

Name of document:
Vitamin D Deficiency Leaflet

Who requested patient reader feedback?
Caroline Shanks, Medicines Optimisation Commissioning Pharmacy Technician – NHS
Leeds CCG

Patient reader group - Feedback Report

Brief

NHS Leeds Clinical Commissioning Group (CCG) is responsible for planning and funding (commissioning) the majority of health services for people in Leeds. We work closely with our health partners to deliver the best possible health and care services to the people of Leeds.

We have received a request for the CCG's patient reader group to review a patient information leaflet on vitamin D deficiency. The aim of the leaflet is to inform people about lifestyle advice that can help address the deficiency as well as encourage people to purchase their own vitamin D supplements as opposed to getting them from the pharmacy on prescription.

The reader group were invited to comment on one document created by NHS Leeds CCG from a patient perspective, looking at formatting, how easy it was to understand, whether anything was missing and how suitable it is for other people in the community. Patients were not asked to comment on the project itself. The email was sent to NHS Leeds CCG Network members who are signed up to participate in the reader group work.

We received **11** responses from the reader group.

You can view the original document that was submitted to the reader group here:

[Vitamin D Deficiency Leaflet](#)





Themes and recommendations



This section outlines the key themes from the feedback. It outlines how we have responded to each them. The green sections indicate where we have directly used patient feedback to shape the project.

Feedback	Response (to be completed by requesting staff member)
The document is clear but it does not indicate who has produced the document	
Consider a few of the words and how easy it might be for someone to understand, especially if they have a learning disability (pharmacist, fortified etc.)	
Document needs some contact information or information on who to contact if there are concerns or questions	
Suggestion about extra content around effect of a lack of vitamin D on the body and how to be out in the sun safely	
Will this survey be offered in alternative formats? How can people request them?	
Check spelling and grammar and language style (see feedback)	
See below for additional responses regarding suggestions changes/additions to questions	



Reader Group Feedback



1. Is it clear who the document is for, who it is from and what it is about?				
			Response Percent	Response Total
1	Yes		80.00%	8
2	No		20.00%	2
			answered	10
			skipped	1
Tell us why: (7)				
1	31/05/2019 13:46 PM ID: 118116308	Correct title to paper		
2	31/05/2019 13:56 PM ID: 118116079	It speaks for its self and even a sun, sort of gives it away		
3	31/05/2019 18:08 PM ID: 118124308	Clear and to the point. ! The details of the quantity of supplement should be in larger font and bold Marked on a copy sent to the author. 2. first line time to be in larger bold type 2nd Paragraph 2nd line new Paragraph starting You do not. 3. either remove the brackets and after fish insert comma and remove (such as) what do you mean after butter is it small amount of vitamin D or use only a small amount of butter and the same for the remainder of the sentence it is not clear what you mean.		
4	03/06/2019 10:53 AM ID: 118292212	Assume it will be handed to the patient personally by a health care professional but there are no logos at all.		
5	03/06/2019 13:40 PM ID: 118316266	Purpose is clear, but no mention of who it's from		
6	06/06/2019 21:07 PM ID: 118696050	although directed to patients who have a Vit D deficiency, maybe a further leaflet could be produced, many people could be unaware that they have a deficiency, as it is detected via a blood test		
7	10/06/2019 16:13 PM ID: 119104449	The information is clear who the document is aimed at and who it is from.		

2. Is the design eye catching? (Would you pick it up if you saw it in a GP surgery?)				
			Response Percent	Response Total
1	Yes		80.00%	8
2	No		20.00%	2
			answered	10
			skipped	1





2. Is the design eye catching? (Would you pick it up if you saw it in a GP surgery?)			Response Percent	Response Total
Tell us why: (8)				
1	31/05/2019 13:30 PM ID: 118113992	Maybe have more sun characters		
2	31/05/2019 13:46 PM ID: 118116308	Short and succinct - more likely to be read by passing people		
3	31/05/2019 13:56 PM ID: 118116079	Anything to do with the sun, has we don't get enough of it.		
4	31/05/2019 18:08 PM ID: 118124308	add two more suns and below write 5 10 15 to indicate the minutes in the sun.		
5	03/06/2019 10:53 AM ID: 118292212	Very clear and eye-catching graphics		
6	03/06/2019 13:40 PM ID: 118316266	Yes, but The sun motifs are good but there are not enough		
7	06/06/2019 21:07 PM ID: 118696050	I would pick it up because I pick up most leaflets in my surgery but it could be more eyecatching, i.e. title larger in capital letters and more bold		
8	10/06/2019 16:13 PM ID: 119104449	The design is eye catching and easy to read. I will pick it up and read it if I saw it in my GP surgery.		

4. Section 2 - Questions for the patient reader group



3. Are the sentences simple and easy to understand?			Response Percent	Response Total
1	Yes		70.00%	7
2	No		30.00%	3
			answered	10
			skipped	1
Tell us why: (9)				
1	31/05/2019 13:30 PM ID: 118113992	Why not say chemist not pharmacist. Some LD don't understand		
2	31/05/2019 13:46 PM ID: 118116308	Sort and to the point		
3	31/05/2019 13:56 PM ID: 118116079	Nothing to add, it is clear what you are trying to bring across.		
4	31/05/2019 18:08 PM	See comments under section 1 para 2		


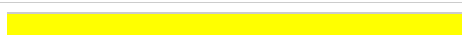


3. Are the sentences simple and easy to understand?			Response Percent	Response Total
	ID: 118124308			
5	03/06/2019 10:53 AM ID: 118292212	Sentences quite brief and where complex words are used - this is then explained.		
6	03/06/2019 13:40 PM ID: 118316266	Easily understood		
7	04/06/2019 18:01 PM ID: 118463681	The section re skin exposure should contain further information in regards to people with darker skin. I also wonder if there should be a warning in regards to sun exposure for those at risk of melanoma.		
8	06/06/2019 21:07 PM ID: 118696050	straightforward information		
9	10/06/2019 16:13 PM ID: 119104449	The sentences are simple and easy to understand.		



4. Does it contain unexplained medical terms?			Response Percent	Response Total
1	Yes		10.00%	1
2	No		90.00%	9
			answered	10
			skipped	1
Tell us why: (5)				
1	31/05/2019 13:30 PM ID: 118113992	But does say fortified. LD again may not understand		
2	31/05/2019 13:46 PM ID: 118116308	There aren't any!!		
3	31/05/2019 13:56 PM ID: 118116079	Yes and no, but all seem clear to me the need of supplements and yeah lovely sun		
4	06/06/2019 21:07 PM ID: 118696050	n/a		
5	10/06/2019 16:13 PM ID: 119104449	There are no unexplained medical terms or jargon.		


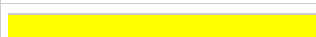




5. Does it speak to the reader? i.e. using 'you' and 'your' instead of 'the patient'				
			Response Percent	Response Total
1	Yes		88.89%	8
2	No		11.11%	1
			answered	9
			skipped	2
Tell us why: (2)				
1	31/05/2019 13:56 PM ID: 118116079	And this is so what i like, it really could be for anyone, its just a matter of been sensible.		
2	10/06/2019 16:13 PM ID: 119104449	As you read the document it is as if the writer is speaking to you.		

6. Are there any errors in spelling, accuracy or grammar?				
			Response Percent	Response Total
1	Yes		10.00%	1
2	No		90.00%	9
			answered	10
			skipped	1
Tell us why: (4)				
1	31/05/2019 13:56 PM ID: 118116079	I may be are the wrong person to ask this sorry		
2	31/05/2019 18:08 PM ID: 118124308	See comments under section 1 para 3		
3	06/06/2019 21:07 PM ID: 118696050	didn't spot any		
4	10/06/2019 16:13 PM ID: 119104449	I found no spelling or grammatical errors.		



7. Does it tell the patient everything they need to know? What other questions might the reader ask?				
			Response Percent	Response Total
1	Yes		77.78%	7
2	No		22.22%	2
			answered	9
			skipped	2
Tell us why and what other questions might the reader ask? (5)				
1	31/05/2019 13:33 PM ID: 118115097	What other treatment plans are available if the initial plan doesn't resolve the deficiencies		
2	31/05/2019 13:56 PM ID: 118116079	Happy with this as it is.		
3	31/05/2019 18:08 PM ID: 118124308	Portion size by weight		
4	06/06/2019 21:07 PM ID: 118696050	might query danger of sun cancer when taking in sun on skin between 11 - 3 pm, i.e. hottest time of day		
5	10/06/2019 16:13 PM ID: 119104449	No other questions required.		

8. Is there a contact name and number for queries?				
			Response Percent	Response Total
1	Yes		40.00%	4
2	No		60.00%	6
			answered	10
			skipped	1

9. Are there links to other information, useful websites etc.?				
			Response Percent	Response Total
1	Yes		33.33%	3
2	No		66.67%	6
			answered	9
			skipped	2





9. Are there links to other information, useful websites etc.?			Response Percent	Response Total
Is there anything missing? (4)				
1	31/05/2019 13:46 PM ID: 118116308	Not obviously		
2	03/06/2019 10:53 AM ID: 118292212	Contact details are missing, unless the intention is that patients with questions should ask their pharmacist. No mention of being available in other formats.		
3	06/06/2019 21:07 PM ID: 118696050	advice line		
4	10/06/2019 16:13 PM ID: 119104449	Contact number for queries.		

10. Is the document sympathetic and sensitive?			Response Percent	Response Total
1	Yes		80.00%	8
2	No		20.00%	2
			answered	10
			skipped	1
Tell us why: (6)				
1	31/05/2019 13:46 PM ID: 118116308	Appropriate language used and not patronising		
2	31/05/2019 13:56 PM ID: 118116079	Its how a document should be but at the same time, fun with it not dull the sun helps.		
3	31/05/2019 18:08 PM ID: 118124308	It does not complicate things.		
4	03/06/2019 10:53 AM ID: 118292212	It doesn't need to be - its a simple information leaflet regarding a vitamin supplement.		
5	06/06/2019 21:07 PM ID: 118696050	not particularly sympathetic but doesn't really need to be		
6	10/06/2019 16:13 PM ID: 119104449	There is nothing insensitive about the document.		





11. Is there plenty of space between paragraphs so the page looks clean and uncluttered?

			Response Percent	Response Total
1	Yes		77.78%	7
2	No		22.22%	2
			answered	9
			skipped	2

Tell us where you think improvements could be made: (4)

1	31/05/2019 13:56 PM ID: 118116079	I'm happy as it is.
2	03/06/2019 10:53 AM ID: 118292212	Layout is very good - spacing and graphics clear and concise.
3	03/06/2019 13:40 PM ID: 118316266	Box in each of the three sections to give mor focus
4	06/06/2019 21:07 PM ID: 118696050	as much space as possible between paragraphs, points should be more bold


12. Is there sufficient contrast between the background and the text colour used?



			Response Percent	Response Total
1	Yes		88.89%	8
2	No		11.11%	1
			answered	9
			skipped	2

Tell us where you think improvements could be made: (3)

1	31/05/2019 18:08 PM ID: 118124308	A larger font could be used to make it easier to read for those with sight impairment.
2	03/06/2019 13:40 PM ID: 118316266	It's a straightforward i.e. conventionalblack on white
3	06/06/2019 21:07 PM ID: 118696050	see previous reply



13. What do you think of the images/photos used? Are they appropriate?				
			Response Percent	Response Total
1	Yes		100.00%	10
2	No		0.00%	0
			answered	10
			skipped	1
Tell us where you think improvements could be made: (4)				
1	03/06/2019 10:53 AM ID: 118292212	Very clean and clear.		
2	03/06/2019 13:40 PM ID: 118316266	More of them		
3	06/06/2019 21:07 PM ID: 118696050	don't think image is needed in point 1		
4	10/06/2019 16:13 PM ID: 119104449	The images are good and appropriate.		

14. Is the resource offered in an alternative format?				
			Response Percent	Response Total
1	Yes		22.22%	2
2	No		77.78%	7
			answered	9
			skipped	2



15. Do you have any other comments you would like to make about this resource?			Response Percent	Response Total
1	Open-Ended Question		100.00%	7
1	31/05/2019 13:30 PM ID: 118113992	Might need to explain what over the counter means.		
2	31/05/2019 13:46 PM ID: 118116308	None		
3	31/05/2019 13:56 PM ID: 118116079	No a very good piece of work, to the point , and a nice sun, to make us all feel happier.		
4	31/05/2019 18:08 PM ID: 118124308	It could be offered in different languages and by sound for the sight impaired and Braille for the Blind and Deaf.		
5	03/06/2019 13:40 PM ID: 118316266	No		
6	06/06/2019 21:07 PM ID: 118696050	the effect of lack of vit D on your body		
7	10/06/2019 16:13 PM ID: 119104449	No		
			answered	7
			skipped	4

Report completed by:

Adam Stewart

Engagement Officer, NHS Leeds CCG

