

Website Engagement Survey

Health Promotion Resources



Purpose:

To engage stakeholders in a review of the Health Promotion Materials on the Women's Health and Family Services website.

How:

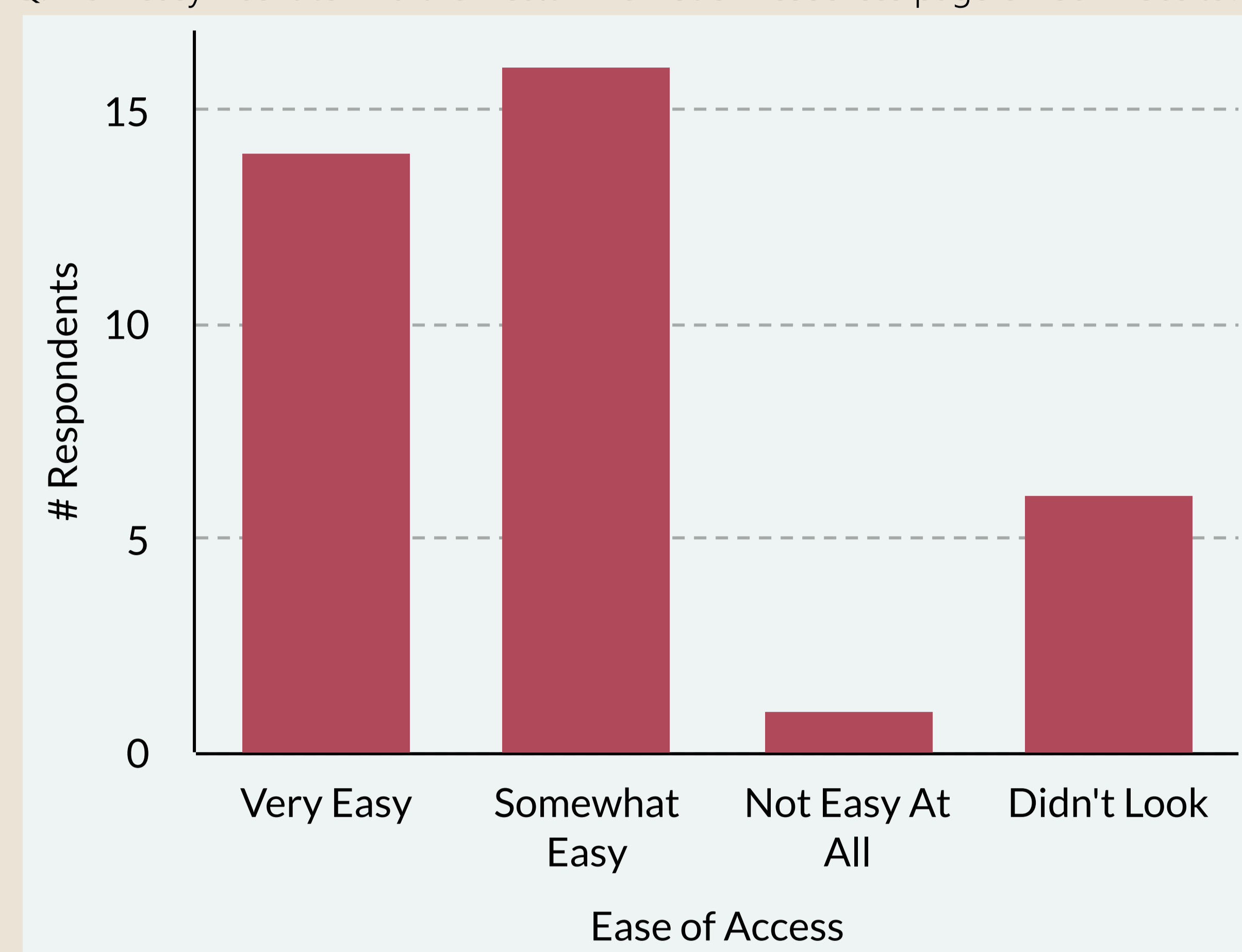
We gathered information via a survey distributed via email to consenting Health Promotion Clients, as well as the dissemination of QR codes, digital links and physical copies.

Why:

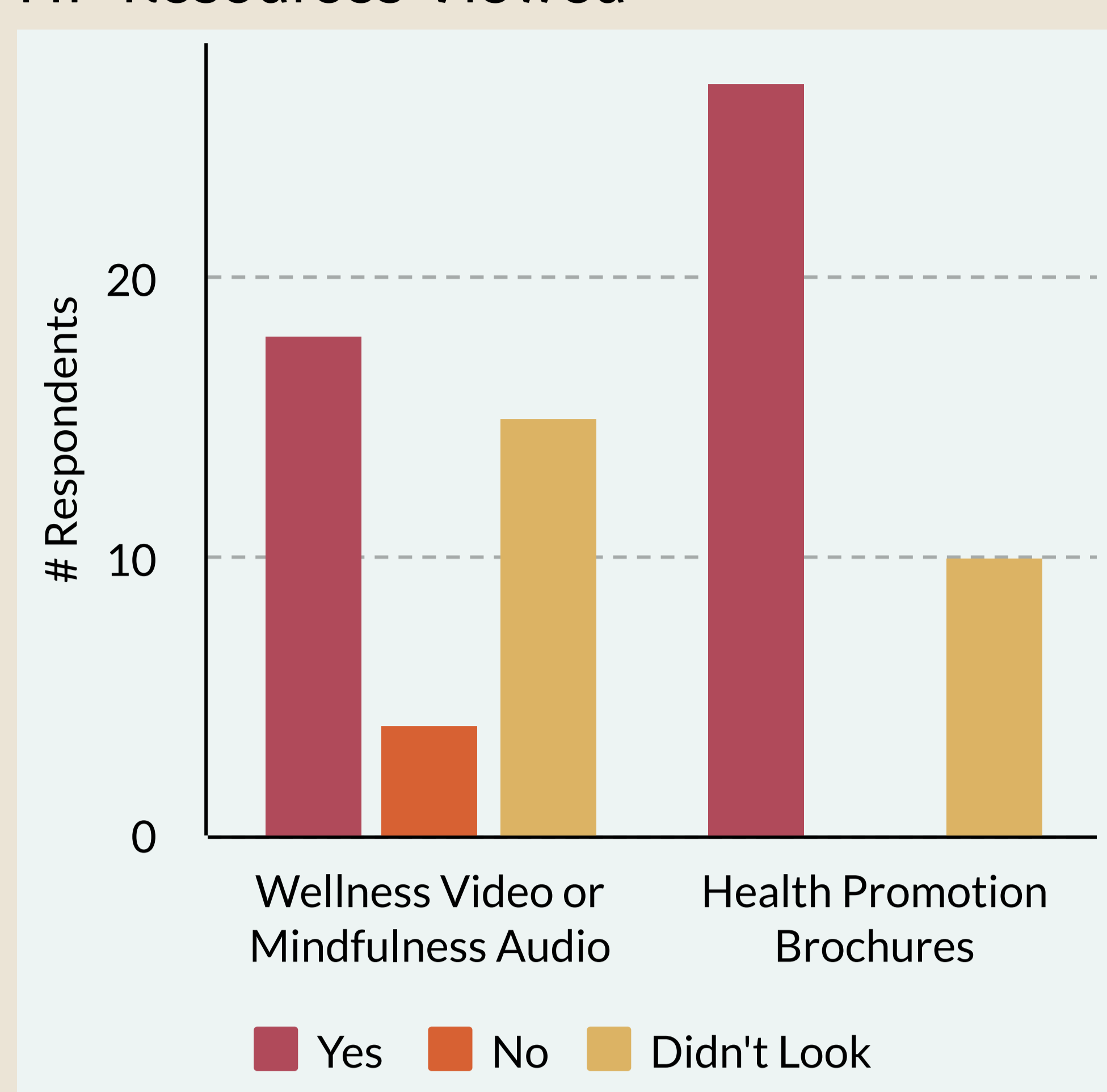
To provide valuable feedback in terms of website accessibility, services used and services requested by stakeholders, informing WHFS of ways to effectively meet the needs of the community.

Website Navigation

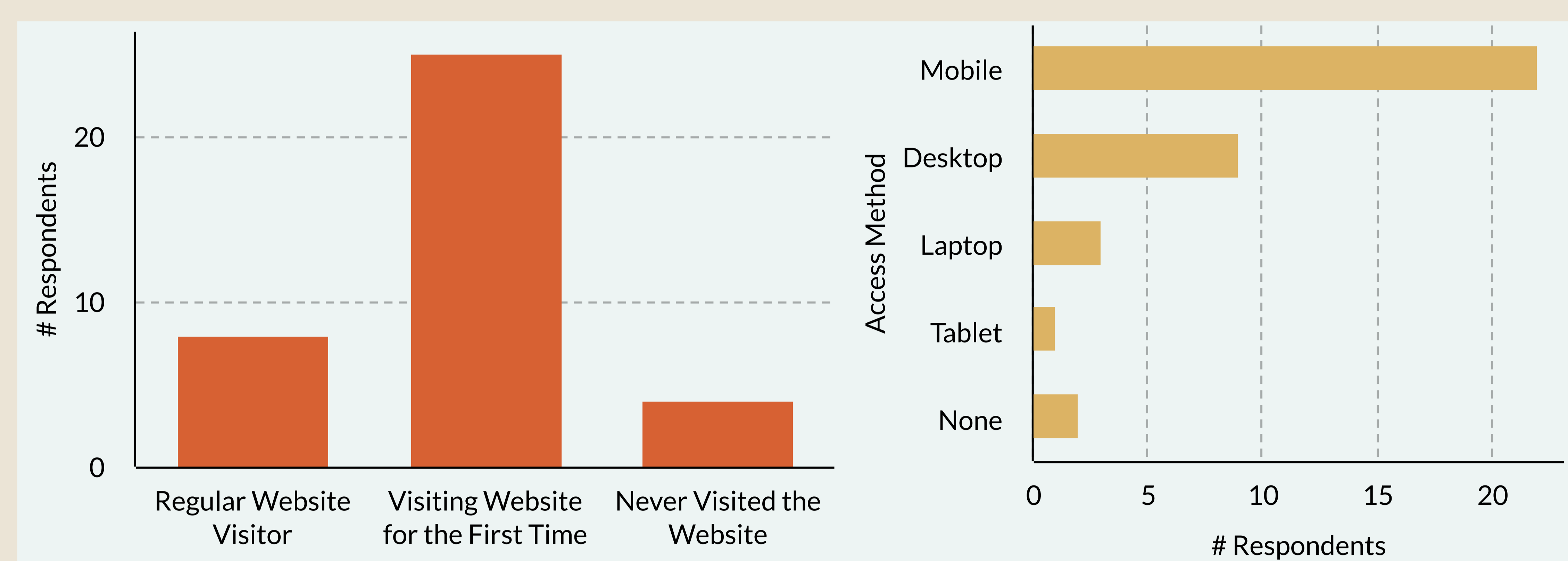
Q. How easy was it to find the Health Promotion resources page on our website?



HP Resources Viewed



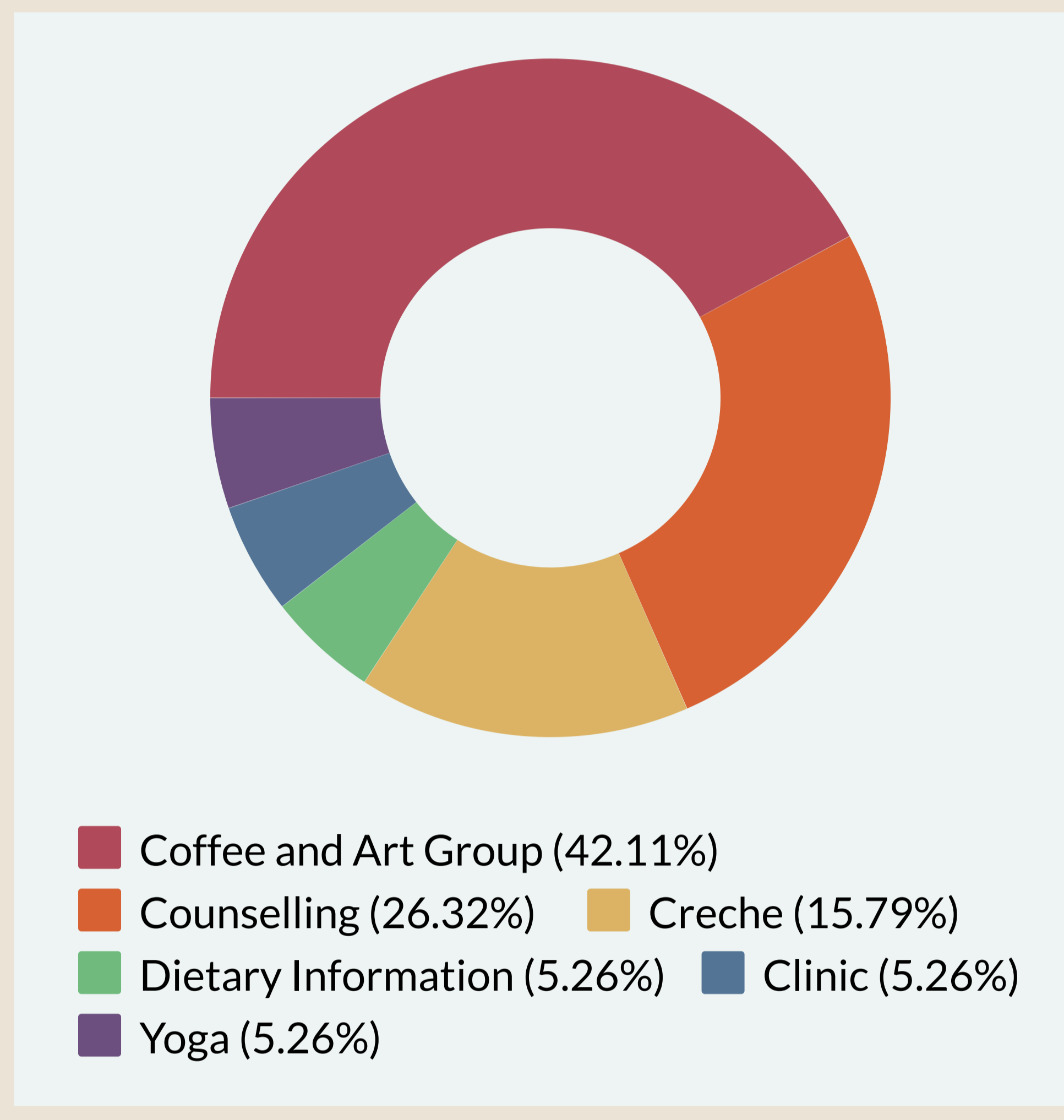
WHFS Website Access



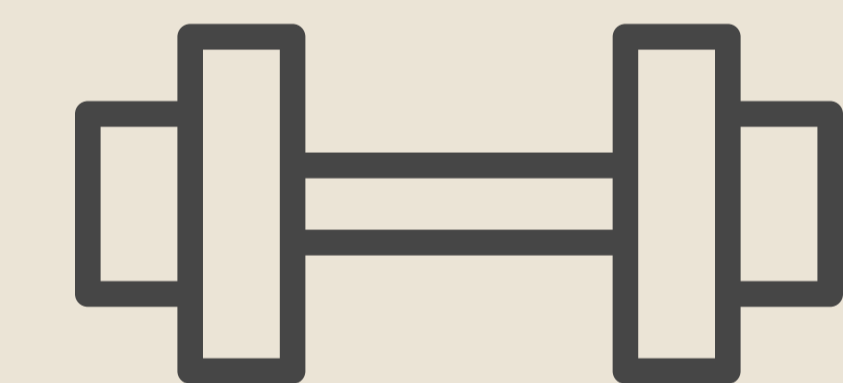
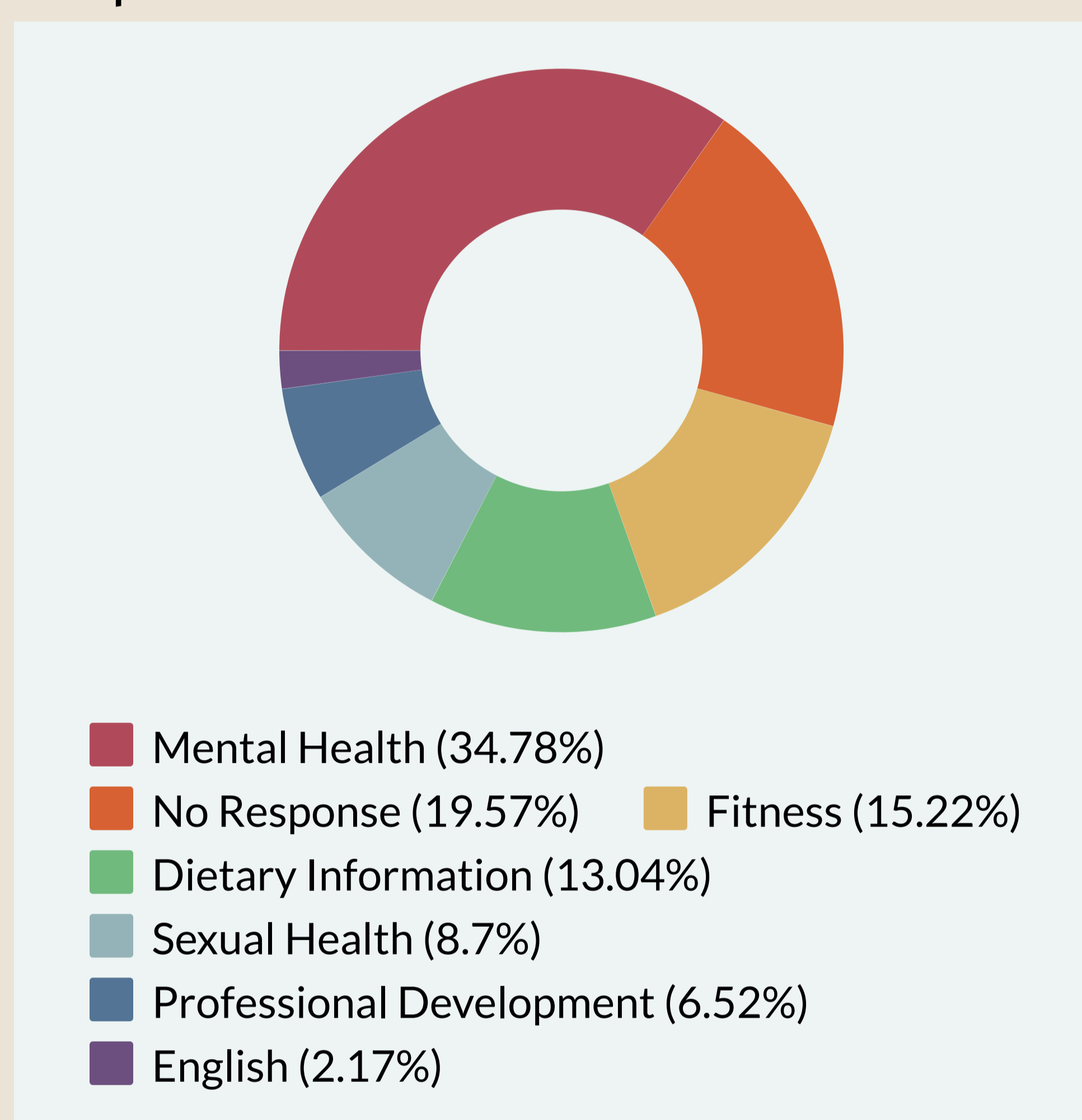
Most survey participants were new to the website as their interaction with WHFS was primarily external.

Those who had never visited the website were likely to be those with little to no internet access. These participants filled out a physical copy of the survey.

Previously Used Services

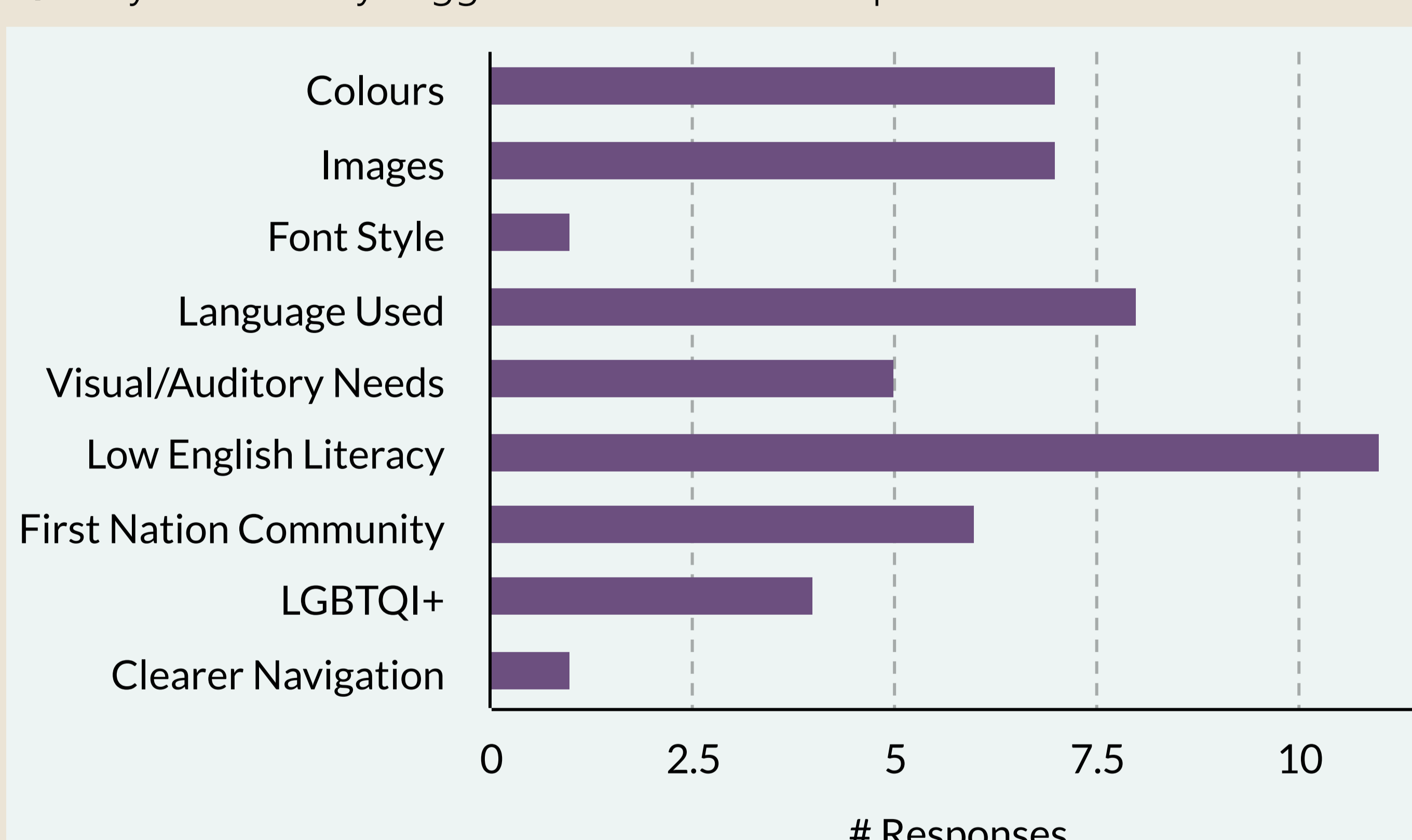


Requested Services



Suggestions for Resource Improvement

Q. Do you have any suggestions on how to improve our Health Promotion Resources on our website?

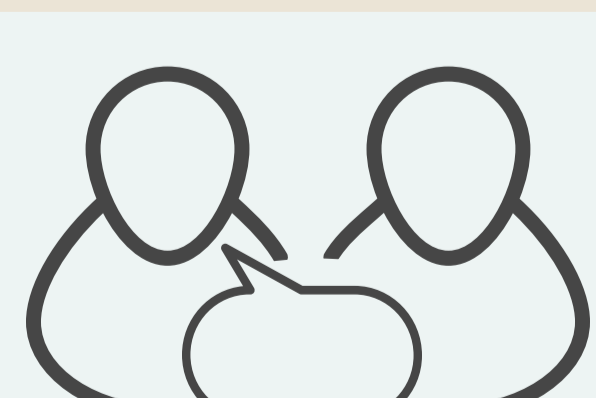


Survey respondents identified how they thought we could increase the accessibility of our HP materials, especially in tailoring them to benefit various ethnocultural and linguistically diverse groups.

English literacy and multiple language translations were the most requested improvements.

Additional Statistics

57% of respondents would like to see our Health Promotion information in another language



87% of people prefer to engage with our services face to face

65% of people are satisfied with the affordability of our services



Barriers to Survey Delivery

- Unable to send email links to the entire WHFS client database due to consent limitations.
- Unable to determine the split between survey access via digital links (on the website, newsletter) and QR codes.
- Limited survey responses due to little incentive to participate



womens health & family services