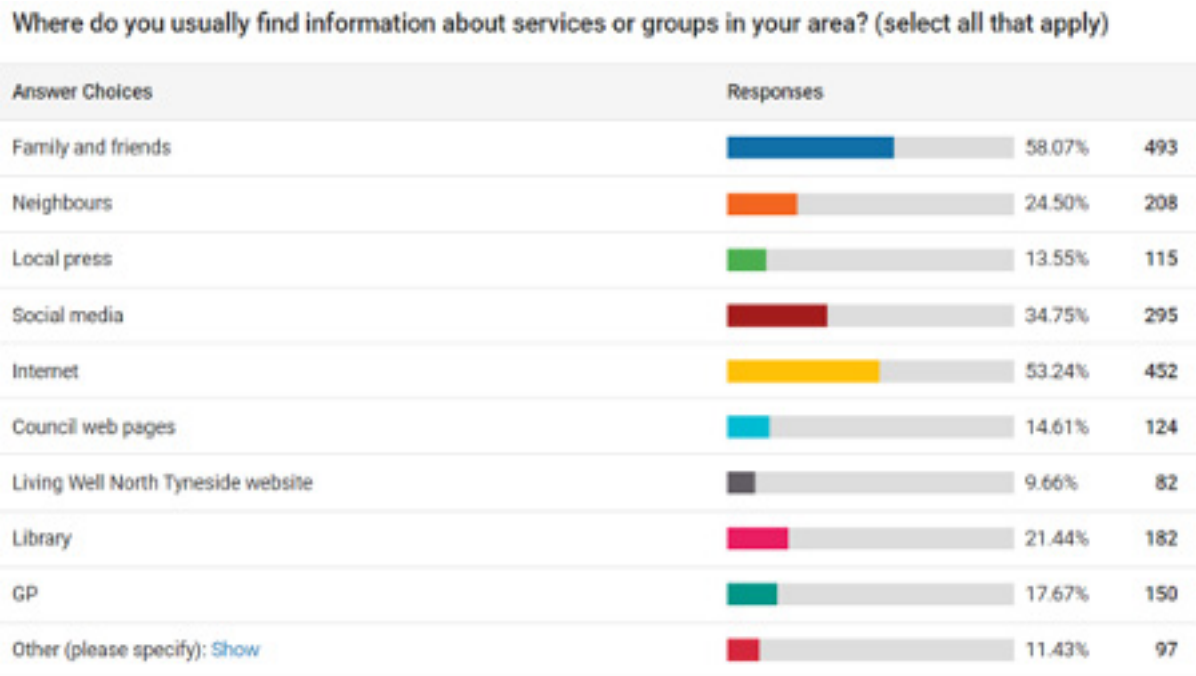


# Communication and information



More than half of our respondents get their information about local services and activities via family and friends, and a quarter receive this information from their neighbours. Just over half also use the internet for this, with a third finding out through social media.

## Using technology

The majority of our respondents felt confident and able using IT for various tasks. However, a significant minority were either partly able or unable to use the internet for some activities including contacting their GP, banking and watching TV.

Which of these statements describe you?

Answer Choices	Yes	Partly	No	Response Total
I am confident to use the internet to find the information I need	69.78% 591	19.60% 166	10.63% 90	847
I am able to use the internet to do what I need to – contact GP practice, banking, shopping etc	66.90% 568	18.14% 154	14.96% 127	849
I am able to use the internet to stay in contact with friends, family and groups	78.22% 661	10.06% 85	11.72% 99	845
I am able to use the internet to watch tv and films	61.88% 521	14.73% 124	23.40% 197	842

Answered: 856 Skipped: 114



## Wanting to improve their IT skills

Would you like to....

Answer Choices	Yes	No	Response Total
Learn more about how to use internet services?	30.05% 247	69.95% 575	822
Have access to continued support to help me use technology?	36.58% 297	63.42% 515	812
Have access to one to one support to help me use technology more?	31.18% 251	68.82% 554	805

Answered: 832 Skipped: 138

As above, the majority of people did not want to improve their IT/technology skills. However a significant minority (around a third of respondents) were interested in doing so.

## Improving how information is shared

We asked respondents how we could improve how information is shared with them and the people living in their community. Suggestions included a **range of methods** to advertise events/activities:

- **Hard copies** of events calendars, posters/flyers at the library, community noticeboards, free local newsletters/newspapers/magazines (very important), flyers and letters in the post, Our North Tyneside magazine.
- **Face to face outreach** from local organisations to tell people about what they offer through visits to sheltered/retirement accommodation.
- **Organisations sharing information** with each other so they can promote their services e.g. churches, community groups.
- **Digital** information: WhatsApp groups, texts, email newsletters.
- **Targeted** postal information when people reach a particular age (e.g. 67) to inform them about local services, activities etc.
- **Community notice boards**
- **WhatsApp groups**
- **Word of mouth**