

NHS LANARKSHIRE

Corporate Communications Report

August to September 2019

CAMPAIGN UPDATES

Reducing Reliance on Emergency Departments / Winter Plan

- Due to the increasing pressure on Emergency Departments (EDs) across Lanarkshire, a media release was issued encouraging patients to think carefully before attending an ED department. There was widespread media coverage across national and local media including The Daily Mail, The Daily Record, The Times, The Scotsman, The Wishaw Press and The Airdrie and Coatbridge Advertiser.
- In order to continue to continue the correct signposting messaging, further stories will be developed over the coming months.
- NHSScotland Winter Campaign 2019 is currently being developed and NHS Lanarkshire will be supporting this.
- As part of the Unscheduled Care Programme, a communications plan has been developed which includes the creation of a new communications materials including pop-up banners, leaflets, social media graphics, banner ads and a new 'Meet the Expert' video.

Seasonal Flu

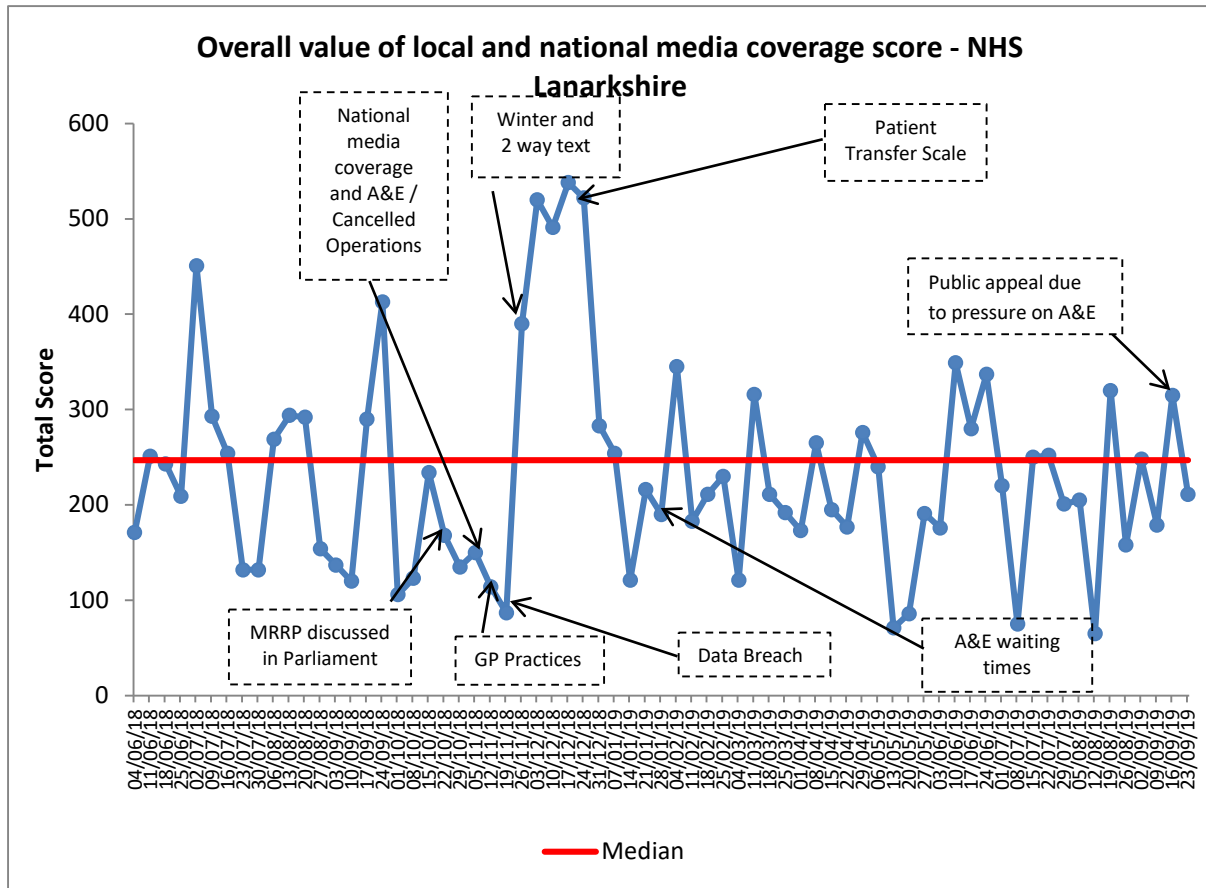
- NHS Lanarkshire is running a campaign to encourage uptake of the flu jab by staff.
- Emails have been sent to all staff to encourage staff to take up the offer of the vaccine.
- Messages have been included in each weekly staff briefing since the beginning of the campaign. These messages highlight the flu clinics in the following week.
- The latest overall flu percentage will be advertised on FirstPort (intranet) banners each week.
- An article appeared in the November/December edition of The Pulse encouraging staff to take up the offer of the flu jab.
- NHS Lanarkshire staff are providing the flu vaccine this year for patients aged 65 to 74 and for children aged 2 to 5 (not in school), instead of GP practice staff. This is the first step towards the General Medical Services (GMS) contract aim of moving all flu vaccinations across to NHS Lanarkshire by 2021. This is part of the local Vaccination Transformation Programme (VTP).
- GPs have been kept up to date with regular emails detailing the changes and what it means for them.
- Small info cards have been created for parents/carers of children who need to return for a second dose of flu vaccine.
- More than 40 new community staff nurses have been recruited to support the VTP. This has been supported with social media posts and a media release.

Financial Sustainability

- NHS Lanarkshire has launched an organisational drive to "Achieve Excellence Through Quality and Efficiency".
- A supporting communications plan is underway to help NHS Lanarkshire achieve financial sustainability in 2020/21 and beyond.
- A webpage is now live where staff, and members of the public, can suggest ideas to reduce waste and be more efficient: www.nhslanarkshire.scot.nhs.uk/financial-sustainability
- The first of a series of monthly briefings was issued to staff in October to:
 - Encourage all staff to develop ideas for making NHS Lanarkshire more efficient
 - Provide staff with the information they need to contribute to NHS Lanarkshire's financial sustainability
 - Share good practice where efficiencies have been achieved.

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 August to September 2019.



Top media stories

August 2019

- **Special salon brings styles and smiles to dementia patients (*Evening Times, Friday 2 August 2019, p10*)** – A hospital which has set up a hair salon for dementia patients has been nominated for an award. Students from New College Lanarkshire style, cut and barber three days a week at University Hospital Wishaw. The hospital has been shortlisted in Scotland’s Dementia Awards. Article also in Wishaw Press, Wednesday 7 August 2019, p5, lead.
- **Virtual GP appointments a tap away (*The Times, Wednesday, 21 August 2019, p14*)** – A scheme to allow patients virtual consultations with doctors with a technology similar to the app Facebook has been launched. Practices in Lanarkshire are among the first in Scotland to use the Attend Anywhere project as part of an evaluation study. Article also in Rutherglen Reformer, Wednesday 21 August 2019, p18; Airdrie & Coatbridge Advertiser, Wednesday 28 August 2019, p10; Wishaw Press, Wednesday 28 August 2019, p19 and East Kilbride News, Wednesday 7 August 2019, p8 – lead.

- **Mental health team needed psychologist (*Carlisle and Lanark Gazette, Wednesday, 21 August 2019, p3 – lead*)** – Over the past year the Carlisle Mental Health Team have been taking part in their own consultation ‘clinics’ with their colleagues in the Clydesdale Psychological Therapies Team at Carlisle Health Centre in order to reduce the number of inappropriate referrals from the mental health to psychology teams.
- **Support is vital for young people in distress – it could prevent a tragedy (*The Scotsman, Wednesday 28 August 2019, p30&31 – lead*)** – Since 2017, Scotland has been leading the way with a unique and innovative approach to support for people in distress. The Scottish Government-funded Distress Brief Intervention (DBI) programme brings together multiple agencies including Police Scotland, Scottish Ambulance Service, primary care practices, NHS 24 and voluntary sector mental health organisations. The project has helped more than 3,000 people since it launched two years ago in the four pilot areas, Aberdeen, Lanarkshire, the Borders and Inverness.
- **Plans to take fresh look at hospital sites (*Airdrie & Coatbridge Advertiser, Wednesday 7 August 2019, p2 – lead*)** – A new assessment of potential sites for Monklands Hospital is now being carried out and a “public engagement process” will be held to gather views on proposed locations. NHS Lanarkshire will run a re-evaluation exercise of the Gartcosh and Glenmavis sites, along with any others which may be identified and is also establishing an oversight board for the project, including patient representatives and independent members.

September 2019

- **Family steps out to thank staff who saved baby’s life (*Evening Times, Monday 2 September 2019, p7 – lead*)** – A family has started a public fundraiser to give back to the neonatal unit that saved their premature baby’s life. The baby required stays in Wishaw Hospital’s neonatal intensive care, high dependency care, special care baby unit and transitional care.
- **Sepsis early warning system saved my life (*Daily Record, Tuesday 3 September 2019, p23 – lead*)** – New mum Caitlin O’Neill, who was seriously ill with deadly sepsis, has told how her life was saved by the actions of midwives. Nurses from Wishaw maternity hospital sprang into action using a new NHS early warning system MEWS (maternal early warning system) after she became unwell after returning home with baby Hallie.
- **Trio join team scrutinising hospital progress (*Airdrie & Coatbridge Advertiser, Wednesday 4 September 2019, p2*)** – The former chief medical officer for Scotland, Professor Sir Harry Burns, is among three new members joining the new Monklands Hospital replacement oversight board ahead of its first meeting this month. Article also in Cumbernauld News & Kilsyth Chronicle, Wednesday 4 September 2019, p6.
- **New blood test trialled on 12,000 Scots catches lung cancer early (*BBC News, 10 September 2019*)** - Early lung cancer detection clinical trial. NHS Lanarkshire team included consultant respiratory physicians, Dr Patel and Dr Smith, team of research nurses led by Tracy Baird and her (now former) colleague Maxine Fernon and two radiologists, Dr Cindy Chew and Dr Leigh Smart.
- **Whistle-stop tour for Provost (*Motherwell Times & Bellshill Speaker, Wednesday 11 September 2019, p7 – lead*)** – Councillor Jean Jones, Provost of North Lanarkshire, made a whistle-stop tour of some of the emergency services heroes across North Lanarkshire as part of the UK-wide Emergency Services Day on Monday 9 September. The Provost visited officers at Cumbernauld Police Station, doctors, nurses and paramedics at the accident & emergency unit at Monklands Hospital and firefighters at Motherwell Fire Station. Article also in Airdrie & Coatbridge Advertiser, Wednesday 18 September 2019, p27 – lead.
- **GP hailed as outstanding by his peers at awards night (*Evening Times, Tuesday 24 September 2019, p8*)** – Glasgow-born doctor – Dr Paul Deehan – has been crowned Royal College of GPs ‘outstanding GP’. Dr Deehan – a partner at Strathcalder Practice in East

Kilbride – was nominated by a colleague for the ‘incredible and unrecognised work’ done every day.

- **NHS Chief in warning over A&E (*Daily Record, Friday 27 September 2019, p26*)** – An NHS health board has issued a strong rebuke to people who turn up at A&E with minor ailments, saying they are compromising patient safety. Article also in The Scotsman, Friday 27 September 2019, p12; Scottish Daily Mail, Friday 27 September 2019, p22, lead; Evening Times, Friday 7 September 2019, p8 and The Times, Friday 27 September 2019, p4.

SOCIAL MEDIA

Top Facebook posts – August – September 2019

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
The emergency staff of NHS Lanarkshire are under immense pressure due to hundreds of patients turning to emergency services despite them having only minor complaints.	26/09/19	95,922	18,348	2,553
University Hospital Wishaw's Maternity Unit opened its doors to its Bereavement Suite on Saturday 31 August 2019.	18/09/19	35,720	14,413	2,109
NHS Lanarkshire's staff bank is looking for healthcare support workers and registered nurses, who are currently employed by the staff bank, who have availability to work over the next few days, in particular, this coming Friday, Saturday, Sunday and Monday.	26/09/19	32,706	4,818	498
Our Styles and Smiles salon at University Hospital Wishaw has won the Best Hospital Care Initiative category at Scotland's Dementia Awards.	19/09/19	27,565	1,888	1,460

Top Facebook videos – August – September 2019

Post summary	Date	Video views	Reactions, comments, shares
NHS Lanarkshire is urging people to only attend hospital emergency departments if they require urgent, and immediately necessary treatment.	06/08/19	26,034	1,005
Our Styles and Smiles salon at University Hospital Wishaw has won the Best Hospital Care Initiative category at Scotland's Dementia Awards.	19/09/19	13,054	1,460

Top Tweets – August - September 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
The emergency staff of NHS Lanarkshire are under immense pressure due to hundreds of patients turning up to emergency services, despite only having minor complaints.	26/09/19	20,369		1,136
NHS Lanarkshire is urging people to only attend hospital emergency departments if they require urgent, and immediately necessary treatment	6/08/19	13,884		664
Our styles and Smiles salon at University Hospital Wishaw has won the Best Hospital Care Initiative category at Scotland's Dementia Awards	19/09/19	8,496		278

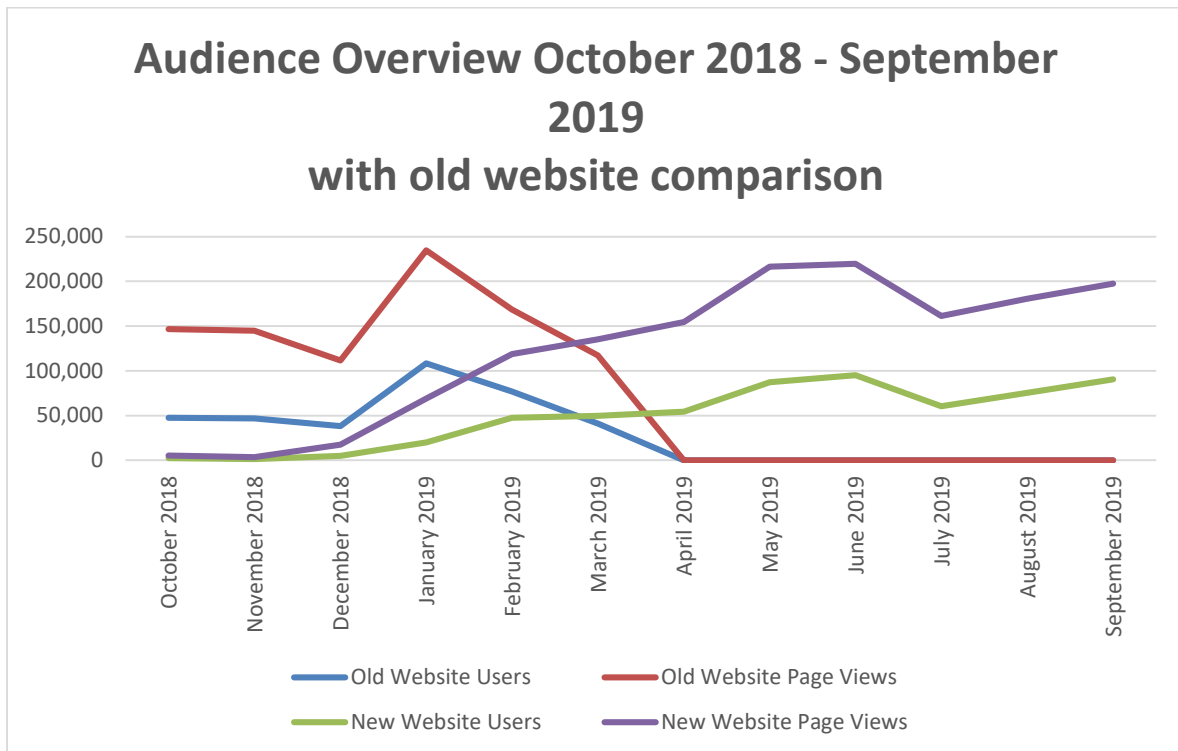
WEBSITE ANALYTICS www.nhslanarkshire.scot.nhs.uk

Content continues to build on the site and includes:

- Chronic pain online resource for patients, carers and healthcare professionals. The resource provides people living with chronic pain, their families and carers with information about services available in Lanarkshire and helpful resources to enable them to manage their pain better and to live as well as possible. The pages are accessed at: www.nhslanarkshire.scot.nhs.uk/services/chronic-pain/
The resource includes a protected section for healthcare professionals with links to useful documents and guidelines on management of chronic pain. It is accessed via [www.nhslanarkshire.scot.nhs.uk/services/chronic-pain/professional and entering 'CPSweb2019'](http://www.nhslanarkshire.scot.nhs.uk/services/chronic-pain/professional-and-entering-CPSweb2019).
- Attend Anywhere page updated to include links for 10 GP practices that are trialling the web-based platform to offer video consultations: <https://www.nhslanarkshire.scot.nhs.uk/services/attend-anywhere>
- Holding page for the Lanarkshire Mental Health and Wellbeing Strategy 2019-2024. This page was put in place to support the documentation and ongoing updates until the official web page is developed to support the official launch on 24 October. It is accessed via <https://www.nhslanarkshire.scot.nhs.uk/download/mental-health-wellbeing-strategy-2019-2024/>

User-testing, staff training and governance procedures remain the focus for the next phase as well as content development for Monklands Replacement Project, Financial Sustainability, Mental Health and Wellbeing Strategy, Staff Awards Nominations, HR Direct and non-executive recruitment.

Audience Overview October 2018 – September 2019



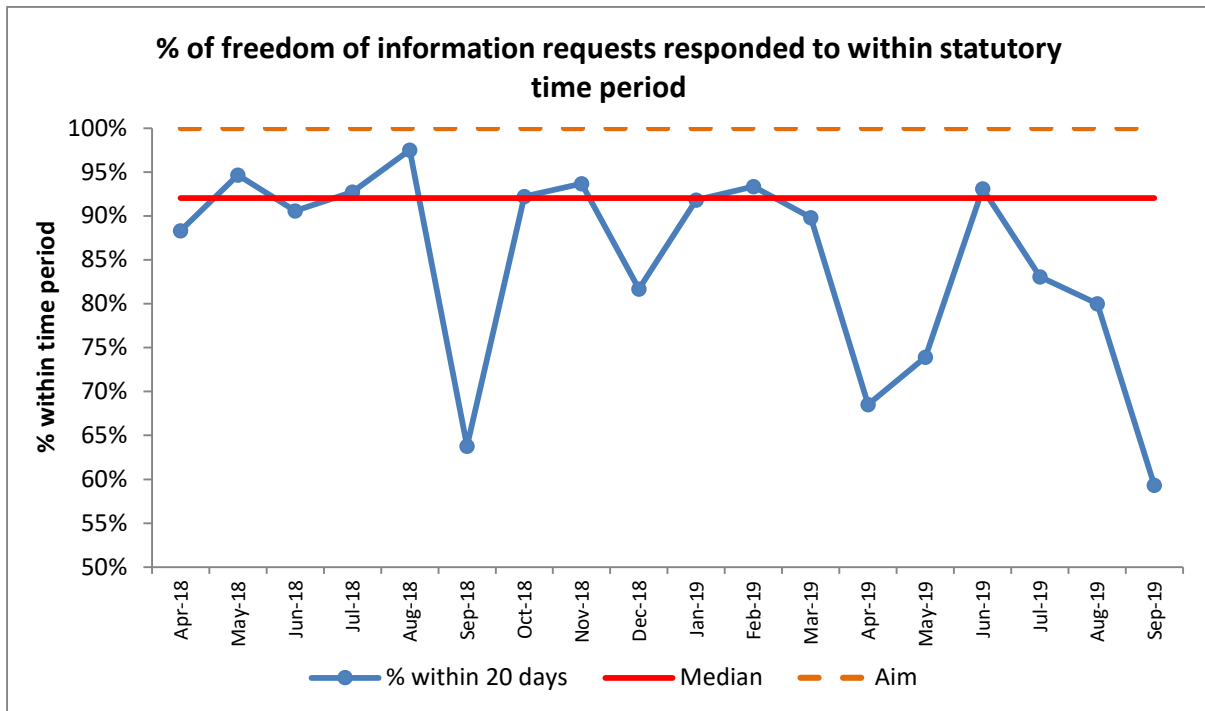
Website Users and Views

Month	Old Website Users	Old Website Page Views	New Website Users	New Website Page Views
October 2018	47,520	146,554	2,399	5,467
November 2018	46,940	144,873	1,422	3,749
December 2018	38,411	111,757	5,127	17,360
January 2019	108,319	234,844	20,194	69,085
February 2019	77,071	168,425	47,419	118,712
March 2019	40,968	117,206	49,557	135,146
April 2019	0	0	54,255	154,619
May 2019	0	0	87,293	216,578
June 2019	0	0	95,035	219,707
July 2019	0	0	60,359	161,456
August 2019	0	0	75,417	180,755
September 2019	0	0	90,378	197,566

Top 10 Web Page Views on New Website

Web Page	Page Views
Home	794,735
University Hospital Wishaw Home	46,182
University Hospital Hairmyres Home	45,298
University Hospital Monklands Home	36,569
Contact Us	30,723
Services	24,793
Careers	21,753
Corporate Policies	18,686
A-Z of Services	17,973
Hospitals Visiting	13,042

FREEDOM OF INFORMATION REQUESTS



Quarterly Statistics

Time Period	Requests Received	% responses within statutory time period	Requests for Review	Requests for Appeal
Quarter 1 (April to June 2019)	179	78%	4	0
Quarter 2 (July to September 2019)	167	73%	1	1

The volume of requests received during the quarter is lower than last year and at a similar level to the same quarter in 2017/18. The volume is still at a level that is challenging particularly due to the complexity of some of the requests received.