



Our ref: NIC-264599-N7K3V

14th May 2014

Dear Ms Persson

Re: Information Request – Freedom of Information Act (FOIA) 2000

Thank you for your request for information from the Health and Social Care Information Centre (HSCIC) dated 13 April 2014. I have addressed each of the points you have raised below.

“With regards to the 5th February 2014 HSCIC Board Minutes (http://www.hscic.gov.uk/media/13681/5th-February-2014/pdf/20140205_Board_Public_Minutes_Ratified.pdf):

1. Please provide the file 3.3(c) Care.data programme update (paper) or indicate its web address if already publicly available under another label.

The Care.Data Programme update paper (3.3) can be found in the Board meeting papers for 5 February 2014. These are available online at <http://www.hscic.gov.uk/article/4708/Previously-held-Board-Meetings>

With reference to:

"The Director of Data and Information Services referred to paper HSCIC 13 13 03(c) and he provided an update on the status of the care.data programme. He informed the Board the number of visits to the web site and the number of calls to the telephone help-line indicated the leaflet drop was effective."

I understand that communications staff were seconded from NHS England to HSCIC therefore I ask that this FOI request covers the communications regardless of whether carried out by or at the request of HSCIC or NHS England assigned persons.

I should like to clarify the background facts of the public expense of the 'Better Information means Better Care' leaflet. I should like to understand the measures and benefits expected from the 'Better Information means Better Care' communications and/or change management plan.

Please note that, under the terms of the Freedom of Information Act 2000, the Health and Social Care Information Centre (HSCIC) can only base its responses on the information it holds.

Responsibility for the mailing of the 'Better Information Means Better Care' leaflet, including procurement, evaluation, distribution methods, benefits, accountability etc., lies with NHS England. We have therefore indicated below where further information may be available from NHS England.

2. How many leaflets were ordered and printed prior to January 31st 2014?

The HSCIC does not hold the above information. NHS England may hold information that will answer this question. NHS England can be contacted by email to: england.contactus@nhs.net. Please write "Freedom of Information" in the subject line. Alternatively, requests can be made by post to: NHS

England, PO Box 16738, Redditch, B97 9PT. Further details are available at www.england.nhs.uk/contact-us/foi

3. How many were distributed from production through to delivery at homes?

The HSCIC does not hold further information relating to the above enquiry. NHS England may hold information that will help to answer this question. NHS England can be contacted by email to: england.contactus@nhs.net. Please write "Freedom of Information" in the subject line. Alternatively, requests can be made by post to: NHS England, PO Box 16738, Redditch, B97 9PT. Further details are available at www.england.nhs.uk/contact-us/foi

4. To know the reason for any discrepancy between 1) and 2) and if unknown, please confirm so.

The HSCIC does not hold further information relating to the above enquiry. NHS England may hold information that will help to answer this question. NHS England can be contacted by email to: england.contactus@nhs.net. Please write "Freedom of Information" in the subject line. Alternatively, requests can be made by post to: NHS England, PO Box 16738, Redditch, B97 9PT. Further details are available at www.england.nhs.uk/contact-us/foi

5. To receive the documents which outline the planned public facing materials and expected measures of success, between 1st May 2013 and 1st April 2014 (which may for example include but not exclusively be slides or specifications in word). Please consider those written by staff working directly, indirectly for or on behalf of HSCIC or NHS England pertaining to the care.data public Communications plan and the benefits plan for the national patient facing communications: including 'Better Information means Better Care' leaflet, the animation and any other communications materials, but excluding all GP and GP practice materials such as posters, CD, flyers and FAQ type materials sent to and received by exclusively GP practices.

The HSCIC does not hold information relating to the above enquiry. NHS England may hold information that will help to answer this question. NHS England can be contacted by email to: england.contactus@nhs.net. Please write "Freedom of Information" in the subject line. Alternatively, requests can be made by post to: NHS England, PO Box 16738, Redditch, B97 9PT. Further details are available at www.england.nhs.uk/contact-us/foi

6. Please provide the most recent and comprehensive statement whether email, presentation or other material exchanged between HSCIC and NHS England and DH or internal to one or other body or individual, to provide a current status of what review has taken place or is planned to understand where and how many, and follow up why many households did not receive any leaflet at all.

The HSCIC holds the following information in relation to this enquiry.

NHS England made the arrangements for the delivery of the leaflets and signed a contract bound by Royal Mail's terms and conditions. Royal Mail was contracted to deliver the leaflet to all households in England.

A fraction of a per cent of households have opted out of receiving unaddressed marketing mail via Royal Mail's 'door to door opt-out' register. The care.data leaflet is covered by this register and was not delivered to registered households.

NHS England asked Royal Mail to investigate a small number of postcodes where there were initial reports that the postcode had not received the care.data leaflet.

NHS England has advised us that it was logistically impossible for the Royal Mail to interview and fulfil a thorough investigation in relation to all households in question; however, they have managed to interview and receive reports from a robust sample to be able to make a suitable inference on distribution performance.

29,792 households were delivery failures in various postcode sectors. NHS England has taken the decision not to redeliver to these sectors as 70% of households could receive the leaflet again due to the nature of the leaflet drop. The Royal Mail has offered compensation for the delivery failures.

Additional communications activities are currently being planned to continue to increase awareness and understanding of the care.data programme to ensure its successful implementation.

The HSCIC does not hold further information relating to the above enquiry. NHS England may hold information that will help to answer this question. NHS England can be contacted by email to: england.contactus@nhs.net. Please write "Freedom of Information" in the subject line. Alternatively, requests can be made by post to: NHS England, PO Box 16738, Redditch, B97 9PT. Further details are available at www.england.nhs.uk/contact-us/foi

7. Please provide the measures by which the "effective" status was deemed to have been achieved for the February board meeting. i.e: target number of leaflets delivered, target website hits, target number of help line calls, follow up measures such as workshops or calls with patient groups and /or charities to measure effectiveness/ understanding, or similar.

The HSCIC does not hold information relating to the above enquiry. NHS England may hold information that will help to answer this question. NHS England can be contacted by email to: england.contactus@nhs.net. Please write "Freedom of Information" in the subject line. Alternatively, requests can be made by post to: NHS England, PO Box 16738, Redditch, B97 9PT. Further details are available at www.england.nhs.uk/contact-us/foi

In line with the Information Commissioner's directive on the disclosure of information under the Freedom of Information Act 2000, your request will form part of our disclosure log. Therefore, a version of our response which will protect your anonymity will be posted on the HSCIC website.

I hope that you are satisfied with our response to your request for information. However, if you are not satisfied you may request a review from a suitably qualified member of staff not involved in the initial query, via the enquiries@hscic.gov.uk email address or by post at the above address.

I will assume that your request to the organisation is now closed.

Yours sincerely

Julie Shippen
Higher Information Governance Officer

Further information about your right to complain under the Freedom of Information Act is available from the Information Commissioner's Office, Wilmslow, Cheshire, and on The Information Commissioner's website www.ico.gov.uk.

The Health and Social Care Information Centre values customer feedback and would appreciate a moment of your time to respond to our Freedom of Information (FOI) Survey to let us know about your experience. Please access the survey through this link

https://www.surveymonkey.com/s/HSCIC_FOI_Feedback