

NHS Board Meeting
28 August 2019

Lanarkshire NHS Board
Kirklands
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SUBJECT: CORPORATE COMMUNICATIONS REPORT

1. PURPOSE

The paper is coming to the Board:

| | | | | | |
|--------------|--------------------------|-----------------|--------------------------|---------|-------------------------------------|
| For approval | <input type="checkbox"/> | For endorsement | <input type="checkbox"/> | To note | <input checked="" type="checkbox"/> |
|--------------|--------------------------|-----------------|--------------------------|---------|-------------------------------------|

2. ROUTE TO THE BOARD

The report has been:

| | | | | | |
|----------|-------------------------------------|----------|--------------------------|----------|--------------------------|
| Prepared | <input checked="" type="checkbox"/> | Reviewed | <input type="checkbox"/> | Endorsed | <input type="checkbox"/> |
|----------|-------------------------------------|----------|--------------------------|----------|--------------------------|

by 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:

- Breastfeeding
- Reducing Reliance on Emergency Departments
- Financial Sustainability

4. STRATEGIC CONTEXT

This paper links to the following:

| | | | | | |
|--------------------------|-------------------------------------|-----------------------|--------------------------|-------------------|--------------------------|
| Corporate objectives | <input checked="" type="checkbox"/> | AOP | <input type="checkbox"/> | Government policy | <input type="checkbox"/> |
| Government directive | <input type="checkbox"/> | Statutory requirement | <input type="checkbox"/> | AHF/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"/> |
|------|-------------------------------------|-----------|-------------------------------------|----------------|-------------------------------------|

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 Management | <input checked="" type="checkbox"/> | | | | |

10. EQUALITY AND DIVERSITY IMPACT ASSESSMENT

An Equality and Diversity Impact Assessment is being carried out as part of the new Communications and Engagement Strategy.

11. CONSULTATION AND ENGAGEMENT

Not Applicable

12. ACTIONS FOR THE BOARD

The Board is asked to:

| | | | | | |
|---------|-------------------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| Approve | <input type="checkbox"/> | Endorse | <input type="checkbox"/> | Identify further actions | <input type="checkbox"/> |
| Note | <input checked="" type="checkbox"/> | Accept the risk identified | <input type="checkbox"/> | Ask for a further report | <input type="checkbox"/> |

13. FURTHER INFORMATION

For further information about any aspect of this paper, please contact:

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14th August 2019