

NHS Lanarkshire

Corporate Communications Report

March to May 2018

CAMPAIGN UPDATES

Prescribing

- NHS Lanarkshire is undertaking a pilot to promote effective prescribing and to reduce medicine wastage.
- The pilot will test the effectiveness of two public campaigns 'Only tick it if you take it' and 'Look before you leave'. The pilot is provisionally planned for June or July, subject to the agreement of the community pharmacies involved. The pilot will be evaluated and, if successful, will be rolled-out across Lanarkshire
- An internal prescribing campaign developed by NHS Greater Glasgow and Clyde on behalf of West of Scotland Boards is currently underway.

NHS 70th Anniversary

- A range of activities are planned for the 70th Anniversary of the NHS in Lanarkshire.
- A Facebook page has been established and a dedicated section on the 70th Anniversary was included in the Staff Awards.
- NHS Lanarkshire has developed a media pack and a range of social videos for July. This includes a feature on George Orwell's time in Hairmyres and interviews with NHS staff who are 70 years (or older).
- There will a special 70th Anniversary edition of the Pulse in July/August.
- The Communications Department is supporting the East Meets West charity concert on 1 June and a special Long Service Awards for staff in September.

Meet the Experts

- A series of adverts ran in the Rutherglen Reformer over a four-week period in April/May to support GP practices in the area that are facing sustainability issues.
- The advert also ran in the Reformer's Facebook page and additional copies of the Meet The Experts booklet and poster were distributed via the local health centre.

Realistic Medicine

- An animation video has been produced about "tonsil toilet" for patients to improve self-care and reduce people asking for tonsillectomies. The video has been launched on social media.
- Patients attending the tonsil clinic who are not suitable for referral for tonsillectomy are now given an information leaflet and link to the animation to help them manage episodes of tonsillitis.
- The aim is to reduce the volume of Did Not Attend (DNAs) within the tonsil clinic. The service is monitoring the impact of the information and full evaluation will be completed in November 2018. Anecdotal evidence from patients and feedback on social media so far is very positive.
- GPs are being asked to share the leaflets and animation in health centres and practices.

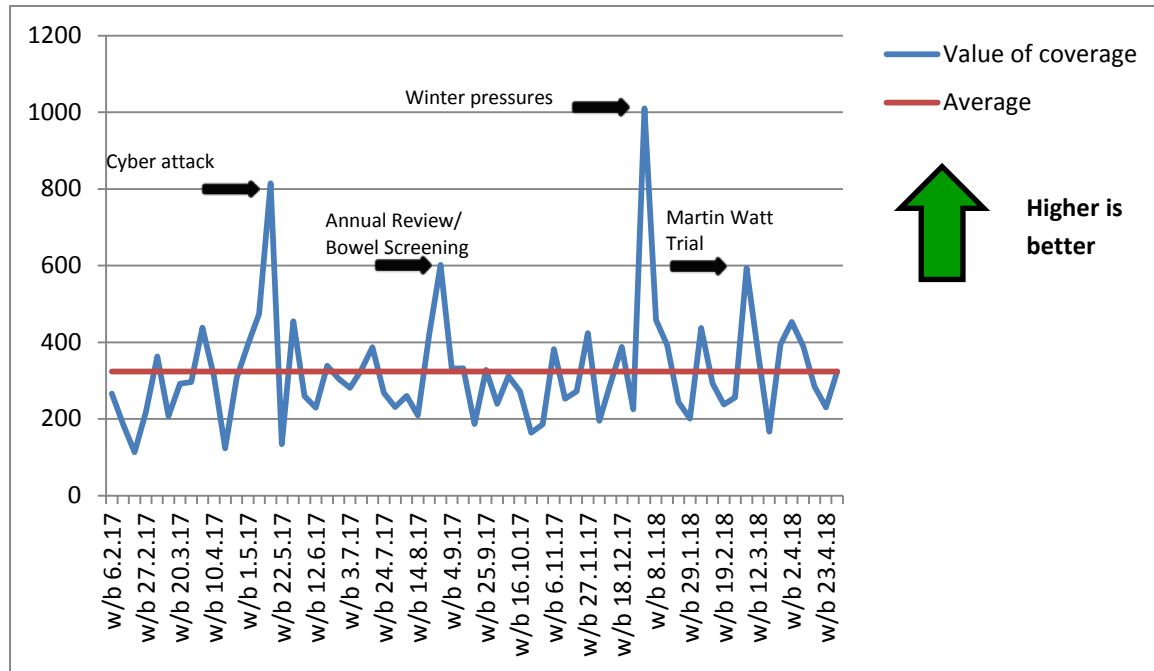
GP Recruitment & Retention

- NHS Lanarkshire is taking part in this year's British Medical Association speed dating event in Glasgow.
- NHS Lanarkshire is supporting three Lanarkshire practices to attend the event and has a display and information packs promoting Lanarkshire as a place to practise. The event takes place within the Royal College of General Practitioner's ST2 and ST3 exit/careers event on the afternoon of Friday, 25 May in Glasgow.

- The event offers the opportunity for GP practices that are looking to recruit to vacancies to meet with potential candidates and follow-up on any leads.

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 February 2017 to May 2018.



Top media stories

- Royal appointment** (*Wishaw Press, Wednesday 2 May 2018, p1 – very positive, also in Hamilton Advertiser, Bellshill Speaker, Motherwell Times,*) – HRH Princess Anne toured University Hospital Wishaw hospital’s maternity unit.
- Appraisal events will look at all the options** (*Cumbernauld News & Kilsyth Chronicle, Wednesday 25 April 2018, p7 – very positive, also in Bellshill Speaker & Motherwell Times*) – Two option appraisal events will take place for NHS Lanarkshire to involve stakeholders in the next step of the plan to rebuild or refurbish University Hospital Monklands. Comment from deputy director of strategic planning Colin Lauder.
- It took less than £2000 to make me a good mum** (*Daily Record, Friday 20 April 2018, p22/23 - lead, very positive*) - Feature on Motherwell mum Antonia Caithness who turned her life around with the help of an NHS Lanarkshire First Steps worker.
- Breastfeeding pledge given** (*Evening Times, Tuesday 10 April 2018, p5 – very positive, also in Hamilton Advertiser, Airdrie & Coatbridge Advertiser, Carlisle & Lanark Gazette*) – NHS Lanarkshire hosted a summit to demonstrate their commitment to improving breastfeeding rates.

SOCIAL MEDIA

Top Facebook posts – 14 March to 7 May 2018

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
We are looking to recruit two switchboard/helpdesk operators at University Hospital Monklands.	6 April	22,366	3,258	92 reactions 47 comments 162 shares

The annual memorial service for those who have lost a baby through miscarriage, stillbirth or neonatal death will now take place on Saturday 28 April	6 April	13,019	1,036	170 reactions 20 comments 78 shares
Can visitors to Hairmyres, Monklands and Wishaw hospital please note that the guest wi-fi is currently unavailable.	7 April	10,097	1,692	59 reactions 54 comments 39 shares
The maternity side door at University Hospital Wishaw will be out of use on Monday 30 April between 1pm and 4pm	27 April	10,085	1,203	84 reactions 22 comments 41 shares

Top Facebook videos - 14 March to 7 May 2018

Post summary	Date	Video views	Reactions , comments, shares
If you're worried about breastfeeding when you're out and about – don't be. You are protected by law and there are more than 400 breastfeeding friendly places in Lanarkshire!	30 April	2,008	63 reactions 4 comments 13 shares
Today is tipped to be the hottest day of the year! Follow Rabbie Disnae Burns' tips to make sure you stay safe in the sun today	7 May	1,696	81 reactions 2 comments 33 shares
Are repeated bouts of tonsillitis getting you down? Did you know a gargle a day could keep the doctor away?	17 April	400	82 reactions 89 comments 48 shares

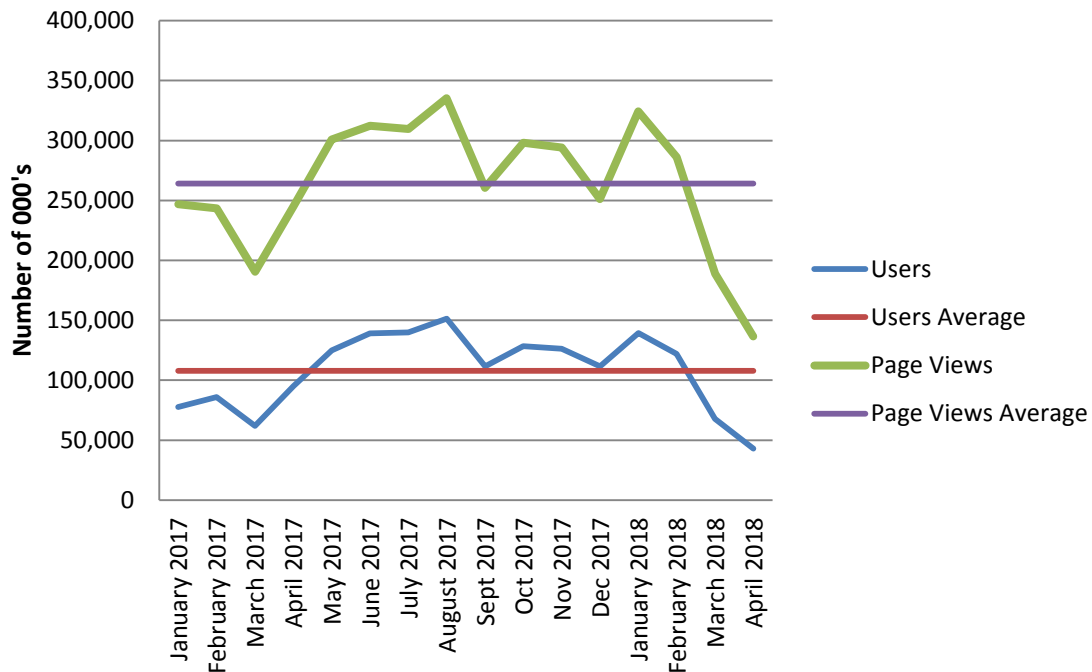
Top Tweets - 14 March to 7 May 2018

Tweet	Date	Impressions No. of times users saw the tweet on twitter	Video views	Engagements No. of times a user has interacted with a tweet
Putting the focus on the rights of patients admitted to hospital due to mental ill health. University Hospital Wishaw has been piloting a pathway to help staff in mental health services ensure patients know and can access their right	16 March	6,892	N/A	188
If you need 'eggs-pert' health care advice this Easter, information, videos and the latest online Lanarkshire health guide are available at bit.ly/2Ghi5YA @NHS24 @LanPCMHTP	1 April	6,605	N/A	56
Looking forward to meeting HRH The Princess Royal at University Hospital Wishaw. pic.twitter.com/IBEkdF1ckJ	30 April	5,849	N/A	1,120
Midwives and maternity support workers at University Hospital Wishaw received royal recognition for their work as Her Royal Highness (HRH) The Princess Royal visited their award-winning maternity service. https://bit.ly/2FKpcmS	4 May	4,114	N/A	458

pic.twitter.com/tsJmerMzAi

WEBSITE ANALYTICS www.nhslanarkshire.org.uk

Audience Overview January 2017 - April 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 2017	77,747	246,869
February 2017	85,867	243,356
March 2017	61,876	190,520
April 2017	95,182	244,668
May 2017	124,907	300,849
June 2017	139,138	312,451
July 2017	140,048	309,779
August 2017	151,384	335,392
Sept 2017	111,487	260,530
Oct 2017	128,319	298,195
Nov 2017	126,271	294,242
Dec 2017	111,596	251,076
January 2018	139,440	324,421
February 2018	122,108	286,201
March 2018	67,883	188,998
April 2018	42,956	136,522
Monthly Average	107,888	264,004

Top 10 Web Page Views

Page	Url
Home page	/Pages/default.aspx
University Hospital Hairmyres – main page	/Hospitals/Hairmyres/Pages/default.aspx
University Hospital Monklands – main page	/Hospitals/Monklands/Pages/default.aspx
University Hospital Wishaw – main page	/Hospitals/Wishaw/Pages/default.aspx
Careers – main page	/Careers/Pages/FirstPort.aspx
Services – main page	/Services/Pages/default.aspx
Monklands – Contact details	/Hospitals/Monklands/Pages/ContactDetails.aspx
Careers – Vacancies	/Careers/Pages/Vacancies.aspx
Monklands – Contact details	/Hospitals/Wishaw/Pages/ContactDetails.aspx
Contact us – main page	/ContactUs/Pages/default.aspx

FREEDOM OF INFORMATION REQUESTS

Time Period	Requests Received	% within statutory time period	Requests for Review
Quarter 1 (April 2017 to June 2017)	200	94%	0
Quarter 2 (July 2017 to September 2017)	167	85%	3
Quarter 3 (October 2017 to December 2017)	173	97%	2
Quarter 4 (January 2018 to March 2018)	201	94%	1
TOTAL (April 2017 to March 2018)	742	92%	6