

# **NHS LANARKSHIRE**

## **Corporate Communications Report**

### **March to April 2019**

#### **CAMPAIGN UPDATES**

##### **Breastfeeding**

- Work is continuing to finalise a suite of six animations with a view to launching in June during Breastfeeding Awareness Week
- 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.

##### **Infection Prevention and Control:**

A communications plan for 2019/20 has been agreed with the Infection Prevention and Control team. The plan was shared and discussed at the Public Reference Forum (PRF) and it was agreed that the two public messages be included in the plan, namely:

- Improve hand decontamination carried out by the public specially when visiting patients in hospital
- Strengthen the message to the public when visiting the hospital to stay avoid visiting when unwell e.g. with symptoms of loose stools, vomiting and flu like illness such as coughs, sneezes and fever.

To address this, the four actions below have been agreed.

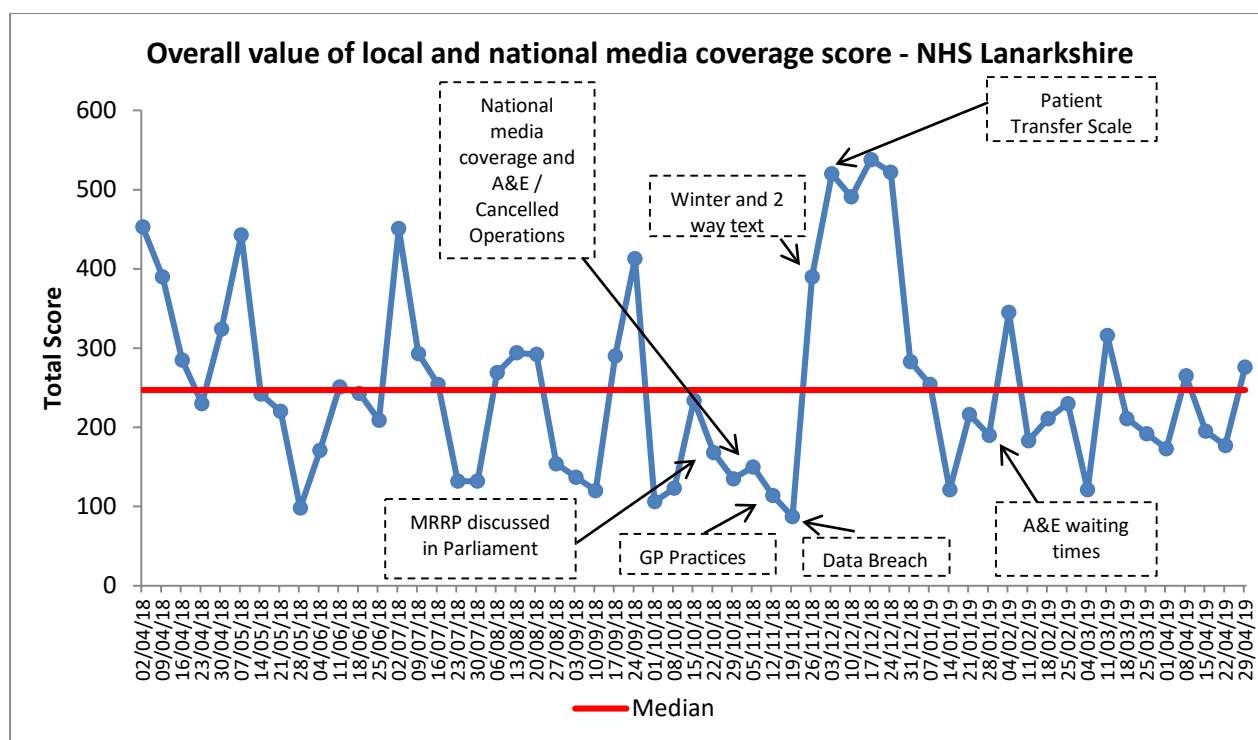
1. Re-make the winter season video to advise members of the public not to visit if unwell.
2. Share information with the PRF for onward distribution to the various groups/agencies.
3. Provide a poster or label on the alcohol based hand rub dispenser(s) at the entrance to the ward/department to remind visitors as well as staff to decontaminate their hands.
4. Include some of the public reference forum staff in the winter road shows to enhance the message to the public.

##### **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 March to April 2019.



## Top media stories

### General

- **Green health week** – CamGlen Radio (interview with Vicki Trim, green health partnership manager)
- **From Clydesdale with love to the county's NHS (*Carlisle & Lanark Gazette, Wednesday 24 April 2019, p11 – lead, very positive*)** – The work of Lanark-based Clydesdale Community Initiatives (CCI) in cheering up the grounds of hospitals throughout the county is to go on show to the public. Volunteers have been working on creating attractive features and upgrading the grounds of various NHS properties, including novel work at Kirklands Hospital, Bothwell.
- **Garden party for Coathill (*Airdrie & Coatbridge Advertiser, Wednesday 24 April 2019, p10 – lead, very positive*)** – Volunteer gardeners at Coathill hospital will be hosting an open day tomorrow to showcase their green-fingered work to the community.
- **Heartfelt thanks to a special unit (*Wishaw Press, Wednesday 24 April 2019, 17 – lead, very positive*)** – In support of Neonatal Mental Health Awareness Week, many local mums have opened up about their personal experiences of motherhood. Colleen O'Neill – whose little boy spent time in the neonatal unit – said: "Doctors, nurses, clinical support workers and clerical staff were all absolutely lovely. They were very reassuring as were the midwives who looked after us initially in the maternity department".
- **Baby in choke ordeal (*Airdrie & Coatbridge Advertiser, Wednesday 3 April 2019, p1&4 – lead, very positive*)** – A relieved Coatbridge mum has thanked the ambulance and hospital staff who helped save her baby girl's life.
- **Over 9000 baby boxes handed out in region (*Airdrie & Coatbridge Advertiser, Wednesday 3 April 2019, p18 – very positive*)** – A total of 9032 families across the NHS Lanarkshire area have received Scotland's baby boxes since the scheme was introduced. Lanarkshire's total is the third-highest of the country's health boards, behind only the NHS Greater Glasgow & Clyde and NHS Lothian areas. Article also in Motherwell Times & Bellshill Speaker, Wednesday 3 April 2019, p7 and Cumbernauld News & Kilsyth Chronicle, Wednesday 3 April 2019, p7.
- **Give your views on wellbeing strategy (*Wishaw Press, Wednesday 20 March 2019, p16 – lead, very positive*)** – Wishaw residents are being invited to give their views on a mental health and wellbeing strategy for Lanarkshire. Article also in Rutherglen Reformer, Wednesday 20 March 2019, p26 – lead.

- **Health board high on diagnosis league table (*East Kilbride News, Wednesday 27 March 2019, p15 – lead, very positive*)** – NHS Lanarkshire has ranked as one of Scotland's top health boards for early cancer diagnosis.

## SOCIAL MEDIA

### Top Facebook posts – March – April 2019

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
NHS Lanarkshire's Staff Awards judging panel has completed the difficult task of shortlisting this year's finalists for each award category. The finalists are as follows...	29 April	18,285	5,654	1,140
Local football hero James McFadden has cut the ribbon on a new hair salon at University Hospital Wishaw – which is being manned by students of New College Lanarkshire.	25 April	19,784	5,736	1,033
NHS Lanarkshire's mental health and learning disability service launches its new online dementia post-diagnostic support tool for carers, patients	11 March	9,799	1,125	311
Job vacancy: HR assistant advisor	27 March	8,065	840	137

### Top Facebook videos – March – April 2019

Post summary	Date	Video views	Reactions , comments, shares
Meet the experts - optometrists	7 March	1,475	48
Minister for Mental Health Clare Haughey reviewed NHS Lanarkshire's performance during 2017/18 at today's annual review	3 April	814	8
Meet the experts – self care	8 March	599	8

### Top Tweets – March - April 2019

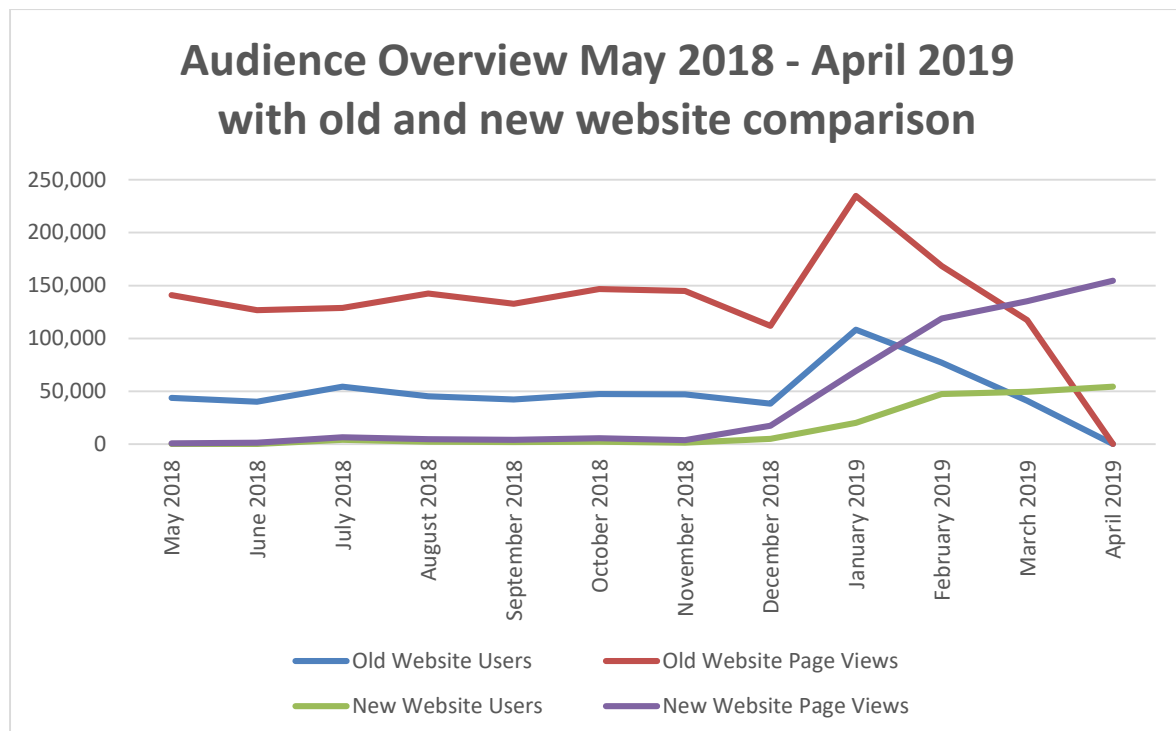
Tweet	Date	Impressions No. of times users saw the tweet on twitter	Media views	Engagements No. of times a user has interacted with a tweet
NHS Lanarkshire's mental health and learning disability service will launch new online dementia post-diagnostic support tool for carers, patients and health practitioners at drop in events	4 March	5,997	n/a	96
Job vacancy – consultant physician in acute and general medicine	12 April	3,481	n/a	71
Members of the public are being invited to give their views on a mental health and wellbeing strategy for Lanarkshire	6 March	3,391	n/a	175
The team from Property and Support Services Division are dishing out top advice at our NEXTGEN Careers Information Event for pupils in Lanarkshire	5 March	3,247	n/a	175

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

Transition to NHS Lanarkshire's new website is now complete, with the old site switched off at the end of March 2019.

Content continues to build on the site which has been structured around mobile phone and tablet access, rather than desktop, since most people now access the web using these devices. The site has been designed for easy navigation, with drop down boxes of information making pages clearer and reducing the overall number.

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

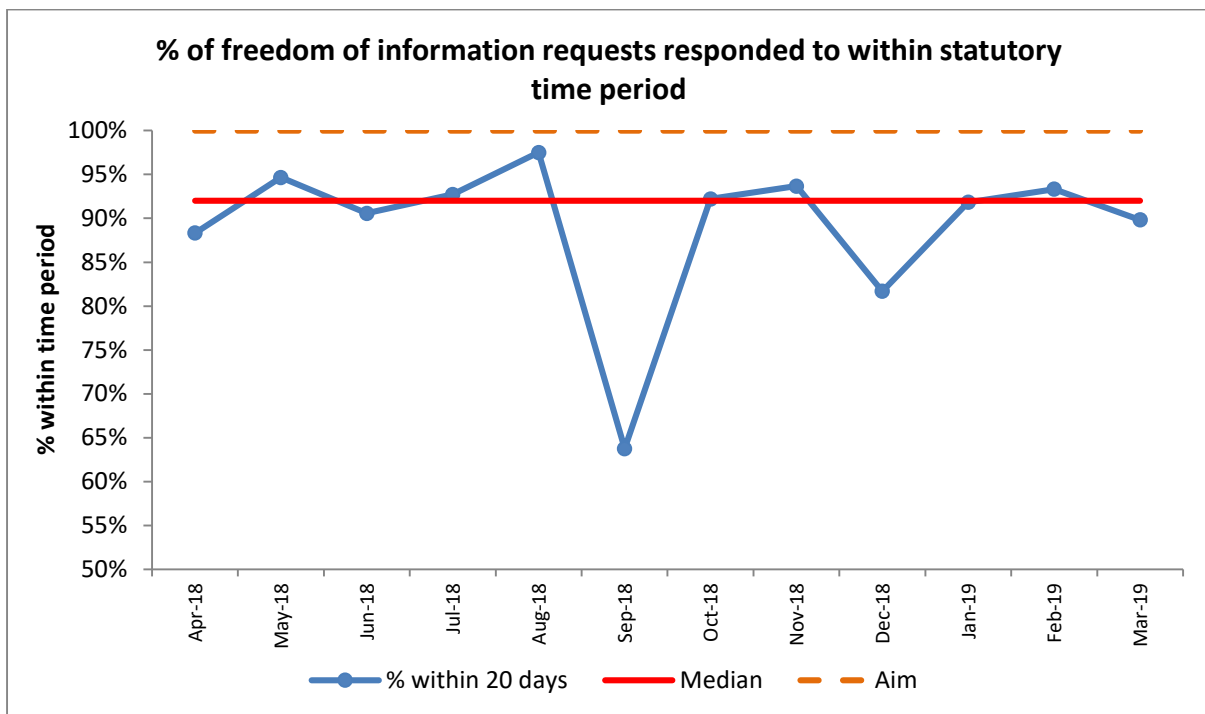
**Audience Overview May 2018 – April 2019****Website Users and Views**

Month	Old Website Users	Old Website Page Views	New Website Users	New Website Page Views
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
March 2019	40,968	117,206	49557	135,146
April 2019	0	0	54255	154,619

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

Web Page	Page Views
Home	276,776
University Hospital Wishaw Home	18,135
University Hospital Monklands Home	15,385
Contact Us	13,654
University Hospital Hairmyres Home	13,259
Careers	12,556
Monklands Consultation	9,674
Services	7,891
Corporate Policies	7,333
Visiting Information	6,697

**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)
Quarter 4 (January 2019 – March 2019)	186	92%	2

The 186 requests received in January to March 2019 is lower than the same quarter last year. Overall in the year 2018/19, however, the level of requests increased by 7% on the number received last year.