

What does Joe Bloggs know about eating well?

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Background

Airlie Medical Practice patient demographic covers the Methil area, classed as one of the SIMD 20% of most health deprived areas in Scotland. In 2023, Airlie Medical Practice, in collaboration with Fife Health and Social Care Partnership, undertook a quality improvement project (QIP).

Aim

To understand how patients access health information using health promotion approaches.

Method

To capture a wide cross section of patients, the survey took place over the course of a month and used a mix of collection methods.

- Health Promotion staff and partners supporting patients to complete the questionnaire
- Reception staff asking patients to complete the questionnaire on booking in
- Questionnaires left on the waiting room table with pens and a box for submission
- Questionnaire QR code posted on the practice's website and Facebook page

Limitations

The QR code was shown on the practice's website and Facebook page was only filled in by 4 people.

On the days with no-one prompting the patients to fill out forms only 43 were filled in.

A question that gave examples led to people copying the suggestions, rather than using their own words.

Recommendation

To help promote websites such as NHS Inform, give health promotion information, what's on in the area, and slides with recipes, tips for meal planning and budgeting ideas was designed and is now shown on a loop in the waiting room of Airlie Medical Practice.

Acknowledgements:

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Jen Watt - Community Learning and Development Team

Findings

People have positive attitudes towards eating well and have a good knowledge of it but want support to make healthier informed choices.

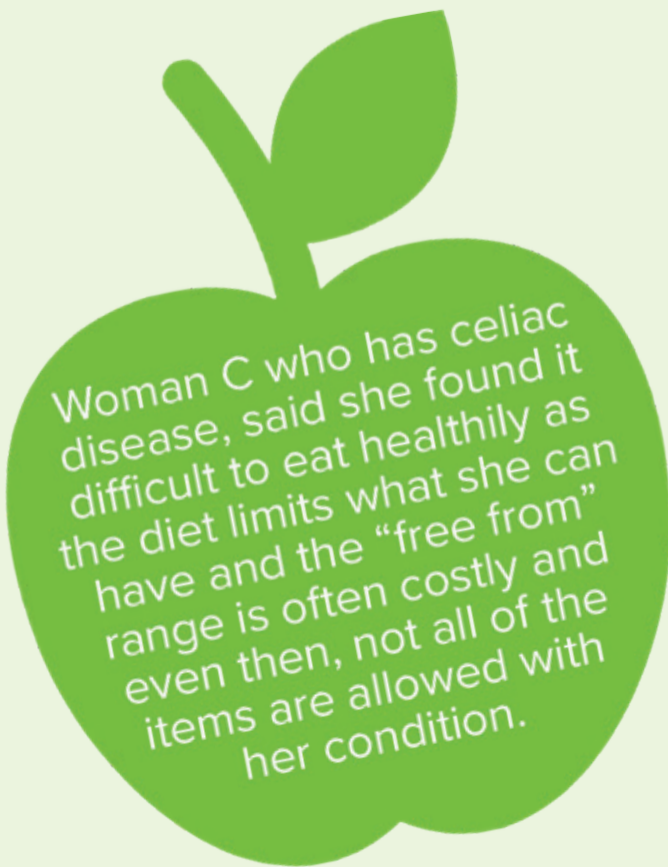
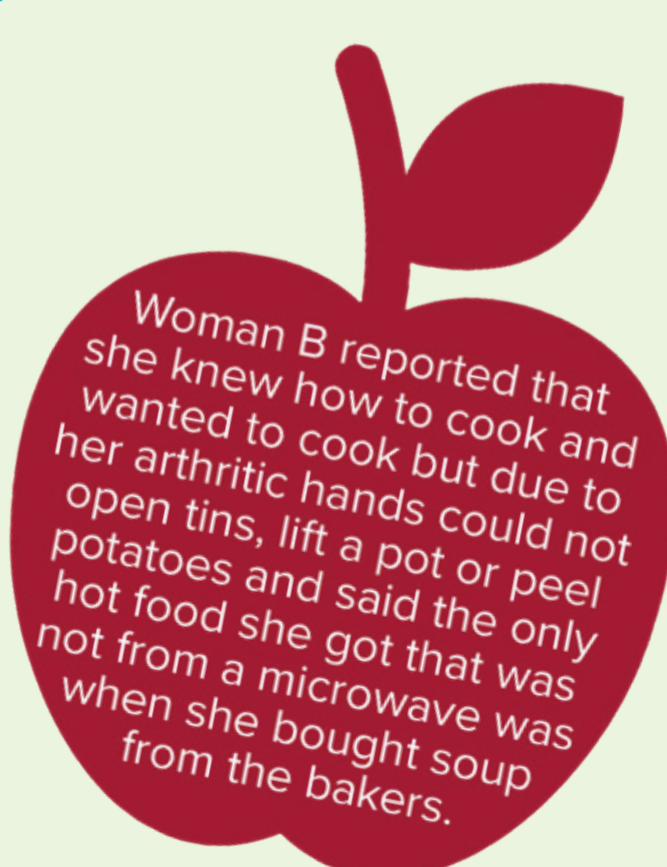
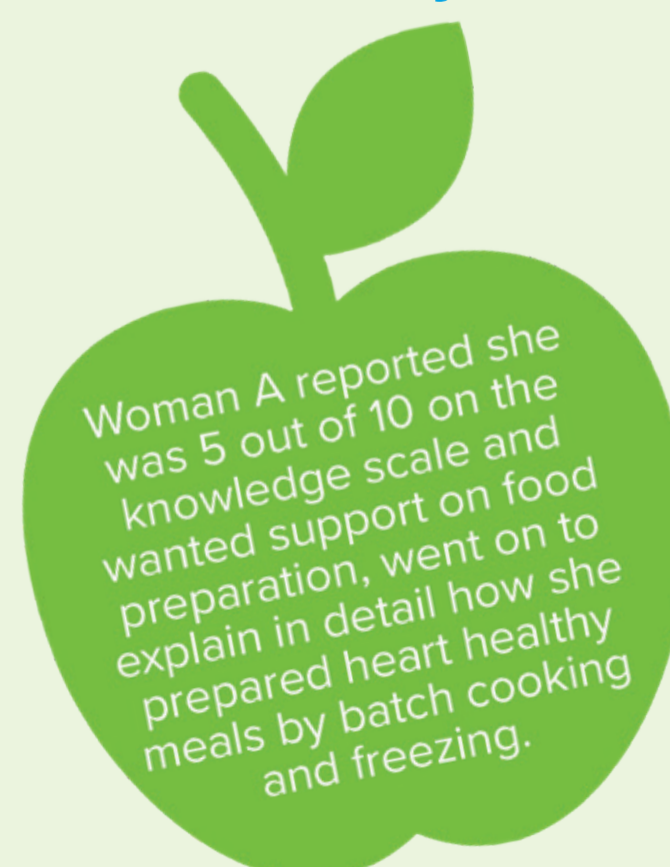
Patients need more timely dietary support for long term conditions.

44% of patients had not heard of NHS Inform.

Information on low cost recipes and how to access good food on a budget needs to be more readily available.



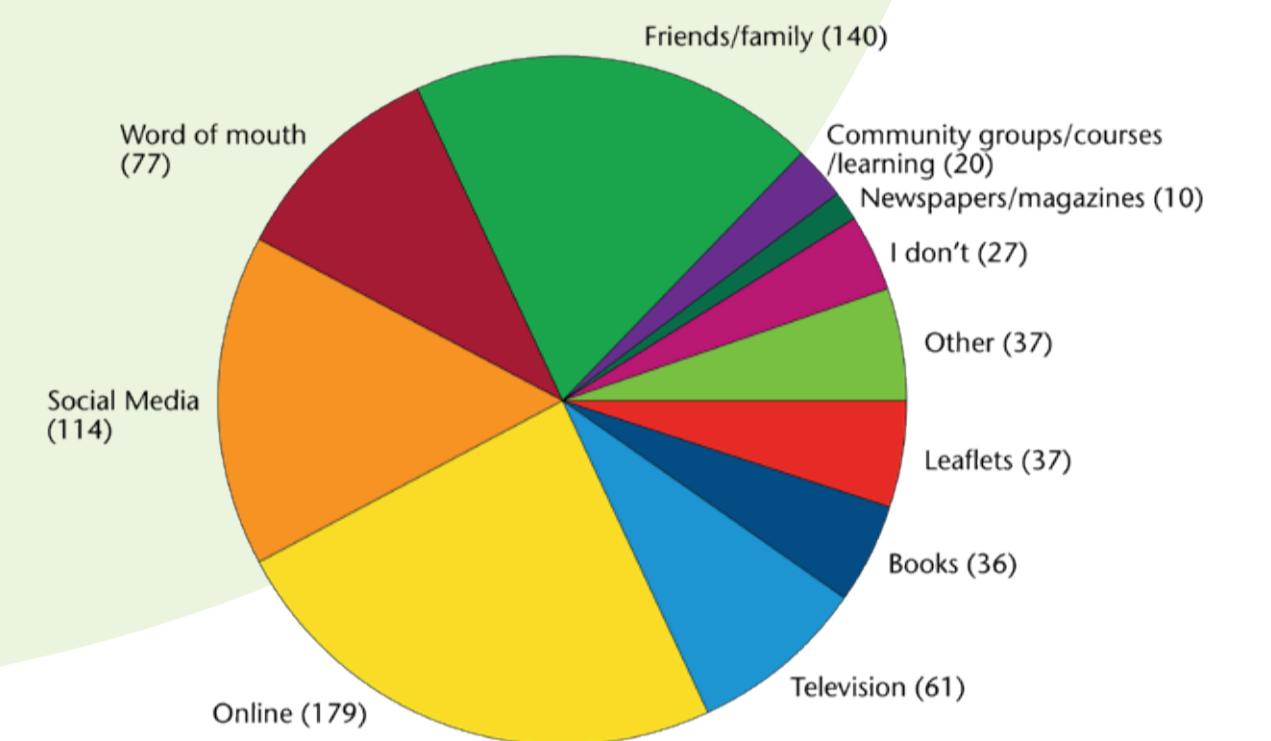
What the survey did not capture



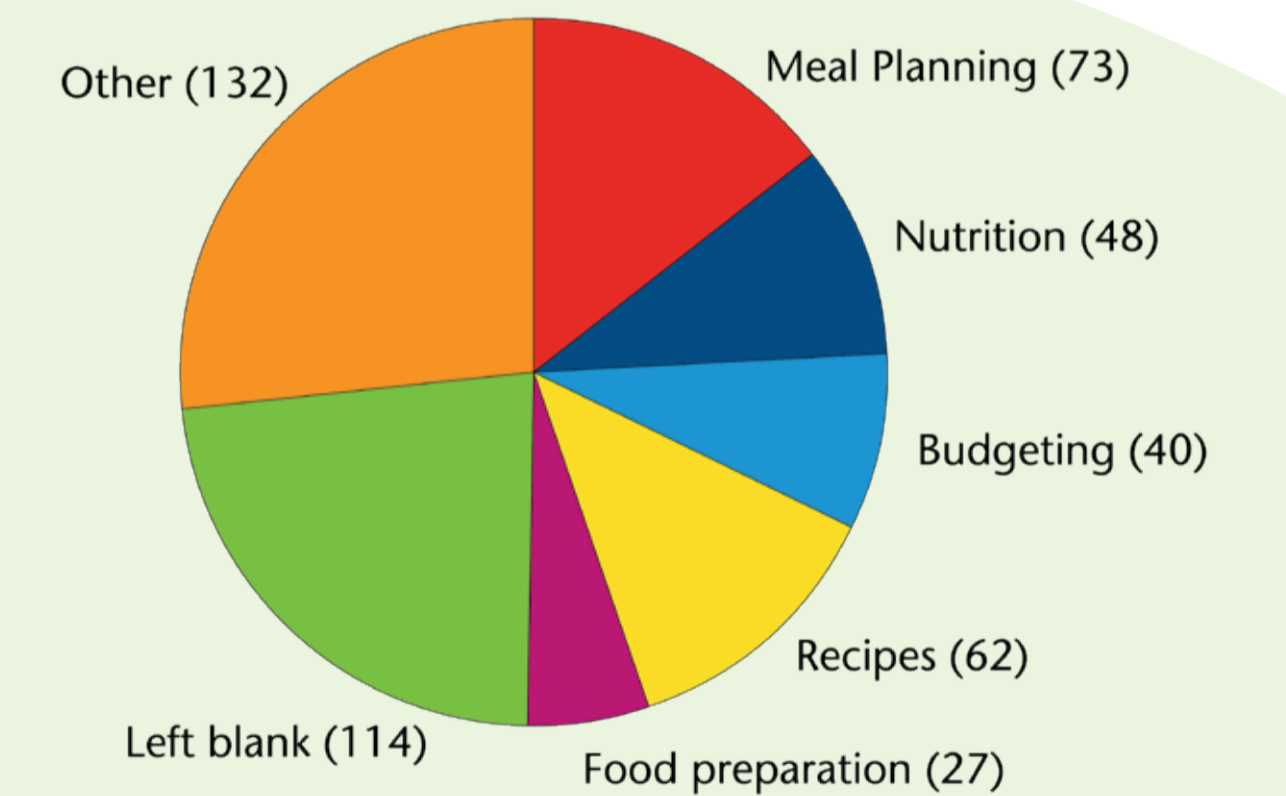
Results

In total there were 420 responses. 4 online, 19 filled in unprompted, and 397 were gained face to face. The respondents were from a wide range of areas and ages, with Methil showing the highest prevalence and the majority in the over 60 age bracket. Just under half had dependants living at home with them.

How do you usually access information about eating well?



What support/information, if any, would you like to receive around eating well? (for example meal planning, nutrition, budgeting, recipes, food preparation)



Below are some websites that have information around eating well. What ones have you heard of?

