

Meeting of NHS Board
28 November 2018

Lanarkshire NHS Board
Kirklands
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SUBJECT: CORPORATE COMMUNICATIONS REPORT AUGUST-OCTOBER 2018

1. PURPOSE

This paper is coming to the NHS Lanarkshire (NHSL) Board:

To approve	<input type="checkbox"/>	To endorse	<input type="checkbox"/>	To note	<input checked="" type="checkbox"/>
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The Board is asked to note the Corporate Communications Report for May to July 2018.

2. ROUTE TO THE BOARD

This report comes direct to the Board from the Director of Communications.

3. SUMMARY OF KEY ISSUES

The Corporate Communications Report provides an update on performance metrics for media coverage, social media, NHS Lanarkshire's public website and Freedom of Information requests.

The report also sets out progress on the following campaigns:

- Winter/Meet the Experts
- Seasonal Flu
- Weaning
- Breastfeeding

4. STRATEGIC CONTEXT

This paper links to the following:

Corporate Objectives	<input checked="" type="checkbox"/>	LDP /AOP	<input type="checkbox"/>	Government Policy	<input type="checkbox"/>
Government Directive	<input type="checkbox"/>	Statutory Requirement	<input type="checkbox"/>	Local Policy	<input type="checkbox"/>
Urgent Operational Issue	<input type="checkbox"/>	Other	<input type="checkbox"/>		

5. CONTRIBUTION TO QUALITY

This paper aligns to the following elements of safety and quality improvement:

Three Quality Ambitions:

Safe	<input checked="" type="checkbox"/>	Effective	<input checked="" type="checkbox"/>	Person Centred	<input checked="" type="checkbox"/>
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Six Quality Outcomes:

Everyone has the best start in life and is able to live longer healthier lives; (Effective)	<input checked="" type="checkbox"/>
People are able to live well at home or in the community; (Person Centred)	<input checked="" type="checkbox"/>
Everyone has a positive experience of healthcare; (Person Centred)	<input checked="" type="checkbox"/>

Staff feel supported and engaged; (Effective)	<input checked="" type="checkbox"/>
Healthcare is safe for every person, every time; (Safe)	<input checked="" type="checkbox"/>
Best use is made of available resources. (Effective)	<input checked="" type="checkbox"/>

6. MEASURES FOR IMPROVEMENT

In addition to monitoring and acting on the performance metrics contained in the report, NHS Lanarkshire carries out evaluation of campaigns to inform improvements.

7. FINANCIAL IMPLICATIONS

None.

8. RISK ASSESSMENT/MANAGEMENT IMPLICATIONS

None.

9. FIT WITH BEST VALUE CRITERIA

This paper aligns to the following best value criteria:

Vision and leadership	<input checked="" type="checkbox"/>	Effective partnerships	<input checked="" type="checkbox"/>	Governance and accountability	<input checked="" type="checkbox"/>
Use of resources	<input checked="" type="checkbox"/>	Performance management	<input checked="" type="checkbox"/>	Equality	<input checked="" type="checkbox"/>
Sustainability	<input checked="" type="checkbox"/>				

10. EQUALITY AND DIVERSITY IMPACT ASSESSMENT

An Equality and Diversity Impact Assessment has been completed:

Yes No

An Equality and Diversity Impact Assessment is not required for this report. However, an E&D assessment will be carried out on NHS Lanarkshire’s overall approach to communications during the development of an updated organisational communication strategy in 2018/19.

11. CONSULTATION AND ENGAGEMENT

Not applicable.

12. ACTIONS FOR THE BOARD

The NHS Board is asked to:

Approve	<input type="checkbox"/>	Endorse	<input type="checkbox"/>	Note	<input checked="" type="checkbox"/>
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the contents of the report.

13. FURTHER INFORMATION

For further, more detailed, information, or clarification of any issues in this paper, please contact:

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