

# **NHS LANARKSHIRE**

## **Corporate Communications Report**

### **May to July 2019**

#### **CAMPAIGN UPDATES**

##### **Breastfeeding**

- A suite of six animations were launched in June during Breastfeeding Awareness Week. The animations addressed the common myths around breastfeeding in a bid to encourage breastfeeding mothers to breastfeed for longer. The most viewed animation focussed on 'Out and About'.
- A communications action plan will be developed and will aim to identify and address the reasons why breastfeeding rates in Lanarkshire are poor. Initially the action plan will look to create communications about '3 top tips' for giving your baby a healthy start, looking at repurposing the 'Out and About' animation and engaging with a knitting forum targeting grandparents.

##### **Reducing Reliance on Emergency Departments**

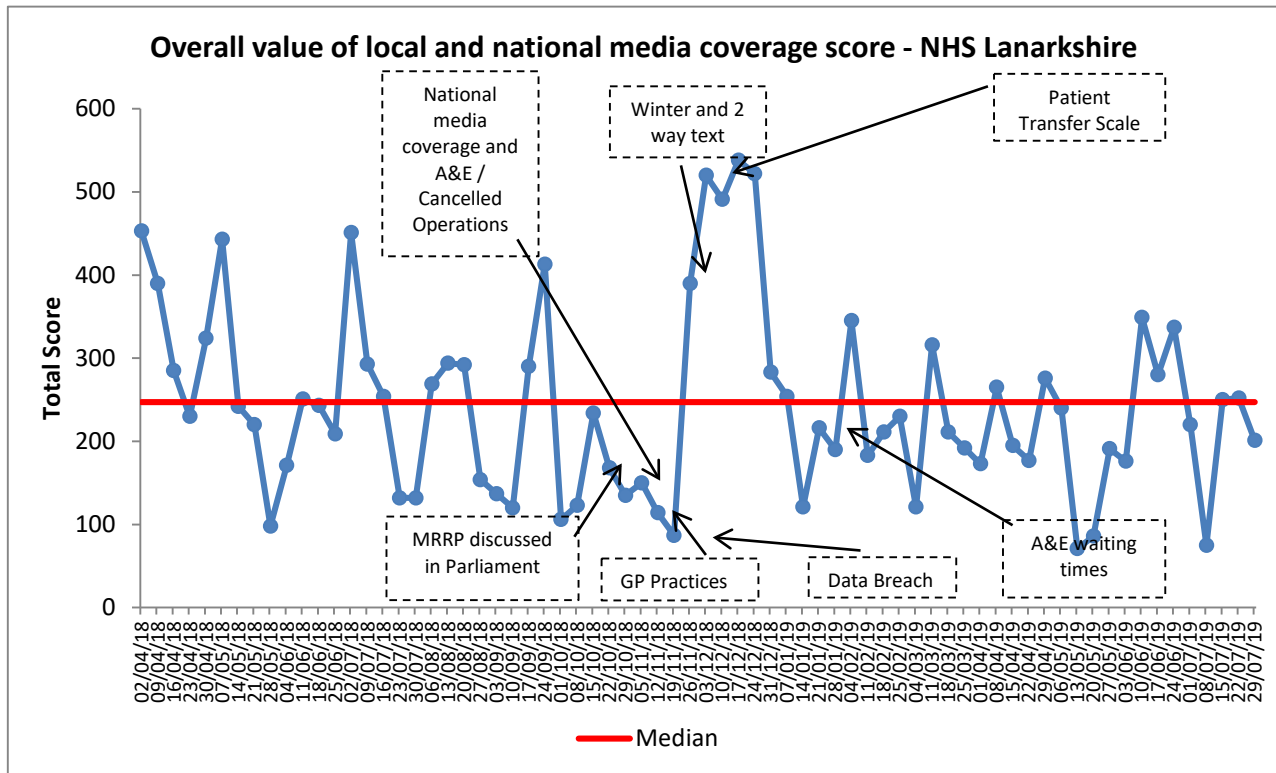
- During the summer, messages have been issued to the media and on social media to encourage patients to seek treatment from the right location.
- This has been supported by use of the Meet The Experts campaign materials which advising of alternatives to Emergency Departments.
- A full communications plan is being developed to strengthen public awareness of these messages including activity on national Emergency Services day on 9 September 2019. This will also link closely with the 2019/20 winter health campaign.

##### **Financial Sustainability**

- A communications plan has been developed to support the achievement of financial sustainability in 2020/21 and beyond.
- An initial message from the Director of Finance was sent to all staff in July 2019.
- This will be followed up by a staff communications campaign to:
  - Encourage all staff to develop ideas for making NHS Lanarkshire more efficient
  - Provide staff with the information they need to contribute to NHS Lanarkshire's financial sustainability
  - Share good practice where efficiencies have been achieved.

## 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 May to July 2019.



### Top media stories

May 2019

- **Stay safe in the sun** (*Rutherglen Reformer*, Wednesday 8 May 2019, p4 – very positive). NHS Lanarkshire highlights sun awareness week promoting sun safety. Article also in: Hamilton Advertiser (Thursday 9 May, p11), Carlisle & Lanark Gazette (p11) and Airdrie & Coatbridge Advertiser (p29) (Wednesday 8 May)
- **Pressure's on** (special feature on blood pressure) (*Wishaw Press*, Wednesday 15 May 2019, p5 – lead, very positive). Medical experts in Wishaw are calling on everyone to know their vital statistics ahead of World Hypertension Day on Friday.
- **Project being rolled out to younger teens** (*Cumbernauld News & Kilsyth Chronicle*, Wednesday 22 May 2019, p4 – very positive). A mental health initiative will be piloted for 16 and 17-year-olds in Lanarkshire at the end of the month. The Distress Brief Intervention (DBI) project was set up two years ago and offers support to patients at GP practices or accident and emergency units. Article refers to Lanarkshire woman Julia Stachursk (19) who has benefited from the initiative after staff at University Hospital Wishaw suggested the DBI programme.
- **Award for unsung hero at hospital eye department** (*Evening Times*, Monday 27 May 2019, p7 – very positive). Medical retina co-ordinator at University Hospital Hairmyres Carol Collins was one of the winners of the Ophthalmology Unsung Hero award during a presentation at BMA House, London.

## June 2019

- **Appy days** (*East Kilbride News, Wednesday 5 June 2018, p3 – lead, very positive*). An East Kilbride business woman was one of the first patients in Scotland to test a new app that checks blood pressure at home. Baker Julie Chambers was among thousands to try out the new Scale-Up initiative which has been trialled at more than 150 GP practices. Julie was shown how to measure her blood pressure at home, before texting in the results to an app called Florence, or Flo, for short.
- **Improved figures for hospitals** (*Carlisle & Lanark Gazette, Wednesday 19 June 2019, p4 – very positive*). All three NHS Lanarkshire Hospitals are in the top 10 in Scotland with significant reductions in hospital standardised mortality rates (HSMR)
- **Avoidable deaths at county hospitals drop by a quarter** (*Cumbernauld News & Kilsyth Chronicle, Wednesday 26 June 2019, p6 – very positive*). NHS Lanarkshire has hailed “significant reductions” in hospital Standardised Mortality Ratios (HSMR) in the county’s three acute hospitals. NHS Lanarkshire is the most improved on the mainland, with figures published by ISD Scotland showing its HSMR at 0.75, a 25.9% reduction. Article also in Motherwell Times & Bellshill Speaker, p6.

## July 2019

- **Young people warned to watch out for early signs of mouth cancer** (*Evening Times, Monday 1 July 2019, p10 – very positive*). Young people are urged to keep watch for the signs of mouth cancer. Article also in Rutherglen Reformer (p27);
- **Plan to tackle child poverty is unveiled** (*East Kilbride News, Wednesday 3 July 2019, p8 – lead, very positive*). An action plan to tackle child poverty has been unveiled by South Lanarkshire Council. The local authority’s report, published this week, outlines not just the work of SLC and Lanarkshire Health Board to tackle child poverty, but a comprehensive plan involving the wider Community Planning Partnership. Article also in Motherwell Times & Bellshill Speaker (p6), Rutherglen Reformer (p14) and Hamilton Advertiser (Thursday 4 July 2019, p23 – lead);
- **Hairmyres staff win a place in the spotlight** (*East Kilbride News, Wednesday 24 July 2019, p10 – lead, very positive*). Hairmyres staff have scooped two top NHS awards. The recognition award was presented to Kate Bailey and her guide dog Kayla in recognition of the considerable difference she has made in East Kilbride assisting patients who are suffering from dementia, are agitated or have a terminal illnesses. The ‘outstanding learner’ award winner also came from Hairmyres Hospital as cardiology improvement manager Angela Dixon received the award;
- **Test saved my dad’s life** (*Hamilton Advertiser, Thursday 25 July 2019, p9 – lead, very positive*). Hamilton woman Laura Wilson is backing a campaign to get more people checked earlier after her dad was diagnosed with cancer. The campaign is backed by NHS Lanarkshire and encourages people to act if they have a potential symptom or are invited for screening.
- **Students on Project SEARCH celebrate their success** (*Rutherglen Reformer, Wednesday 24 July 2019, p8 – lead, very positive*). An event celebrating the achievements of 24 Project Search students graduating from their year-long employability course has taken place. Article also in Motherwell Times & Bellshill Speaker (lead, p8);
- **Call for public to be consulted over Monklands plan** (*Evening Times, Wednesday 31 July 2019, p2 – very positive*). The plan to rebuild or replace Monklands Hospital has taken a step forward. NHS Lanarkshire has approved recommendations by an independent panel which called on the Board to re-evaluate the two favoured site options at Gartcosh and Glenmavis.

**SOCIAL MEDIA****Top Facebook posts – May - July 2019**

<b>Post summary</b>	<b>Date</b>	<b>Reach</b>	<b>Post Clicks</b>	<b>Reactions, comments, shares</b>
We have a number of vacancies for community nurses in NHS Lanarkshire to help support the delivery of our Primary Care Improvement Plan.	18/07/19	23,415	3,338	448
The Board of NHS Lanarkshire today approved proposals to implement the recommendations of the Independent Review of the process followed by the Monklands Replacement/Refurbishment	30/07/19	16,994	3,805	207
We're having an informal event for young people – to chat about design ideas for the new University Hospital Monklands.	07/06/19	14,646	923	210

**Top Facebook videos – May - July 2019**

<b>Post summary</b>	<b>Date</b>	<b>Video views</b>	<b>Reactions , comments, shares</b>
Animation - Being out and about while breastfeeding	04/06/19	3,542	261
Animation – helping mum and baby	06/06/19	2,902	232
Mouth cancer awareness animation	10/07/19	2,710	148

**Top Tweets – May - July 2019**

<b>Tweet</b>	<b>Date</b>	<b>Impressions</b> No. of times users saw the tweet on twitter	<b>Media views</b>	<b>Engagements</b> No. of times a user has interacted with a tweet
Think you can't get out and about when you are breastfeeding? Think again!	04/06/19	19,148	4,115	340
We're having an event for young people to get your thoughts on initial design ideas for the new University Hospital Monklands	07/06/19	11,203		372
Breastfeeding has tons of health benefits for both mum and baby, find out more in our handy animation	07/06/19	11,080	1,502	100

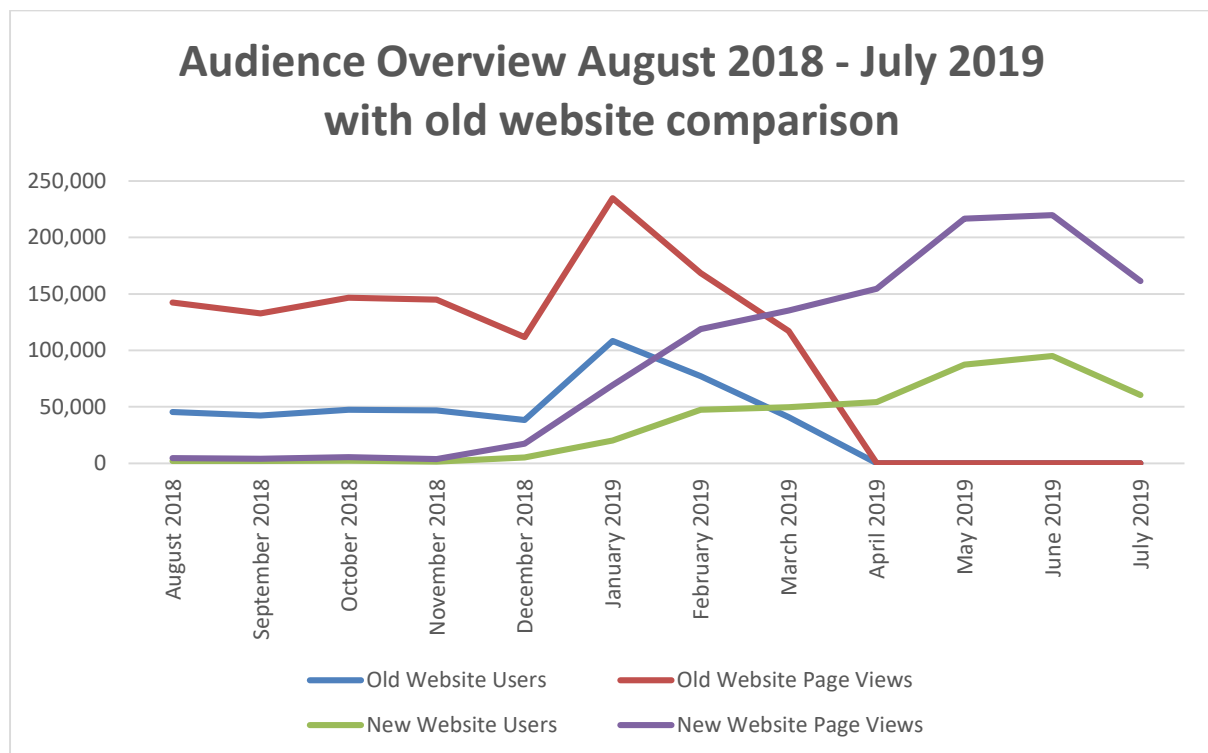
**WEBSITE ANALYTICS [www.nhslanarkshire.scot.nhs.uk](http://www.nhslanarkshire.scot.nhs.uk)**

Content continues to build on the site and includes:

- A page for Attend Anywhere which links to a web-based platform that helps us offer video call access to services - <https://www.nhslanarkshire.scot.nhs.uk/services/attend-anywhere/>.
- A new page for Monklands Replacement Project to communicate the latest information to the public - [www.monklands.scot.nhs.uk](http://www.monklands.scot.nhs.uk). This supersedes the Monklands Consultation page now archived and available at <https://www.nhslanarkshire.scot.nhs.uk/get-involved/consult-engage/monklands/>.
- Lanarkshire's Primary Care Improvement Plan website 'This is Lanarkshire' is incorporated into the site to reduce the overall number of satellite websites - [www.thisislanarkshire.org](http://www.thisislanarkshire.org) now links to <https://www.nhslanarkshire.scot.nhs.uk/about-us/this-is-lanarkshire/>.

User-testing, staff training and governance procedures remain the focus for the next phase.

**Audience Overview August 2018 – July 2019**



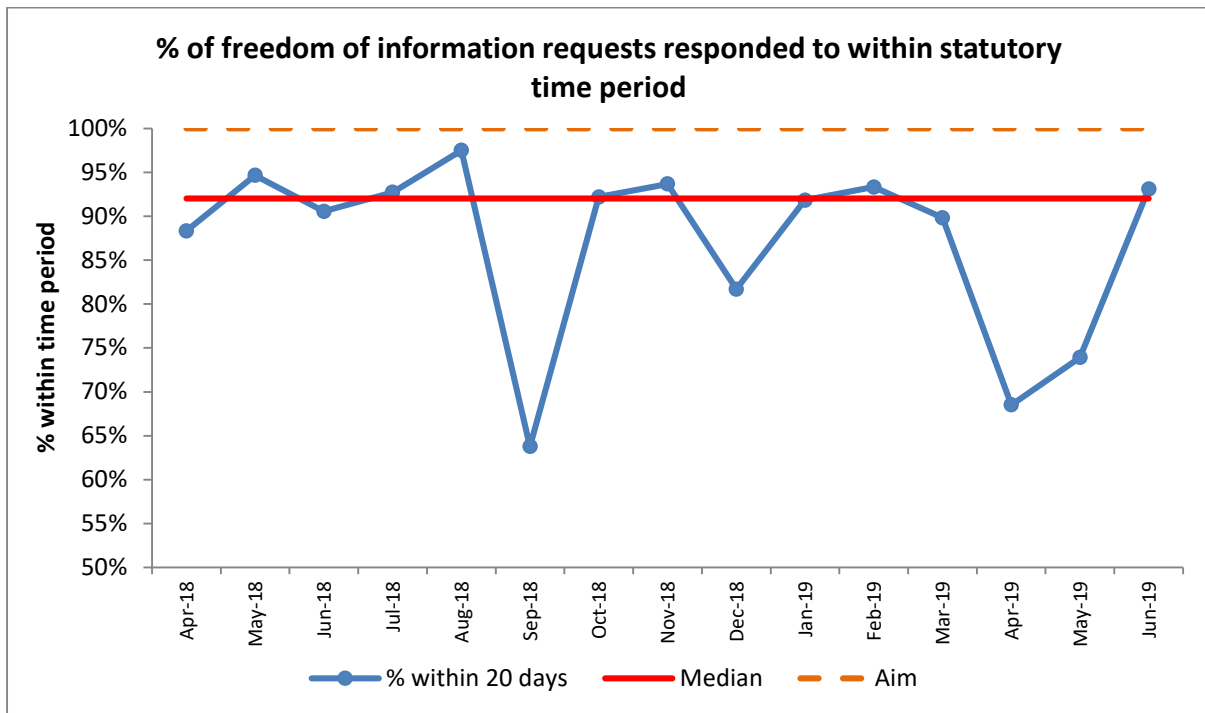
**Website Users and Views**

<b>Month</b>	<b>Old Website Users</b>	<b>Old Website Page Views</b>	<b>New Website Users</b>	<b>New Website Page Views</b>
August 2018	45,350	142,435	2130	4,697
September 2018	42,282	132,750	1975	4,144
October 2018	47,520	146,554	2399	5,467
November 2018	46,940	144,873	1422	3,749
December 2018	38,411	111,757	5127	17,360
January 2019	108,319	234,844	20,194	69,085
February 2019	77,071	168,425	47,419	118,712
March 2019	40,968	117,206	49,557	135,146
April 2019	0	0	54,255	154,619
May 2019	0	0	87,293	216,578
June 2019	0	0	95,035	219,707
July 2019	0	0	60,359	161,456

**Top 10 Web Page Views on New Website**

<b>Web Page</b>	<b>Page Views</b>
Home	575,249
University Hospital Wishaw Home	33,736
University Hospital Hairmyres Home	31,620
University Hospital Monklands Home	27,618
Contact Us	23,821
Careers	18,346
Services	18,299
Corporate Policies	14,507
A-Z of Services	13,216
Hospitals	9,762

**FREEDOM OF INFORMATION REQUESTS**



**Quarterly Statistics**

Time Period	Requests Received	% responses within statutory time period	Requests for Review
Quarter 1 (April 2019 to June 2019)	179	78%	4

The volume of requests received during the quarter is similar to the same quarter last year. The volume is, however, still at a high level.