



# ***PUBLIC SERVICE ANNOUNCEMENT***

## **Eastern Health Launches Wayfinding Survey**

**April 6, 2021 – St. John’s, NL:** Eastern Health today launched a wayfinding survey, a tool that will provide us with valuable information to enhance how individuals find their way around our hospitals. Wayfinding refers to information systems, such as signs or symbols that guide people through a physical environment and enhance their understanding of and experience in the space.

Hospitals are often large, complex buildings and getting around the hospital can be difficult. This survey will play a key role in Eastern Health’s ongoing efforts to provide the best health-care experience possible for the people we serve.

Patients, clients, visitors and staff are encouraged to provide their experiences and input by completing the survey. The perspectives gathered will provide valuable feedback and be used to enhance navigation in our hospitals across the region.

The survey will be anonymous and confidential, and can be completed online or by telephone:

- The survey will be open from April 6 - 20, 2021.
- To complete the survey online, please visit: [www.surveymonkey.com/r/directingyou](http://www.surveymonkey.com/r/directingyou).
- To complete the survey by phone, please call 1-833-989-3781 and leave a message with your name, contact information and preferred time to participate in a telephone survey (Monday to Friday, 9:00 a.m. - 4:00 p.m.).

The survey should take approximately 5-7 minutes to complete and is open to all patients, clients, visitors, and staff.

Individuals who have questions about how to complete the survey or would like to learn more about how their privacy is protected are directed to contact Eastern Health’s Research Department at 1-833-989-3781.

In addition to launching a wayfinding survey, Eastern Health is working to assemble a diversified group of participants for online focus groups, including those of differing races, ages, genders, and those who may experience specific issues with navigation, such as those with mobility issues, visual impairments, or colour blindness. If you would like to take part in an online focus group, please call 1-833-989-3781.

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