



NHS Board: 30 May 2018

NHS Lanarkshire
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SUBJECT: CORPORATE COMMUNICATIONS REPORT MARCH-MAY 2018**1. PURPOSE**

This paper is coming to the Board:

For approval	<input type="checkbox"/>	For endorsement	<input type="checkbox"/>	To note	<input checked="" type="checkbox"/>
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The Board is asked to note the Corporate Communications Report for March to May 2018.

2. ROUTE TO THE BOARD

This report comes straight to the Board from the Head of Communications.

3. SUMMARY OF KEY ISSUES

The Corporate Communications Report provides an update on performance metrics for media coverage, social media, NHS Lanarkshire's public website and Freedom of Information requests.

The report also sets out progress on the following campaigns:

- Prescribing
- NHS 70th Anniversary
- Meet the Experts
- Realistic Medicine
- GP Recruitment and Retention

4. STRATEGIC CONTEXT

This paper links to the following:

Corporate objectives	<input checked="" type="checkbox"/>	LDP	<input checked="" type="checkbox"/>	Government policy	<input checked="" type="checkbox"/>
Government directive	<input type="checkbox"/>	Statutory requirement	<input checked="" type="checkbox"/>	AE/local policy	<input checked="" type="checkbox"/>
Urgent operational issue	<input type="checkbox"/>	Other	<input type="checkbox"/>		

5. CONTRIBUTION TO QUALITY

This paper aligns to the following elements of safety and quality improvement:

Three Quality Ambitions:

Safe	<input checked="" type="checkbox"/>	Effective	<input checked="" type="checkbox"/>	Person Centred	<input checked="" type="checkbox"/>
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Six Quality Outcomes:

Everyone has the best start in life and is able to live longer healthier lives; (Effective)	<input checked="" type="checkbox"/>
People are able to live well at home or in the community; (Person Centred)	<input checked="" type="checkbox"/>
Everyone has a positive experience of healthcare; (Person Centred)	<input checked="" type="checkbox"/>
Staff feel supported and engaged; (Effective)	<input checked="" type="checkbox"/>
Healthcare is safe for every person, every time; (Safe)	<input checked="" type="checkbox"/>
Best use is made of available resources. (Effective)	<input checked="" type="checkbox"/>

6. MEASURES FOR IMPROVEMENT

In addition to monitoring and acting on the performance metrics contained in the report, NHS Lanarkshire carries out evaluation of campaigns to inform improvements.

7. FINANCIAL IMPLICATIONS

None.

8. RISK ASSESSMENT/MANAGEMENT IMPLICATIONS

None.

9. FIT WITH BEST VALUE CRITERIA

This paper aligns to the following best value criteria:

Vision and leadership	<input checked="" type="checkbox"/>	Effective partnerships	<input checked="" type="checkbox"/>	Governance and accountability	<input checked="" type="checkbox"/>
Use of resources	<input checked="" type="checkbox"/>	Performance management	<input checked="" type="checkbox"/>	Equality	<input checked="" type="checkbox"/>
Sustainability	<input checked="" type="checkbox"/>				

10. EQUALITY AND DIVERSITY IMPACT ASSESSMENT

An E&D Impact Assessment has been completed:

Yes No

An Equality and Diversity Impact Assessment is not required for this report. However, an E&D assessment will be carried out on NHS Lanarkshire's overall approach to communications during the development of an updated organisational communication strategy in 2018/19.

11. CONSULTATION AND ENGAGEMENT

Not applicable.

12. ACTIONS FOR THE BOARD

The Board is asked to note the contents of the report.

Approval	<input type="checkbox"/>	Endorsement	<input type="checkbox"/>	Identify further actions	<input type="checkbox"/>
Note	<input checked="" type="checkbox"/>	Accept the risk identified	<input type="checkbox"/>	Ask for a further report	

13. FURTHER INFORMATION

For further information about any aspect of this paper, please contact Calvin Brown, Head of Communications. Email: calvin.brown@lanarkshire.scot.nhs.uk Telephone: 01698 858111.