

**NHS Lanarkshire  
Corporate Communications Report  
November to December 2018**

**CAMPAIGN UPDATES**

**Winter/Meet the Experts**

- A robust winter communications plan is being implemented for NHS Lanarkshire encompassing media, social media, web pages, video, radio advertising and staff communications.
- A joint West of Scotland “Winter/NHS expert” radio campaign, led by NHS Lanarkshire, launched on 7 January. It is being broadcast on Clyde 1, Clyde 2, Westsound, West FM, Central, Heart and Smooth during January and February.
- The west of Scotland Mental Health Meet the Expert video launched on social media on Friday 21 December.
- Our Emergency departments were reported to be busy on 7 and 8 January. We issued a video of Frances Dodd, Acute Divisional Nurse Director, urging people to use alternative health experts and services as opposed to A&E. At 11 January the video had more than 28,000 views on Facebook.
- In advance of the festive season, a video was issued from the pharmacy team encouraging the public to bring their regular medications with them when they come to hospital. At 11 January, this video has been viewed more than 10,000 times on Facebook.
- To honour NHS staff who work on Christmas Day, a music video featuring maternity staff was filmed and promoted. This video has had more than 660,000 views on Facebook, by far the most views of any NHS Lanarkshire video.
- We have issued several internal winter preparedness messages to staff via, The Pulse. Staff Briefing and ‘all in Lanarkshire’ emails.

**Flu**

- NHS Lanarkshire is running a campaign to encourage uptake of the flu jab by staff.
- January has seen further messages encouraging staff to get their flu jab to protect their patients from increasing flu cases in the community.
- Roving immunisation teams have been active throughout NHS Lanarkshire, which will be publicised by the Communications Team via emails, staff briefing, Pulse Online and FirstPort (intranet) banners.

**Breastfeeding**

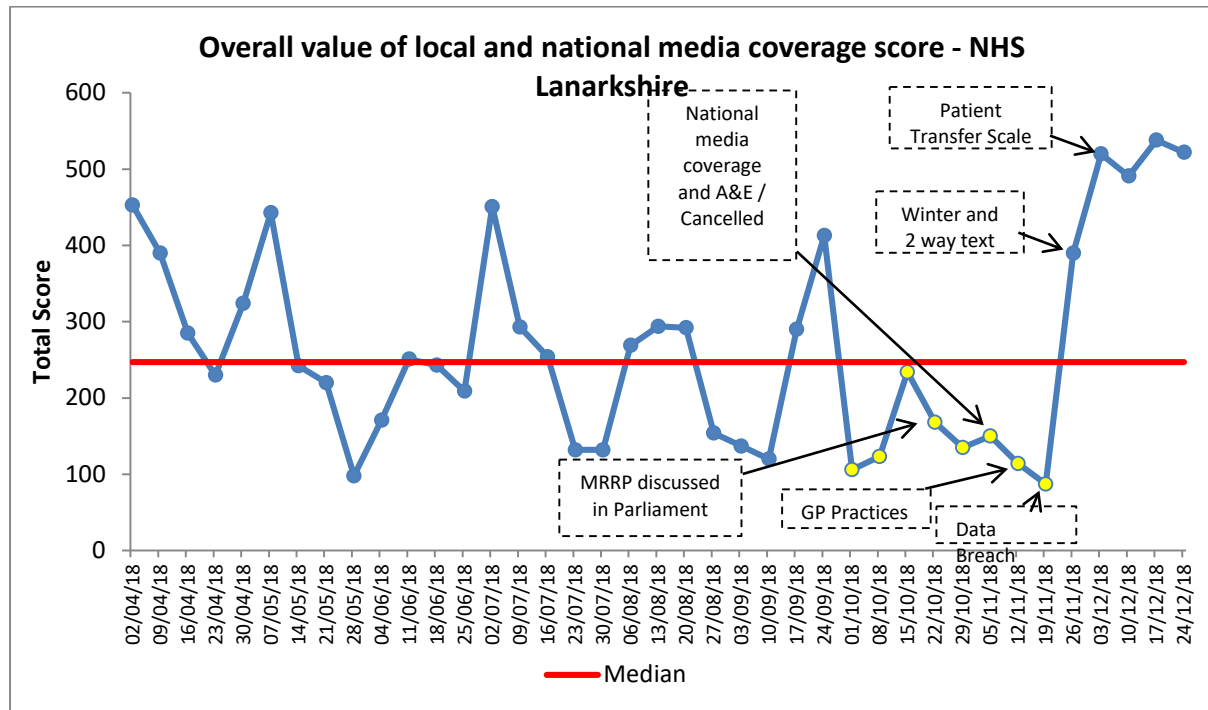
- Work is continuing to finalise a suite of six animations.
- The animations bust the common myths around breastfeeding in a bid to encourage breastfeeding mothers to breastfeed for longer.
- The animations focus on the following themes: being out and about; sleeping; having enough milk; illness; frequency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

**Violence and aggression**

- A joint campaign is being developed with Police Scotland aimed at reducing violence and aggression against NHS Lanarkshire staff.

## 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 November 2017 to December 2018.



## Top media stories

### Awards

- Heroes of NHS praised by health minister (Daily Record, Saturday 3 November 2018, p30&31) – The Scottish Health Awards shone a spotlight on those individuals and teams who go above and beyond the call of duty. Among the 17 winners who collected their trophies at a were NHS Lanarkshire’s Care Home Continence Improvement Project who won the Integrated Care for Older People Award and the Kello Hospital Think Activity Team who won the Top Team Award. Story also appeared in Airdrie and Coatbridge Advertiser and Hamilton Advertiser.
- Awards joy for health staff (Evening Times, Wednesday 21 November 2018, p13) – NHS Lanarkshire’s West of Scotland Laundry, hotel services and maintenance services have won a Royal Society for the Prevention of Accidents (RoSPA) award in recognition of the work they do to promote health and safety. The departments have now collectively won 19 awards.

### Winter

- Winter plan in place for health services (Carlisle and Lanark Gazette, Wednesday 26 December 2018, p6) – NHS Lanarkshire has launched a comprehensive plan for the busy winter period and the public are being urged to be ready too. It involves all parts of NHS Lanarkshire and the health and social care partnerships, including GP surgeries, the primary care out-of-hours service, pharmacies and acute hospitals. Story also appeared in Cumbernauld News, Kilsyth Chronicle, Hamilton Advertiser, Wishaw Press.

- Festive opening boost (East Kilbride News, Wednesday 26 December 2018, p8) - Some GP practices will be open over the Christmas period – including today and January 2, 2019. Story also appeared in Airdrie and Coatbridge Advertiser, Hamilton Advertiser.

### General

- New text reminder from NHS launches (Hamilton Advertiser, Thursday 29 November 2018, p28) - NHS Lanarkshire is piloting a new text reminder service to help reduce the number of appointments patients miss. Story also appeared in Wishaw Press, Bellshill Speaker, Motherwell Times, Cumbernauld News, Kilsyth Chronicle, East Kilbride News, Airdrie and Coatbridge Advertiser, Rutherglen Reformer
- Lanarkshire launches HD Framework (Bellshill Speaker and Motherwell Times, Wednesday 7 November 2018, p11) – One of the world's first local Care Frameworks for Huntington's Disease (HD) has been launched in Lanarkshire. Story also appeared in Wishaw Press and East Kilbride News.
- Living Wage NHS boost (Hamilton Advertiser, Thursday 13 December 2018, p22) – NHS Lanarkshire has become the first Scottish territorial health board to be accredited as a Living Wage employer by Living Wage Scotland. The organisation's commitment to the living wage means that all NHS Lanarkshire staff will receive a minimum hourly wage of £9 from 1 April 2019. Story also appeared in East Kilbride News, Rutherglen Reformer, Motherwell Times and Bellshill Speaker, Cumbernauld News and Kilsyth Chronicle.

### SOCIAL MEDIA

#### Top Facebook posts – November to December 2018

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
NHS Lanarkshire has launched a festive public awareness campaign about syphilis following a rise in the number of cases diagnosed by its sexual health service	17/12/18	9,009	1,101	148
Do you have a breast pump on loan from University Hospital Wishaw that you are no longer using?	19/12/18	11,190	701	127
Know which service and health expert to approach for any illness or injury this festive season	21/12/18	14,321	429	235
We are looking to recruit a Maintenance Technician (band 4) at West of Scotland Laundry, Netherton, Wishaw The closing date is 8 January 2019.	27/12/18	9,984	379	83

**Top Facebook videos - November to December 2018**

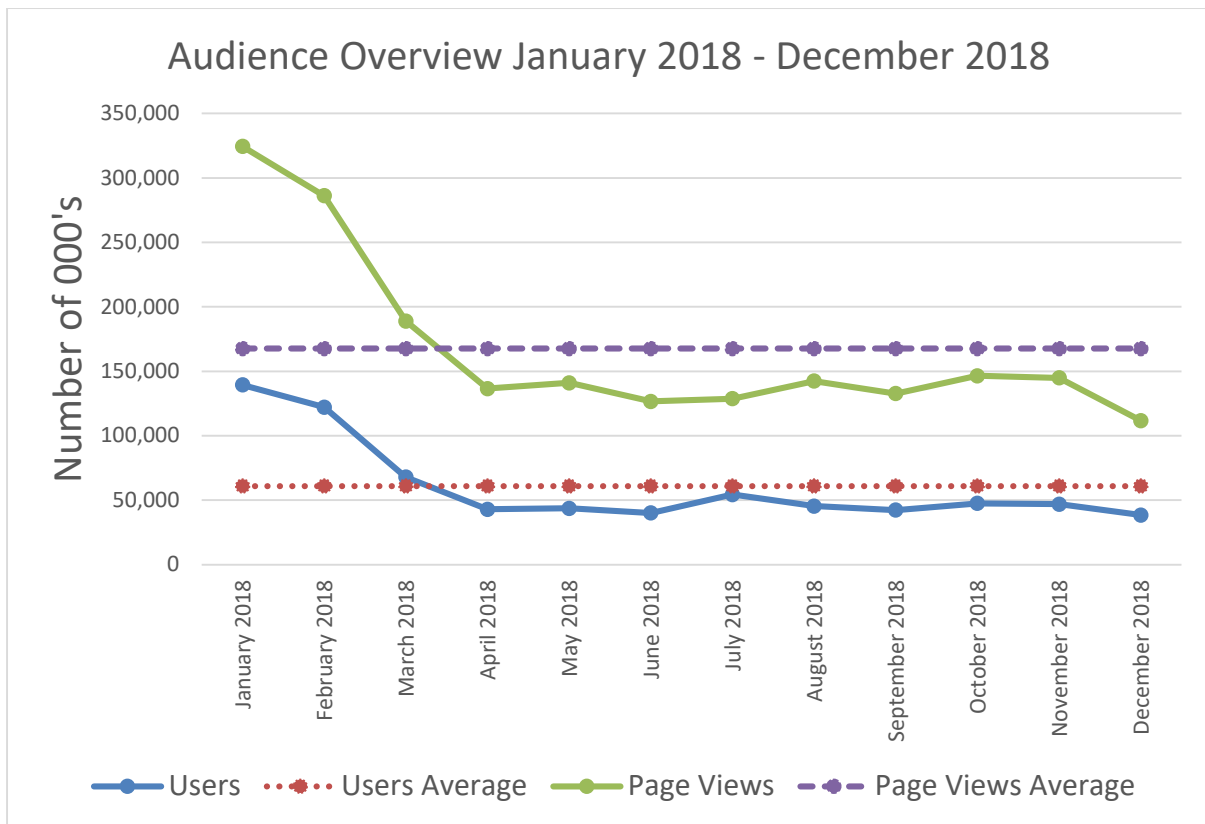
<b>Post summary</b>	<b>Date</b>	<b>Video views</b>	<b>Reactions , comments, shares</b>
Maternity staff song for Christmas	19/12/18	662,254	62,908
See the new hand hygiene video by NHS Lanarkshire's infection prevention and control (IPC) team which features our staff.	9/11/18	30,754	2,457
Our pharmacy team are urging anyone who is coming into hospital to bring any medicines or tablets they regularly take with them.	21/12/18	10,987	421

**Top Tweets - November to December 2018**

<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
Maternity staff from ward 22 at University Hospital Wishaw have produced a Christmas song to honour midwives who work on Christmas Day.	19/12/18	29,933	6,533	1,528
NHS Lanarkshire is the first Scottish territorial health board to achieve Living Wage accreditation. All NHS Lanarkshire staff will receive a minimum hourly wage of £9 from April 2019. 2700 workers will receive a pay increase.	7/12/18	11,770	357	655
See the new hand hygiene video by NHS Lanarkshire's infection prevention and control (IPC) team which features our staff. It's to remind everyone about the importance of good hand hygiene. Could you do your own version?	9/11/18	7,026	2,105	1,007
A reminder to members of the public not to visit hospital if they are experiencing symptoms of diarrhoea and/or vomiting until they have fully recovered.	12/11/18	6,442	1	93

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

## Audience Overview January 2018 – December 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 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 2018	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
November 2018	46,940	144,873
December 2018	38,411	111,757

**Top 10 Web Page Views**

<b>Page</b>	<b>Url</b>
Home page	<a href="/Pages/default.aspx">/Pages/default.aspx</a>
University Hospital Hairmyres landing page	<a href="/Hospitals/Hairmyres/Pages/default.aspx">/Hospitals/Hairmyres/Pages/default.aspx</a>
University Hospital Wishaw landing page	<a href="/Hospitals/Wishaw/Pages/default.aspx">/Hospitals/Wishaw/Pages/default.aspx</a>
University Hospital Wishaw contact page	<a href="/Hospitals/Wishaw/Pages/ContactDetails.aspx">/Hospitals/Wishaw/Pages/ContactDetails.aspx</a>
University Hospital Monklands landing page	<a href="/Hospitals/Monklands/Pages/default.aspx">/Hospitals/Monklands/Pages/default.aspx</a>
Our Services	<a href="/Services/Pages/default.aspx">/Services/Pages/default.aspx</a>
University Hospital Hairmyres ward information	<a href="/Hospitals/Hairmyres/WardInformation/Pages/default.aspx">/Hospitals/Hairmyres/WardInformation/Pages/default.aspx</a>
University Hospital Wishaw ward information	<a href="/Hospitals/Wishaw/WardInformation/Pages/default.aspx">/Hospitals/Wishaw/WardInformation/Pages/default.aspx</a>
Hospitals landing page	<a href="/Hospitals/Pages/default.aspx">/Hospitals/Pages/default.aspx</a>
University Hospital Monklands contact page	<a href="/Hospitals/Monklands/Pages/ContactDetails.aspx">/Hospitals/Monklands/Pages/ContactDetails.aspx</a>

**FREEDOM OF INFORMATION REQUESTS**

<b>Time Period</b>	<b>Requests Received</b>	<b>% responses within statutory time period</b>	<b>Requests for Review</b>
Quarter 1 (April 2018 to June 2018)	176	91%	2
Quarter 2 (July 2018 to September 2018)	226	85%	2
Quarter 3 (October 2018 to December 2018)	203	89%	2 (1 withdrawn)

The 203 requests received October 2018 to December 2018 is the highest number received in quarter three since the introduction of the Freedom of Information (Scotland) Act. This followed the highest quarter two to date.