

NHS LANARKSHIRE

Corporate Communications Report

January – February 2020

CAMPAIGN UPDATES

Coronavirus (COVID-19)

A Silver Command Communications Group has been established and rolling communications plan created and implemented to ensure staff, stakeholders and public have access to clear, accurate, consistent and up-to-date information

NHS Lanarkshire staff

- Scottish Government information and communications toolkit shared (via relevant departmental contacts) with GP practices, health centres, optometrists
- Dedicated page created on FirstPort, with clear signpost banner added to home page carousel as well as static signposting through staff announcements. The page will be updated on an ongoing basis and currently includes staff Q&A, library of all staff emails, promotion of staff helpline and links to staff-specific resources. As at 5 March 2020, the page had received 1,461 unique visitors, with a significant spike as more content added – for example, 35 unique visitors on 2 March 2020; 697 unique visitors on 4 March 2020.
- Dedicated web page created on NHS Lanarkshire website linking to official sources of information and guidance, including a section specifically for professionals. Carousel banner added to home page of NHS Lanarkshire website to promote the page as well as a static banner link. Statistics included under public section.
- Three ‘All in Lanarkshire’ emails issued and the community testing news release also shared with ‘All in Lanarkshire’.
- Promotion of importance of hand hygiene and related LearnPro module
- Standing update in weekly staff briefing

Stakeholders

- Ongoing liaison with North and South Lanarkshire Councils communications teams.
- Request for stakeholders to share NHS Lanarkshire website page link and social media posts as well as social media posts from other official information channels such as Scottish Government and NHS 24.
- Stakeholder update shared with MPs, MSPs, North Lanarkshire Council and Health and Social Care North Lanarkshire, South Lanarkshire Council and South Lanarkshire Health and Social Care Partnership, third sector across Lanarkshire
- Community testing news release shared with the same stakeholder groups
- Managing and responding to enquiries from stakeholders such as local authorities
- Scottish Government communications team alerted to all coronavirus (COVID-19) media enquiries and any planned proactive communications activity

Public

- Supporting colleagues and stakeholders in sharing messaging with the public – e.g. Scottish Government information and communications toolkit shared (via relevant departmental contacts) with GP practices, health centres, optometrists

- Dedicated web page created on NHS Lanarkshire website linking to official sources of information and guidance, including a section specifically for public. The web page also promotes the importance of good hand hygiene. Carousel banner added to home page of NHSL website to promote the page as well as a static banner link. Since it was created on 19 February, there have been 11,448 unique visitors to the page, as at 5 March 2020.
- Community testing news release and images published on NHSL website news section, with 5,884 unique visitors to the page within the first 24 hours.
- Community testing news release and images issued to local, regional, national and specialist media – online media coverage achieved within the first 24 hours includes Daily Mail, The National, Cumbernauld News, Wishaw Press and Airdrie & Coatbridge Advertiser.
- Regular and ongoing programme of social media posting and sharing. Posts are based on the Scottish Government communications toolkit, promotion of the NHSL website page, promoting good hand hygiene and sharing official sources of information. Posts generally performing well, particularly following confirmation of first case in Scotland. Achieving significant reach and engagement, with the peak being engagement with the social media posts on the community testing news release (figures reflect first 24 hours):
 - Twitter: impressions (10,733), total engagements (1,173 including 159 likes, 87 retweets, 3 replies)
 - Facebook: reach (222,402), post clicks (79,415), reactions/comments/shares 7,979
 - Instagram: likes (113), comments (3)

Winter Plan

- A social medial campaign continued throughout the winter period and saw 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.
- A press release was issued highlighting A&E attendance figures over the previous six week period. The release encouraged people to seek the right medical advice and avoid unnecessary visits to A&E
- A press release was issued highlighting the services provided by minor injury units. The release highlighted the ‘Meet the Experts’ minor injuries video and included quotes from charge nurse Agnes Erskine.
- A press release was issued highlighting the services provided by pharmacies. The release highlighted the ‘Meet the Experts’ pharmacy video and included quotes from pharmacist Chris Johnstone.
- A press release was issued featuring a young mum who praised out of hours services for the care provided to her two small children, without having to go to accident and emergency.
- A press release was issued highlighting the services provided by dentists. The release highlighted the ‘Meet the Experts’ dentist video and included quotes from dentist David McIntyre.
- A press release was issued highlighting the services provided by opticians. The release highlighted the ‘Meet the Experts’ optician video and included quotes from optician Frank Munro.
- Work is underway to develop a ‘Meet the Experts’ GP practice video.
- The campaign has obtained 48 pieces of media coverage, 41 pieces in print
- It gained 4,966,227 of media impressions

- 12 publications covered the campaign, including all media outlets in the Lanarkshire region
- There were 162 posts on social media and seven paid adverts
- Received 1.1 million impressions on social media, 4060 content shares, 131 comments and 22,928 video views

Seasonal flu

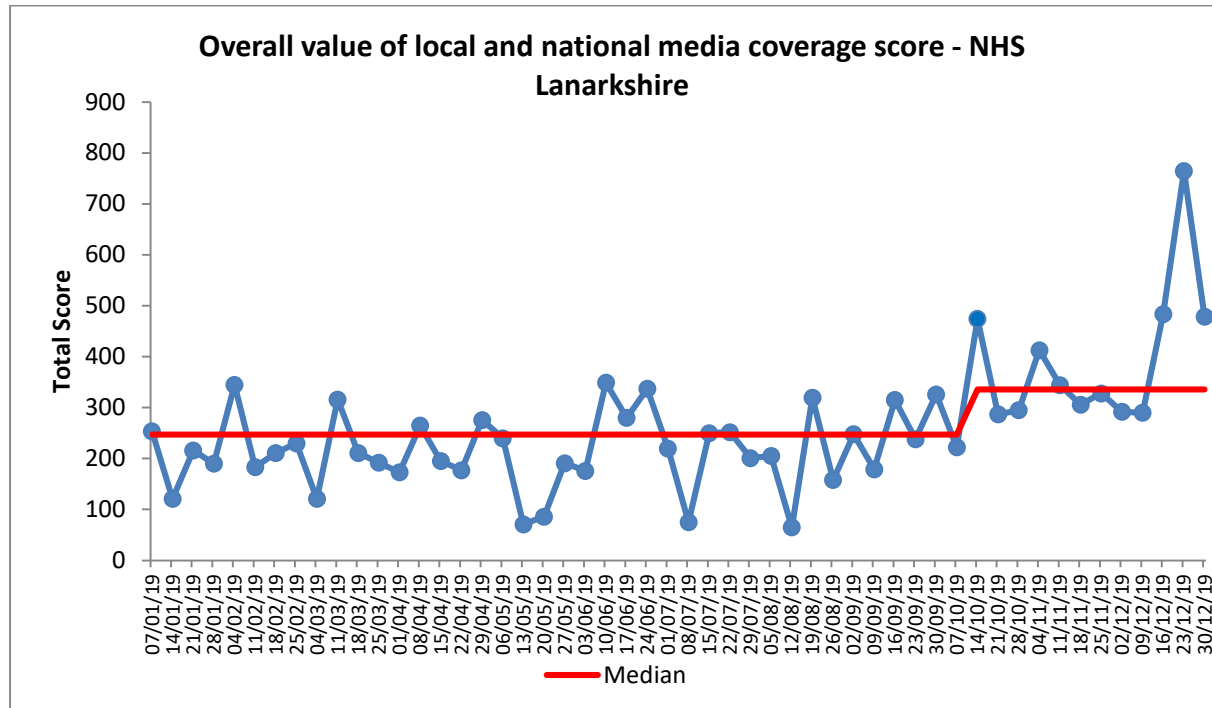
- As of 3 February 2020, the overall uptake of the staff flu vaccination was 49.3%. This is above the uptake level at the same point last year and above last year's final uptake total of 47.3%. The national target remains at 60%.
- Staff were encouraged to receive the vaccine on a weekly basis via the staff briefing. These messages highlighted the flu clinics in the following week.
- 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.
- A learning and planning session is scheduled for the end of March. The session will review the 2019/20 flu season, discuss the lessons learned and start the planning for the 2020/21 season when NHS Lanarkshire staff will deliver all flu vaccinations.

Primary Care Improvement Plan (PCIP)

- An Occupational Therapy spotlight session was held on 22 January. Around 80 delegates attended the event to learn from the test of change which saw occupational therapists aligned to GP practices, and how this learning would help the spread of the service across localities.
- An event for cluster quality leads and practice quality leads was held on 20 February. The event brought these groups together to discuss quality improvement and more effective cluster working.
- 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 January-February 2020.



Top media stories

January 2020

- **Honour for health board's project (*Rutherglen Reformer, Wednesday 8 January 2020, p25 – lead*)** – NHS Lanarkshire is celebrating scooping an award for a successful environmental project. Article also in East Kilbride News, Wednesday 8 January 2020, p15–lead; Carluke & Lanark Gazette, Wednesday 8 January 2020, p5 lead and Airdrie & Coatbridge Advertiser, Wednesday 8 January 2020, p39 lead.
- **Do you know how to deal with the flu? (*Carluk & Lanark Gazette, Wednesday 8 January 2020, p11*)** – NHS Lanarkshire is advising people how to prevent flu and treat symptoms following news that a potential outbreak is due to reach Scotland. Article also in Hamilton Advertiser, Thursday 9 January 2020, p11 and Airdrie & Coatbridge Advertiser, Wednesday 15 January 2020, p25.
- **NHS board reveals first “digital hospital” photos (*Glasgow Times, Monday 20 January 2020, p5*)** – The first pictures have been unveiled of the new Monklands facility, dubbed Scotland's first digital hospital. Article also in Airdrie & Coatbridge Advertiser, Wednesday 22 January 2020, p4&5 lead.

- **A&E health plea repeated** (*Cumbernauld News & Kilsyth Chronicle, Wednesday 22 January 2020, p1&7*). Article also in East Kilbride News, Wednesday 22 January 2020, p9 lead; Airdrie & Coatbridge Advertiser, Wednesday 22 January 2020, p5; Motherwell Times & Bellshill Speaker, Wednesday 22 January 2020, p7; Rutherglen Reformer, Wednesday 29 January 2020, p11 lead and Hamilton Advertiser, Thursday 30 January 2020, p11 lead.
- **£350k investment to safeguard health** (*Motherwell Times & Bellshill Speaker, Wednesday 22 January 2020, p6 – lead*) – NHS Lanarkshire has hired a contractor to provide services relating to blood-borne viruses specifically for members of ethnic minorities. Article also in Cumbernauld News & Kilsyth Chronicle, Wednesday 22 January 2020, p6 lead and Carluke & Lanark Gazette, Wednesday 29 January 2020, p6 lead.
- **NHS: ‘A smear test could save your life’** (*East Kilbride News, Wednesday 22 January 2020, p10 – lead*) – Women across the greater East Kilbride area are being urged to ensure they have had a recent smear test. The plea comes as part of Cervical Cancer Prevention Week, with one health expert saying: “It could save your life”. Article also in Cumbernauld News & Kilsyth Chronicle, Wednesday 22 January 2020, p6; Carluke & Lanark Gazette, Wednesday 22 January 2020, p7; Wishaw Press, Wednesday 22 January 2020, p9 lead; Motherwell Times & Bellshill Speaker, Wednesday 22 January 2020, p6; Carluke & Lanark Gazette, Wednesday 29 January 2020, p6; Rutherglen Reformer, Wednesday 29 January 2020, p25 lead; Airdrie & Coatbridge Advertiser, Wednesday 29 January 2020, p25 lead and Hamilton Advertiser, Thursday 13 February 2020, p6.
- **Norwegian visitors to NHS** (*Motherwell Times & Bellshill Speaker, Wednesday 29 January 2020, p10 – lead*) – NHS Lanarkshire recently welcomed a delegation from the Norwegian Ministry of Health to showcase the health board’s leading work in realistic medicine policies. During the visit, the delegation met with NHS Lanarkshire’s clinical lead for realistic medicine, Dr Babu Mukhopadhyay. Article also in Cumbernauld News & Kilsyth Chronicle, Wednesday 29 January 2020, p6 lead; East Kilbride News, Wednesday 5 February 2020, p14 lead and Airdrie and Coatbridge Advertiser, Wednesday, 12 February 2020, p18.
- **Getting the message out there with help from Scotland’s health boards** (*Motherwell Times & Bellshill Speaker, Wednesday 29 January 2020, p13*) – Count 14 – a national alcohol campaign – will be heavily advertised on tv, online, radio, press and digital until 1 March. Every health board in Scotland is supporting the Scottish Government’s latest campaign and will be doing their bit to get the message out there. Article also in Carluke & Lanark Gazette, Wednesday 29 January 2020, p13; Rutherglen Reformer, Wednesday 29 January 2020, p14 lead; Cumbernauld News & Kilsyth Chronicle, Wednesday 29 January 2020, p11; East Kilbride News, Wednesday 29 January 2020, p33 lead; Wishaw Press, Wednesday 29 January 2020, p15 lead; Airdrie & Coatbridge Advertiser, Wednesday 29 January 2020, p13 lead and Hamilton Advertiser, Thursday 27 February 2020, p16 lead.

February 2020

- **Interim report bodes well** (*Carluke & Lanark Gazette, Wednesday 5 February 2020, p11*) – An independent interim evaluation of a ground-breaking mental health pilot – the Distress Brief Intervention (DBI) programme – suggests it could be helping to prevent some suicidal behaviour. Article also in Airdrie & Coatbridge Advertiser, Wednesday 5 February 2020, p26 lead.

- **Top marks for NHS Lanarkshire** (*Carlisle & Lanark Gazette, Wednesday 5 February 2020, p7 – lead*) – Glasgow Caledonian University has awarded university status to three NHS Lanarkshire clinical departments in recognition of research and service excellence. This latest development sees university status presented to the health board’s departments of podiatry, psychological services and stroke care at University Hospital Monklands. Article also in Cumbernauld News & Kilsyth Chronicle, Wednesday 12 February 2020, p7 lead; Motherwell Times & Bellshill Speaker, Wednesday 12 February 2020, p1&7 and Airdrie & Coatbridge Advertiser, Wednesday 19 February 2020, p25 lead.
- **Memorial for babies to be held** (*Glasgow Evening Times, Monday, 10 February 2020, p14*) – A service is being held for parents who have lost a baby through miscarriage, stillbirth or neonatal death in the Ronald Miller Centre, University Hospital Wishaw. Article also in East Kilbride News, Wednesday 12 February 2020, p15; Wishaw Press, Wednesday 12 February 2020, p9; Hamilton Advertiser, Thursday 13 February 2020, p23; Airdrie & Coatbridge Advertiser, Wednesday 19 February 2020, p11; Rutherglen Reformer, Wednesday 19 February 2020, p23 and Hamilton Advertiser, Thursday 20 February 2020, p19.
- **Boom in baby boxes as scheme hailed success** (*Rutherglen Reformer, Wednesday 19 February 2020, p5*) – NHS Lanarkshire have issued advice on how to stop the spread of coronavirus. Article also in Wishaw Press, Wednesday 26 February 2020, p29.
- **Have your say on Monklands** (*Glasgow Evening Times, Friday 28 February 2020, p11*) – NHS Lanarkshire has published further reports about the three potential alternative sites for a new, state-of-the-art University Hospital Monklands. Article also in Airdrie & Coatbridge Advertiser, Wednesday, 12 February 2020, p2 lead.
- **Potential hospital sites up for discussion** (*Airdrie & Coatbridge Advertiser, Wednesday 26 February 2020, p8 – lead*) – Monklands residents had their say on the location of the area’s new hospital at the first of the public consultation session since a third potential site was added to the list of options.
- **Teaming up to help save lives** (*Wishaw Press, Wednesday 5 February 2020, p12 – lead*) – A number of suicide prevention agencies have committed to improving their partnership working for the benefit of people in crisis in Lanarkshire. Article also in Hamilton Advertiser, Thursday 13 February 2020, p32 lead; Airdrie & Coatbridge Advertiser, Wednesday 19 February 2020, p29 lead and Rutherglen Reformer, Wednesday 19 February 2020, p32 lead.

SOCIAL MEDIA**Top Facebook posts – January – February 2020**

Post summary	Date	Reach	Post Clicks	Reactions, comments, shares
NHS Lanarkshire's annual memorial service for those who have lost a baby through miscarriage, stillbirth or neonatal death will take place on Saturday 7 March.	10 February	32,948	1,289	779
Does your 2-5 year old still need their flu vaccine? Then why not drop-in to our clinic this Saturday in Wishaw, no appointment needed. Children from across Lanarkshire can attend the clinic.	3 February	21,435	746	184
NHS Lanarkshire has unveiled its vision for the new, state-of-the-art University Hospital Monklands, which will be Scotland's first digital hospital.	17 January	19,739	7,477	439
Our Board has approved a shortlist of three potential sites for a new, state-of-the-art University Hospital Monklands.	10 January	19,677	5,582	229

Top Facebook videos – January – March 2020

Post summary	Date	Video views	Reactions , comments, shares
Many Lanarkshire GP practices will open tomorrow	17 January	7.9k	43 reactions 8 comments 122 shares
A vision for Lanarkshire – Scotland's first digital hospital	17 January	6k	32 shares 24 comments
Coronavirus public information	12 February	6.1k	35 reactions 3 comments

Top Tweets – January – March 2020

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
We are currently experiencing high demand at University Hospital Wishaw. We are asking those requiring to attend A&E today to consider going to Monklands or Hairmyres. Visit NHS inform or call 0800 22 44 88 to find your nearest A&E.	2 January	19,093	n/a	756
We are experiencing extremely high demand on all three A&E sites today <u>@WeAreHairmyres @UHMonklands @WishawGen</u> Please remember that A&E is not an out-of-hours service.	5 January	15,647	n/a	705
You can also visit our website at http://www.nhslanarkshire.scot.nhs.uk/coronavirus where you will find links to all the official information.	27 February	10,272	n/a	81

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/>

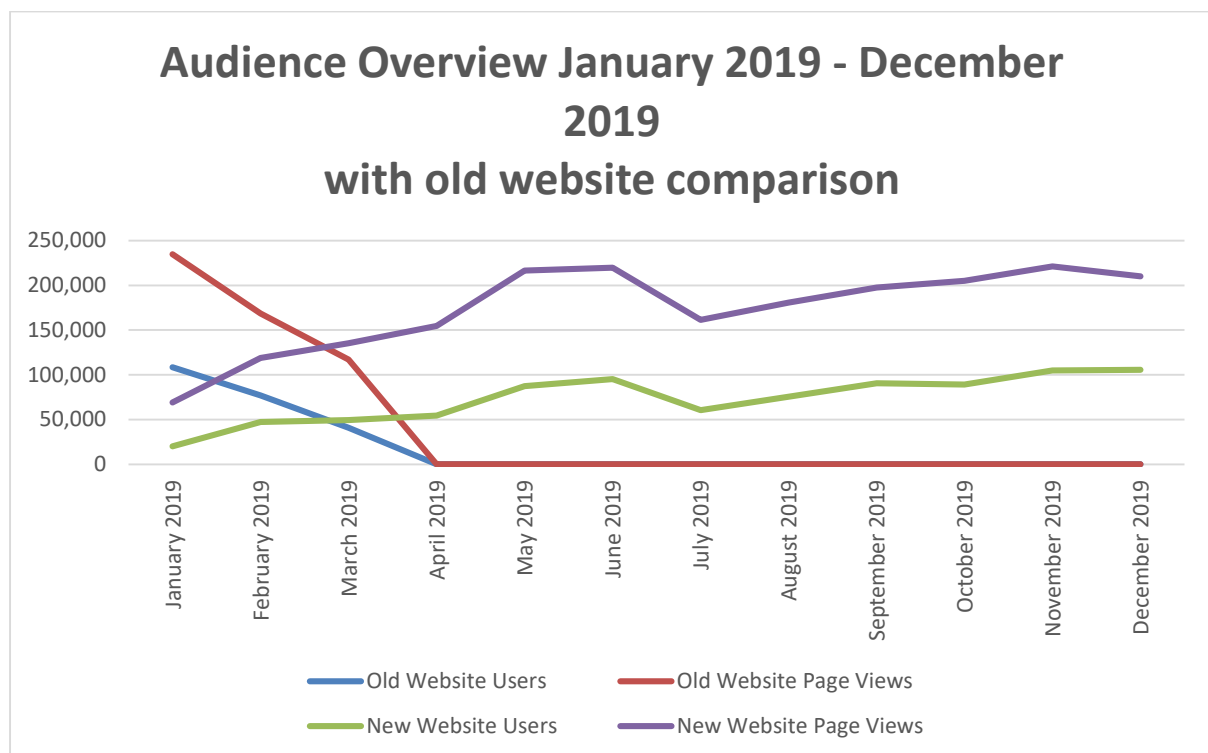
- Three new waiting areas and an additional GP practice added to page
- 5,218 total pageviews since launch

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



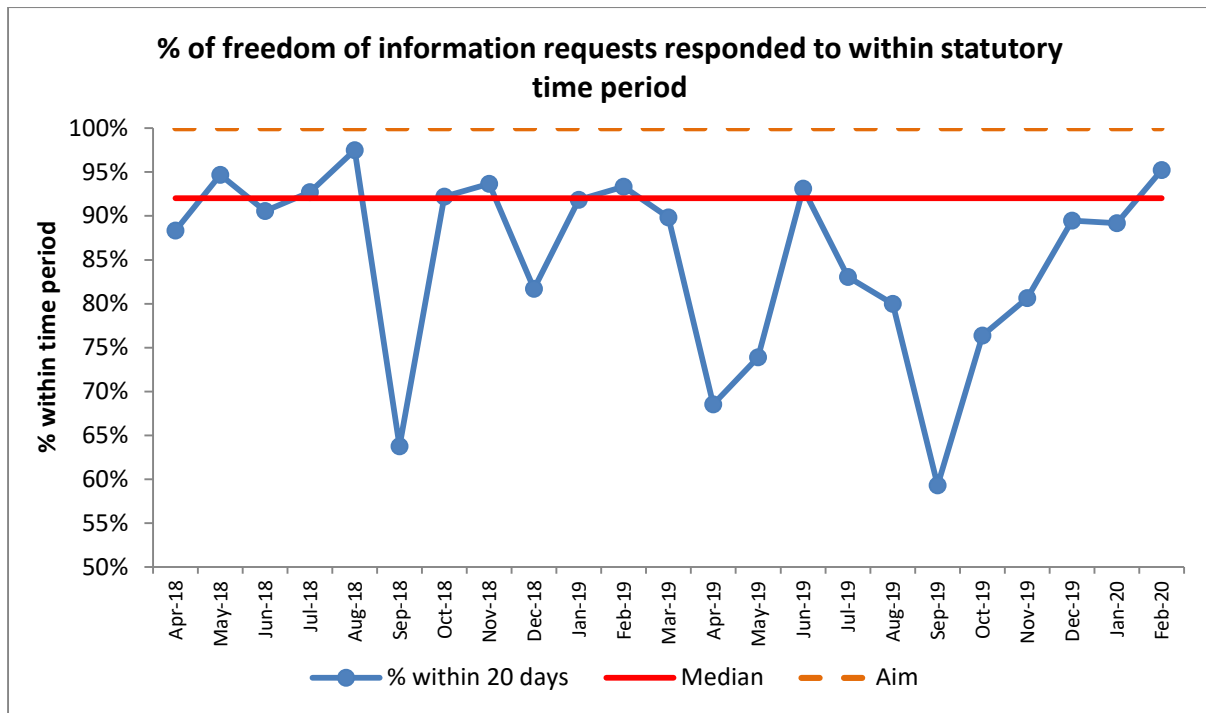
Website Users and Views

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
January and February 2020	125	93%	0	0

The volume of requests received during January and February is slightly lower than the same months last year, but is still at a high level for these months. There has been an increase in the complexity of requests. This has put pressure on the services involved and the Communications Department. Additional FOI support is in place during this quarter which has seen an improvement in performance.