

**NHS Lanarkshire
Corporate Communications Report
August to October 2018**

CAMPAIGN UPDATES

Winter/Meet the Experts

- A robust winter communications plan has been developed for NHS Lanarkshire encompassing media, social media, web pages, video, radio advertising and staff communications. It will link with the national Be Healthwise this Winter campaign.
- Resilience messaging for staff about winter preparedness has already launched.
- A winter two-page spread in The Pulse is planned for January/February 2019.
- NHS Lanarkshire is leading a joint social media winter campaign using the NHS Lanarkshire's Meet the Experts campaign for December/January with other West of Scotland Boards and NHS 24.
- The campaign includes regional radio advertising using Meet the Experts messaging in January.
- A new mental health Meet the Experts video for social media is also being developed for the winter period.

Flu

- NHS Lanarkshire is running a campaign to encourage uptake of the flu jab by staff.
- This year campaign sees the return of the NHS Lanarkshire prize draw for those who have had their flu jab.
- Emails have been sent to all staff to encourage staff to take up the offer of the vaccine.
- Messages have been included in each weekly staff briefing since the beginning of the campaign. These messages highlight the flu clinics in the following week, an update of the overall uptake percentage and promotion of the FluBee game.
- The latest overall flu percentage and prizes for the flu prize draw are advertised on desktop wallpapers, FirstPort (intranet) banners and Pulse Online website each week.
- An article appeared in the November/December edition of The Pulse encouraging staff to take up the offer of the flu jab.
- Roadshows are taking place throughout Lanarkshire.

Weaning

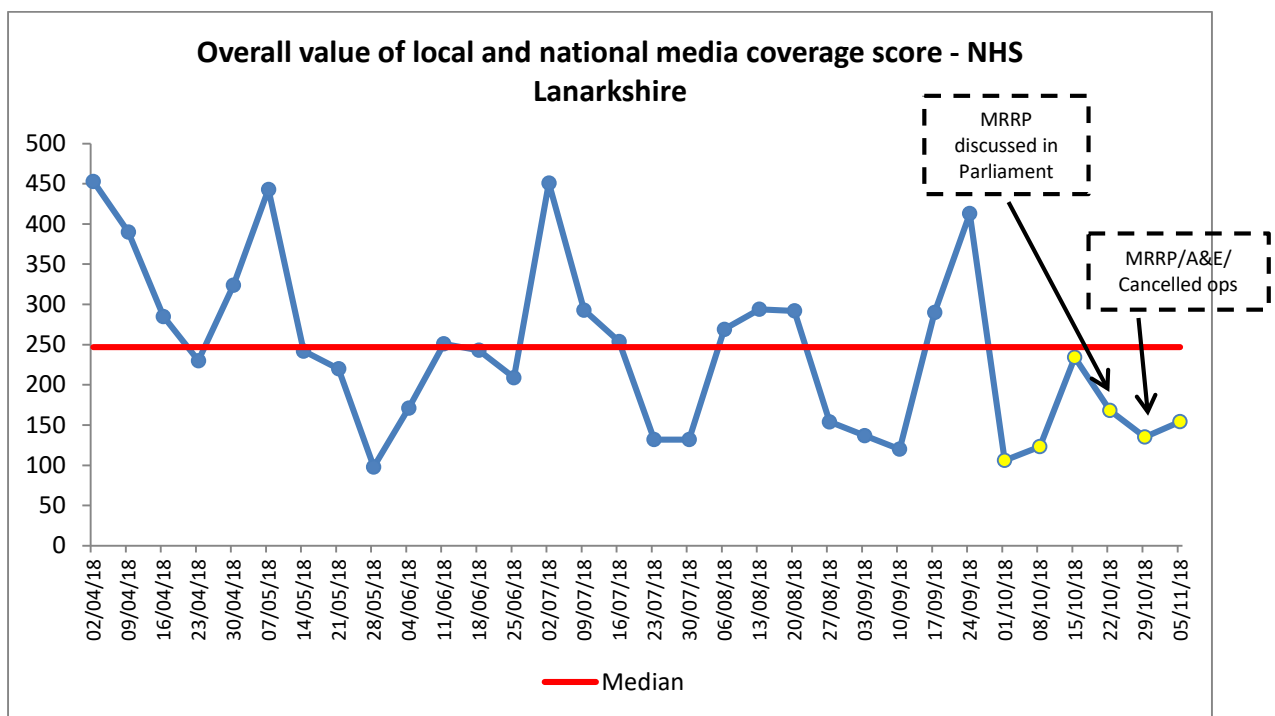
- The campaign launched on Monday 22 October. It aims to increase the number of parents who provide healthy homemade weaning food to their babies rather than relying on jars and pouches.
- A press release was issued on Monday 22 October to highlight the campaign.
- The campaign comprises of a suite of 12 videos. This includes nine easy to follow video recipes. Each recipe video is accompanied with a recipe card that can be saved to your mobile phone. Videos also include advice on the signs to look out for when baby is ready to start weaning and general advice around weaning.
- The campaign includes a supermarket challenge video, showing how cheaply you can make weaning food at home in comparison to pouches and jars.
- All videos can be viewed at: <https://www.nhslanarkshire.scot.nhs.uk/services/infant-nutrition/weaning/>
- The website is also being advertised through weekly staff briefing messages, FirstPort (intranet) banners and wallpapers.

Breastfeeding

- A suite of six animations are currently in development. The animations will be launched in January 2019.
- The animations bust the common myths around breastfeeding in a bid to encourage breastfeeding mothers to breastfeed for longer.
- The animations focus on the following themes: being out and about; sleeping; having enough milk; illness; frequency of feeding; and what the family can do to help.
- Scoping work is now underway into how we can engagement with people in Lanarkshire to have an “honest conversation” about breastfeeding.

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 August 2017 to October 2018.



Top media stories

Restart a Heart Week

- Brush up your skills (Airdrie & Coatbridge Advertiser, Wednesday 10 October 2018, p3 – very positive) – Visitors to Monklands Hospital can be trained in lifesaving CPR skills ahead of Tuesday’s global Restart a Heart Day.
- Heart’s the way to help (Wishaw Press, Wednesday 17 October 2018, p5 – very positive) – Fitness enthusiast Dougie Waddell (54) is “eternally grateful” to Wishaw hospital nurse Susan Stewart who saved his life.
- Life-saving lessons (Wishaw Press, Wednesday 10 October 2018, p11 – very positive) – NHS Lanarkshire staff are aiming to teach 1,000 people how to perform CPR as part of the global Restart a Heart Day.

Consultation on replacement or refurbishment of University Hospital Monklands

- First public meeting for new hospital (Cumbernauld News & Kilsyth Chronicle, Wednesday 15 August, 2018, p4 - very positive) - The first in a series on the proposed replacement or refurbishment of University Hospital Monklands will take place on Monday 20 August in Gartcosh Social Club.
- Journey times under the public microscope (Airdrie & Coatbridge Advertiser, Wednesday 19 September 2018, p3 – very positive) – Monklands project director Graeme Reid addressed questions over transport, location and road links to the potential hospital sites at Gartcosh and Glenmavis raised during the busy Airdrie meetings.
- Chance to have your say over hospital plans (Evening Times, Tuesday 2 October 2018, p18 – very positive) – NHS Lanarkshire is urging people to give their views on the replacement or refurbishment of University Hospital Monklands before public consultation ends on 15 October.

Awards

- Theatre Buddy project award (Bellshill Speaker & Motherwell Times, Wednesday 17 October 2018, p11 – very positive) – University Hospital Wishaw won the Best Hospital Care Initiative category at Scotland's Dementia Awards. Comment from Gillian McAuley, chief nurse. Also in Evening Times, Thursday 27 September 2018 and Wishaw Press, Wednesday 10 October 2018.
- Midwife Maureen up for top award (Wishaw Press, Wednesday 24 October 2018, p13 - lead, very positive – also in Motherwell Times and Bellshill Speaker) – Consultant midwife at University Hospital Wishaw Maureen McSherry is in the running to win a prestigious award at a ceremony which pays tribute to the hard work and dedication of healthcare professionals across the country.
- Dedicated health group are team of the year (Airdrie & Coatbridge Advertiser, Wednesday 15 August 2018, p12 – lead, very positive) - NHS Lanarkshire obstetrics and gynaecology team have scooped a top national award after being crowned Team of the Year at the annual NHS Education for Scotland (NES) Medical Directorate Awards.
- Wishaw nurse takes national title for outstanding work (Evening Times, Thursday 20 September 2018, p8 – very positive) – Lanarkshire nurse Eleanor Rae, who works at University Hospital Wishaw, was named joint winner of Bowel Cancer UK's Gary Logue Colorectal Nurse Award in London this week. Also in Wishaw Press, Wednesday 26 September 2018.

SOCIAL MEDIA

Top Facebook posts – August to October 2018

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
Advertising the Dental Outreach Clinic	13 August	30,462	1,086	471 reactions 222 shares 11 comments
To mark Baby Loss Awareness Week (9–15 October), a commemorative memory tree has been placed in the sanctuary of University Hospital Wishaw.	15 October	22,525	2,299	895 reactions 19 comments 162 shares
Keep antibiotics working	22 October	19,972	600	519 reactions 149 shares
We are looking to recruit	4 October	14,113	2,162	182 reactions

Prescribing Support Pharmacist.				11 comments 79 shares
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Top Facebook videos - August to October 2018

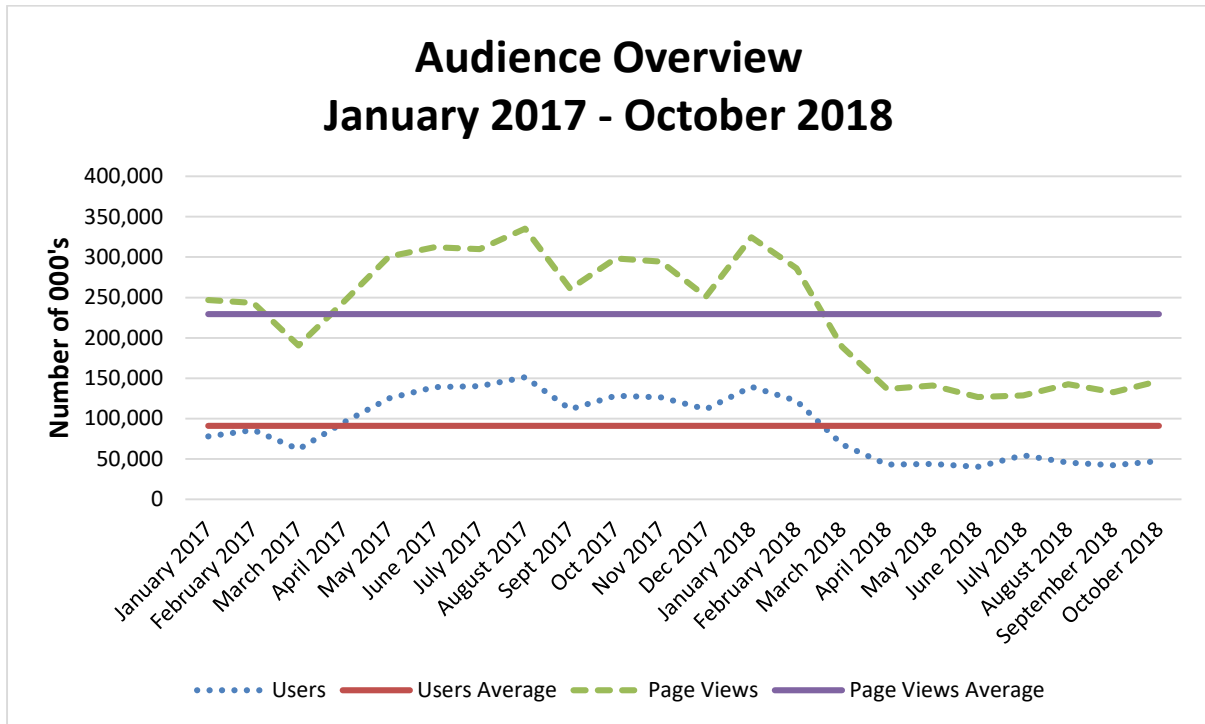
Post summary	Date	Video views	Reactions , comments, shares
Why breastfeeding is so important in the neonatal unit	17 October	27,000	209 reactions 49 comments 315 shares
Architect David Ross explains the process that would need to be undertaken to build a new hospital on the site of University Hospital Monklands	13 August	13,000	35 reactions 142 comments 104 shares
The weaning supermarket challenge	22 October	9,100	150 reactions 48 comments 94 shares
Signs your baby is ready to start weaning	24 October	7,400	89 reactions 28 comments 69 shares

Top Tweets - August to October 2018

Tweet	Date	Impressions No. of times users saw the tweet on twitter	Media views	Engagements No. of times a user has interacted with a tweet
Wait till you see this baby's reaction to eating his first meal! Here's our easy to follow video guide to making a simple first meal for your 6 month old. #healthyweaning #cutebaby #easybabyteam Watch the full video:	29 October	14,039	720	112
Jeane Freeman, the Cabinet Secretary for Health, speaking at @WishawGen about @NHS Lanarkshire "consistently and persistently" meeting both cancer waiting time standards. @JeaneF1MSP was "hugely impressed by the significant amount of good work".	25 October	11,571	2,790	441
Minister for Mental Health Claire Haughey MSP, visits the DBI programme at Police Scotland in Jackton to hear about connected, compassionate support.	26 October	11,320	N/A	175
We sent Susan, our Public Health Nutritionist, on a supermarket mission to recreate popular weaning jars and pouches at a fraction of the price. Ready, steady, go...	22 October	7,557	2,362	390

WEBSITE ANALYTICS www.nhslanarkshire.org.uk

Audience Overview January 2017 – October 2018



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
March 2018	67,883	188,998
April 2018	42,956	136,522
May 2018	43,715	140,991
June	40,116	126,685
July 2018	54,352	128,775
August 2018	45,350	142,435
September 2018	42,282	132,750
October 2018	47,520	146,554
Monthly Average	90,888	229,193

Top 10 Web Page Views

Page	Url
Home page	/Pages/default.aspx
University Hospital Hairmyres – main page	/Hospitals/Hairmyres/Pages/default.aspx
University Hospital Wishaw– main page	/Hospitals/Wishaw/Pages/default.aspx
University Hospital Monklands – main page	/Hospitals/Monklands/Pages/default.aspx
UHW – contact details	/Hospitals/Wishaw/Pages/ContactDetails.aspx
Services – main page	/Services/Pages/default.aspx
Hospitals - main page	/Hospitals/Monklands/Pages/ContactDetails.aspx
Careers – vacancies	/Careers/Pages/Vacancies.aspx
Careers – main page	/Careers/Pages/FirstPort.aspx
Hospitals - main page	/Hospitals/Pages/default.aspx

FREEDOM OF INFORMATION REQUESTS

Time Period	Requests Received	% within statutory time period	Requests for Review
Quarter 1 (April 2018 to June 2018)	176	91%	2
Quarter 2 (July 2018 to September 2018)	226	85%	3