

NHS 24 Corporate Communications Delivery Plan 2021 – 2022

Objective	<ul style="list-style-type: none"> • To protect and enhance the reputation of NHS 24 and all its services • To contribute to the delivery of the organisational priorities as part of the Remobilisation Plan 21 - 22 • To provide clear and effective communications and engagement with all NHS 24 colleagues • To deliver health marketing campaigns that enable people to make safe and effective choices about their health and wellbeing • To optimise use of digital resources • To increase understanding of when to call 111 • To support reduction in health inequalities through the provision of inclusive and equitable communications • To deliver targeted promotion of our mental health and wellbeing services and resources
Audience	<p>All residents of Scotland NHS 24 service users NHS 24 staff NHS 24 stakeholders</p>
Strategy/idea	<p>To support the delivery of NHS 24's priorities, supporting our workforce and enabling citizens to get the right care in the right place by connecting and collaborating across the system.</p>
Implementation	<p>All available and emerging channels will be used, appropriate to each deliverable.</p> <ul style="list-style-type: none"> - Media relations (proactive, reactive) - Marketing (campaigns, social marketing) - Social media (organic and paid-for) - Intranet and new digital channels - Audio-visual content - Public affairs /engagement - Team Talk - Physical collateral (posters, printed materials etc) - Staff engagement

Scoring/evaluation	<p>In addition to the use of RAG to monitor delivery, activity will also be measured as follows:</p> <p>Media Relations</p> <ul style="list-style-type: none"> - to deliver 12 press releases - to maintain predominantly positive sentiment (60% +) <p>Social Media</p> <ul style="list-style-type: none"> - to increase engagement levels, exceeding industry standards - to increase access to NHS 24 digital resources through the use of social marketing <p>Marketing</p> <ul style="list-style-type: none"> - devise, develop and deliver the NHSScotland winter and Easter campaign - evaluate campaign according to annual, comparable metrics <p>Internal Communications</p> <ul style="list-style-type: none"> - Ensure 50% of staff engage with Team Talk - Quarterly evaluation of efficacy of staff communications using research industry methodology
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↑	Activity is on target and progressing according to plan.
↔	Activity is likely to be delayed, or to be altered.
↓	Activity is unlikely to be completed or will be subject to delays and subsequent impact on delivery.

Enabling people to choose the right care in the right place				
Deliverable	Benefit	RAG	Timescale	Update
Consolidation of 111 messaging and communications activity	<p>Enabling people to choose the 'right care, right place' with refreshed narrative and assets to support the 111 service.</p> <p>Supporting performance improvement measures with demand management communications.</p>		To March 2022	

Manage media relations, both proactive and reactive with ongoing media monitoring.	To protect and enhance NHS 24's reputation.		To March 2022	
Manage effective and engaging social media channels with a range of compelling and innovative multi-media content.	To increase awareness of appropriate access to NHS 24 services. Public engagement both in and out of hours. Support national campaigns through use of NHS 24 social media platforms where appropriate		To March 2022	
Update NHS 24's brand toolkit and ensure consistency of use across the organisation	Brand consistency and public recognition is enhanced.		By Sept 2022	
Devise, develop and deliver comprehensive health marketing campaigns, seasonally and as required.	Increase health preparedness activity amongst target audience. Support services at peak holiday periods (particularly Winter and Easter)		To March 2022	
Commission and manage outputs of qualitative and quantitative research into awareness, perception and trust in NHS 24 services	To gauge consumer and stakeholder insights into perception of the brand and services delivered by NHS 24. To inform future developments and communication and engagement activity.		To March 2022	
Consolidate all mental health communications	To promote awareness and usage of the most appropriate		To March 2022	

activity to ensure effective development and delivery of targeted, aligned information	service – MH Hub, Breathing Space, Digital - for mental health and wellbeing needs			
Lead the development of strategies and resources that supports Public Affairs and Community Engagement, to effectively maximise awareness and understanding of NHS 24's range of services	Builds knowledge and understanding of NHS 24's services with key influencers, community groups, third and independent sectors Supports reduction in health inequalities through the provision of inclusive and equitable communications and resources		To March 2022	

NHS 24 Remobilisation Plan

Supporting our workforce and their wellbeing				
Deliverable	Benefit	RAG	Timescale	Update
Develop and deliver a programme of staff reward and recognition activities	For staff - Promotes recognition and feelings of being valued by the organisation For managers - provides encouragement and supporting materials to proactively recognise and thank staff for the valuable contribution they make in the roles they deliver		To March 2022	

Develop, deliver and support the creation of engaging staff communications and associated activities	Staff are fully informed and engaged with organisational developments. Supports improvements in overall staff experience		To March 2022	
Through the use of effective methodologies, develop and deliver information, resources and activities to support key programmes of work including staff wellbeing and attendance management	Enable colleagues to deliver effective attendance management activities. Promotes access and awareness of the range of wellbeing resources and support available to staff		To March 2022	
On-going management and recovery from COVID-19				
Deliverable	Benefit	RAG	Timescale	Update
Develop and deliver effective multi-channel messaging to signpost the public to NHS 24's range of services during the progress of the Covid-19 pandemic response, liaising and collaborating with cross sectorial colleagues in pandemic response.	To increase awareness and trust in NHS 24 and its range of services. To support Scotland's route out from pandemic response.		To March 2022	
Continue to promote staff wellbeing resources, infection prevention control and vaccination programmes (COVID and Flu).	Staff awareness and use of resources. To maximise uptake of vaccinations in order to support staff health and wellbeing.		To March 2022	

Continued development of National Urgent Care Pathways				
Deliverable	Benefit	RAG	Timescale	Update
Deploy digital and multi-media communications to support the recruitment of staff to deliver services 24/7	Supporting colleagues in recruitment to increase number of applicants.		To March 2022	
Collaborate with colleagues in the communications and engagement of the Urgent Care pathways and Primary Care.	To play a key role in the development of national messages around Urgent Care pathways and NHS 24's core role		To March 2022	
Continued development of a suite of aligned mental health services				
Deliverable	Benefit	RAG	Timescale	Update
Create a suite of communications and associated engagement activity that supports citizen knowledge and understanding, and appropriate use of, our mental health services	To promote awareness and usage of the most appropriate service – MH Hub, Breathing Space, Digital - for mental health and wellbeing needs		To March 2022	
Expanding digital access to primary care				
Deliverable	Benefit	RAG	Timescale	Update
Promote NHS 24's online services via social marketing to support sustainable system reform.	Increase use of digital resources prior to calling 111. Real time support for services during periods of increased demand.		To March 2022	

Tackling public health priorities and health inequalities				
Deliverable	Benefit	RAG	Timescale	Update
Seek to ensure accessibility of content for all audiences	Awareness and use of NHS 24 services is improved across all demographics. Communications reach into population groups potentially at risk of experiencing health inequalities.		To March 2022	
Target communications to the 16 – 26 age group using social media channels with a user base of predominately young people	Increase understanding of digital resources and knowledge of when to call NHS 24 services		To March 2022	
Exploit analytics from across Scotland’s Health & Social Care Big Data to enable effective communications targeting of disadvantaged, ethnic minority and low socio-economic groups	Enables targeted information that supports access to our service by members of hard-to-reach community groups, third and independent sector organisations. Supports reduction in health inequalities through the provision of inclusive and equitable communications and resources		To March 2022	
Transforming our Ways of Working				
Deliverable	Benefit	RAG	Timescale	Update
As active members of key programmes of work, provide leadership and support in the development and dissemination of key	Supports knowledge and understanding of organisational developments Supports overall staff experience		To March 2022	

messages and information, including: <ul style="list-style-type: none"> • Estates • Workplace of the Future • Connect • 				
Working together to continue improving our organisational culture				
Deliverable	Benefit	RAG	Timescale	Update
Design and deliver a rolling programme of staff engagement activity that provides opportunities for staff to share information on the things that matter most to them with members of EMT and our Board	<p>Promotes and supports ongoing improvements in our organisational culture and staff experience</p> <p>Facilitates open, honest 2-way conversations in line with our corporate values</p>		To March 2022	

Corporate Functions				
Deliverable	Benefit	RAG	Timescale	Update
Provide strategic communications advice and guidance to Executive, Board and colleagues across NHS 24	Reputation is protected and enhanced		To March 2022	

Develop and deliver effective public affairs support for the organisation.	To help stakeholders form a consistent view of NHS 24 and its services.		To March 2022	
Corporate communications team development	A high performing and engaged team able to support organisational needs.		To March 2022	
Facilitate NHS 24's Annual Review with multi-media and communications advice.	A successful and comprehensive review of NHS 24 activity		To March 2022	
Advise information governance team about relevant Freedom of Information requests.	Improved reputation management.		To March 2022	