

# NSVSS Charter Design

## Survivor Focus Group Feedback

The Survivor's Charter has been developed to set out clearly how we will work with you and what you can expect from our services. Based on our core values of 'We listen, We believe and We support', the charter has been created as part of our Engagement Strategy, in consultation with survivors, to demonstrate our commitment to providing effective services that are responsive to the needs of our service users.

Engagement across a number of focus groups provided valuable feedback that was incorporated into the design and development of this Charter.

We would like to offer our grateful thanks to the survivors that gave their time to work with us.

This is a summary of the feedback we received and how it shaped our Charter...

### **You said...**

Initial designs were too 'formal', 'square' and 'boring'

Designs had too many straight lines which were 'spiky' and could be triggering

Purple was too dark, and too dominant in the designs, a lighter purple would be preferable. Gold worked well, and where colours had been faded together the overall effect was softer and more inviting

Designs showing more headings were too busy. Display information under simple headings.

No big blocks of text – off putting, can only take in limited information. Content needs to be displayed in simple easy to ready format. Avoid 'information overload'. Give information 'space' to avoid overcrowded effect

Avoid 'jargon', use simple language, not technical, no long words. Avoid mis-leading or ambiguous wording

**Liked** speech bubbles – liked idea of information being laid out like a conversation 'as if being spoken to'

### **We did...**

Feedback from focus groups was used to develop new designs with a graphic designer

Softened straight lines, created more rounded designs

Developed colour palette that was softer using muted and neutral shades

Simplified headings to reflect core principles of NSVSS – 'We listen, We believe, We support'

Avoided large blocks of text, divided information into sections, and developed options to reduce overload of too much information at once. Used graphics to provide options to access more or less information. Options include clickable headings, expandable text boxes and links to further information

Written in plain English, emphasis on how to find out more. Focussed on key areas that are important to service users

Design and style of writing written as if speaking to reader

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**Pictures** can be problematic – individuals may have different associations with images and have different responses to particular triggers

Information needs to reflect accessibility and how services are sensitive to service user needs. Should be worded to reflect accessibility adjustments are standard provision not 'special' adaptations

Greater clarity needed around confidentiality and safeguarding without creating barriers. Need to keep information realistic and honest

Important to recognise the value of being believed and having experience validated

Should include information on how to provide feedback or make a complaint about the service

### We did...

Avoided use of pictures/images/icons. We included the use of soft speech bubbles to break up text and make it more personal

Review of requirements – essential, desirable and currently offered. Wording adjusted to recognise responsibility to offer reasonable adaptations to provide services to all

Information expanded to include more information about confidentiality and how we work to keep people safe. Links to additional information included to provide options to find out more and offer reassurance that a full explanation will be given before starting support

Wording amended to reflect the importance to recovery of being believed and validated.

Additional detail included and links to other pages added to encourage more service user feedback and provide easy access to the complaints procedure where appropriate