



EEFO Mystery Shopper Evaluation  
Pilot Project  
Report Summary 2007



A LOCAL AREA AGREEMENT FOR CORNWALL

## Overview of Mystery Shopper Evaluations









The EEFO Programme aims to reduce inequalities for young people aged 13 to 19 living in the County by addressing the barriers identified by national and local research which prohibit young people from accessing the services they need. As part of the EEFO programme's commitment to continuous service improvement, the active involvement of young people and in line with targets set out in the Cornwall and Isles of Scilly Sexual Health Local Area Agreement and the Reducing Teenage Pregnancy Strategy, EEFO trained a group of young people to become mystery shopper evaluators as part of a pilot project. This project has been a great opportunity for young people to be actively involved in providing constructive feedback on the issues that are important to them.

10% of Services who have met the EEFO Quality Standards who offer contraception or Sexual Health provision were evaluated. This summary report highlights the key issues and messages identified during the course of the evaluation and the Key Action points for all Sexual Health Services across the County. Please see a copy of the General report for detailed analysis and a full description of the work undertaken.

## Aims and Objectives of the Mystery Shopper Evaluations










In order for sexual health services to meet the needs of young people it is necessary to seek the views of young people to understand exactly what it is that they want.

**The EEFO Mystery Shopper Evaluation Project had six key objectives:**

-  To identify and train a group of young people to become mystery shopper evaluators;
-  For the Mystery Shopper Group to produce an evaluation form against which services could be assessed on issues that are important to them;
-  For the Mystery Shoppers to visit at least two services and carry out an evaluation;
-  For each service identified to be evaluated by two different mystery shoppers;
-  For the findings and recommendations be fed back to service providers;
-  For a report highlighting best practice and recommendations for Sexual Health Service provision be produced and circulated around all key stakeholders from across the County.



## What are the key messages from the mystery shoppers?

-  **Drop in Clinics** preferred as this removes the barrier of making an appointment.
-  **Confidentiality policy should be explained.** The group agreed that it was better if the service does explain the confidentiality policy to all young people that visit the service because clients don't always know about confidentiality and this could encourage them to be more open about their issues.
-  Young people should **always be able to get an appointment** for a sexual health issue, even if they are a temporary resident and it should be easy to do so.
-  There should always be **someone available** to see you during advertised clinic times.
-  Waiting area should be **young people friendly** as this is a good distraction e.g. entertainment such as magazines, radio, TV, toys for children
-  The group like having the option to **choose the gender** of the practitioner they see
-  **Venue for service should not be too obvious**, but at the same time not too hard to find. Low visibility access is important.
-  Important to make young people **feel welcomed** from the moment they arrive. **Staff attitudes** are critical to making young people feel at ease.
-  **Toilets should be discrete** at sexual health services

## Key Action Points for Sexual Health Services

1. Service should meet the EFO Quality Standards so it is approved as being a 'young person friendly' service.
2. It should be easy for young people to arrange an appointment at a time convenient for them and get the service they want.
3. The atmosphere in services should always feel calm, friendly and safe.
4. There should be magazines for young people in the waiting area.
5. There should be leaflets and information for young people available.
6. The building should be accessible for disabled people and young parents.
7. The confidentiality policy should be explained in simple terms at some point during a young person's visit to the service.
8. Staff attitudes towards young people should be nice, friendly and welcoming.
9. The waiting time for appointments should be as short as possible, and drop in clinics are preferred.
10. Advice should always be explained in simple terms.

## EEFO Contact Details



For a copy of the full EEFO Mystery Shopper Evaluation Report 2007, please go to [www.eefo.net](http://www.eefo.net) and click on the 'downloads' section.

Please do not hesitate to contact EEFO if you have any queries about this mystery shopper evaluations project:

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Winner of 'Best use of Information systems' award at the Children and Young People Services Awards 2007

