

2020

Peterborough Public Health
COVID-19 Stakeholder Engagement
Survey Results

October 6, 2020

Foundational Standards Team

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About the Survey

Since March 2020, Peterborough Public Health (PPH) has been committed to working closely with the community to prevent the spread of COVID-19. The purpose of this survey was to hear from the community partners and stakeholders about their experience working with PPH in response to the COVID-19 pandemic.

The input gathered from this survey will provide valuable information to help inform PPH practices and improve how PPH can support the community as the COVID-19 response continues.

Please note that the results are not scientific in nature and are used to show trends and validate qualitative research.

Survey Audience

A total of **518 community stakeholders** were invited to participate in the survey by e-mail (See [Appendix A: Stakeholder Survey Letter](#)). Select community stakeholders were identified as target groups or organizations that required communication, resources, and support exceeding general public information.

Community stakeholders included representatives from the following sectors:

Shared Living (congregate) Services	Places of Worship
Primary Care	Workplace, Private Businesses, and Business Allies
Local Governments (Municipal and First Nations)	Child and Youth Serving Agencies, Daycares, and Camps
First Nations or Indigenous Services	Hospital
Landlords and Housing Providers	Police
Media	Paramedics
Long-Term Care, Retirement Residence, and Organizations Providing Services to Older Alders	School Board or Education Systems

Survey Dates

The online survey was open for a period of two weeks from Wednesday August 26- Tuesday September 8, 2020.

Survey Completion

A total of **179 respondents** completed the survey.

All identified sectors are represented in the survey responses; however, the following sectors had a greater degree of representation:

- Local Government (Municipal or First Nation) – 11%
- Primary Health Care - 11%
- Police - 11%
- Long-Term Care or Retirement Residences – 9%
- Places of Worship – 9%
- School Board or Education System- 6%

Respondent



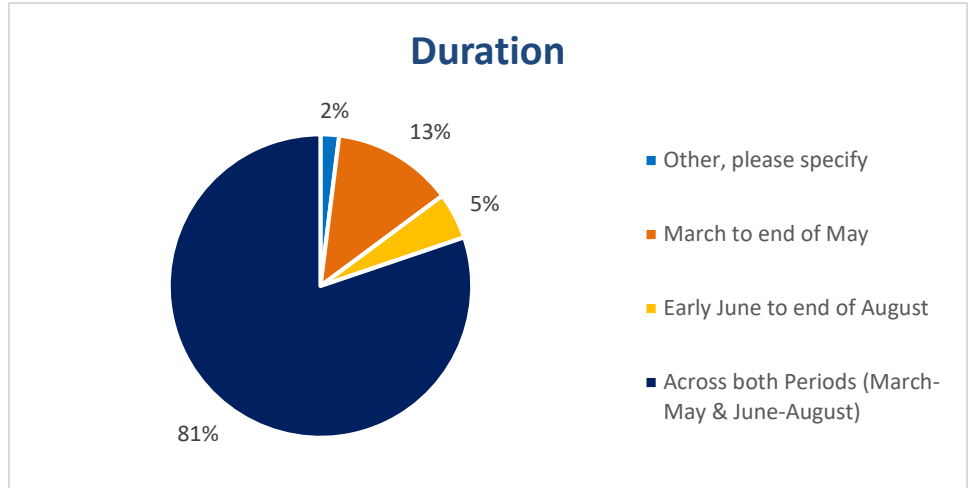
Survey Results

The following are the results of the online survey, including a sample of representative comments from respondents.

Interactions with PPH

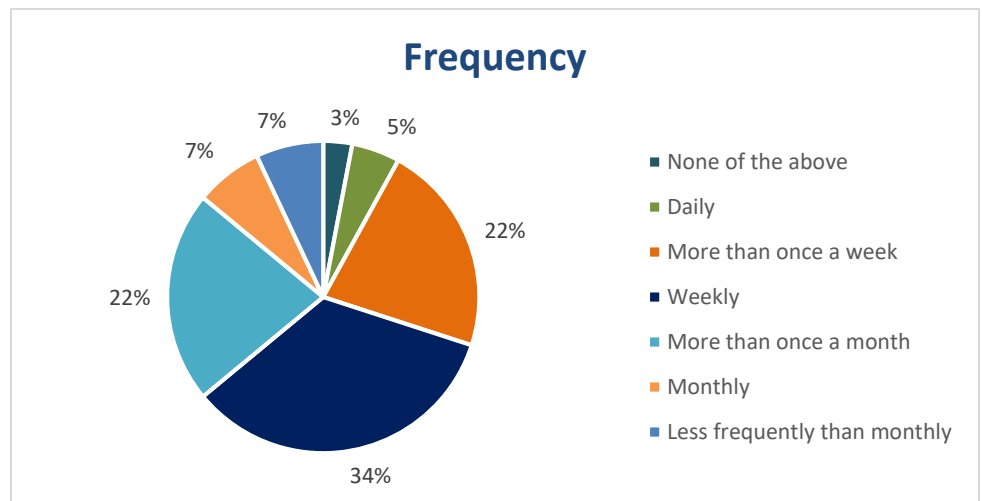
Duration

Participants were asked about the approximate time period they interacted with PPH.



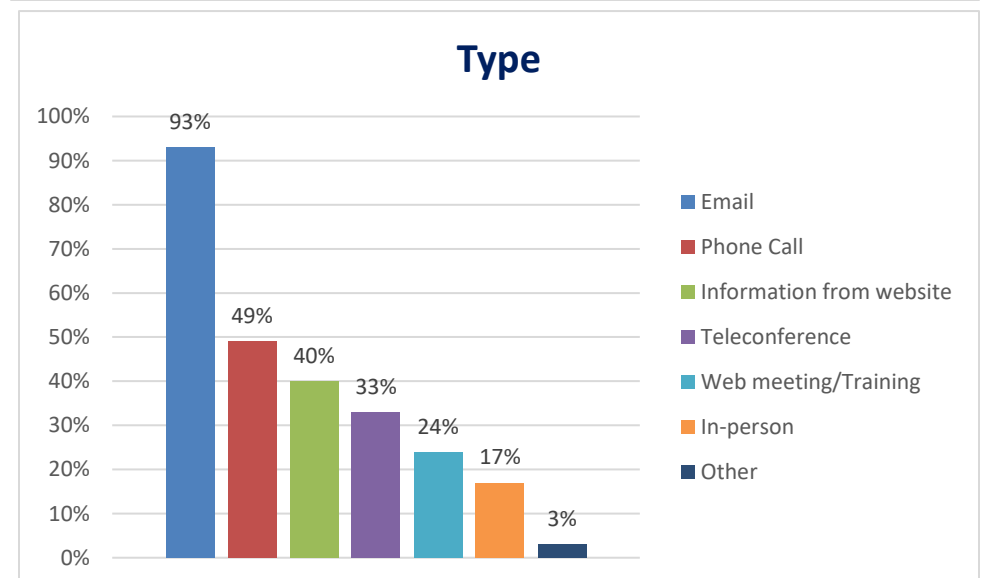
Frequency

Participants were asked to indicate how often they communicated with or received direct communications from PPH since March 20, 2020.



Type

Participants were asked what type of communication they received from PPH.



Collaboration with PPH



86 % of respondents indicated that **their organization worked collaboratively with PPH** to achieve a common goal during the COVID-19 response.

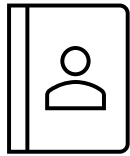
91 % of respondents indicated that they were **satisfied (29%) or very satisfied (62%)** with the **collaboration efforts of PPH** during the COVID-19 response.



72% of respondents indicated that **PPH was provided with input from their business or organization** during the COVID-19 response.

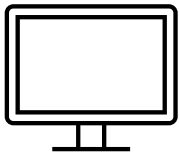
90% of respondents indicated that they were **satisfied (27%) or very satisfied (63%)** with **PPH's openness to receive input from their business or organization**.

Usefulness of Communication & Resources



93% of respondents indicated their business or organizations **utilized resources that PPH made available** (ex. Signage, information sheets, reports, etc.) during the COVID-19 response.

93% of respondents indicated that they were **satisfied (32%) or very satisfied (61%)** with the **resources PPH provided**.



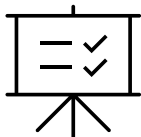
90% of respondents indicated their business or organizations **utilized PPH's webpage to obtain information** (ex. Guidelines, signage, local statistics) during the COVID-19 response.

92% of respondents indicated that they were **satisfied (46%) or very satisfied (46%)** with the **content available on PPH's webpage**.



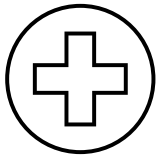
80% of respondents indicated that **PPH provided their business or organizations with specific guidance to navigate the stages of reopening** during the COVID-19 response.

91% of respondents indicated that they were **satisfied (34%) or very satisfied (57%)** with the **assistance PPH gave their business or organization for reopening**.



Of the **28%** of respondents who indicated that their business or organization attended or viewed a training webinar hosted by PPH, **72%** indicated that they were **satisfied (33%) or very satisfied (39%) with the training PPH provided**. **25%** of respondents indicated that they were neither satisfied nor dissatisfied.

Public Health and Safety Outcomes



94% of respondents indicated that PPH provided information on how to protect themselves, staff, and people they serve during the COVID-19 response.

96% of respondents indicated that they were satisfied (38%) or very satisfied (58%) with the personal safety information PPH provided them with.



82% of respondents indicated that they agree (35%) or strongly agree (47%) that PPH provided timely responses to their business or organization.

76% of respondents indicated that they agree (38%) or strongly agree (38%) that PPH helped their business or organization apply provincial and federal COVID-19 guidelines.

91% of respondents agree (26%) or strongly agree (65%) that
PPH is a trusted source for accurate COVID-19 information.

82% of respondents agree (31%) or strongly agree (51%) that
PPH provided valuable support and/or assistance to their business or organizations during the COVID-19 response.

Qualitative Feedback

Opportunities to improve response

Participants shared what they thought PPH could do to improve on to build a better working relationship in the future. **A total of 61 comments were submitted.**

Most of the comments were positive and affirm current principles and processes that are in place, including expressions of:

- Appreciation and satisfaction for the work of PPH and its response (19 mentions)
- No suggestions for improvement and/or indications of satisfaction with response (14 mentions)
- Appreciation of professional skills and leadership of staff team members (8 mentions)
- A positive working relationship with PPH (3 mentions)

Several themes emerged as promising practices that are already in place and should be considered as important in future planning. These themes include:

- Support for effective and timely communication (6 mentions)
- Maintain specific and knowledgeable point person for consistent communication (5 mentions)
- Importance of providing specific information, requirements, and recommendations to target groups (3 mentions)
- Importance of having clarity about leadership, roles, and who the public should contact i.e. who to call for enforcement (3 mentions)
- Support for increase in number of staff to support communication and reduce hotline wait times (2 mentions)

Additionally, suggestions for improvement that had only one mention include:

- Be proactive in reaching out to sectors that require public health guidance.
- Have open data sets.
- Be available for one-on-one media interviews.
- Provide resources, literature, and information that can be distributed to public.
- Applicable and enforceable guidelines.
- Consider how to continue delivering health programs and services in future pandemics.

The following are some representative responses in the words of respondents:

- *“I have nothing but praise for the staff of PPH. Over the last 5 months I have worked extensively with PPH staff to develop a collaborative community response to the development and approval of H & S policies for Emergency CC and to support the reopening of child care (summer/fall). Staff were responsive, knowledgeable & skilled”*
- *“Nothing! They provided exemplary customer service, clear guidance, timely communication. Couldn't be more grateful for their work. Well done. Very well done.”*

Additional Comments

Participants were asked to share any additional comments about PPHs COVID-19 response. **A total of 59 comments were submitted.** While each response was unique, many responses were positive with respondents expressing gratitude and appreciation for the leadership of PPH in the response to COVID-19, the professionalism of its staff, and the information provided to stakeholders.

The following table is a summary of the themes that emerged more than once.

Theme	# of mentions
Expressing appreciation and satisfaction for the leadership of PPH and its response.	30
Appreciation for effective and timely communication, resources, and information.	14
Appreciation of professional skills and leadership of staff team members.	10
Unsure, Nothing, or N/A	7
Appreciation for PPH as a valuable community partner	3

Many respondents put a great deal of thought into their responses. The following is a sample of representative responses to provide context.

- *“Thanks for the tremendous amount of work PPH has done to support the safe reopening of services in our community. I truly appreciate and value staff’s willingness to collaborate with partners to co-develop and implement community wide policies and supports.”*
- *“PPH was an extremely effective lead agency and significantly contributed to the low incidence of COVID in the area.”*
- *“As a primary care organization, the advice and support, provided in a very timely way, has been absolutely invaluable to our planning and process development. I cannot imagine working through these times without the steady guidance of PPH and in particular of the MOH. Thank you so much for your outstanding support and service.”*
- *“Dedicated and helpful team that worked diligently to learn and adapt through the crisis period. Applaud the team for pulling together senior care providers so we could learn from and support each other. I’m quite pleased with everyone whom I interacted on the Public Health team.”*
- *“PPH immediately took the lead on providing vital information to the senior sector and continued to support us through the stages. They build a Community of Practice where there was an open forum for us to ask questions and discuss hot topics. This was instrumental for our sector.”*
- *“As with previous epidemics, PPH has been and stayed ahead of the curve.”*
- *“PPH was a valuable partner in many programs and projects to help address COVID-19 issues for vulnerable populations.”*

Appendix A: Stakeholder Survey Letter

August 26, 2020

Good Afternoon,

Since March 2020, Peterborough Public Health has been committed to working closely with our community to prevent the spread of COVID-19. We are now reaching out to our community partners and stakeholders for feedback on our agency's response to date. Your input will provide valuable information to help inform our practices and improve how we support the community as the COVID-19 response continues.

The survey should take no more than 10 minutes to complete and no identifying information is collected. Your participation is voluntary. Most of the questions require easy click-through answers, with two opportunities at the end to share further details in a text field.

I invite you to complete the survey by September 8 by using the link below.

https://chkmkt.com/Feedback_PPH

I encourage you to share this survey link with staff within your business or organization as we hope to collect feedback from all the stakeholders we have engaged with.

If you have any further questions about the survey please contact Jane Hoffmeyer, Manager of Foundational Standards jhoffmeyer@peterboroughpublichealth.ca or 705-743-1000, ext.332

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