	I've selected concept three as the images depict a diverse range of social and ethnic groups which is important in getting people to engage with medical services (this is something I've learnt through my charity work).
CONCEPT THREE	Less busy looking in design terms. Includes images of patients. Has pharmacy first top right like title
CONCEPT THREE	Less cluttered and shows a wider demographic as users
CONCEPT THREE	Less fussy.
CONCEPT THREE	Looks more inclusive
CONCEPT THREE	looks more inviting, caring and friendly
CONCEPT THREE	Looks more welcoming than the rest. One looks more like a row of supermarket meds, two looks to formal, four is just random pills.
CONCEPT THREE	More attractive
CONCEPT THREE	More inclusive for people with disabilities
CONCEPT THREE	More personal More interesting
CONCEPT THREE	Most inclusive

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

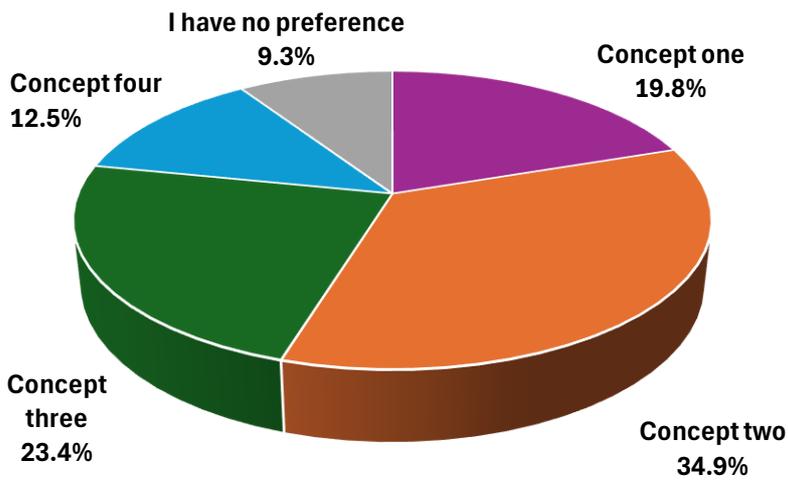
CONCEPT THREE	Nice and calming, colours fit in well.
CONCEPT THREE	No1: The design informs you it is a friendly service for all people from the young to the older generations. No2 Gives the impression of a more advanced service. You fail to list the "seven most common health conditions" on any of the concept designs. So, what are the most common health conditions? This varies between women, men, and children from the newborn to adulthood and those in their retirement years. You must make these 7 common health conditions clear in the concept designs. This information can help people instantly decide if their condition is one a pharmacist can deal with. Information when presented in a way for all to understand quickly, can assist the NHS in its function to provide a quality health system.
CONCEPT THREE	People focused
CONCEPT THREE	Pharmacy first is clearer than the others.
CONCEPT THREE	Pharmacy first stands out clearer.
CONCEPT THREE	Pictures draw me in and demonstrate the key messages
CONCEPT THREE	Realistic figures
CONCEPT THREE	Seems more inclusive
CONCEPT THREE	Seems to be clearer than pharmacy's offer full treatment services rather than follow up to GPs
CONCEPT THREE	Seems universal and inclusive
CONCEPT THREE	Shows both medication and people of various forms
CONCEPT THREE	Shows real people
CONCEPT THREE	Stands out much more
CONCEPT THREE	Straightforward. Inclusive.
CONCEPT THREE	The image on the first screen is very clear and the text is easy to read.
CONCEPT THREE	The language used on this concept is clear and simple. The image shows the pharmacist with the customer and suggesting a treatment.
CONCEPT THREE	The message stands out clearer than the others.
CONCEPT THREE	The pharmacy first concept is more clear.
CONCEPT THREE	The two posters attract people from all walks of life
CONCEPT THREE	The wording more central, more easily seen. More clearer to read
CONCEPT THREE	Visually this one looks as though medical personnel are involved and is immediately more confidence inspiring
CONCEPT THREE	Warmer, friendly and seems more inclusive.
CONCEPT FOUR	All the concepts are good, but I prefer Concept 4. I prefer Concept 4 as the images of the capsules immediately caught my eye
CONCEPT FOUR	Bigger and easier to see
CONCEPT FOUR	Bold eye-catching design
CONCEPT FOUR	Bolder looking, less fussy
CONCEPT FOUR	Bright colours
CONCEPT FOUR	Brighter looking
CONCEPT FOUR	Brighter, stands out
CONCEPT FOUR	Clear and concise
CONCEPT FOUR	Clear and to the point.
CONCEPT FOUR	Clear contrast of text. Text size suitable No unnecessary images
CONCEPT FOUR	Clear Direct to the point Fuss free
CONCEPT FOUR	Concept four is crisp and clear, the font is easy to read, the graphics don't distract from the message, and I feel drawn to the message which is the most important part of the concept.
CONCEPT FOUR	Didn't make me feel like I was having to claim for something
CONCEPT FOUR	Easier to notice
CONCEPT FOUR	Easier to understand and brighter
CONCEPT FOUR	Easy to understand and to the point.
CONCEPT FOUR	Eye catching

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT FOUR	Eye catching
CONCEPT FOUR	Eye catching.
CONCEPT FOUR	Focuses on medication/treatment rather than trying to include different genders, race, disability etc in a poster
CONCEPT FOUR	For me it is just to the point, stating what it is offering but not drawing any other distractions into it . Plain but to the point .
CONCEPT FOUR	Gender neutral and straightforward
CONCEPT FOUR	I prefer because it is containing a minimal representation of the human form and so avoids possible problems of inclusion. or exclusion. you know what I mean.
CONCEPT FOUR	I think that if necessary, tablets are needed i.e. antibiotics, and these are available at the counter much easier than having to make appointment at the doctors.
CONCEPT FOUR	I was drawn to this as immediately. It was showing tablets which is what people are after, the others were quite busy with wheelchairs and didn't get to the point as easily
CONCEPT FOUR	It doesn't carry any racial or gender bias and clearly represents what a pharmacy can offer.
CONCEPT FOUR	It makes it clear that it is a pharmacy and it is dispensing medications as required.
CONCEPT FOUR	It seems more professional
CONCEPT FOUR	It stands out more and looks clearer and easier to read.
CONCEPT FOUR	It's a simpler and to the point concept
CONCEPT FOUR	Its bright and eye catching
CONCEPT FOUR	It's clearer and wording stands out.
CONCEPT FOUR	It's simple, not distracting from the message which is clear and bold.
CONCEPT FOUR	Less cluttered and easy to read. Having no characters helps to present the view of all welcome. Also good for neurodivergent people.
CONCEPT FOUR	Less personal.
CONCEPT FOUR	Looks better than the other ones
CONCEPT FOUR	More clarity
CONCEPT FOUR	More colourful and appealing
CONCEPT FOUR	More eye catching .
CONCEPT FOUR	Nonspecific images.
CONCEPT FOUR	Not so cluttered with images
CONCEPT FOUR	Not too busy and makes it's point clearly
CONCEPT FOUR	Personally, I don't think any of them are particularly useful as the wording is more complex than necessary, e.g. conditions and eligibility. Equally I may think if I needed to be eligible, I wouldn't bother enquiring. I chose the image as it's more colourful
CONCEPT FOUR	Portrays medicines
CONCEPT FOUR	print is easier to read - better layout without the unnecessary images
CONCEPT FOUR	Simple
CONCEPT FOUR	Simple and uniform. More inclined to read the words rather than study the graphics.
CONCEPT FOUR	Simple with low graphics
CONCEPT FOUR	Simple, no cartoons, no stock photographs, is inclusive without effort, doesn't reference gender/disability/ethnicity or inadvertently stereotype. Clear, large font, simple, recognisable graphics
CONCEPT FOUR	Simplicity...
CONCEPT FOUR	Stands out more
CONCEPT FOUR	The design is eye catching and large enough to be seen from a distance. Print is clear and also large enough to be read clearly from a distance.
CONCEPT FOUR	The white background makes it clearer
CONCEPT FOUR	Think the graphics are more appropriate. It conveys that medication would be available
CONCEPT FOUR	To the point and your eyes are not distracted by silly pictures from the message.
CONCEPT FOUR	Visually more appealing.

CONCEPT FOUR Whilst image 1 is probably best, the drawing of the person looks hideous and very amateur. Image 4, in my opinion is probably best as it relays a simple message without cluttering up the poster with unnecessary images of prospective patients, which I'm sure have been drawn with "inclusivity" as the main driver. Just don't bother, it doesn't work!

Do you have a preference on colours?



Number of responses = 495

Do you have a preference on colours?

CONCEPT ONE	A more neutral colour.
CONCEPT ONE	Better contrast
CONCEPT ONE	Black text is most important
CONCEPT ONE	Bolder
CONCEPT ONE	Bolder background
CONCEPT ONE	Bright and colourful and warm
CONCEPT ONE	Bright and eye-catching
CONCEPT ONE	Brighter
CONCEPT ONE	Brighter background. More likely to be noticed
CONCEPT ONE	Clear and less busy looking than the others
CONCEPT ONE	Clearer message
CONCEPT ONE	Clearer to read
CONCEPT ONE	Clearer. More contrast with background
CONCEPT ONE	Clearest to see
CONCEPT ONE	Colour stands out more
CONCEPT ONE	Coloured
CONCEPT ONE	Draws you to the image
CONCEPT ONE	Easier on the eye
CONCEPT ONE	Easy and clear to see
CONCEPT ONE	Easy on the eye
CONCEPT ONE	easy on the eye
CONCEPT ONE	easy to read
CONCEPT ONE	Friendlier and easier to read
CONCEPT ONE	Green background is best for me
CONCEPT ONE	Green is a good base colour visually
CONCEPT ONE	I associate green with health care I don't know why
CONCEPT ONE	I don't know why but I associate green with medicine
CONCEPT ONE	I find it easier to read the text if it's just on one colour background (less busy) and the background colour is better than pure white.

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
 Pharmacy First Concept Survey

CONCEPT ONE	I fund white too glaring; the softer tone is easier
CONCEPT ONE	Inviting to look at
CONCEPT ONE	It looks more appealing to me.
CONCEPT ONE	It seems to stand out more
CONCEPT ONE	It's eye catching
CONCEPT ONE	It's less busy
CONCEPT ONE	Just a little more striking than the others
CONCEPT ONE	Just seems warmer, was more drawn to it.
CONCEPT ONE	Less wishy washy
CONCEPT ONE	Lettering is dark so stands out - helpful for those with eyesight issues
CONCEPT ONE	Like the colour. Feels calm and easy to look at.
CONCEPT ONE	Looks more attractive to me
CONCEPT ONE	Makes the writing clearer
CONCEPT ONE	More eye catching
CONCEPT ONE	More eye catching
CONCEPT ONE	More eye catching
CONCEPT ONE	Nice and bright
CONCEPT ONE	Nice colour
CONCEPT ONE	No need for the fading in 3/4
CONCEPT ONE	Pharmacy cross colour
CONCEPT ONE	Plain and clear
CONCEPT ONE	Pleasant to look at
CONCEPT ONE	Single colour background stops the message from becoming too cluttered
CONCEPT ONE	Stands our more, Calming colour
CONCEPT ONE	Stands out more
CONCEPT ONE	Text colour on the background is better.
CONCEPT ONE	Text is easier to read.
CONCEPT ONE	Text shows up more clearly
CONCEPT ONE	The colours compliment each other well.
CONCEPT ONE	The colours look nice and welcoming.
CONCEPT ONE	The green colour is striking and stands put
CONCEPT ONE	Uncluttered background
CONCEPT ONE	Warm and attractive
CONCEPT ONE	Warm. Colourful.
CONCEPT ONE	Warmer more caring colour to the cold blue
CONCEPT ONE	Writing stands out better, less cluttered
CONCEPT TWO	Blue
CONCEPT TWO	Blue = NHS/health plus background doesn't distract
CONCEPT TWO	Blue clear and crisp
CONCEPT TWO	Bright light colourful includes familiar green associated with pharmacy logo.
CONCEPT TWO	Brighter and clearer
CONCEPT TWO	Brighter and clearer
CONCEPT TWO	Calming and more appealing
CONCEPT TWO	Clean and clear
CONCEPT TWO	Clean, clear, unfussy
CONCEPT TWO	Cleaner
CONCEPT TWO	Clear
CONCEPT TWO	Clear and crisp

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT TWO	Clear and easy to read (dyslexic)
CONCEPT TWO	Clear letters, easy to see
CONCEPT TWO	Clear with defined pharmacy cross
CONCEPT TWO	Clear, the words stand out
CONCEPT TWO	Clearer
CONCEPT TWO	Clearer info contrast
CONCEPT TWO	Clearer to me
CONCEPT TWO	Clearest
CONCEPT TWO	Combination of 2 & 4 for colour would be my preference, Easy to see text but with the blue of 2 not 4
CONCEPT TWO	Doesn't draw you away from the message
CONCEPT TWO	Easier on the eye
CONCEPT TWO	Easier on the eye
CONCEPT TWO	Easier on the eye. Easier to read the text.
CONCEPT TWO	Easier to read
CONCEPT TWO	Easier to read
CONCEPT TWO	Easier to read
CONCEPT TWO	Easier to read, no clutter
CONCEPT TWO	Easier to relate
CONCEPT TWO	Easy to distinguish print.
CONCEPT TWO	Easy to read
CONCEPT TWO	Feels
CONCEPT TWO	Feels less fussy
CONCEPT TWO	Fresher
CONCEPT TWO	Good size text and best contrast between text and background.
CONCEPT TWO	I feel it's easier to read
CONCEPT TWO	I just find it more attractive
CONCEPT TWO	I like blue
CONCEPT TWO	I like how Pharmacy First is far more clearer.
CONCEPT TWO	I think this colour scheme is less demanding and easier to read.
CONCEPT TWO	I would choose 4 but here print is in contrast for standard vision and blue background can be helpful to those who are truly dyslexic
CONCEPT TWO	If you have a sight problem this is easier to see
CONCEPT TWO	It is a calm colour
CONCEPT TWO	It is clear and easy to view and read
CONCEPT TWO	It's bright and easy to read
CONCEPT TWO	Just marginally more appealing
CONCEPT TWO	Less "busy"
CONCEPT TWO	Less busy looking
CONCEPT TWO	Light colour with actual people models
CONCEPT TWO	Lighter and clearer
CONCEPT TWO	Lighter and easier to read
CONCEPT TWO	Like the colours
CONCEPT TWO	Looks better.
CONCEPT TWO	Looks cleaner and sterile

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT TWO	More approachable
CONCEPT TWO	More clear
CONCEPT TWO	More clinical looking
CONCEPT TWO	More eye-catching blue.
CONCEPT TWO	More in your face to be noticed
CONCEPT TWO	More muted colours
CONCEPT TWO	More neutral colours, accessible by most
CONCEPT TWO	More NHS colour
CONCEPT TWO	Most sensible
CONCEPT TWO	NHS colour
CONCEPT TWO	Not overpowering
CONCEPT TWO	Pale and not white
CONCEPT TWO	Pale but definite
CONCEPT TWO	Plain
CONCEPT TWO	Prefer one solid colour so the image isn't too busy
CONCEPT TWO	Prefer shade other than white as text background, clearer to read
CONCEPT TWO	Seems clearer easier on the eye
CONCEPT TWO	Sharper
CONCEPT TWO	Simple b/ground.
CONCEPT TWO	Siple, not too strong
CONCEPT TWO	Stands out easy to read
CONCEPT TWO	Text stands out
CONCEPT TWO	The letters are very clear on the light blue background.
CONCEPT TWO	The text apers to be more clear than the others.
CONCEPT TWO	The trotting stands out well
CONCEPT TWO	The writing stands out more on a brighter colour
CONCEPT TWO	Words are clearer on this background
CONCEPT TWO	Writing stands out
CONCEPT THREE	Background is quite light and the text is clearer.
CONCEPT THREE	Blue print on white background is easier to read then anything on a blue background
CONCEPT THREE	both the writing and the images stand out
CONCEPT THREE	Brighter
CONCEPT THREE	Calm, medical
CONCEPT THREE	Calming colours that I associate with healthcare
CONCEPT THREE	Can be seen better
CONCEPT THREE	Clear with some colour
CONCEPT THREE	Clearer than the others.
CONCEPT THREE	Combination of colours
CONCEPT THREE	Easier to read
CONCEPT THREE	Easier to read the text and logo.
CONCEPT THREE	Easier to read the text than the others. .
CONCEPT THREE	Easier to see and read print
CONCEPT THREE	Feels warm and clear to read
CONCEPT THREE	Good contrast
CONCEPT THREE	Green
CONCEPT THREE	Green stands out more and green suggests a more positive approach
CONCEPT THREE	I like the colour and the gradient
CONCEPT THREE	I like the gradual change and not distracting tone.

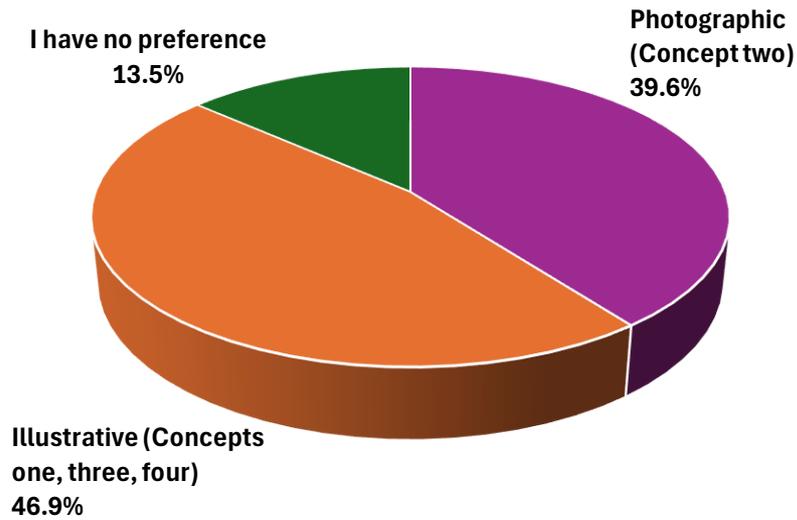
Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT THREE	I prefer more colourful images that attracts the eye
CONCEPT THREE	Inclusive
CONCEPT THREE	It's a lot brighter and eye catching
CONCEPT THREE	It's bright.
CONCEPT THREE	It's warm and inviting.
CONCEPT THREE	Light and airy
CONCEPT THREE	Lightly coloured green seems more encouraging
CONCEPT THREE	Looks clearer text
CONCEPT THREE	Looks clearer to read the text
CONCEPT THREE	Looks easy to read.
CONCEPT THREE	Looks more appealing to the eye.
CONCEPT THREE	Looks more smoothing.
CONCEPT THREE	More contrast with text & background
CONCEPT THREE	Muted but attractive colours
CONCEPT THREE	Photos on concept 2 distract from wording
CONCEPT THREE	PLEASING COLOUR COMBINATION EASY ON THE EYE
CONCEPT THREE	Smoother on the eye.
CONCEPT THREE	Softer shades
CONCEPT THREE	Stands out better.
CONCEPT THREE	Stands out more
CONCEPT THREE	Stands out more.
CONCEPT THREE	Stronger colour
CONCEPT THREE	Test is clearer and the background looks more relaxing.
CONCEPT THREE	Text is clear and the 'Pharmacy First' stands out.
CONCEPT THREE	The colours are more eye catching than the others.
CONCEPT THREE	The fade makes it easier to read
CONCEPT THREE	The text looks clearer on this set.
CONCEPT THREE	Variety of people and colours
CONCEPT THREE	Works well as a background. Not a harsh approach.
CONCEPT FOUR	Blue
CONCEPT FOUR	Blue writing on a white background is easier to read for people with poor eyesight
CONCEPT FOUR	Bold
CONCEPT FOUR	Bright
CONCEPT FOUR	Brighter
CONCEPT FOUR	Brighter
CONCEPT FOUR	Brighter and colourful
CONCEPT FOUR	Clear & concise
CONCEPT FOUR	Clear and concise and the colours allow the point to come through
CONCEPT FOUR	Clear, not detracting from message
CONCEPT FOUR	Clearest for reading the information
CONCEPT FOUR	Easier for people to see
CONCEPT FOUR	Easier on the eye
CONCEPT FOUR	Easier on the eye and easier to read information
CONCEPT FOUR	Easier to read
CONCEPT FOUR	Easier to read and digest at one look.
CONCEPT FOUR	Easiest to read.
CONCEPT FOUR	Easy to read
CONCEPT FOUR	Easy to read

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

CONCEPT FOUR	Easy to see
CONCEPT FOUR	Eye catching without being fussy.
CONCEPT FOUR	Fairly neutral, not too many colours which can be confusing for some
CONCEPT FOUR	I can see the print better
CONCEPT FOUR	I like the lighter teal and contrast with white compared to other options
CONCEPT FOUR	I think using colours on a white background is most likely to stand out
CONCEPT FOUR	It is easier to read, just
CONCEPT FOUR	It's brighter
CONCEPT FOUR	Less distracting easy to read.
CONCEPT FOUR	Looks great
CONCEPT FOUR	More colours. It's bright
CONCEPT FOUR	The white background makes the blue words stand out
CONCEPT FOUR	The words are on light background
CONCEPT FOUR	Very clear
CONCEPT FOUR	Very clear easy to read
CONCEPT FOUR	White background stands out better. Whole image looks clearer
CONCEPT FOUR	Wording on white background
CONCEPT FOUR	Words stand out more from the pale background

Do you have a preference on style? I.e. photographic vs illustrative



Number of responses = 495

Do you have a preference on style? I.e. photographic vs illustrative

Photographic	Again, looks more "serious" another valid healthcare option not the poor relation
Photographic	As before
Photographic	Because it gives the appearance that a human is helping you.
Photographic	Clearer, a much better relationship with the person you may be talking to.
Photographic	Definitely photographic over illustrative (cartoon figures). Surely the emphasis should be on REAL people.
Photographic	Easier to relate to
Photographic	Easier to relate to, possibly needs a set of more culturally diverse posters
Photographic	Explained earlier
Photographic	Feels more professional and personal
Photographic	Friendlier and real.
Photographic	Human related
Photographic	I prefer real people over cartoons
Photographic	I think people can relate more to the content when they see 'real' people on a poster rather than stylized images. You can also portray facial expressions far better on real people than on CGI.
Photographic	It clearly shows a consultation with a professional person, the others do not.
Photographic	It gives me more confidence to see a pharmacist for my condition than the others.
Photographic	It is easy to read with the paler background and darker next. Doesn't look as 'busy' as the other concepts.
Photographic	It just looks better and more relatable. I would say to make the pictures a bit more diverse and representative of the stoke community.
Photographic	It looks more like real people are involved in health care.....as in the real world...!
Photographic	It shows a consultation with a pharmacist, the others don't really show that.
Photographic	Just more drawn to it
Photographic	Looks more adult
Photographic	Looks more professional and personal.
Photographic	Looks more professional.
Photographic	Makes it real
Photographic	Makes it seem more real

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

<i>Photographic</i>	More approachable and human
<i>Photographic</i>	More confidence in real people instead of cartoon illustrations
<i>Photographic</i>	More human - real people more realistic
<i>Photographic</i>	More professional
<i>Photographic</i>	More realistic/real
<i>Photographic</i>	More relatable whereas graphics can be less professional looking
<i>Photographic</i>	More relatable
<i>Photographic</i>	No idea just seems brighter
<i>Photographic</i>	Not really, this is just better for me
<i>Photographic</i>	Only because it is clear there is a consultation with a pharmacist.
<i>Photographic</i>	People
<i>Photographic</i>	Prefer a lighter background
<i>Photographic</i>	Prefer the colour scheme
<i>Photographic</i>	Professional
<i>Photographic</i>	Real life not fantasy woke figures
<i>Photographic</i>	Real people not illustrations
<i>Photographic</i>	Real people. Other concepts look to me as if for children.
<i>Photographic</i>	Real pictures are nice but can feel a little staged. I prefer them over the cartoons I think
<i>Photographic</i>	Realistic
<i>Photographic</i>	Relatable. Real. People orientated.
<i>Photographic</i>	Shows real people.
<i>Photographic</i>	Shows what the service is and it's run by professionals
<i>Photographic</i>	The words are more distinct without the background colour.
<i>Photographic</i>	Using real people.
<i>Photographic</i>	Very clear advert
<i>Illustrative</i>	4 only, clean and gets the message across perfectly - the illustrations/photos on the other 3 are twee/distracting and unnecessary, whilst attempting 'inclusivity' this can be counterproductive, 4 already 'includes' everybody
<i>Illustrative</i>	Again, you are drawn to the words not what is happening in the picture, so the message comes across better.
<i>Illustrative</i>	Again, more the simple graphics are more eye catching than the photos.
<i>Illustrative</i>	Appearance is eye catching
<i>Illustrative</i>	Appears more modern
<i>Illustrative</i>	As in previous answer
<i>Illustrative</i>	Bolder colours & more eye catching
<i>Illustrative</i>	bolder stands out more, elderly or those with disabilities or visual impairment will find it easier to read
<i>Illustrative</i>	Bright
<i>Illustrative</i>	Cartoons convey the message better as they have less visual detail to be distracted by
<i>Illustrative</i>	Clear with no distractions
<i>Illustrative</i>	Clearer
<i>Illustrative</i>	Clearer that the service offers a consultation
<i>Illustrative</i>	Concept one is the easiest to look at, others seem to busy
<i>Illustrative</i>	Concept three is the better, it actually looks like a patient pharmacy consultation.
<i>Illustrative</i>	Concept three shows for inclusion, pictures on two don't mean anything and are standard design.
<i>Illustrative</i>	Distracts from message illustrations simple but colourful enough to draw your eye
<i>Illustrative</i>	Does not depict one type of person
<i>Illustrative</i>	Does not look as formal.

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

<i>Illustrative</i>	Doesn't rely on being able to read. Better for easy, quick understanding
<i>Illustrative</i>	Easier for people who may prefer illustrations to wording
<i>Illustrative</i>	Easier on the eye
<i>Illustrative</i>	Easier to get the message
<i>Illustrative</i>	Easier to read
<i>Illustrative</i>	Easier to read
<i>Illustrative</i>	Easier to understand
<i>Illustrative</i>	Eye catching again
<i>Illustrative</i>	Feel it is more neutral who it is aimed at. In these politically correct times, it is more inclusive without being over the top.
<i>Illustrative</i>	For me that is all you need , just telling you what the service is and what it offered, doesn't need anything else .
<i>Illustrative</i>	Friendliest
<i>Illustrative</i>	Friendly and inclusive
<i>Illustrative</i>	Graphics are distracting and not necessary
<i>Illustrative</i>	I am drawn to certain colours and I find the colours in concept three pleasing to my eye.
<i>Illustrative</i>	I feel I have already answered this question.
<i>Illustrative</i>	I find photos of people on posters/leaflets unrealistic, fake and annoying
<i>Illustrative</i>	I find the images distracting in terms of the layout on the page and together with the text, it looks cluttered to me, my concern is making it easy enough on the eye for dyslexic people. In the other concepts, the images or illustrations distract from the message it is trying to convey and therefore risk people not reading it.
<i>Illustrative</i>	I just like the way they look.
<i>Illustrative</i>	I prefer a more open style that represents all people.
<i>Illustrative</i>	I prefer the print font and size in concept 1.
<i>Illustrative</i>	I prefer to see illustrations than photos of real people
<i>Illustrative</i>	I think I'm Naturally drawn to pictures with less cluttered wording
<i>Illustrative</i>	I think it looks more professional and positive.
<i>Illustrative</i>	I think the images illustrating people who pharmacies can help, make it clear, where the photos don't communicate that all age groups can be helped.
<i>Illustrative</i>	I was just drawn to the blue, possibly indicative of NHS blue?
<i>Illustrative</i>	I am colour blind and prefer clear contrast with bold letters
<i>Illustrative</i>	Illustration does not distract from wording.
<i>Illustrative</i>	Illustrative and no 3 with people
<i>Illustrative</i>	Illustrative feels more modern than photographic.
<i>Illustrative</i>	Illustrative has ability to show more within the image rather than people where its not clear what they're doing
<i>Illustrative</i>	Illustrative is less confusing.
<i>Illustrative</i>	Images get in way of reading text.
<i>Illustrative</i>	Images of people can lead to people presumptions (racism) even if not intended.
<i>Illustrative</i>	Inclusive & includes disabled - no others do?
<i>Illustrative</i>	It doesn't make it seem scary and is more eye catching.
<i>Illustrative</i>	It doesn't come across as condescending, and pictures in illustrative are easier to understand for those who cannot read, or English isn't their 1st language
<i>Illustrative</i>	It has a wider appeal, including those with disability, teenagers, and children. Gets them asking questions and begins to promote health and where they will go if need help.
<i>Illustrative</i>	It is easier to understand visually
<i>Illustrative</i>	It is not too complicated and simpler to see.
<i>Illustrative</i>	It just seems more friendly
<i>Illustrative</i>	It looks better

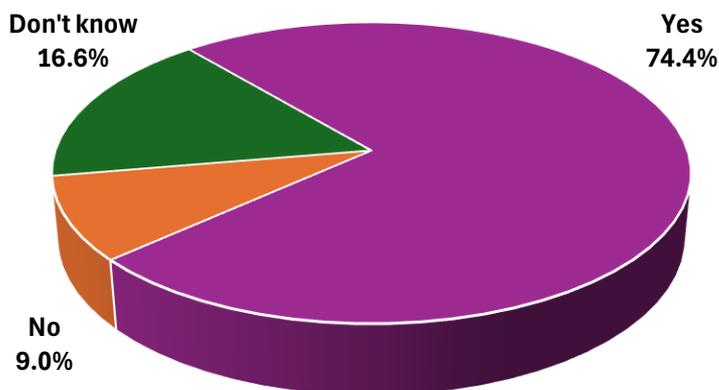
Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

<i>Illustrative</i>	It looks less formal that the others but still gets the message across.
<i>Illustrative</i>	It looks less formal. Although I don't like the one with just the pills on.
<i>Illustrative</i>	It seems more inclusive, but overall prefer the professional approach of 3
<i>Illustrative</i>	It stops me wondering who is in the photo i.e. real professional person or actor
<i>Illustrative</i>	It was easier to read than the others and to the point, which will make it easier for patients to see
<i>Illustrative</i>	It's clear
<i>Illustrative</i>	It's colourful and representative . The photographs could be setting an expectation that's difficult to replicate on a large scale
<i>Illustrative</i>	It's more illustrative
<i>Illustrative</i>	Just more eye catching to me
<i>Illustrative</i>	Just more eye catching.
<i>Illustrative</i>	Just prefer it
<i>Illustrative</i>	Just preferred it to the others
<i>Illustrative</i>	Just preferred those than the real-life images
<i>Illustrative</i>	Just seems more appealing and user friendly
<i>Illustrative</i>	Less cluttered
<i>Illustrative</i>	Less focus on who the actual individuals are
<i>Illustrative</i>	less formal.
<i>Illustrative</i>	Less intimidating. Drawstring you to look at it
<i>Illustrative</i>	Like 3 and 4, simple to read
<i>Illustrative</i>	Like the colours and pictures
<i>Illustrative</i>	Looks important and would make me notice more
<i>Illustrative</i>	Looks more calming.
<i>Illustrative</i>	Makes the information uncluttered and clear.
<i>Illustrative</i>	More comforting
<i>Illustrative</i>	More eye catching
<i>Illustrative</i>	More eye catching Pleasing colour
<i>Illustrative</i>	More friendly and easy to distinguish
<i>Illustrative</i>	More inclusive
<i>Illustrative</i>	More interesting
<i>Illustrative</i>	More relaxing.
<i>Illustrative</i>	More welcoming than photo clip art.
<i>Illustrative</i>	Most inclusive
<i>Illustrative</i>	Nice looking and hits the eye
<i>Illustrative</i>	No
<i>Illustrative</i>	No, I just prefer it
<i>Illustrative</i>	No need to display people
<i>Illustrative</i>	No reason - just drawn to it
<i>Illustrative</i>	No, just my choice
<i>Illustrative</i>	Not drawn to look at an individual drawn to the idea
<i>Illustrative</i>	People may be more likely to relate to illustrative poster
<i>Illustrative</i>	Personally feel illustrative is more friendly than using a "stock" photograph
<i>Illustrative</i>	Photographic images are distracting
<i>Illustrative</i>	Photographic images often seem "staged"
<i>Illustrative</i>	Photographic is irrelevant, but to be quite honest so too are the patient illustrations on the other concepts - best not to include any illustrations or photographs of prospective patients
<i>Illustrative</i>	Photographic looks dated.
<i>Illustrative</i>	Photographic looks too formal.

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

<i>Illustrative</i>	Photographs of real people can exclude age or ethnicity
<i>Illustrative</i>	Prefer concept 4, illustrative, but not cartoon people please!
<i>Illustrative</i>	Pretty images of people are unnecessary- we only need the message. I accept some images will attract more attention, style 4 achieves this without complicating the poster with pictures of people
<i>Illustrative</i>	Says what it is all about
<i>Illustrative</i>	Seems friendlier
<i>Illustrative</i>	Shows a variety of different groups of people
<i>Illustrative</i>	SHOWS PEOPLE USING THE SERVICE.
<i>Illustrative</i>	Simple and effective without alienating any particular group of people
<i>Illustrative</i>	Simple and fairly neutral
<i>Illustrative</i>	Simpler to understand quickly without reading further details
<i>Illustrative</i>	Simpler. Easier to see on phone
<i>Illustrative</i>	Stand out
<i>Illustrative</i>	Stands out better
<i>Illustrative</i>	Stands out more
<i>Illustrative</i>	The photograph looks to "happy clappy" and staged.
<i>Illustrative</i>	The photographic concept looks too formal.
<i>Illustrative</i>	The photographs are too smiley- but might work well in Concept Three.
<i>Illustrative</i>	The photography doesn't resonate with me, and I cannot see myself represented, it an easier to represent all in illustration.
<i>Illustrative</i>	The photos always look very staged and unrealistic.
<i>Illustrative</i>	The photos are not inclusive of all
<i>Illustrative</i>	The photos just look a bit cluttered and distract from the message
<i>Illustrative</i>	The photos look too formal and aimed at professionals rather than members of the public.
<i>Illustrative</i>	The photos make it look like a textbook. They are more formal.
<i>Illustrative</i>	This concept is immediately more illustrative when viewed by someone requiring assistance from medical services.
<i>Illustrative</i>	Yes, I am distracted by the photos and therefore unable to take the information on board. I'm too interested in trying to figure out what's going on in the photos.
<i>Illustrative</i>	Yes. Again, visually it's easier to understand. May also be more cost effective to print as well.
<i>No preference</i>	All styles are OK and visible.
<i>No preference</i>	Generally, I prefer photographs but ONLY if it's done with a dedicated photoshoot. Stock images look absolutely dreadful. A lot of illustrations can look like free or cheap clipart (like concept 4), so I don't automatically prefer cartoons. Concept 1 looks too much like a children's book. However, the illustration style in concept 3 is clear, attractive, and draws the eye.
<i>No preference</i>	I like the photo images, but the illustrations showed more diversity
<i>No preference</i>	I would like to see concept two, but in an illustrative version.
<i>No preference</i>	No
<i>No preference</i>	No just think option 4 stands out
<i>No preference</i>	No there isn't
<i>No preference</i>	NONE
<i>No preference</i>	Prefer photos but the ones chosen for concept 2 do not reflect the message of the campaign. Concept 3 is closer to the message.
<i>No preference</i>	The photograph for concept two is clear but the message is not the best. 'You may be eligible....' which may put people off going to the pharmacy.
<i>No preference</i>	The styles are very similar
<i>No preference</i>	They are all good
<i>No preference</i>	You should get rid of concept 4 - it is meaningless.

**Do you think seeing these concepts would make you act? For example:
 Finding out more about the services that local pharmacies can now
 provide.**



Number of responses = 501

Do you think seeing these concepts would make you act? For example: Finding out more about the services that local pharmacies can now provide.

Yes	2 friendliest
Yes	A lot of people do not realise that you can get help from the pharmacy. Getting that message out helps the doctors.
Yes	A thought that it might be useful for me
Yes	Again, human related
Yes	Again, I think this is clearer.
Yes	Again, using real people shows easier access and relatable.
Yes	All info clear
Yes	Although I would like to know what the 7 conditions are and if all pharmacies provide this service for all conditions.
Yes	Always good to be reminded what pharmacies offer, take some pressure off A & E's.
Yes	As a retired nurse, I would respond to any of these, because it is in my nature and training to read the small print and understand anything new in healthcare provision. I already understand that pharmacists can be a good source of advice and help, instead of GP appt. But I feel concept 3 will have a wider appeal, across all demographics.
Yes	As previously stated
Yes	Awareness of alternatives as unable to get an appointment at GP surgery
Yes	Because attending a GP can be a nightmare...and the posters would reinforce the pharmacy first message. (I tried it after a radio advert.)
Yes	Because it has real people on and if a pharmacist can help you then it saves dr's time.
Yes	Because it says it may get be able to help with some illnesses
Yes	Because of my job probably. Would always encourage someone to try the pharmacies when possible.
Yes	Because they send out a simple message

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

Yes	But only if I could access the pharmacy. For the housebound, disabled or those too distant from the pharmacy would not be able to visit and receive the help offered.
Yes	By having these concepts available and visible hopefully it will encourage people to seek information
Yes	Clarity and information.
Yes	Clear message
Yes	Clear, encouraging messages
Yes	Concept three clearly shows pharmacies are offering more services and are there for people of different ethnic backgrounds and with different needs.
Yes	Concepts two and three look good. Not sure about concepts one and four.
Yes	Concepts two and three would make me act.
Yes	Difficulties in getting an appointment with a GP makes any other option available attractive
Yes	Difficulty getting a GP appointment
Yes	Doctors' waiting times are long and the allocated time for an appointment is short. How much better to speak with a pharmacist first and then, if necessary, go to the doctor with more information and the pharmacist's referral. On many occasions I expect the pharmacist can deal with the problem perfectly well.
Yes	Don't always want to go to the doctor so another opinion may prevent needing to go to the doctors
Yes	Easier to access pharmacy for non-urgent illness
Yes	Easy Understanding and readable
Yes	Eye Catching and informative
Yes	Eye catching as in pharmacies there are loads of coloured bottles boxes etc so has to stand out from these
Yes	From experience it is a far better experience to visit the pharmacy for help than getting into the doctors
Yes	Get seen quicker than trying to see a GP
Yes	Given the issues getting GP appointments an alternative is good to have
Yes	Having the knowledge of what the pharmacy can provide.
Yes	Helps people to realise that a pharmacy is an approachable place to go & that a GP is not always necessary
Yes	I always want to find out the best place to receive support or information.
Yes	I am a huge supporter of the pharmacy network which continues to be sadly underutilized by the general public as they fail to appreciate the skills available there. Anything with simple messaging will help and simple messaging that can easily be translated into the other languages used by our multi-cultural population.
Yes	I am aware of the strain on NHS and pharmacies are easier to access
Yes	I am familiar with my chemist. Sadly, they feel overused, I feel but do offer services that are useful, but they are understaffed
Yes	I am the type of person who would look for an easier way with healthcare if I needed something. Open to innovation
Yes	I do use my local pharmacy for prescriptions and recently for advice.
Yes	I had never heard of pharmacy first. I think the wording should be different though to show what it is
Yes	I have been to the chemist and it saved trying to get a doctor's appointment- if I am going to be triaged I would rather it be a professional who has studied health rather than a receptionist who has no medical knowledge.
Yes	I have no preference. Although I would say not to use concept 4.
Yes	I have used a pharmacy and found it easy and convenient
Yes	I have worked at a pharmacy, so I know help is available.
Yes	I know I will be seen that day and have educated advice

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

Yes	I LIKE THE ILLUSTRATION. IT IS EASY TO UNDERSTAND THE CONCEPT
Yes	I prefer not having to wait weeks to see a gp. Some conditions need to be dealt with quickly, so they don't get worse and pharmacists are very knowledgeable
Yes	I think concept is eye catching so would take a look
Yes	I think in particular the second text that mentions unwell resonates
Yes	I think in the case of concept four I would be intrigued to find out more, due to my long-term health conditions.
Yes	I think it may prompt me to find out more.
Yes	I think it sparks interest, but it needs somewhere to go for more information. Like what 7 things can I go for. I recently went for an ear infection but couldn't be helped as I wasn't below 16. This isn't immediately apparent unless you read the rules.
Yes	I think it would prompt you to look up the seven conditions
Yes	I think that pharmacy have developed so much I no longer know what they provide
Yes	I think they should also be posted to homes. A lot of people don't physically go to the pharmacy, but would off if they knew about this
Yes	I think they would make me stop to ask/ find out what services pharmacies offer. Think the strap line 'Pharmacy First' is too small, and/ or could be incorporated into the text better. Both words are common for those whose first language is not English, they do what it says on the tin, prompt you to think of what a pharmacy might be able to do/ offer first, they aren't prominent enough
Yes	I use my local Pharmacy on a regular basis.
Yes	I used to work for the NHS before retirement so have always been aware of the services pharmacies can offer. Using a pharmacist clears hospitals and doctors' appointments for more serious medical concerns.
Yes	I would be interested definitely. It's so hard to battle for a gp appointment when you know it's a minor issue. My son had loads of verruca's and should have seen a gp but we just treated it although the box said was for older kids. Pharmacy may have been an option. I get UTI's as side effect of menopause and paid loads for an boots appointment and prescription, much more than usual cost. Would be good if pharmacy could help with menopause as feel it's a waste of a GP's time.
Yes	I would be really interested to know exactly what health conditions are covered.
Yes	I would investigate any change in NHS service delivery
Yes	I would like to see what the 7 common conditions are though.
Yes	I would want to check out what the 7 conditions are for future reference.
Yes	I would want to know which conditions form the seven. If I could not see a GP then the feeling that I could drop in on the pharmacy would be comforting.
Yes	I'd be curious about what the seven conditions might be.
Yes	I'd be interested in how I find out about eligibility before I go to my pharmacy
Yes	If I didn't already know about pharmacy first, I'd be more likely to visit my pharmacy.
Yes	If I felt unwell, I would utilise any option of securing assistance
Yes	If I knew the seven common conditions that pharmacists deal with then I would go to them first rather than trying to get an appointment with a GP
Yes	If there was an easier way to get reliable treatment for a common condition, rather than try to get seen by a GP, I would definitely be interested in taking that option.
Yes	Illustrative information attracts the eye and gives information in understandable form
Yes	I'm already aware of the scheme and do try to make others aware
Yes	I'm aware of the waiting times at GP surgery so this might be a plan B
Yes	Important to be aware of all available help
Yes	Increased knowledge
Yes	Information you need, to the point

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

Yes	Informational so don't have to try (and fail) to get a GP appointment.
Yes	It caught my eye more than the others
Yes	It gives you information
Yes	It highlights that pharmacies can help rather than waiting to see a dr
Yes	It is a good reminder that pharmacies offer services in addition to prescriptions.
Yes	It is a great reminder that pharmacies can help for minor illnesses.
Yes	It is easier to visit the local pharmacy than try to get an appointment with GP or nurse
Yes	It is giving information that I can use in the future
Yes	It is informative
Yes	It lets me know there is another service for me to access should I need to and encourages me to find out more.
Yes	it looks real
Yes	It makes clear that a person doesn't just have to see a gp
Yes	It makes me aware of simple things I can get from a pharmacist and not be queuing at a doctors
Yes	It may save time waiting for appointments at doctors, pharmacy more accessible
Yes	It might be simpler and quicker
Yes	It promotes a service I wasn't aware of.
Yes	It seems important
Yes	It seems like a more immediate and accessible option.
Yes	It would give me the impetus to consult a pharmacist. I'd like to know what the suitable medical conditions are though, so I don't waste my time going to the pharmacy and find I don't have an eligible condition.
Yes	It would help our doctors to see more patients and for people to not have to worry about trying to get appointments.
Yes	It would make me act initially. However, I have just read the guidance from your link and it is not clear. Reading the guidance, it looks like I have to be referred by my GP or 111. If this is the case, what is the point?
Yes	It would make me ask at least how the pharmacist could help in certain circumstances.
Yes	It would make me find out what the seven common conditions are.
Yes	It would make me think about the most appropriate action to take.
Yes	It's a clear alternative to GP
Yes	It's a clear message of a quicker way to get treatment and builds the perception of what pharmacists can offer
Yes	It's a good reminder
Yes	It's a no-nonsense notice.
Yes	It's a prompt to remind you to check if you're pharmacy can help you in the first instance. My only concern is taking Blood Pressure readings at pharmacies. Once referred to GP you have room be seen and checked and mine was OK waste of GP resources
Yes	It's a reminder that I may not need a doctor and hope that I'd be seen at a pharmacy quicker and more conveniently
Yes	It's a reminder that the pharmacy can provide help.
Yes	It's clear information
Yes	It's contained a clear message to act... If someone is in doubt or unsure
Yes	It's educational and informative in my opinion
Yes	It's hard to get a GP appt and it provides another option for people who feel they can't wait
Yes	It's offering you a point of reference to make contact .
Yes	just for sure
Yes	Just reminds you of the option available

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

Yes	Just that it helps to advertise these things, so people know about them. I asked three of my friends and only one of them knew this was possible and the others weren't aware of it.
Yes	Knowing a pharmacy can help and save both sides time etc.
Yes	Knowing can go there for small matters
Yes	Like most people, getting to see the GP can sometimes prove problematic, so a reasonable and reassuring alternative is always welcome
Yes	Makes me think about the 7 health complaints
Yes	Makes me think of contacting pharmacy if not sure whether I need to see a doctor
Yes	Makes people think therefore further investigation. Pharmacy may be more convenient than doctors
Yes	Makes very clear can go to pharmacy for common conditions
Yes	Makes you realise a pharmacy is more than just a dispensary for meds. Just needs to be open longer!
Yes	Makes you think about what the 7 conditions are
Yes	May be a good option if you can't get a gp appt.
Yes	Message is clear.
Yes	More ailments can be discussed / re viewed by pharmacist and suitable remedies offered Not just for common ailments with over-the-counter Meds
Yes	More informative and recognisable with real people in the images
Yes	My doctor is impossible to see so if there is another way to get a response, I'm all for it
Yes	Needs a credible web address adding for further information.
Yes	Needs the NHS logo adding. I only know what the integrated care board is because I became a member of this panel.
Yes	No
Yes	No
Yes	No
Yes	No reason
Yes	Not most pills on offer
Yes	Nothing further to add from previous comments.
Yes	Option 2 shows concern and gets a message across that real sensible folk can relate with.
Yes	Outlines the concept clearly but maybe would be more helpful in the conditions we're listed somewhere in the ad.
Yes	People don't always realise what is on offer and this might mean the message gets across, to reduce the burden on other health care services
Yes	People may notice the poster and realise their possible options for help if unwell.
Yes	Perhaps some kind of link showing what local pharmacies are providing.
Yes	Pharmacists have extensive medical and pharmacological knowledge and quite able to diagnose and treat patients
Yes	Pharmacy first Logo again emphasises use of service. Positive approach to securing care.
Yes	Question, what would be covered?
Yes	Raised awareness
Yes	Raising awareness of what is available very locally.
Yes	Reiterating that pharmacy can help
Yes	Reminding us to use a pharmacy before troubling the GP surgery
Yes	Reminds me to try and use the pharmacy services first
Yes	Saves time getting a GP appointment. I might think about asking a pharmacist first
Yes	Seen on the same day
Yes	Should mean quicker to get help for your situation
Yes	Straight forward

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

Yes	The concepts are a first step but not sure how many people would bother to investigate further.
Yes	The difficulty getting to see a doctor will encourage people to use the pharmacist for minor complaints
Yes	The information is helpful while offering advice
Yes	The message is clear so likely to click to find out what illnesses are eligible
Yes	The more we let people know that they can go to a pharmacist the better
Yes	The one stating 7 would make me look up what the 7 were
Yes	The way the information is presented naturally elicits a curiosity to find out more ...
Yes	there is a desperate need for other consultative options
Yes	There was more detail and so possibly more information
Yes	They all serve as a useful reminder.
Yes	They are informative and offer a good solution to trying to get advice more easily than at the surgery
Yes	They are not text heavy and clear to the point. Maybe a link to the seven common health conditions - what are they?
Yes	They raise awareness if people may not necessarily think of visiting the pharmacy
Yes	Unfair question for me. I had a really good experience using a pharmacy before Christmas, so I already know the benefits
Yes	Very bright and very clear
Yes	Wasn't aware of all the illnesses that can be treated by a pharmacist
Yes	We all know gps and hospitals are overwhelmed so having this option to be treated at a pharmacy is welcomed enormously. I would love to find out more about it
Yes	What are the 7 common conditions? Do all pharmacies treat these?
Yes	Which 7 services?
Yes	Wife already used one for infected bites in the Summer. More awareness may take pressure off GP surgeries, but pharmacies must be trained to sufficient level of competence and customer friendly approach.
Yes	With changes at GP surgeries being aware of alternative way of getting advice& care is important
Yes	Would be inclined to try a pharmacy before making a GP appointment
Yes	Would encourage me to ask at pharmacy
Yes	Would look at what medication is on offer
Yes	Would make me think about checking with pharmacy first before trying to get a GP appointment, which might not be needed.
Yes	Yes - makes me feel as though I would ask my pharmacist if they could advise if they could help with something I would usually see my GP for - I do however think it should be clear that for those with complex health conditions and taking multiple medications, that they would need to see their GP instead
Yes	Yes - many tend to overlook the services offered by pharmacy and through 'habit' seek a Drs Appt
Yes	Yes, as acts as a reminder that there is alternative to Dr.
Yes	Yes, because people have no idea what services pharmacies provide to customers
Yes	Yes, concept 1 would actually give me clear information that I wasn't already aware of. I would however ignore all of the other concepts if I saw them as it would be too difficult to work them out. For autistic people such as myself information needs to be concise and direct.
Yes	Yes, I would way to find out more and to see if my problem could be dealt with at a pharmacy
Yes	Yes, we have been advised to try Pharmacy as a first option. Unfortunately, on 2 occasions I met with no help or advise just told "see your GP"
Yes	Yes, you can get help immediately with this service instead of using a GP appointment

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

Yes	Yes, but would be good to list the 7 conditions
Yes	You just can't get to see a doctor.
Yes	You often need medication quickly but cannot get a GP appointment. This design clearly illustrates the concept of medication
No	All offer the same service. I would have thought pharmacies would offer advice on common ailments in any case.
No	Erm, I am already aware of what our local pharmacy provides & assists with various health conditions
No	Given up. Went Chemist, referred to Haywood who said it was a GP thing
No	I already know about this service so if I needed to act on it I would. Seeing a poster wouldn't make me more likely to act.
No	I already know that they offer these services.
No	I already know what my pharmacy offers
No	I already use my pharmacy as first point of call to see if they can help rather than going to the doctors. I ask if it is something they can help me with. If I didn't do this then yes, the poster would make me think of going to the pharmacy before ringing the doctors
No	I am able to treat myself with homely remedies, pharmacies will only deal with very minor ailments, they are reluctant to make decisions which they feel they were not trained to do. They are pharmacists, not doctors
No	I am already well aware of what they provide as I have seen many news items about this.
No	I am over 64 and most of the 7 areas a pharmacy can address in Pharmacy First do not refer to me.
No	I don't need reminding. I'm astonished that time, money and effort are being used to seek views on such a trivial survey
No	I have already followed up to see what is available on-line and will check again if I have a need and am not sure.
No	I think maybe a depiction of the seven conditions that can be treated at the pharmacy could be included, EG, blood pressure machine. Also include the word FREE care etc Concept 4 e.g. shows a lot of pills, but are they all for the same thing
No	I use the pharmacist when appropriate already. I also have an issue with whether pharmacists know when to advise someone to see a GP, as they are trained around medications not around people/diagnostics
No	I was already aware of the initiative to promote pharmacies for certain conditions. I already seek advice from pharmacists if required.
No	I would always try a pharmacy first however many people prefer to access the GP unnecessarily because they also want reassurances and some pharmacies don't demonstrate confidence and competence. In addition, some treatments offered by the pharmacy can be expensive- for those with limited funds or who would be eligible for free prescriptions they would prefer to see GP for a prescription. For example, a treatment for conjunctivitis is over £10 whereas a prescription would be free. Branded treatment for cystitis is almost £10. The public need to be educated. Many people who turn up at walk in centres are either unaware, want a free treatment or want additional reassurance. Until A and E start turning people away and directing them to other services e.g. pharmacy or dentist, they will continue to access services through them. It is not just about posters!
No	I would find the word eligible off putting
No	I would prefer to see a GP; I do t think there is enough privacy at a pharmacy
No	If I'm ill I want to be seen privately by my doctor not in a shop by someone who is not a doctor. I get my medicines from the pharmacist and my diagnosis from my doctor
No	I'm biased as my pharmacy and its staff are so good that I always go there first
No	I'm not sure that a poster is where I would go for health advice. Where would you be displaying it? Would it be in places where people would normally seek advice when they have these

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

	complaints? If so, what's in it for me if I take this option rather than the one I usually choose. For example, can I access this at home? Will it take less time? Will the advice be more expert or more personally appropriate? Will I get more time with the pharmacist than I would with other health professionals? Will I be followed up to see if it is working? Can I access this professional at times when other services are closed? All of these reasons may act as incentives, but the poster doesn't really tell you much about what's in it for the recipient.
No	It implies eligibility and certain conditions which are not specified. One of the strengths of pharmacies is that people will just pop in and see them this implies they won't
No	It makes me curious about what the seven conditions are, but I wouldn't do anything now. I may look it up if I was unwell and thought I possibly had one of those conditions.
No	It states you might be eligible to be seen at the pharmacy, but how do you find out? Often a phone call to the pharmacy is not answered, so where do I get this information without using the internet?
No	It's not easy from the poster to see what's new.
No	Its only relevant for 7 minor conditions. Should be able to chat about a much wider range
No	I've been treated very badly by the pharmacies in Tamworth, with late delivery of medication, and even when NHS 111 got involved they still refused to dispense my repeat prescription
No	I've selected "No" because none of the concepts convey any information about what medical conditions are covered by this scheme and I'm already aware that pharmacies can treat certain conditions (colds, mild headache, etc.) with over-the-counter medications. The concepts don't convey that there has been a change in the range of treatments on offer
No	Neither ad tells you which pharmacies are giving this service.
No	None of them include the simple statement "...please ask for further details..."
No	Not powerful or informative enough
No	Not sure the pharmacy has time to see individual patients. I'm speaking from experience having had to queue for my prescriptions, sometimes as long as forty minutes.
No	People will not really respond to posters
No	Pharmacists are very busy putting scripts up and don't have time for consultations. I waited nearly 30 minutes to be seen, to be told to contact the surgery.
No	Pharmacies are often too busy, not private and do not want to be bothered by general public for simple things. It's bad enough waiting in line to pick up prescribed meds and having to wait 30mins because the pharmacist is having to deal with someone who wants advice for a sore throat! it would be better to have in pharmacies a triage prescribing paramedic or specialist HCA. People would have more confidence, in that sort of service. After all its something that works well at some surgeries already in Staffordshire
No	The wording is off putting can I, can't I be seen? Why waste my time and pharmacy
No	The wording on the poster doesn't tell you what pharmacies do - 'care' is too ambiguous.
No	There is nothing to illustrate / inform what the "7 most common health conditions" are on any of the concepts. The wording "you might" conveys a negative response. Many will not use the service believing they will just waste their time going to see the pharmacist, when they will be rejected.
No	There's no call to action to find out more. It's a statement.
No	They don't state what the 7 conditions/symptoms are. My local pharmacy is so busy I only go in if collecting or when sure of what I need.
No	Would not make me act as I am an RGN working for 111, but I think it would help a lot of other people. I do think the common conditions treatable, and the age range should be on information as people attend and then the pharmacist says they cannot treat that condition or the age group
Don't know	1. It needs a link to show what the conditions are. 2. How do I know if I am eligible? 3. Do all pharmacies provide this service? 4. Do I just turn up at a pharmacy to be seen?

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

<i>Don't know</i>	As a retired nurse I am aware that pharmacies offer these services. I try and keep abreast of medical issues still
<i>Don't know</i>	Be better if you listed the seven common health conditions.
<i>Don't know</i>	Because it is the only one that acknowledges that not everyone is perfect.
<i>Don't know</i>	Depends on my illness.
<i>Don't know</i>	Depends on what I was looking for
<i>Don't know</i>	Depends on where they are displayed.
<i>Don't know</i>	Does not really tell me what the 12 conditions are and if all or just some pharmacies provide the care.
<i>Don't know</i>	Doubtful, usually not available.
<i>Don't know</i>	Everybody's needs are different. Some concepts may appear better to others
<i>Don't know</i>	I already know a lot about the scheme, so not sure there's much else for me to find out.
<i>Don't know</i>	I already use pharmacies when I can. I think it would be better if the "new" services were highlighted
<i>Don't know</i>	I don't know because until I need non-complex care I won't know if a pharmacy can help
<i>Don't know</i>	I have to be honest and say I don't like the wording - might be eligible suggests a level of gateway but surely everyone can visit a pharmacy. I would simplify the text
<i>Don't know</i>	I still don't know whether I'm eligible or not.
<i>Don't know</i>	I think people need to be more aware to use services rather than go to gp or A and E. i.e. save time and use first line serviced. Stop blocking urgent care
<i>Don't know</i>	I would like to see more information such as what the seven conditions are. Also 'You might be eligible to be seen by your local pharmacy' Does this mean I have to be referred, or can I just walk into a pharmacy? Use the second page of the concept to provide specific information.
<i>Don't know</i>	I'm not sure about the word "eligible"
<i>Don't know</i>	I'm unable to use this initiative due to underlying health issues so I have to be seen by a dr
<i>Don't know</i>	It depends if all pharmacies intend to take on or only some
<i>Don't know</i>	It depends on how bad I am feeling at the time
<i>Don't know</i>	it depends on what I was struggling with. some pharmacies won't treat my chronic conditions
<i>Don't know</i>	It does list the conditions a pharmacy can help with
<i>Don't know</i>	It is the kind of thing you ignore until you need it. Then when you look for information, you are not that rational and then you get frustrated. Then sometimes the frustration is taken out on the wrong person. Maybe a leaflet from the NHS should be given when use a pharmacy about what they can help with.
<i>Don't know</i>	It just shows pill packets that you could probably get over the counter
<i>Don't know</i>	It needs another page to say a. what the seven conditions are, b. do you just turn up at any pharmacy if you suspect you have one of those conditions. c. if not all pharmacies, then a web link to a list of local pharmacies providing this medication. Then, I think this would be a really useful concept.
<i>Don't know</i>	It needs the NHS logo to add credibility.
<i>Don't know</i>	It would be better to say what the 7 conditions are
<i>Don't know</i>	It would depend on where they were displayed and if I saw them.
<i>Don't know</i>	It would need to be advertised outside of a Pharmacy- within communities.
<i>Don't know</i>	Know what pharmacies can do anyway.
<i>Don't know</i>	Looking at the concepts leads me to believe that I can just walk into a pharmacy and request treatment. However, looking at the NHS Pharmacy First web page, my understanding is that I have to phone NHS 111 or my GP first and they will then refer me to a pharmacy. These concepts are quite misleading! EXTRACT FROM THE NHS PHARMACT FRST WEB PAGE: Patients will be able to access the 7 clinical pathways element via referrals from referring

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

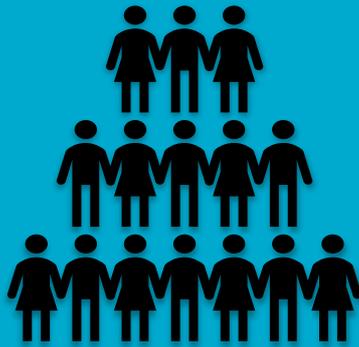
	organisations including general practice, urgent and emergency care settings, and NHS 111 (online and via telephone).
<i>Don't know</i>	Maybe
<i>Don't know</i>	My pharmacy is at my GP's surgery.
<i>Don't know</i>	Need to know the conditions before using
<i>Don't know</i>	Needs more information - too vague!
<i>Don't know</i>	Needs more information on the second screen. I have just looked at the NHS England Pharmacy First website (https://www.england.nhs.uk/primary-care/pharmacy/pharmacy-services/pharmacy-first/) and it stated that you have to be referred by a GP, A&E or 111 to use this service. The leaflet makes it seem like you can just walk into a pharmacy for treatment.
<i>Don't know</i>	Needs more information. What are the 7 conditions? Might be eligible??? How do I find out if I am eligible?
<i>Don't know</i>	No
<i>Don't know</i>	No
<i>Don't know</i>	No
<i>Don't know</i>	No, just not sure people respond to this type of information provision, seems a little dated
<i>Don't know</i>	None of the posters actually tell you what the 7 conditions are
<i>Don't know</i>	Not always sure what services they offer and often pharmacy is very busy
<i>Don't know</i>	Not enough information - 'Might be eligible to be seen'??? I probably would not go to the pharmacy only to be told I am not eligible and then have to go make a GP appointment.
<i>Don't know</i>	Not sure people look at public health information like this
<i>Don't know</i>	Often people will not find out things until they need them.
<i>Don't know</i>	Pharmacies seem too busy. Wouldn't want to have to wait ages
<i>Don't know</i>	Pharmacy is always busy and GP surgeries should provide the service they get paid to deliver - or cut their payments.
<i>Don't know</i>	Possibly, depends on what is inside and how detailed that is. Tried before with pharmacy was referred back to GP because of child under 5. need to ensure what can and can't be done.
<i>Don't know</i>	Symptoms might need further investigation before medicine is given
<i>Don't know</i>	The campaign literature/publicity surely should specify what the 7 conditions are. At present it is too vague to be effective. The message isn't precise enough.
<i>Don't know</i>	The first screen of each concept states that local pharmacies are offering services for the 7 conditions. However, the second screen says you might be eligible to be seen. This needs to be explained further, otherwise I would just end up contacting my GP, which then makes this promotion pointless.
<i>Don't know</i>	The messages are too vague. No details of the 7 images, you might be eligible....How do I find out if I am eligible?
<i>Don't know</i>	There are many leaflets and posters - and would need to stand out in amongst them
<i>Don't know</i>	There is no indication what the 7 may be or how I would go about finding this out (I.e. who do I ask? Who am I to ask to be signposted to?)
<i>Don't know</i>	There needs to be a description of the 7 conditions. Also, do all pharmacies provide this? Perhaps a web link to a list of local pharmacies and whether or not they provide this service.
<i>Don't know</i>	Think it would wise to put the seven areas it can help you with
<i>Don't know</i>	To be honest, whenever I've gone to the pharmacy, I've been told to make a doctor's appointment so my experience would probably override the information. I would want more information about the seven common health conditions, so I knew before going to the pharmacy that I was eligible.
<i>Don't know</i>	What are the conditions? Do I just turn up at my pharmacy to access these? In place of the second screen saying, 'If you are unwell.....' why not say what the conditions are and how to access the pharmacy for treatment.
<i>Don't know</i>	What does eligible mean? It means certain things are excluded so maybe off putting

Staffordshire and Stoke-on-Trent Integrated Care Board People's Panel
Pharmacy First Concept Survey

<i>Don't know</i>	Where is the link to a credible website that gives me this information. I have just carried out a google search for Pharmacy First and there are lots of returns.
<i>Don't know</i>	Would need to feel ill before I would follow up on them
<i>Don't know</i>	You need to say what the 7 conditions are.

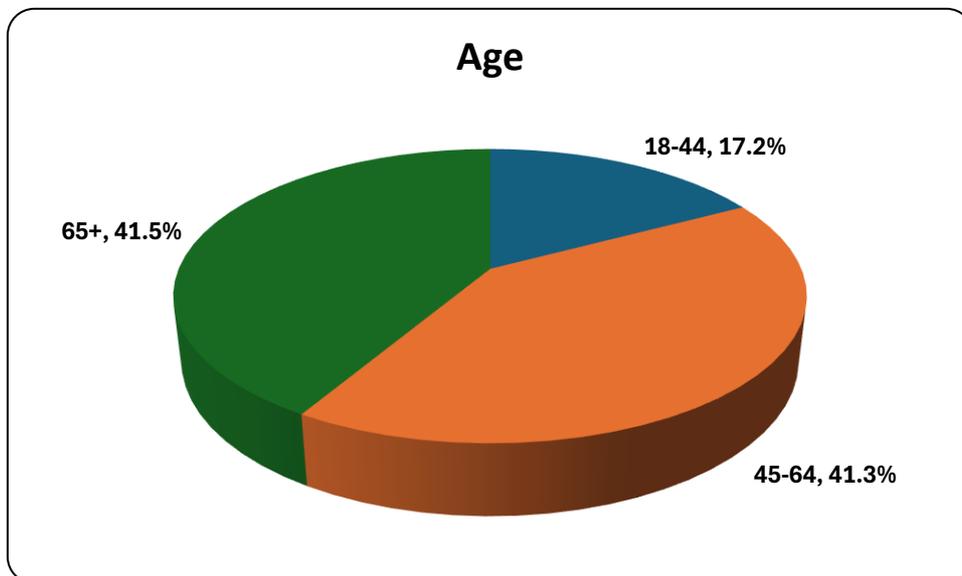
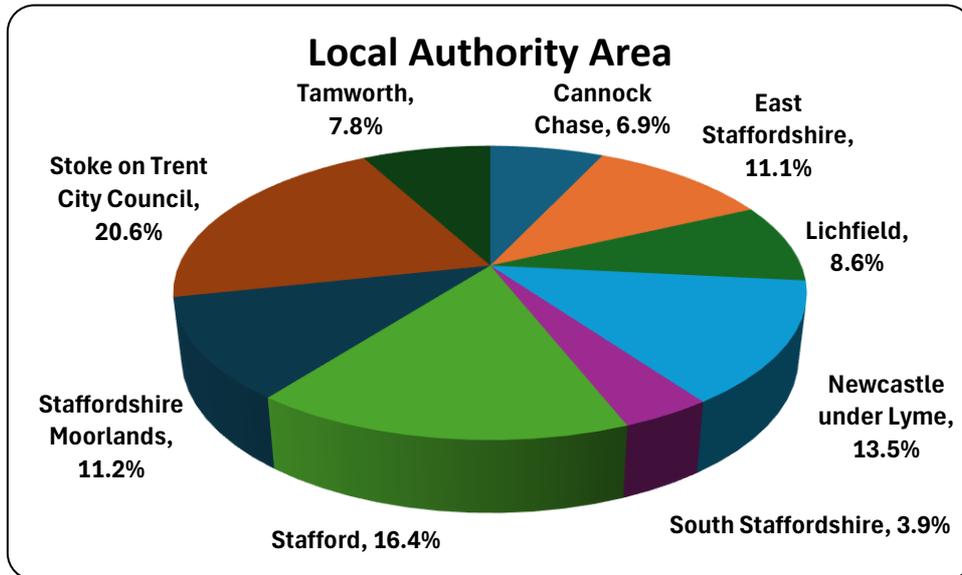
3

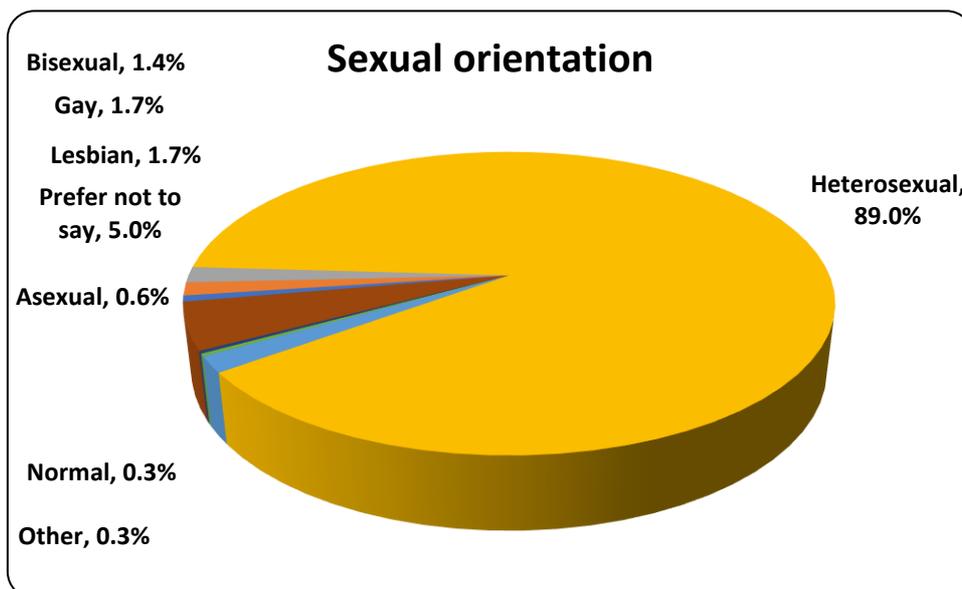
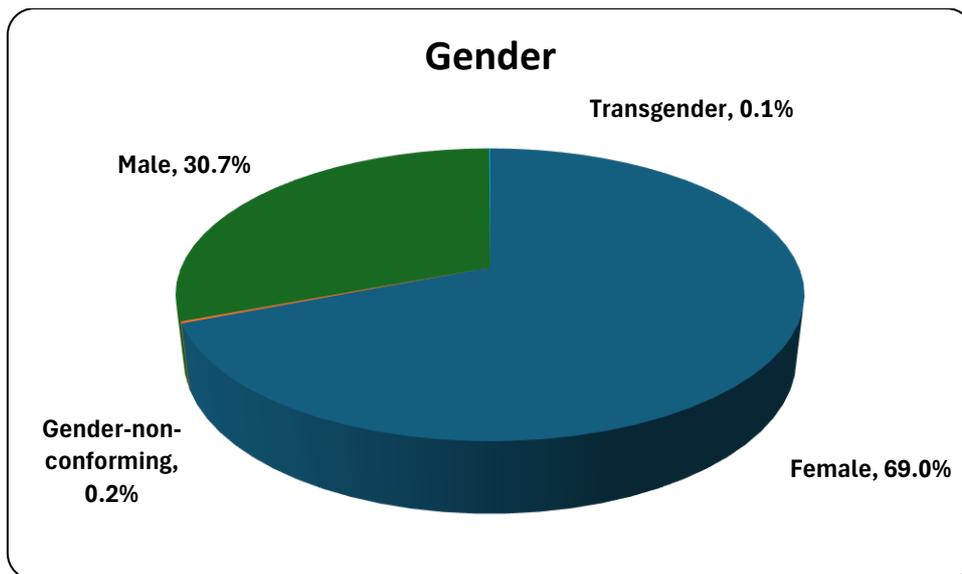
Respondent profiles

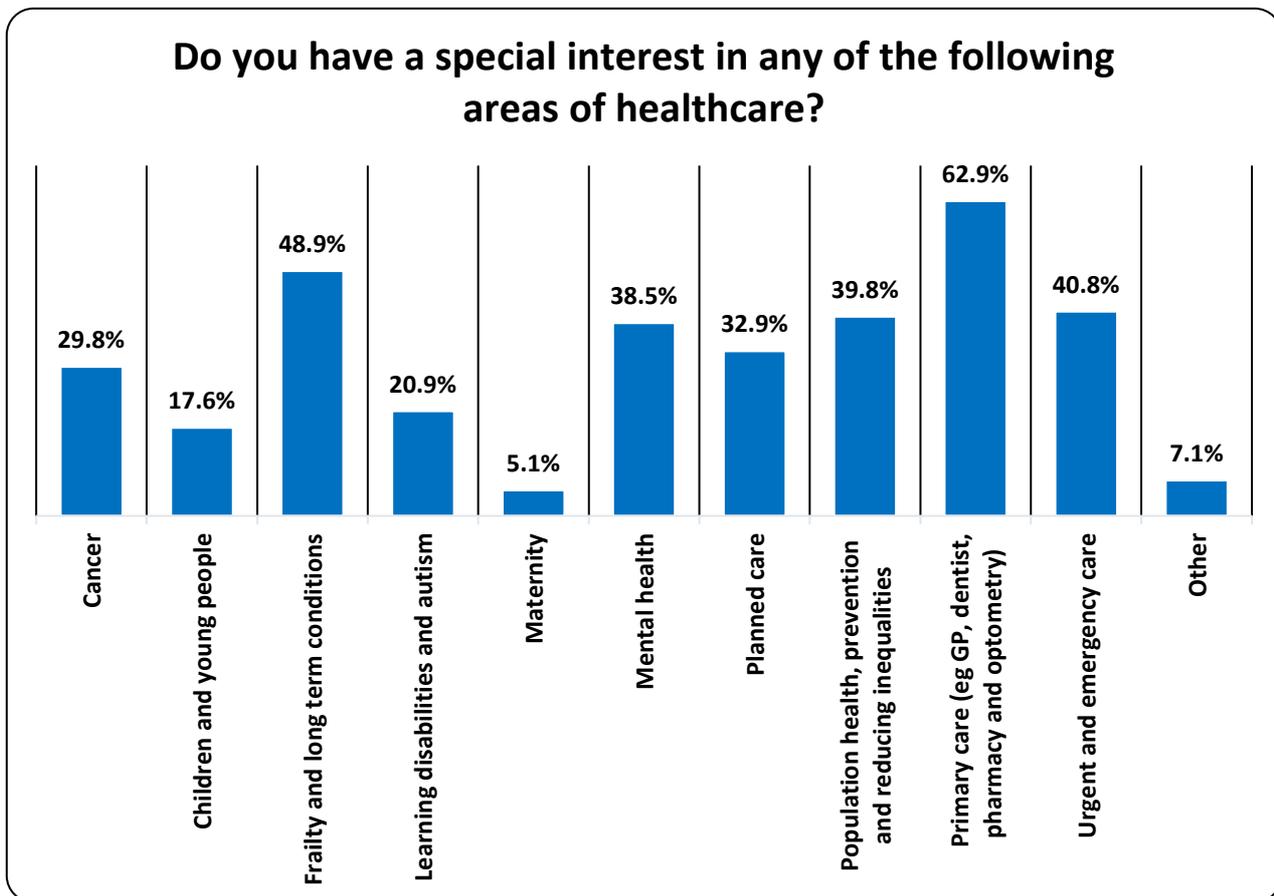
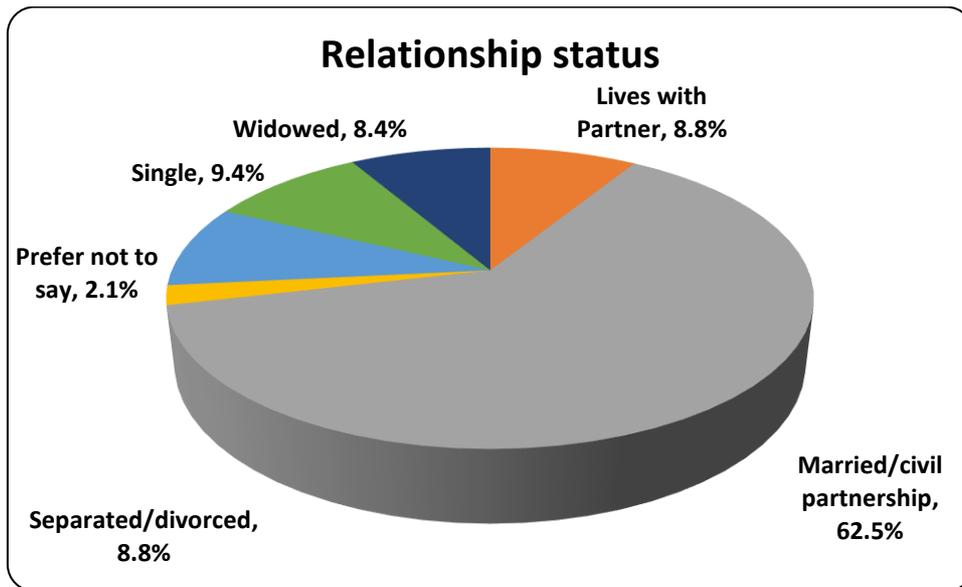


Demographics of the People's Panel are broadly representative of the profile for Staffordshire and Stoke-on-Trent (ONS 2021 Census data for Staffordshire and Stoke on Trent).

Breakdown of the 541 panel members who responded to the survey.







Special interest data is for members signing up to the panel from June 2023

