NHS Contraceptive Services: England
Users and Uses

From our engagement with customers, we know that there are many users of these statistics. There are also many users of these statistics who we do not know about. We are aiming to use the public consultation (see below) on these statistical publications to improve our understanding of who our users are and to enhance our knowledge on what the uses of the data are. Below is listed our current understanding of the known users and uses of these statistics. Also included are the methods we use to attempt to engage with the current unknown users.

Known Users and Uses

Department of Health (DH) and Public Health England (PHE) - frequently use these statistics to inform policy and planning. These are also used to monitor trends in the use of the NHS community contraception clinics, and in the contraception methods used by the public.

At present, as the Sexual and Reproductive Health Activity Dataset (SRHAD) is currently being implemented (see latest publication for further information http://www.hscic.gov.uk/pubs/nhscontserv13), the data are used by both DH (and since 1st April 2013 PHE) and the Health and Social Care Information Centre (HSCIC) to improve the data quality of the data. This can be via targeted advice and instruction to service providers and commissioners. The SRHAD dataset, being a record level dataset is expected to provide more relevant and useful information to a wider audience, and we aim to develop our understanding of these via the public consultation.

The data also supports the Government's Sexual Health Strategy objective to reduce unintended pregnancies, and also feeds into the Sexual Health Balanced Scorecard. The Scorecard was commissioned by the Department of Health and developed by South West Public Health Observatory with the Health Protection Agency and provides a suite of nationally agreed indicators at Primary Care Trust level.

NHS - A wide range of indicators are used relating to teenage pregnancy, abortions, contraception, sexually transmitted infections and other relevant issues. The aim is to provide a key source of sexual health information for public health, commissioning and performance management colleagues at a local, regional and national level. As set out in the 2009/10 NHS Operating Framework, services to reduce teenage pregnancy rates, including provision of a full range of contraceptive services, have a key role in keeping children well, improving their health and reducing health inequalities. Information available in the HSCIC report allows trends in teenage conception rates to be better interpreted.

Trusts and Primary Care Trusts also use the statistics in the planning and management of service delivery (commissioning). They are also used for performance management. Service providers (including PCTs, Trusts, Brook clinics, Family planning clinics) use the data to manage the delivery of the service. These can help forecast the demand for services and
assist in planning how services will be delivered once PCTs are dissolved. From 1\(^{st}\) April 2013 responsibility for commissioning services transferred to Local Authorities.

**Academics and Researchers** - use the statistics for secondary analysis and further study. For example, one user requested attendance data to assist in the interpretation of Chlamydia testing data. It is therefore likely that these figures are used to assess the effectiveness and implementation of various initiatives.

**National Institute for Health and Clinical Excellence (NICE)** – data used in cost effectiveness studies of Long Acting Reversible Contraceptives.

**Ad-hoc Requests** - the statistics are used by the HSCIC to answer Parliamentary Questions (PQs), Freedom of Information (FOI) requests, and ad-hoc queries. Ad-hoc requests are received from health professionals and from members of the public showing that the statistics are used widely and not solely within the profession.

**Media** – these statistics are frequently used by the media to underpin various articles/journals etc. on matters of public interest. An example of an article is available at: http://www.nursingtimes.net/nursing-practice-clinical-research/clinical-subjects/sexual-health/contraception-clinics-see-17000-rise-in-visitors/5007624.article

**Public** - all information is accessible for general public use for any particular purpose. For example, comparing local and national data.

**Websites** - the publication has also been used on websites such as:

- Netdoctor.co.uk
- Nursing times.net
- The Health Service Journal website
  http://www.hsj.co.uk/news/primary-care/community-contraception-clinics-grow-in-popularity/5007618.article

Such websites may help inform the public of, for example, the availability of Contraceptive Clinics and which contraception methods are the most commonly used.

Throughout the year we receive comments from users of the statistics via an online feedback form (see ‘Unknown Users’).
Unknown Users

The report is free to access via the HSCIC website and therefore the majority of users will access the report without being known to the HSCIC. Therefore it is important to put mechanisms in place to try to understand how these additional users are using the statistics and also to gain feedback on how we can make the data more useful to them. On the webpage where the report is surfaced there is a link to a feedback webform which the HSCIC uses for all its reports. The specific questions asked on the form are:

- How useful did you find the content in this publication?
- How did you find out about this publication?
- What type of organisation do you work for?
- What did you use the report for? What information was the most useful? Were you happy with the data quality?
- To help us improve our publications, what changes would you like to see (for instance content or timing)?
- Would you like to take part in future consultations on our publications?

Any responses via this webform are passed to the team responsible for the report to consider.