

Date of meeting	17 July 2018
Paper number	G1

Communications and Engagement Update

For approval:	<input type="checkbox"/>	For assurance:	<input checked="" type="checkbox"/>	To note:	<input type="checkbox"/>
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Accountable Director	Richard Haynes, Director of Communications and Engagement		
Presented by	Richard Haynes	Author	Richard Haynes

Alignment to the Trust's strategic priorities				
Deliver safe, high quality, compassionate patient care		Design healthcare around the needs of our patients, with our partners		Invest and realise the full potential of our staff to provide compassionate and personalised care
Ensure the Trust is financially viable and makes the best use of resources for our patients		Develop and sustain our business	x	
				x

Alignment to the Single Oversight Framework				
Leadership and Improvement Capability	x	Operational Performance		Quality of Care
Finance and use of resources		Strategic Change	x	Stakeholders
				x

Report previously reviewed by		
Committee/Group	Date	Outcome

Assurance: Does this report provide assurance in respect of the Board Assurance Framework strategic risks?	Y	BAF number(s)	R5
Assurance in respect of: process/outcome/other (please detail)			
Significant assurance <input type="checkbox"/> <i>High level of confidence in delivery of existing mechanisms/objectives</i>	Moderate assurance <input checked="" type="checkbox"/> <i>General confidence in delivery of existing mechanisms/objectives</i>	Limited assurance <input type="checkbox"/> <i>Some confidence in delivery of existing mechanisms/objectives</i>	No assurance <input type="checkbox"/> <i>No confidence in delivery</i>

Recommendations	The Board is asked to receive this report for assurance.
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Executive Summary

This report highlights some recent achievements and issues in the Trust's efforts to engage effectively with key internal and external stakeholders.

In accordance with our signature behaviour "Work Together, Celebrate Together" it highlights a selection of positive stories from across the Trust.

As part of our commitment to "Listen, Learn and Lead" it also provides illustrations of some of the challenges faced by our Trust in engaging effectively with our priority audiences and some of the actions that are being taken to address those challenges.

Background

It is important that we are able to share the story of our Trust in a clear, consistent and compelling way with a wide range of key audiences, so that they are understand, and are supportive of, what we are doing to achieve our objectives, in particular:

- Our plans to continuously improve the quality and safety of the care we provide
- Our plans to move to a sustainable position of financial balance
- Our plans to transform the culture of our organisation through the 4ward programme

Issues and options

Examples of major communications and engagement activities/Issues since the last report to Trust Board (March 2018) include:

4ward

We continue to focus considerable time and resource on raising awareness of the 4ward programme and behaviours, and encouraging participation in Checkpoint Surveys.

- Awareness raising in build up to and during 4ward Checkpoint 3 (18 June – 2 July) included screensaver/whiteboard displays, posters, leaflets, updated "How to complete your checkpoint" video, 4ward Focus features in each edition of Worcestershire Weekly and regular Fast 4ward videos giving colleagues a chance to talk about what our Signature Behaviours mean for them – these can be viewed online at www.4ward-waht.co.uk/staff/fast-4ward-your-behaviours-your-trust-your-stories/
- Final participation rate was 51% - a further improvement on the 45% achieved for Checkpoint 2 and, in terms of participation, the most successful staff engagement exercise in the history of the Trust.
- Detailed updates on 4ward communications and engagement activity are given to each meeting of the 4ward committee

NHS 70

Activities to mark the 70th anniversary of the NHS were still taking place as this report was being written. Key activities arranged by the communications team included:

- Extensive media coverage including: ITV Central "day in the life" of feature from maternity at WRH; a series of radio interviews (also supported by online content) with BBC Radio Hereford and Worcester, Free Radio and Signal Radio; local newspaper coverage
- Exhibition stands at each of our three sites

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- Special feature in our Worcestershire Way newspaper
- There were many positive stories shared by staff in our staff Facebook group

The Right Move

- This two week “system reset” event (2-16 July) was heavily trailed in all corporate communications channels, including a “takeover” of the weekly message by Dr Jules Walton, our Divisional Medical Director for Urgent Care (who also came up with ‘The Right Move’ as the title for the event).
- To support communications across all partner organisations, we developed a common web portal at <http://www.worcestershire.nhs.uk/right-move/> which provided accessible information for all colleagues
- Twice daily all staff updates were shared across the Trust and with communications leads at partner organisations (CCG, Health and Care Trust WMAS and the County Council)

Social Media

- July saw us pass 10,600 for both ‘likes’ and ‘followers’ on Facebook. Our Page is the 15th most liked/followed of any NHS Trust.
- We set up a Staff Facebook Group to encourage staff to “work together, celebrate together” and share their own good news stories. The Group which was set up at the very end of March saw over 2,000 staff join within the first 3 days. The group now has 2,275 members and has had over 3,300 posts, comments and interactions so far.
- Our Twitter page passed 4,800 followers in June. We are increasing our frequency of tweets as well as focussing on engagement and responses to tweets, continuing our aim of responding to every tweet that mentions us.
- We have adopted an increased focus on our Instagram and LinkedIn channels. Instagram is now the most popular social media for under-25s so we have placed an increased focus on appealing to this audience as it could be beneficial for recruitment/staff engagement. LinkedIn is useful to engage with a more professional audience and is ideal for helping to recruit to vacant posts.
- Our Instagram account now has over 1,050 followers, and each post is getting a very high engagement rate. Our LinkedIn page is also growing quickly with over 2,000 followers regularly receiving updates from job opportunities to latest press releases.
- We have also worked with a number of teams to set up their own Service/Department social media accounts. These are primarily on Twitter, with some also opting to Facebook pages. We now have individual service/department pages for over 15 of our services, which each help engage with their own professional colleagues from other organisations and share useful information and self-care tips with the public.

Publication of CQC Inspection Report: 5 June

- Advance media briefings held on Monday 4 June with television, radio and newspaper interviews.
- Press and stakeholder information distributed on 5 June
- Supporting social media activity
- Well-attended live staff briefings at the Alexandra, Kidderminster and Worcestershire Royal Hospitals on 5 June.
- Presentation recorded on video and shared online with staff same day

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- Link to media release: <http://www.worcsacute.nhs.uk/news-and-media/722-trust-welcomes-latest-cgc-report-and-looks-ahead-to-further-progress>
- Written briefing for MPs, Healthwatch and Worcestershire County Council HOSC

Other activities of note include:

- Meetings have either taken place or are diarised for Sir David Nicholson to meet with all local MPs
- Medical staff engagement:
 - Meeting between Michelle McKay, Mark Yates (as acting Chairman) and Dr Suneil Kapadia with Trust Consultants held at Charles Hastings Centre on 9 May
 - Consultant representatives invited to discuss medical staff engagement at May's People and Culture Committee
 - Dates subsequently diarised for further meetings with Consultant body in September (Alexandra), November (WRH), February 2019 (Alexandra) and May 2019 (WRH)

Other topics generating high levels of interest/requests for updates from stakeholders included:

- Appointment of Sir David Nicholson as Trust Chairman following the resignation of Caragh Merrick
- Inquest into the death of Callum Cartlidge (30 April – 4 May)
 - Divisional Medical Director for Women and Children, Dr Andrew Short, gave a media statement following the Coroner's conclusion
 - Extensive coverage in national, regional and local media
- Progress on the link bridge/Aconbury ward developments at WRH and other works associated with the Acute Service Review.

Recommendations

The Board is asked to receive this report for assurance.

Appendices