

## Analysis Method Notice

# Number of calls to the mental health helpline C.A.L.L. (Community Advice and Listening Line) by Welsh residents per 100,000 of the population

This notice describes an Analysis Method that has been developed for use in the production of published national outcome indicators, performance measures and/or currencies, which are derived directly from NHS Wales data.

The Analysis Method has been reviewed by the Analysis Methodologies Group and its output submitted to the Welsh Information Standards Board (WISB) for potential accreditation.

*It should be noted that, where the data flow on which the analysis is being undertaken has not been reviewed by WISB (see 'Status of WISB Data Standards Assurance' below), accreditation of the analysis method **cannot** be interpreted as an approval of the underlying data standards or the quality of the data used.*

*It is recognised that formal review and/or assurance of the data flow may have been undertaken by other bodies, where those data are being formally published; for example, as 'Official Statistics'. In such circumstances, users of this method are advised to contact the relevant organisations should they require further information on the underlying quality of the specified data source.*

For further details about the group, including Terms of Reference and membership, please visit the following website:

<http://howis.wales.nhs.uk/sites3/page.cfm?orgid=742&pid=56696>

**WISB Reference:** ISRN 2018 / 002

Please address enquiries about this Analysis Method the NHS Wales Informatics Service Data Standards Team.

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<b>WISB Analysis Method Appraisal Assessment</b>	<b>Accredited</b> This Analysis Method has been appraised by WISB and is felt to: <ul style="list-style-type: none"> <li>• Meet the specified indicator requirement, in that it is suitable for its calculation / derivation;</li> <li>• Is reproducible by organisations, where appropriate.</li> </ul>
<b>WISB Analysis Method Appraisal Outcome(s)</b>	

<b>Status of Data Standards Assurance</b>	<b>WISB Reviewed</b> The data used in this Analysis Method are based on data item standards that have been through the Information Standards Assurance Process.
<b>WISB Decision</b>	<b>Approved</b>
<b>Data Standards Assurance Outcome(s)</b>	

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**Indicator**

Number of calls to the mental health helpline C.A.L.L. (Community Advice and Listening Line) by Welsh residents per 100,000 of the population

**Target:**

Increase

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**Rationale / Context**

Poor mental health and mental illness have a significant impact on individuals, society and the overall economy and according to the World Health Organisation, mental health problems account for 20% of the overall 'burden of disease'.

One of the key aims in the Together for Mental Health Delivery Plan (2012-2016) is for people in Wales to have the information and support that they need to sustain and improve their mental health and self manage their mental health problems. An indicator of service providers working together to ensure that information about mental health and mental illness is available for the general public, users of services, carers and service providers is the number of calls to the mental health helpline for Wales (C.A.L.L. – Community Advice and Listening Line).

The C.A.L.L. helpline offers emotional support to people suffering mental distress as well as their friends, carers and relatives. It also provides a database of services (both statutory and voluntary) and self help leaflets to help those suffering with mental distress.

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**Data Source(s)**

Your Health  
(the recording and reporting database for the C.A.L.L. helpline)

Office for National Statistics  
(for mid-year population estimates)

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**Definitions:****Definitional Guidance:****Data Items:**

n/a

**Terms:**

n/a

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**Detailed Specification**

To calculate the indicator, the following calculation will be used:

$$\text{Rate per 100,000 population} = \frac{\text{Numerator}}{\text{Denominator}} \times 100,000$$

Calls to the C.A.L.L helpline includes enquiries made by telephone, e-mail, text, facebook and twitter.

Individuals who contact C.A.L.L. on more than one occasion will have each contact counted as a separate record.

In regards to twitter, only those requesting information/support are included in the count. For each twitter conversation a log is created which enables the conversation to be counted only once (this records the initial contact from the individual requesting help, the helpline's response and any further response from the individual). Support and signposting to relevant agencies that is delivered via twitter is at the same level of service that is delivered over the telephone etc.

Phone calls where the caller does not speak (silent) are not included in the count.

Callers who reside in Wales are identified by the caller providing the first four characters of their postcode or by providing the name of the town that they live in or near to. In some instances (due to using the first four characters of the postcode) this may result in double counting as the postcode may fall within two counties. In this instance, the count of the single call is registered against both counties. This double counting is minimal (analysis shows that it impacts on less than 3% of calls) and as the cost of resolving the problem is expensive, this has been accepted as a known issue.

If a carer, family or other individual contacts the helpline for advice about an individual who requires help, then the individual's residency is reported (not that of the caller). If the carer, family member etc. is calling to request information for him/herself in order to look after the individual, then the carer, family member etc. postcode is recorded.

Contacts made by individuals who do not provide details of their postcode, name of their town or who reside outside of Wales will be excluded from the count.

A development request has been submitted to the IT developers responsible for the database to see if those who do not provide detail of their residence can be identified as 'unknowns'. A potential fix for this issue will be progressed during 2016-17.

The number of hits to the helpline's website is not included in the count as it does not form part of the original specification.

Data is collected by Local Authority area and will be presented by health board and all Wales.

Mid-year population estimates are reported by Local Authority and will be presented by health board and all Wales. Data is produced and reported annually and relate to the 30 June of each year. Data is provided on an unrounded basis. Further details on mid-year population estimates is available at Office for National Statistics :

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/qmis/annualmidyearpopulationestimatesgmi>

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## Calculation:

### **Numerator**

The number of calls to the mental health helpline C.A.L.L. (Community Advice and Listening Line) by Welsh residents at health board area level

### **Denominator**

Mid-year population estimate

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## Reporting Format / Frequency

Reporting Frequency	Quarterly
Time Delay of Reported Data?	One month

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## Discussion Points / Areas for Future Development

*This section details any areas the Analysis Methodologies Group felt needed further consideration / review by the 'owner' of the method.*

The following observations / recommendations were made by the Group on their first review of the submission on 30<sup>th</sup> March 2015:

- The Analysis Methodologies Group sought clarification as to whether the reference to enquiries made via “social media (Facebook and Twitter)” meant queries could only be submitted via these platforms, or whether these were listed purely as examples and other social media platforms could be used.
- The group sought clarification as to how callers who did divulge their demographic information would be counted / reported, given reporting is to be presented by Health Board.
- The Analysis Methodologies Group queried the use of first 4 postcode characters to identify county rather than just asking the caller to identify the county. The group felt that adopting this process instead would reduce the risk of double counting.

## **Appendix A – Additional Information**

Clarification was requested by WISB on the following:

The CALL helpline is to continue to operate as a separate access point to the 111 model. The views of WISB that a separate access point for the helpline is not in accordance with the 'once for Wales' approach will be brought to the attention of the 111 project team so that it can be considered.

To compare organisational performance, it was agreed that data would be expressed as a rate per 100,000 of the Health Board population (Analysis Methodologies Group – 24.02.15). To ensure a trend analysis over a period of time can be reported, the previous years' data will be updated to reflect the current year's mid-year population estimates.

Welsh Government notes WISB's comments that the measure does not provide intelligence regarding the outcomes for the patients who contact the helpline.

**Appendix B – SQL Code** (where applicable)

n/a