

# NHS Lanarkshire

## Corporate Communications Report

### January to March 2018

#### CAMPAIGN UPDATES

##### GP Recruitment and Retention

- A campaign is planned for April to support Clydesdale GP practices with recruitment challenges.
- This will include a bespoke page on the micro site [www.thisislanarkshireggjobs.org](http://www.thisislanarkshireggjobs.org) and video endorsements from GPs.
- The campaign will also include advertorials in the Herald, the Scotsman and Indeed (UK's largest recruitment site).
- A proposal is being developed to widen out the recruitment campaign to include other healthcare professionals in line with the requirements of the General Medical Services 2018 contract and the multidisciplinary team approach under Primary Care and Mental Health Transformation Programme.

##### Prescribing

- NHS Lanarkshire is launching three linked campaigns to promote effective prescribing – two for the public and one aimed at staff.
- The public campaigns 'Only tick it if you take it' and 'Look before you leave' will launch in April and May respectively.
- The public campaigns will include brief video messages from GPs and community pharmacists.
- In addition, an internal prescribing campaign developed by NHS Greater Glasgow and Clyde on behalf of West of Scotland Boards will be launched in April to Lanarkshire staff.

##### NHS 70<sup>th</sup> Anniversary

- Our 70th anniversary celebrations will feature staff members who are still working for NHS Lanarkshire at 70 years old and over.
- This will form part of a celebration campaign on social media, the local media and The Pulse.
- A new Facebook page has been created which hosts a number of old photos from over the years as well as our new quick history timeline video: [www.facebook.com/NHSLanarkshire70years/](http://www.facebook.com/NHSLanarkshire70years/).
- Our annual Staff Awards will have a 70th anniversary theme this year including video footage celebrating our staff and use of the 70th anniversary branding.
- The NHS Lanarkshire Annual Report will also feature the 70<sup>th</sup> anniversary.

##### Meet the Experts

- An NHS Lanarkshire Meet The Experts health guide has been produced and is being made available in health locations throughout Lanarkshire from March. The guide has also been promoted in the local media.
- The guide directs people to local community health services and self-care in order to reduce the pressure on Emergency Departments and GPs.
- The six campaign videos featuring self-care, pharmacist, dentist, community optician, physiotherapy and minor injuries continue to be promoted and viewed through social media.

**Winter**

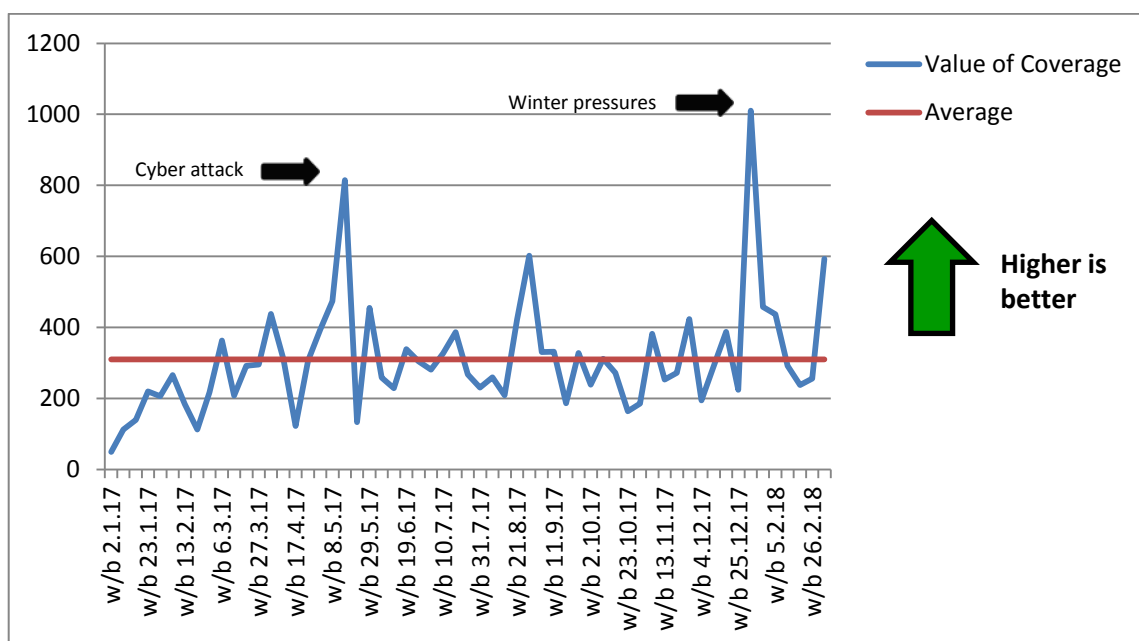
- Communications support was provided throughout the period of adverse weather warnings at the start of the March. This included public messaging regarding the cancellation of outpatient services and internal communications focusing on weather warnings and advice to staff on the adverse weather policy.

**Realistic Medicine**

- An animation video has been produced about tonsil toilet for patients to improve self-care and reduce people asking for tonsillectomies. This will be launched by April 2018.
- A further video is planned on second eye cataract
- The Realistic Medicine five questions initiative is being piloted and promoted.

**MEDIA MONITORING**

All media articles mentioning NHS Lanarkshire are assigned a score on the basis of publication, prominence and tone (very positive, positive, neutral, negative, very negative) against set criteria. This is used to calculate an overall value of coverage score for each week. The graph below shows the weekly overall value of media coverage from January 2017.



**Top media stories**

- **Martin Watt Court Trial (various media, Monday 5 March to Thursday 15 March 2018 – neutral to very positive)** Chief executive Calum Campbell appeared on STV News, BBC Reporting Scotland and Global Radio to provide NHS Lanarkshire’s statement following the conclusion of the trial. The statement and the trial itself were widely reported in the local and national print and broadcast media.
- **Life-saving campaign warns everyone about the five signs of sepsis (Scottish Daily Mail, Tuesday 6 February 2018, p4 – lead, very positive, also in Daily Record)** – Scots are being warned of the signs of deadly sepsis in a ‘milestone’ campaign launched yesterday. The campaign was launched at University Hospital Wishaw. Comment from Dr Calum McGregor, NHS Lanarkshire consultant.
- **A bitter pill to swallow (East Kilbride News, Wednesday 21 February 2018, p4 & 5 – lead, very positive, also in Hamilton Advertiser, Rutherglen Reformer, Wishaw Press) -**

People are living longer, child poverty is increasing and we all need to reflect on our lifestyles to prevent putting a strain on resources. These are some of the grim conclusions from an in-depth report into the health of Lanarkshire's population.

- **Tractor lift gets nurse to patient (*Daily Record, Saturday 3 March 2018, p2 – very positive*)** – A dedicated district nurse booked a lift to get her through the snow to a patient's house – on a tractor. Comment from chief executive Calum Campbell, NHS Lanarkshire chief executive.
- **Guide to your health experts (*Wishaw Press, Wednesday 14 February 2018, p8 – very positive*)** – The latest Lanarkshire 'Meet Your Healthcare Experts' healthcare guide will soon be available in community health centres and hospitals. Statement provided by Dr Iain Wallace, medical director.

**SOCIAL MEDIA**

**Top Facebook posts - 1 January to 13 March 2018**

Post summary	Date	Reach	Post Clicks	Likes, comments, shares
Midwives and maternity support workers (MSWs) from NHS Lanarkshire are celebrating having scooped the Kellogg's All- Bran Award for Midwifery Service of the Year at the Royal College Midwives (RCM) Annual Midwifery Awards 2018.	7 March	12,475	4,076	672 likes 89 comments 59 shares
Are you in the second trimester (13 to 28 weeks) of your pregnancy? Would you like the chance to win £75 of Mothercare vouchers?	8 March	9,865	781	26 likes 82 comments 44 shares
Due to the adverse weather conditions, it will be necessary to cancel the annual memorial service	2 March	9,791	1,423	44 likes 14 comments 59 shares
Due to the red warning which has been issued for the area, we are cancelling all outpatient clinics and treatment room appointments for the rest of the day	28 February	74,730	18,016	440 likes 252 comments 893 shares

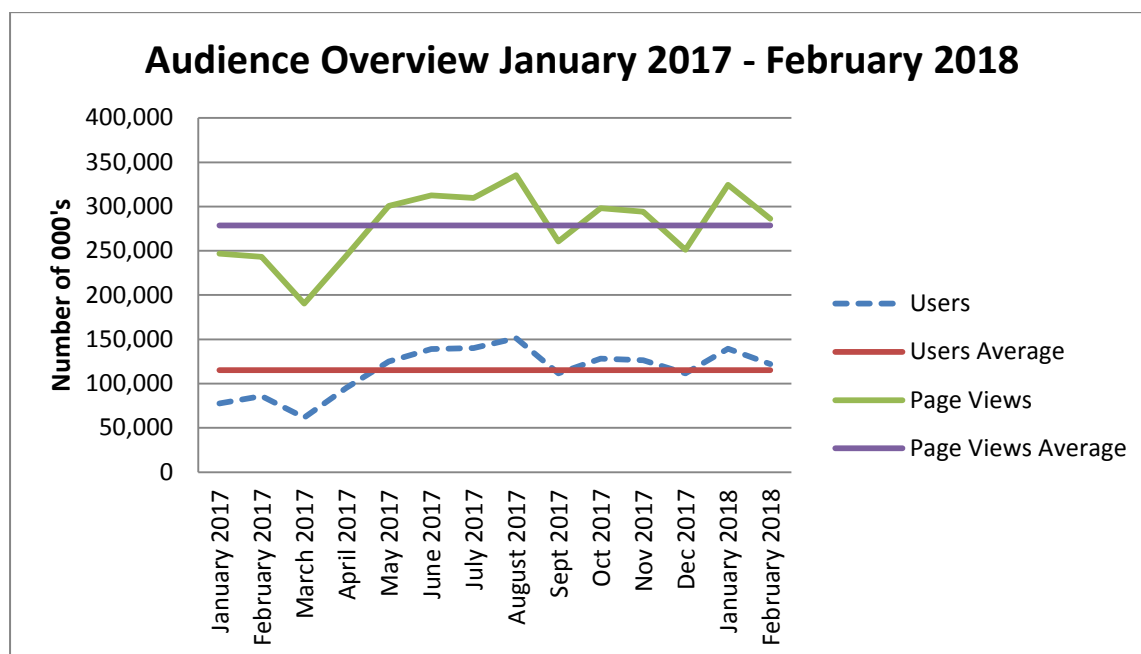
**Top Facebook videos - 1 January to 13 March 2018**

Post summary	Date	Video views	Likes, comments, shares
A brief history of 70 years of the NHS	7 March	5,020	238 likes 414 reactions 138 shares
Help our busy hospital staff	3 Jan	9,129	204 likes 465 reactions 228 shares
Our hospitals are very busy today	2 Jan	6,900	193 likes 445 reactions 225 shares
A brief history of 70 years of the NHS	7 March	5,020	238 likes 414 reactions 138 shares

Top Tweets - 1 January to 13 March 2018

Tweet	Date	Impressions No. of times users saw the tweet on twitter	Video views	Engagements No. of times a user has interacted with a tweet
February is LGBT History Month. If you see the rainbow flag, sometimes called 'the freedom flag' it signifies pride and inclusivity, with the different colours symbolising diversity in the gay community.	7 March	166,149	N/A	238
Here's the story of just some of the many NHS Lanarkshire office-based staff who put their day jobs to one side to help out their clinical colleagues as we manage unprecedented numbers of patients needing care for winter illnesses	5 Jan	31,465	N/A	2,165
To help prevent the spread of infection, visitors should not attend University Hospital Monklands for the next 48 hours. If you need to visit during this period, call the ward before doing so. If you have a health care appointment during this period, please attend as normal.	7 Jan	31,340	N/A	908
February is LGBT History Month. If you see the rainbow flag, sometimes called 'the freedom flag' it signifies pride and inclusivity, with the different colours symbolising diversity in the gay community.	7 March	166,149	N/A	238

WEBSITE ANALYTICS [www.nhslanarkshire.org.uk](http://www.nhslanarkshire.org.uk)



## Website Users and Views

Date	Users Users who have initiated at least one session during the date range	Page Views Total number of pages viewed. Repeated views of a single page are counted
January 2017	77,747	246,869
February 2017	85,867	243,356
March 2017	61,876	190,520
April 2017	95,182	244,668
May 2017	124,907	300,849
June 2017	139,138	312,451
July 2017	140,048	309,779
August 2017	151,384	335,392
Sept 2017	111,487	260,530
Oct 2017	128,319	298,195
Nov 2017	126,271	294,242
Dec 2017	111,596	251,076
January 2018	139,440	324,421
February 2018	122,108	286,201

## Top 10 Web Page Views

Page	Url
Home page	/Pages/default.aspx
University Hospital Hairmyres – main page	/Hospitals/Hairmyres/Pages/default.aspx
University Hospital Monklands – main page	/Hospitals/Monklands/Pages/default.aspx
University Hospital Wishaw – main page	/Hospitals/Wishaw/Pages/default.aspx
Careers – main page	/Careers/Pages/FirstPort.aspx
Services – main page	/Services/Pages/default.aspx
Monklands – Contact details	/Hospitals/Monklands/Pages/ContactDetails.aspx
Careers – Vacancies	/Careers/Pages/Vacancies.aspx
Monklands – Contact details	/Hospitals/Wishaw/Pages/ContactDetails.aspx
Contact us – main page	/ContactUs/Pages/default.aspx

## FREEDOM OF INFORMATION REQUESTS

Time Period	Requests Received	% within statutory time period	Requests for Review
Quarter 1 (April 2017 to June 2017)	200	94%	0
Quarter 2 (July 2017 to September 2017)	167	85%	2
Quarter 3 (October 2017 to December 2017)	173	97%	2
<b>Year to date (April 2017 to December 2017)</b>	<b>541</b>	<b>91%</b>	<b>4</b>

Quarter 4 statistics are not available yet. However, the number of requests has continued to remain high with 82 requests received in February, up from 63 in February 2017.