

NHS LANARKSHIRE

Corporate Communications Report

October - December 2019

CAMPAIGN UPDATES

Winter Plan

- A press release has been issued encouraging people to seek the right medical advice and avoid unnecessary visits to A&E
- A press release was issued on the potential accidents and complaints that frequently occur over Christmas and New Year and encouraging people to keep emergency services free for emergencies.
- A social media campaign is underway with a suite of scheduled posts directing people to the most appropriate care provider. Some of these posts have been boosted to ensure they reach as many people as possible.
- An additional 'Meet the Experts' self-care video was developed and published on the NHS Lanarkshire website.
- Posters and flyers were created and distributed across the Lanarkshire area. Pop up banners were also distributed to &E departments.
- Adverts were placed in the local press and on online publications advertising additional GP opening times. The advert included an appeal to only use A&E for emergencies and highlighted tips to keep healthy including visiting NHS Inform, speaking to your local pharmacist, stocking up your medicine cabinet and making an appointment with a GP if the illness doesn't go away.
- Smaller versions of the adverts were also placed in the local press and on online publications during the following week, advertising additional GP opening times and directing patients to NHS inform.

Seasonal flu

- As of 6 January 2020, the overall uptake of the staff flu vaccination was 48.1%. This is above the uptake level at the same point last year and above last year's final uptake total of 47.3%. The national target remains at 60%. NHS Lanarkshire have been encouraging all NHS staff to be vaccinated against seasonal flu.
- Staff are being encouraged to receive the vaccine on a weekly basis via the staff briefing. These messages highlight the flu clinics in the following week.
- Additional flu vaccination clinics have been publicised via FirstPort, staff briefing and all user emails. A press release was issued advising people how to prevent flu and treat symptoms following news that a potential outbreak was due to reach Scotland between Boxing Day and New Year.
- 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.

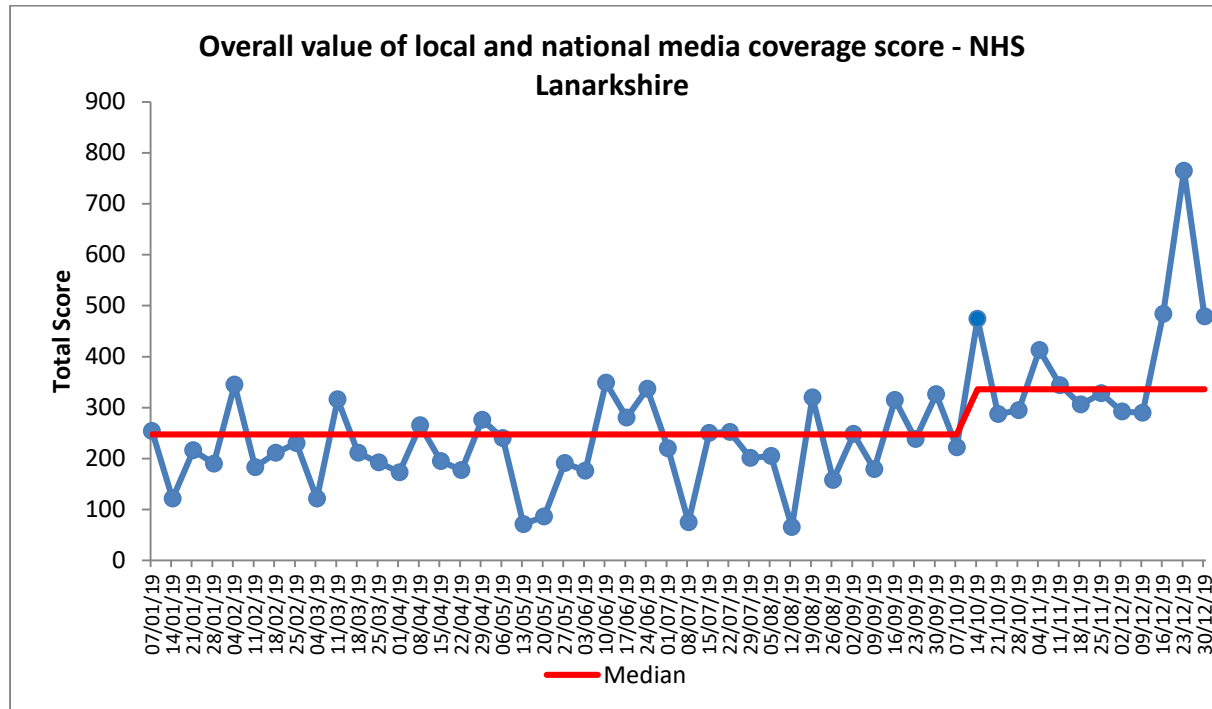
- Small info cards have been created for parents/carers of children who need to return for a second dose of flu vaccine.
- More than 40 new community staff nurses have been recruited to support the VTP. This has been supported with social media posts and a media release.
- This was the first year that paid-for adverts were trialled on Facebook. Ads were targeted at parents who had children aged 2-5 and lived in Lanarkshire. The ads generated a lot of engagement with people encouraging others to get their vaccine. The ad reached a total of 60,888 people across the two weeks it was live.

Primary Care Improvement Plan (PCIP)

- Continued updates for GPs through 'IN TOUCH' newsletter. Distribution list for this has been reviewed and it is now circulated more widely, with positive feedback.
- Updates provided through NHS Lanarkshire staff magazine (The Pulse) and in magazines for local community groups.
- There has been a focus on recruitment with the 'Grow your career in Lanarkshire' brand and attendance at the GP recruitment event 'Pulse Live' in Glasgow. This event showcased Lanarkshire as a place to work and the job opportunities available. Local GPs and senior members of staff were available on the day to answer questions. The resources developed for this event can now be used edited and used for other recruitment events for different staff groups.
- Supporting tests of change – for example, Advanced Nurse Practitioner, Occupational Therapy and serial prescribing – created infographics to share on twitter and developing short videos for events.
- www.thisislanarkshire.org website has been refreshed to give it a more modern feel and to make it more user-friendly. Workstreams have been asked for their deliverables and successes, to ensure each section follows the same formula.
- Team members have met with representatives from the local voluntary sector to make sure they are involved in PCIP engagement and events are now scheduled in.
- A dedicated engagement plan for the PCIP has now been developed. The plan follows the seven National Standards for Community Engagement and has been written with involvement from the local community and voluntary sector. The plan includes the methods to be used and an action plan detailing events scheduled / attended.

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 October-December 2019.



Top media stories

October 2019

- BBC1 broadcast of Tiny Lives featuring staff in neo-natal until at UHW (<https://www.bbc.co.uk/programmes/p07pbxkn>). Also featured on BBC Radio 5 Live.
- Speech therapists using Attend Anywhere (running online therapy from UHW) featured on 6 o'clock/10 o'clock news.
- Appeal to the public to think twice before attending A&E featured in Daily Record, Tuesday 1 October (online) and Cumbernauld News & Kilsyth Chronicle, Wednesday 2 October
- Winter queues at A&E already (*Carlukie & Lanark Gazette, Wednesday 2 October 2019, p1 - lead*) – Health bosses have begged Clydesdale people seeking medical treatment to think hard before going to the area's general hospital for help.
- It's like winter already in our A&E wards (*Carlukie & Lanark Gazette, Wednesday 2 October 2019, p3*) – NHS chief executive Calum Campbell, has spoken frankly about his fears for a winter overload of A&E services at Wishaw.

- Appeal to public over ‘immense pressure’ on A&E (*Rutherglen Reformer, Wednesday 2 October 2019, p8 – lead*) - NHS Lanarkshire staff are under immense pressure due to hundreds of patients turning to emergency services with minor complaints. Article also in *Wishaw Press, Wednesday 2 October 2019, p3 – lead, East Kilbride News, Wednesday 2 October 2019, p9 – lead and Hamilton Advertiser, Thursday 17 October 2019, p17 – lead.*
- I just felt so upset. I couldn’t see this wee baby surviving (*Daily Record, Thursday 3 October 2019, p26/27 – lead*) – When Charlie McCluskey was born at 23 weeks, his eyes were still fused together and his lungs were only half developed. He weighted a mere 1lb 8oz and doctors gave him just a 20 per cent chance of survival. Charlie features in new BBC1 Scotland documentary Tiny Lives, which focuses on the neonatal unit at University Hospital Wishaw.
- Starring role for Wishaw’s neonatal nurses (*Wishaw Press, Wednesday 30 October 2019, p12 & 13 – lead*) - After being the stars of the “Tiny Lives” documentary Wishaw’s neo-natal unit staff have reflected on the experience and the importance of their jobs.
- Improved support given to residents with MS (*Wishaw Press, Wednesday 2 October 2019, p19 – lead*) - People living with multiple sclerosis (MS) in Lanarkshire are benefitting from improved support and care. A new report, published by the MS Trust and NHS Lanarkshire, has revealed significant improvements over the past 18 months. Article also in *Airdrie & Coatbridge Advertiser, Wednesday 2 October 2019, p27 – lead.*
- People urged to get flu vaccine (*Rutherglen Reformer, Wednesday 16 October 2019, p23*) – Residents living with asthma, diabetes and heart disease are being reminded to get their flu vaccine. Article also in *Hamilton Advertiser, Thursday 17 October 2019, p21 – lead.*
- NHS urges flu vaccinations (*Cumbernauld News & Kilsyth Chronicle, Wednesday 23 October 2019, p6 – lead*) - NHS Lanarkshire is urging members of the local community to get their flu vaccination to ensure they are ready to right influenza ahead of winter. Article also in *Motherwell Times & Bellshill Speaker, Wednesday 23 October 2019, p6 – lead.*

November 2019

- BBC Reporting Scotland features team at University Hospital Monklands on the pressures of A&E during winter including interviews with Dr Andrew Russell and SCN Patricia Massetti. <https://www.bbc.co.uk/iplayer/episode/m000bdgj/reporting-scotland-evening-news-12112019>
- Nominees sought for health awards (*Evening Times, Monday 3 November 2019, p15*) – NHS Lanarkshire has launched its fifth annual staff awards. The awards will see staff and volunteers from across Lanarkshire once again being recognised for the inspirational work they do. Article also in *Rutherglen Reformer, Wednesday 6 November 2019, p8, Carluke & Lanark Gazette, Wednesday, 6 November 2018, p3, Hamilton Advertiser, Thursday 7 November 2019, p11, Airdrie & Coatbridge Advertiser, Wednesday 20 November 2019, p31 and Wishaw Press, Wednesday 20 November 2019, p38 – lead.*
- Have your say on location of Monklands Hospital (*Airdrie & Coatbridge Advertiser, Wednesday 6 November 2019, p35 – lead*) – Airdrie and Coatbridge residents are now being

asked for their suggestions for the future location of University Hospital Monklands, as part of the ongoing re-evaluation of sites. Article also in *Carluke & Lanark Gazette*, Wednesday, 6 November 2019, p7.

- Promoting positive mental health (*Airdrie & Coatbridge Advertiser*, Wednesday 6 November 2019, p13 – lead) – A new strategy that aims to “transform mental health and wellbeing by championing and promoting good mental health for all” was launched in Coatbridge. Article also in *Wishaw Press*, Wednesday 6 November 2019, p19 – lead.
- Hearts of gold (*Daily Record*, Monday 18 November 2019, p22/23 - lead) - Feature on the winners of the NHS Scottish Health Awards 2019. Includes NHS Lanarkshire recognised awards for the national Distress Brief Intervention Programme which won the Care for Mental Health award and Dr Scott Mackie an optician from Bothwell who won the Optometrist award.
- It’s a double celebration for NHS Lanarkshire (*Motherwell Times & Bellshill Speaker*, Wednesday 20 November 2019, p5 – lead) - NHS Lanarkshire has scored a double victory at the Scottish Government and Healthcare Improvement Scotland’s IQ Awards. The team behind the ‘Co-orie-in’ Project at University Hospital Wishaw was presented with the award for Excellence for QI in Maternity, Neonatal and Paediatric Services. NHS Lanarkshire also won the Most Inspiring or Innovative Project Award for its project: Working Together to Improve Vision Outcomes in Pre-school Children. Article also in *Carluke & Lanark Gazette*, Wednesday, 20 November 2019, p5 – lead and *Cumbernauld News & Kilsyth Chronicle*, Wednesday 20 November 2019, p5 – lead.
- NHS Lanarkshire hire 40 nurses (*Carluke & Lanark Gazette*, Wednesday, 27 November 2019, p10 – lead) – NHS Lanarkshire has welcomed more than 40 new community nurses to support the delivery of the Primary Care Improvement Plan (PCIP). Article also in *East Kilbride News*, Wednesday 27 November 2019, p7, *Airdrie & Coatbridge Advertiser*, Wednesday 27 November, p23, *East Kilbride News*, Wednesday 27 November 2019, p7 and *Wishaw Press*, Wednesday 4 December 2019, p24 – lead.
- Top award for unique mental health project (*Carluke & Lanark Gazette*, Wednesday, 27 November 2019, p1 – lead) – Frontline emergency staff in Lanarkshire were among those praised after a unique mental health project which helps those in distress won a prestigious Scottish Health Award. Article also in *East Kilbride News*, Wednesday 27 November 2019, p27 – lead and *Airdrie & Coatbridge Advertiser*, Wednesday 4 December 2019, p26 – lead.

December 2019

- Where to you think the new hospital should be built? (*Carluke & Lanark Gazette*, 4 December 2019, p6) – NHS Lanarkshire is reminding the public of the opportunity to nominate additional potential sites for a new state-of-the-art University Hospital Monklands.
- Reminder given on flu vaccines (*Airdrie & Coatbridge Advertiser*, Wednesday 4 December 2019, p13 – lead) – NHS Lanarkshire says its supply of nasal spray flu vaccines “has improved considerably” in the past week – and the health board is asking families to

ensure children are protected this winter. Article also in *Wishaw Press*, *Wednesday 4 December 2019*, p12.

- NHS Lanarkshire strike gold again in ROSPA programme (*Carlisle & Lanark Gazette*, *Wednesday, 11 December 2019*, p7) – Staff from NHS Lanarkshire’s property and support services division (PSSD), West of Scotland Laundry, hotel services and maintenance services departments attended a special lunch to celebrate winning the RoSPA (Royal Social for the Prevention of Accidents) Gold Medal Awards.
- Winter warning from NHS chiefs (*Hamilton Advertiser*, *Thursday 12 December 2019*, p10 – lead) – NHS Lanarkshire’s winter campaign is helping signpost people to get the best advice at the right time for any illness or ailment and only go to A&E in a real emergency. Article also in *Airdrie & Coatbridge Advertiser*, *Wednesday 18 December 2019*, p27 – lead, *Wishaw Press*, *Wednesday 18 December 2019*, p16 – lead, *Cumbernauld News & Kilsyth Chronicle*, *Wednesday 18 December 2019*, p7 - lead, *Motherwell Times & Bellshill Speaker*, *Wednesday 18 December 2019*, p7 - lead, *East Kilbride News*, *Wednesday 18 December 2019*, p12 – lead, *Carlisle & Lanark Gazette*, *Wednesday, 18 December 2019*, p7 – lead, *Rutherglen Reformer*, *Wednesday 24 December 2019*, p14 and *Hamilton Advertiser*, *Thursday 26 December 2019*, p19.
- Time to nominate your NHS hero now (*Rutherglen Reformer*, *Wednesday 18 December 2019*, p23) – There is still time to nominate a health hero for an upcoming awards ceremony. Article also in *East Kilbride News*, *Wednesday 18 December 2019*, p12, *Motherwell Times & Bellshill Speaker*, *Wednesday 25 December 2019*, p7, *Cumbernauld News & Kilsyth Chronicle*, *Wednesday 25 December 2019*, p7, *Airdrie & Coatbridge Advertiser*, *Tuesday 24 December 2019*, p26, *Carlisle & Lanark Gazette*, *Tuesday, 24 December 2019*, p3, *Rutherglen Reformer*, *Wednesday 24 December 2019*, p26 and *Rutherglen Reformer*, *Wednesday 24 December 2019*, p10.
- Musical midwives are on song with festive number (*Hamilton Advertiser*, *Thursday 19 December 2019*, p13 – lead) – A group of musical midwives from Lanarkshire are back for Christmas. Now they have written their own original song to honour the hard work that midwives and neonatal nurses do on Christmas Day, with all proceeds going towards the Mummy’s Star charity. Article also in *Rutherglen Reformer*, *Wednesday 18 December 2019*, p21 – lead, *East Kilbride News*, *Wednesday 18 December 2019*, p12 – lead, *Motherwell Times & Bellshill Speaker*, *Wednesday 25 December 2019*, p5 – lead, *Cumbernauld News & Kilsyth Chronicle*, *Wednesday 25 December 2019*, p5 – lead and *Carlisle & Lanark Gazette*, *Wednesday 25 December 2019*, p1 – lead
- Bucking trend on cancer targets (*Wishaw Press*, *Tuesday 31 December 2019*, p23 – lead) – Latest statistics have revealed that NHS Lanarkshire is only one of two health boards to have met cancer treatment time targets in Scotland. NHS Lanarkshire also met the 31-day standard which states that 95% of all patients will wait no more than 31 days from decision to treat to first cancer treatment. Article also in *East Kilbride News*, *Tuesday 31 December 2019*, p8 – lead and *Airdrie & Coatbridge Advertiser*, *Tuesday 31 December 2019*, p11 – lead.
- Selection process will move up a gear (*Cumbernauld News*, *Tuesday, 31 December 2019*, p4 – lead) – A consultation process over the future site of Monklands Hospital is over but the public is being promised that further public engagement will follow. Article also in *Motherwell Times & Bellshill Speaker*, *Wednesday 1 January 2020*, p4.

SOCIAL MEDIA**Top Facebook posts – October - December 2019**

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
University Hospital Wishaw will be lit pink and blue for Baby Loss Awareness Week	8 Oct	116,811	16,166	5,926
THINK BEFORE GOING TO A&E	22 Dec	32,487	1,128	919
STOP – ONLY ATTEND A&E IN AN EMERGENCY.	30 Dec	24,511	967	598

Top Facebook videos – October - December 2019

Post summary	Date	Video views	Reactions , comments, shares
Maternity and neonatal Christmas song 2019	12 Dec	83,000	3,147
Nurse shows how easy it is to get your child protected against flu	4 Dec	4,500	115
Meet the experts – minor injury unit	13 Dec	2,200	81

Top Tweets – October - December 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
Our A&E depts are extremely busy We're asking for the public's help to relieve this pressure	20 Oct	21,249	N/A	369
Well, we did it. A massive well done to all connected with #dbi_scot which has just won Care for Mental Health award	14 Nov	15,022	N/A	443
Accident and Emergency is NOT: 📍 An alternative to your GP 📍 For seeking a second opinion 📍 An out-of-hours pharmacy	10 Dec	13,719	2,281	430

WEBSITE ANALYTICS www.nhslanarkshire.scot.nhs.uk

Notable new and updated content includes:

Financial Sustainability Programme - <https://www.nhslanarkshire.scot.nhs.uk/financial-sustainability/>

Page created to support the Financial Sustainability Programme and provide an online form for staff and members of the public to submit ideas:

- 837 total pageviews since launch
- 82 ideas submitted via form to date

Monklands Replacement Project - <https://www.nhslanarkshire.scot.nhs.uk/get-involved/consult-engage/monklands-engagement/>

Page created initially to provide an online form to enable site submissions. Now updated to reflect the three shortlisted sites:

- 61 site nominations submitted via form
- 11,020 total pageviews for all MRRP and MRP pages to date not including press release pages for example:
 - NHS Lanarkshire Board approves shortlist of potential sites for new hospital – Friday 10 January - <https://www.nhslanarkshire.scot.nhs.uk/nhs-lanarkshire-board-approves-shortlist-of-potential-sites-for-new-hospital/>
2127 pageviews to date
 - NHS Lanarkshire outlines plans for public engagement over new University Hospital Monklands – Friday 20 December - <https://www.nhslanarkshire.scot.nhs.uk/nhs-lanarkshire-outlines-plans-for-public-engagement-over-new-university-hospital-monklands/>
513 pageviews to date
- Site nomination and consultation pages now archived:
 - <https://www.nhslanarkshire.scot.nhs.uk/get-involved/consult-engage/mrp-archive-site-and-plan/>
 - <https://www.nhslanarkshire.scot.nhs.uk/get-involved/consult-engage/monklands/>

Staff Awards - <https://www.nhslanarkshire.scot.nhs.uk/staff-awards/>

Web pages created to replace old staff awards website and include an online nomination form:

- 300 staff nominations submitted via form

Winter Health - <https://www.nhslanarkshire.scot.nhs.uk/your-health/winter-health/>

Web page updated with 2019/2020 winter plan and messaging to include GP opening times:

- 1,701 total pageviews since 1 December 2019 to date

Experts – Choose Well Keep Well - <https://www.nhslanarkshire.scot.nhs.uk/experts/>

Web page updated to reflect winter campaign:

- 897 total pageviews since 1 December 2019 to date

Attend Anywhere - <https://www.nhslanarkshire.scot.nhs.uk/services/attend-anywhere/>

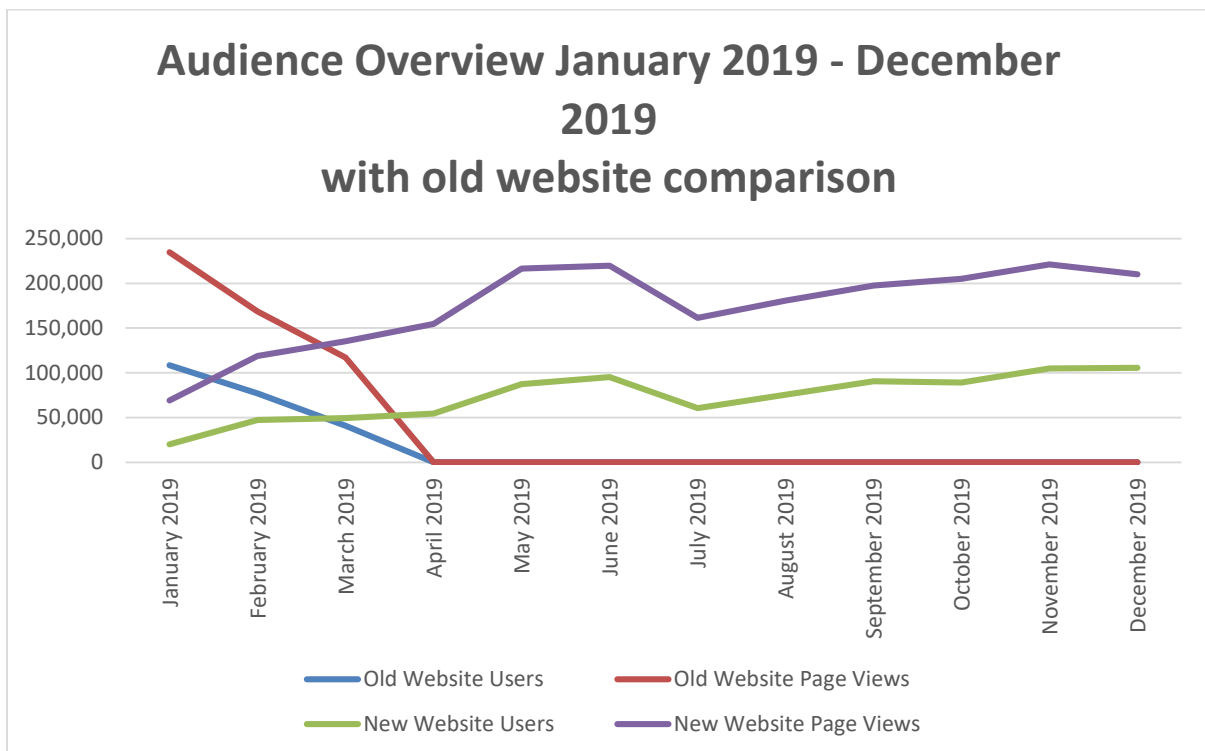
- Three new waiting areas and an additional GP practice added to page
- 5,218 total pageviews since launch

Lanarkshire Mental Health and Wellbeing Strategy 2019-2024

- <https://www.nhslanarkshire.scot.nhs.uk/strategies/mental-health-wellbeing-2019-24/>

- Page created to support the official launch of the strategy on 24 October.
- 1,546 total pageviews since launch

Audience Overview January 2019 – December 2019



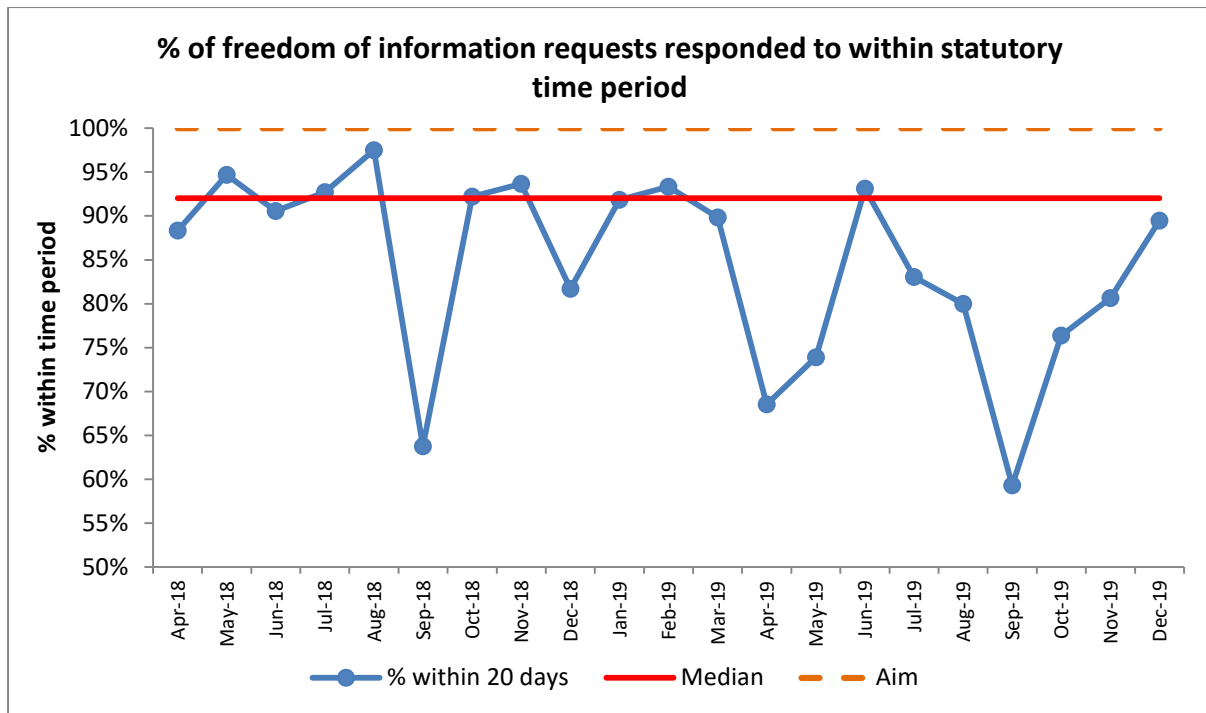
Website Users and Views

Month	Old Website Users	Old Website Page Views	New Website Users	New Website Page Views
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
October 2019	0	0	89,015	205,142
November 2019	0	0	104,691	221,144
December 2019	0	0	105,523	210,223

Top 10 Web Page Views on New Website

Web Page	Page Views
Home	1,160,266
University Hospital Wishaw Home	65,768
University Hospital Hairmyres Home	65,505
University Hospital Monklands Home	50,447
Contact Us	40,814
Services	34,138
Careers	25,667
Corporate Policies	25,628
A-Z of Services	25,026
Hospitals Visiting	18,945

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
Quarter 3 (October to December 2019)	148	82%	0	0

The volume of requests received during the quarter is lower than last year and lower than the level received in the quarter for some years. The volume is, however, still at a relatively high level and there has been an increase in the complexity of requests. This has put pressure on the services involved and the Communications Department. Arrangements have been put in place to provide additional FOI support for the final quarter of the year.