

NHS LANARKSHIRE

Corporate Communications Report

January to February 2019

CAMPAIGN UPDATES

Winter/Meet the Experts

- The West of Scotland Winter/Meet the Experts campaign launched on Monday 7 January.
- This included a radio advert broadcast as follows:
 - w/c 7 Jan – w/c 28 Jan inclusive: Clyde 1, Clyde 2, Westsound, West FM and Central
 - w/c 14 Jan – w/c 4 Feb inclusive: Heart and Smooth
- The west of Scotland Mental Health Meet the Expert video launched on social media on Friday 21 December ahead of the festive period. The key message is the five steps that people can take to help improve their mental health and wellbeing.
- A campaign evaluation report of the west of Scotland campaign will be undertaken. This will be shared with the Scottish Government with the potential for a similar Scotland-wide approach to be taken next winter.
- The full suite of Meet the Expert videos have been promoted through social media during the winter period.

Seasonal Flu

- NHS Lanarkshire has continued to run its campaign to encourage uptake of the flu jab by staff.
- February has seen further messages encouraging staff to get their flu jab to protect their patients from increasing flu cases in the community.
- At the end of February flu vaccine uptake among staff was 47.1%, up 2% from last year.

Breastfeeding

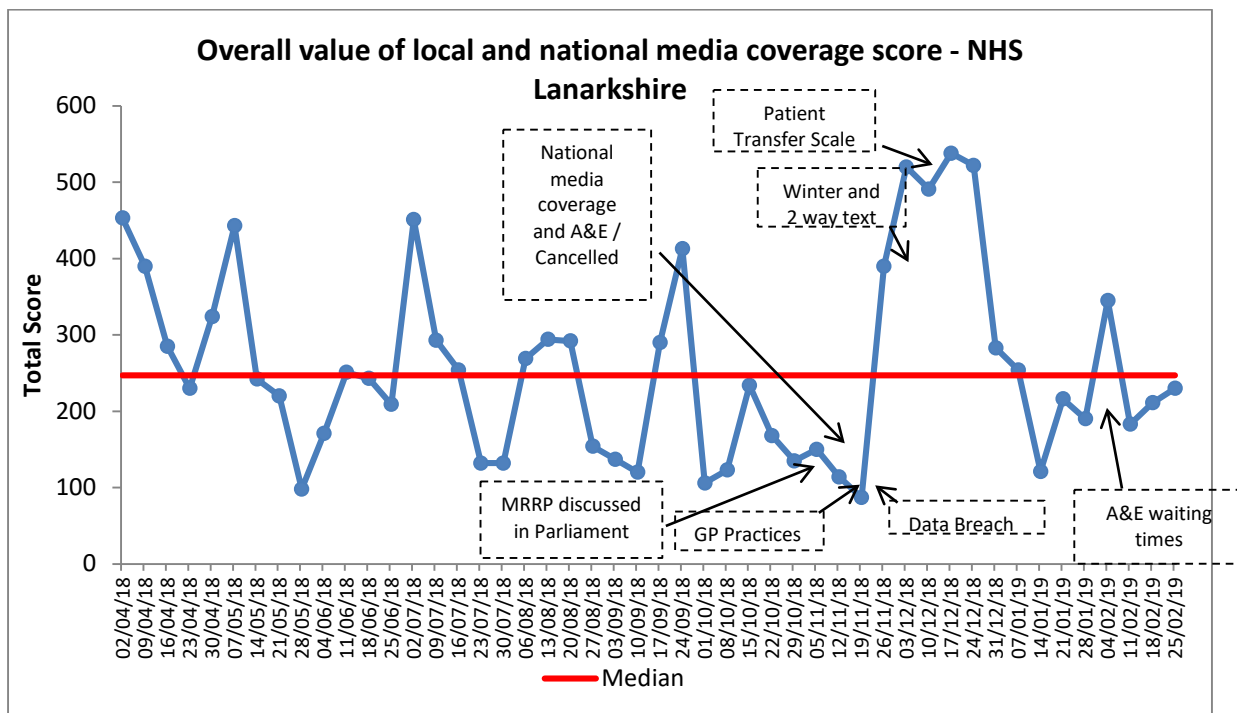
- Work is continuing to finalise a suite of six animations with a view to launch in in April/May.
- The animations address the common myths around breastfeeding in a bid to encourage breastfeeding mothers to breastfeed for longer.
- The animations focus on the following themes: being out and about; sleeping; 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 campaign is currently being developed which aims to reduce violence and aggression against NHS Lanarkshire staff.
- Research work has taken place to ensure that the campaign will target the correct audience in the most effective way.

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 January to February 2019.



Top media stories

Awards

- **Midwife Maureen’s No1 delivery service (Carluk & Lanark Gazette, Wednesday 6 February 2019, p3 (lead) and Wishaw Press, Wednesday 6 February 2019, p5 - very positive)** – Carluk’s Maureen McSherry has been named Scotland’s Midwife of the Year after being dubbed a “wonder lady” by a Cleghorn mum following a record-breaking delivery.
- **North Lanarkshire nominations for Scottish Pharmacist Awards (Bellshill Speaker & Motherwell Times, Wednesday 20 February 2019, p7 – very positive)** – The pharmacy team from University Hospital Wishaw have been named as finalist in the Hospital Pharmacy Team of the Year category (supported by Pheonix Hospital Solutions) thanks to their improvements in the overall management of IV fluids within the hospital wards.
- **Record number nominated for the annual NHS awards (Rutherglen Reformer, Wednesday 13 February 2019, p12 – very positive)** – Patients, relatives, visitors and colleagues have applauded the outstanding contribution made by staff, volunteers and partner agencies by nominating them in the fourth annual NHS Lanarkshire staff awards.
- **NHS staff in line for awards (Hamilton Advertiser, Thursday 14 February 2019, p23 – very positive)** – Over 345 nominations were received from patients, relatives, visitors and colleagues for the annual NHS Lanarkshire’s Staff Awards.
- **Nominees increase for awards (Airdrie & Coatbridge Advertiser, Wednesday 20 February 2019, p10 – very positive)** – An increased total of 345 staff and volunteers from NHS Lanarkshire have been nominated for the health board’s fourth annual awards.

General

- **Patient Transfer Scale launch** - BBC One Scotland 'Reporting Scotland' news, Friday 4 January 2019
- **Deaf African schoolboy Mohammed Cham, aka Alieu, receives life-changing surgery at University Hospital Monklands** (STV News, Thursday 24 January 2019)
- **Support for breastfeeding** (*Cumbernauld News & Kilsyth Chronicle, Motherwell Times & Bellshill Speaker, Wednesday 9 January 2019, p7 and Hamilton Advertiser, Thursday 17 January 2019 - lead, very positive*) – North Lanarkshire Council and NHS Lanarkshire are working together to help boost breastfeeding in North Lanarkshire.
- **Fight to allow Alieu to hear enters next stage** (*Airdrie & Coatbridge Advertiser, Wednesday 23 January 2019, p23 – lead, very positive*) – Lanarkshire charity Project Gambia is determined to bring deaf African schoolboy Mohammed Cham, aka Alieu, to Monklands for life-changing surgery to be carried out by one of Scotland's ENT surgeons Mr Arunachalam Iyer.
Also featured in:
 - Hamilton Advertiser, Thursday 24 January 2019, p27 – lead
 - Motherwell Times & Bellshill Speaker, Wednesday 30 January 2019, p5 – lead
 - Hamilton Advertiser, Thursday 31 January 2019, p16 – lead
 - Airdrie & Coatbridge Advertiser, Wednesday 6 February 2019, p15 – lead
 - Evening Times, Wednesday 6 February 2019, p10
 - Hamilton Advertiser, Thursday 14 February 2019, p1
 - Hamilton Advertiser, Thursday 14 February 2019, p4 – lead
 - Airdrie & Coatbridge Advertiser, Wednesday 20 February 2019, p18
- **NHS Lanarkshire wins 'Baby Friendly Award' from Unicef** (*Cumbernauld News & Kilsyth Chronicle, Wednesday 6 February 2019, p6 – very positive*) – Health visiting services in Lanarkshire have once again been presented with the prestigious 'Baby Friendly Award' from Unicef. The award commended staff for their work to maintain their standards.
Also featured in:
 - Airdrie & Coatbridge Advertiser, Wednesday 6 February 2019, p10
 - Motherwell Times & Bellshill Speaker, Wednesday 6 February 2019, p6
 - Wishaw Press, Wednesday 6 February 2019, p5
 - Hamilton Advertiser, Thursday 21 February 2019, p10
 - Evening Times, Thursday 31 January 2019, p16

SOCIAL MEDIA

Top Facebook posts – January to February 2019

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
NHS Lanarkshire's annual memorial service for those who have lost a baby through miscarriage, stillbirth or neonatal death will take place on Saturday 2 March.	19 February	37,037	2,867	1,075
Recruitment is under way for Project Search - a one-year transition programme that provides employability training and education for individuals with supported learning needs	6 February	29,337	4,386	698
The next NHS Lanarkshire NEXTGEN careers information event for North and South Lanarkshire school pupils will be held at the Ken Corsar Medical Education Training Centre, Kirklands Headquarters, Bothwell on Tuesday 5 March from 4.30pm to 7pm.	5 February	16,894	1,298	282

Top Facebook videos – January to February 2019

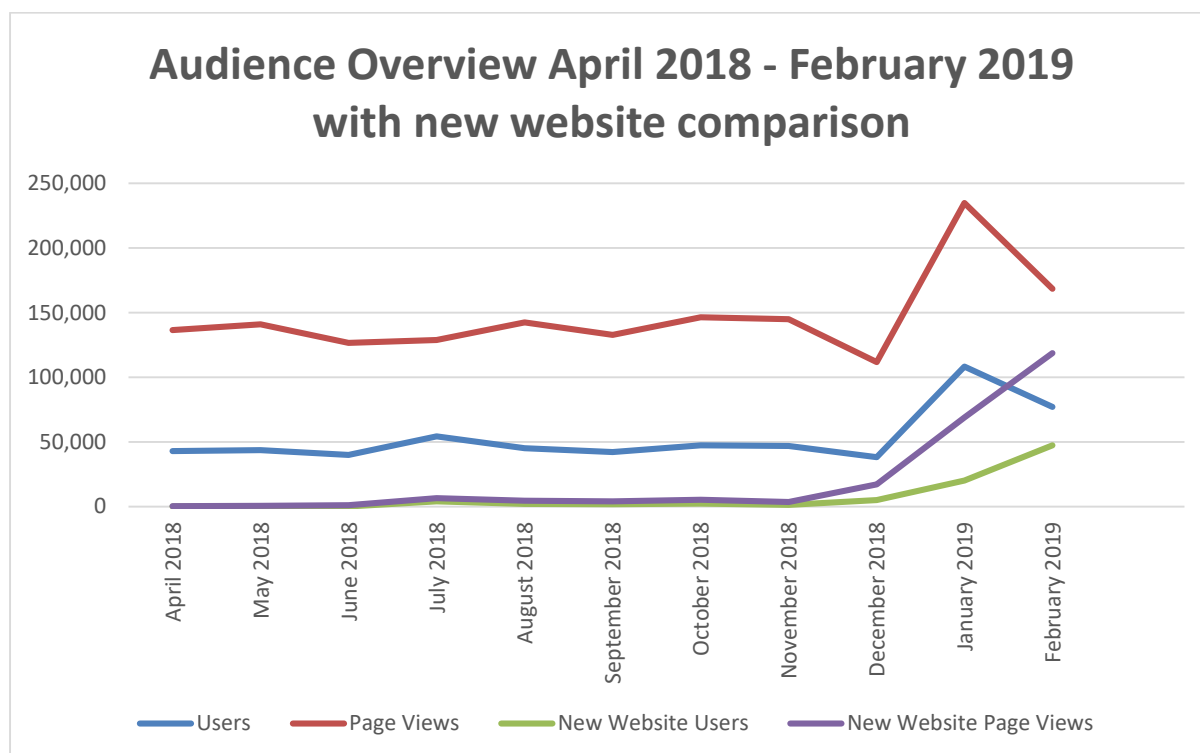
Post summary	Date	Video views	Reactions , comments, shares
Emergency Departments are for urgent treatment	8 January	35k	252 reactions 7 comments 729 shares
Miscarriage, stillbirth and neonatal death memorial service	25 February	23k	352 reactions 51 comments 335 shares
Ross Broom fundraising for World Transplant Games	28 January	5k	64 reactions 7 comments 47 shares

Top Tweets – January – February 2019

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
We are urging people to only attend hospital emergency departments if they require urgent and immediately necessary treatment. For info about alternative health services visit https://bit.ly/2Ae27cm You can also visit NHS inform for self-care guides https://bit.ly/2fZlgqm pic.twitter.com/lpDb6CWN6b	8 January	22,739	4,076	831
New command centre at University Hospital Monklands, developed as part of Monklands Replacement/Refurbishment Project (MRRP). Monklands and MRRP at forefront of using digital technology to address some of the challenges NHS faces https://bit.ly/2SJUpRQ #newmonklands pic.twitter.com/43eJFN7teG	12 February	7,513	N/A	767
NHS Lanarkshire's NEXTGEN careers information event for North and South Lanarkshire school pupils will be held at the Ken Corsar Medical Education Training Centre, Kirklands HQ, Bothwell on Tues 5 March from 4.30pm to 7pm. Register at workexperience@lanarkshire.scot.nhs.uk	5 February	6,933	N/A	131
Our annual memorial service for those who have lost a baby through miscarriage, stillbirth or neonatal death takes place on Saturday at 1pm in the Sanctuary @WishawGen . Anyone affected by the loss of a baby, whether in recent times or years gone by, is welcome to attend. pic.twitter.com/DAPwQkBsZy	25 February	6,818	1,515	257

WEBSITE ANALYTICS www.nhslanarkshire.org.uk

Audience Overview April 2018 – February 2019



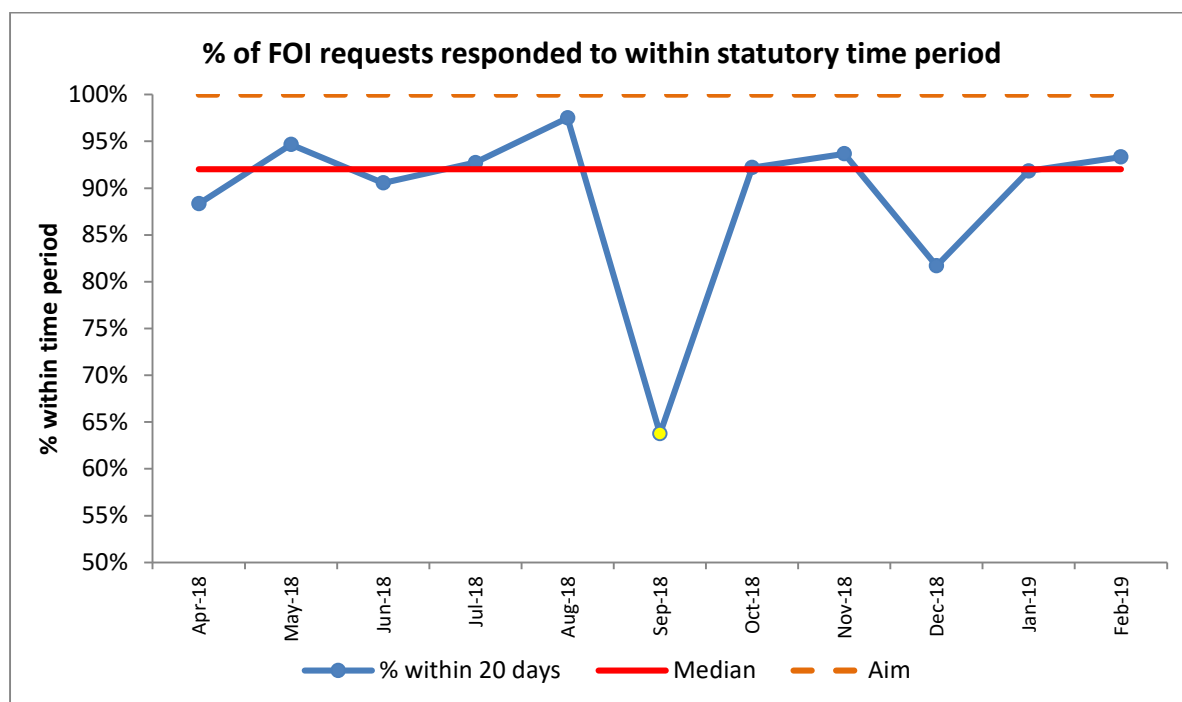
Website Users and Views

Month	Users	Page Views	New Website Users	New Website Page Views
April 2018	42,956	136,522	107	380
May 2018	43,715	140,991	211	717
June 2018	40,116	126,685	189	1,262
July 2018	54,352	128,775	4046	6,550
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	20194	69,085
February 2019	77,071	168,425	47419	118,712

Top 10 Web Page Views

Old Website	New Website
Home page	Home
University Hospital Hairmyres landing page	University Hospital Wishaw Home
University Hospital Wishaw contact page	Monklands Consultation
University Hospital Wishaw landing page	University Hospital Monklands Home
University Hospital Monklands landing page	Contact Us
Our Services	Careers
University Hospital Hairmyres ward information	University Hospital Hairmyres Home
University Hospital Wishaw ward information	Visiting Information
University Hospital Monklands contact page	Services
Hospitals landing page	Corporate Policies

FREEDOM OF INFORMATION REQUESTS



Quarterly Statistics

Time Period	Requests Received	% responses 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%	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.