

NHS 24 Communications Delivery Plan

2019 - 2020



Background

Communication is a key strategic tool, which is used to articulate NHS 24's priorities, protect and enhance its reputation and support the portfolio of services and service developments.




The outputs of the communications team are based on the priorities outlined in the Communications Strategy 2016 – 2020.

In addition to these recurring outputs, and in line with the agreed SPRA, the key deliverables for 2019/20 will be:

- Expand AV Production capability and delivery.
- Support the communications and engagement of all frontline staff in line with the Shift Review.
- Provide strategic communications support for the Mental Health Collaborative and developing MH services.
- Support channel choice/digital first approach via consistent messaging/marketing.
- Deliver comprehensive corporate communications and public affairs activity to support Service Development programmes.
- Liaise with partners to manage potential implications of EU Exit.
- Lead comms for national board collaborative offering strategic advice and guidance, including proposed national engagement activity on new models of care.

RAG Status





Due to the nature of communications and marketing outputs it is difficult to define an evaluation mechanism which is relevant to all activity. Some areas are more easily quantified (such as social media, coverage analysis and campaign evaluation). The RAG status indicates the current state of activity, most of which is ongoing and carried forward across each reporting stage.


	Activity is unlikely to be completed or will be subject to delays and subsequent impact on delivery.
	Activity is likely to be delayed, or to be altered.
	Activity is on target and progressing according to plan.

Media and Campaigns




OUTPUT	OBJECTIVE	RAG	UPDATE												
Media relations.	<p>Increase public knowledge of NHS 24 services</p> <p>Protect reputation through media management.</p> <p>Improve stakeholder engagement through proactive media.</p> <p>Manage reputation with reactive and proactive PR.</p>	↑	<p>Be Health-Wise this Easter campaign</p> <ul style="list-style-type: none"> Proactive media releases appeared 58 times in a variety of newspapers across Scotland. Paid sponsorship activity also took place in 3 national newspapers. <p>Ask the Doc</p> <ul style="list-style-type: none"> From April 1 – April 25, Ask the Doc health columns have been published 12 times, featuring in the Aberdeen Express, Dundee Evening Telegraph and the Highland News. <p>Veterans Guide media release Planning is underway to support the Be Health-wise this Summer mini-campaign through proactive media releases.</p>												
Communications and engagement activity to support Breathing Space.	<p>Create compelling content across all channels to inform and educate people to look after their mental health.</p> <p>To raise awareness of the Breathing Space service.</p>	↑	<p>Mental health champions in Dumfries & Galloway will be hosting workshops across the health board, using a new Breathing Space promotional video and other assets.</p>												
Monitor press, broadcast, digital and social media channels	To identify emerging themes or issues and develop appropriate response.	↑	<p>Sentiment Analysis of Coverage from February 1st – May 1st 2019</p> <table border="1"> <thead> <tr> <th>Tone</th> <th>Press</th> <th>Online</th> </tr> </thead> <tbody> <tr> <td>Positive</td> <td>136</td> <td>52</td> </tr> <tr> <td>Neutral</td> <td>115</td> <td>111</td> </tr> <tr> <td>Negative</td> <td>5</td> <td>0</td> </tr> </tbody> </table>	Tone	Press	Online	Positive	136	52	Neutral	115	111	Negative	5	0
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Produce audio-visual materials to support internal and external communications and engagement.	<p>To increase public Understanding and awareness of NHS 24 services.</p> <p>To improve reach and efficiency of recruitment drives, national health campaign, and the promotion of general health information</p>	↑	<p>A range of pro-standard audio-visual equipment has been purchased to help support content creation alongside the potential for an increased multimedia function with further recruitment.</p> <p>A video to promote NHS 24's Youth Forum was produced and was shared on social media in May.</p>												

Media and Campaigns (cont)

OUTPUT	OBJECTIVE	RAG	UPDATE
Deliver Be Health-Wise Easter and Winter campaigns	<p>Increase health preparedness activity amongst target audience.</p> <p>Support services at peak holiday periods (particularly Winter and Easter)</p>		The Easter campaign is now complete. Post campaign analysis showed that the campaign performed well despite the lighter media and no TV. A small summer campaign is currently in development
Deliver health Information campaigns	Improve public understanding around the range of services delivered by NHS 24		A radio ad for We'll Keep You Right is currently in production
Manage implications of potential EU Exit.	To ensure NHS 24 staff and services are able to respond to any potential changes post EU Exit		HoC and Senior Comms Mgr have attended weekly meetings with comms colleagues across the health and social care sector
Manage social media content for all NHS 24 channels.	<p>Create compelling content to enable citizens to manage their health and wellbeing.</p> <p>Support the development and delivery of peer-to-peer professional engagement via Twitter</p>		<p>Social Media Analysis</p> <p>Facebook</p> <ul style="list-style-type: none"> • Total page followers 32,287 • 17 posts in April • Engagement rate was 2.8% (median Facebook rate is 0.09%) <p>Twitter</p> <ul style="list-style-type: none"> • Total page followers 15k • 23 tweets • 85.9k impressions • Engagement rate was 1.1% (median is 0.048% across all industries) <p>Key topics: Be Health-Wise campaign, veterans, dental health.</p> <p>Planning and scheduling is underway for summer mini Be Health-Wise campaign.</p> <p>The SCTT website and twitter feeds have now been decommissioned and agreement has been reached to suspend the @nhsinform feed and utilise @nhs24 for improved engagement,</p>

OUTPUT	OBJECTIVE	RAG	UPDATE
Proactive communications and engagement activity to promote our range of Mental Health services.			Mental health comms & engagement Tracker has been developed to support wide range of organisational activity. Work is underway to promote NHS inform's mental health digital content and Breathing Space Web Chat.






Internal Communications and Engagement

OUTPUT	OBJECTIVE	RAG	UPDATE
Produce quarterly staff engagement magazine Insight.	Provide relevant and engaging content for the staff of NHS 24		The latest Insight was delivered in the new branding and was well received by staff. Future editions will adopt the same look.
Deliver communications and engagement as an integral part of the Frontline Shift Review.	<p>Improve understanding of the purpose of the Review.</p> <p>Supporting NHS 24's strategic aims to improve patient care</p>		Planning and development work for an intensive round of staff engagement to support the next phase of Shift Review, including the creation of another film, is underway.
Support internal projects and programmes through a range of communications tools and platforms to enhance staff knowledge and engagement.	Work with colleagues throughout the organisation to create content that keeps employees up to speed with organisational information.		<p>Better Working Better Care A range of materials have been developed to support ongoing engagement and communications of the Better Working Better Care Projects. This includes dedicated intranet pages, graphics, posters and editorial content for Insight.</p> <p>Corporate Patenting Toolkit</p> <ul style="list-style-type: none"> • A toolkit document has been created and shared with the Learning and Professional Development Team. • Toolkit is scheduled to be uploaded to the Knowledge Lab. • A small launch event will take place which will involve the Director of Nursing and Care, Learning and Organisational Development Manager, Participation and Equalities Manager, Who Cares? Scotland representative and care experienced young people.




Internal Communications and Engagement (cont)

OUTPUT	OBJECTIVE	RAG	UPDATE
Develop and deliver staff reward and recognition activities	Support the development of a healthier and happier workforce, where employees feel valued and their efforts are celebrated.	↑	<p>Planning is underway for the 2019 Spotlight Awards. Initial discussions have taken place with the CRT and senior service delivery colleagues and a high-level proposal has been presented to the ETM</p> <p>A collection of recognition cards were developed and delivered to managers across the organisation, encouraging them to recognise their colleagues and team members..</p>
Organise and deliver staff engagement sessions with NHS 24 Executive colleagues.	<p>Supporting the culture of valuing our people.</p> <p>Improve visibility of Executive Team in line with the NHS Values 'openness, honesty and responsibility'</p>	↑	<p>The next series of Engagement events are in planning, and will include members of the NHS 24 Boards in addition to an Executive lead.</p> <p>A key focus for frontline staff will be on</p> <ul style="list-style-type: none"> • Shift Review • Better Working Better Care • Attendance / Wellbeing <p>For non-frontline staff, information is being prepared on centre re-design.</p>
Promote staff wellbeing initiatives	<p>Support staff to look after their physical and mental health.</p> <p>Encourage a culture where mental health and wellbeing is talked about and is important.</p>	↑	Comms has developed a dedicated space on the staff intranet, working collaboratively with colleagues across all departments.
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Corporate Communications

OUTPUT	OBJECTIVE	RAG	UPDATE
Expand AV Production capability and delivery.	To increase output of multi-media content.		Planning is underway to improve resources and establish a production process that will support demand.
Report key activity to Executive Team, Board and appropriate committees.	To allow senior level monitoring of progress against agreed objectives		The Communications Delivery Plan has been updated
Team Development	Develop and strengthen the team to support the delivery of the plan and to protect individual health and wellbeing.		TURAS appraisals are due for completion by end June 2019
Produce communication materials, in collaboration with Scottish Ambulance Service, Police Scotland, Service Delivery and Service Development colleagues, to support the Mental Health Hub.	To increase knowledge and understanding of the key aims and objectives of the Collaborative and the timeous public promotion of the Hub.		<p>A national Mentally Healthy Living guide is in production that will promote public access to mental wellbeing advice and information.</p> <p>Comms & engagement work is continuing to promote The Collaborative beyond the NHSScotland event.</p>
<p>Develop and deliver corporate comms and engagement of the Service Transformation Programme key workstreams:</p> <ul style="list-style-type: none"> • Modernising Outpatients • Transforming Urgent Care • Mental Health Service Redesign • Digital 	Increase awareness and understanding of the Service Transformation Programme through proactive communications activity.		Communications continues to provide strategic input into Transforming Urgent Care, Mental Health Service Redesign and Digital Programme Boards and Working Groups as well as the overarching Service Transformation Programme Board.

Corporate Communications (cont)

OUTPUT	OBJECTIVE	RAG	UPDATE
<p>Public Affairs</p> <p>Support political engagement with relevant stakeholders.</p> <p>Support PQ responses, Ministerial briefings and visits by MSPs/ MPs and European delegations to NHS 24 contact centres.</p>	<p>Stakeholders have a more consistent view of NHS 24 services and know how they are aligned.</p>		<p>Development continues of the corporate pages within NHS24.scot as a key communications tool to promote the breadth of work being progressed as part of Service Transformation / Mental Health / P&E, etc as well as integration of the SCTT website.</p>
<p>Support the delivery of the NHS 24's Annual Review</p>	<p>Liaise with appropriate departments to provide communications support at Annual Review</p>		<p>Work is underway with the Planning Group to implement the planning and delivery of the Annual Review.</p>
<p>Lead comms for national board collaborative offering strategic advice and guidance, including proposed national engagement activity on new models of care.</p>	<p>To improve awareness of collaborative working.</p>		<p>The second newsletter has been produced and planning is underway for a short video introducing the collaborative projects across the national boards.</p>