

**NHS 24
BOARD**

**18 JUNE 2019
ITEM NO 10.1
FOR ASSURANCE**

Communications Delivery Plan 2019/20

Executive Sponsor:	Head of Communications
Lead Officer/Author:	Senior Communications Team
Action Required	<p>The Board is asked to</p> <ul style="list-style-type: none"> • Note the quarterly update to the Communications Delivery Plan which is attached as Appendix 1. • Note communications activity in response to COVID-19 <p>Note the team highlights graphic appendix 2</p>
Key Points	<ul style="list-style-type: none"> • Significant response to COVID- 19 across all communications channels • Increased media scrutiny and public engagement via social media • Highly responsive staff engagement to support COVID response, staff wellbeing and mental health.
Date presented to EMT and relevant Committee	This paper has been before the EMT, The Staff Governance Committee and the Finance and Performance Committee.
Summary of key discussion points/actions arising from respective Committees	The paper was well received at each presentation and the efforts of the communications team in supporting the organisational response to COVID-19 duly noted.
Strategic alignment and link to overarching NHS Scotland priorities and strategies	<p>All activity outlined supports NHS 24's three strategic objectives:</p> <ul style="list-style-type: none"> • Supporting people to live longer, healthier lives • Aligning with national health and care strategies • Building a stronger organisation
Key Risks	None
Financial Implications	None
Equality and Diversity	All activity is carried out in line with NHS 24 policies on Equality and Diversity – in line with our communications and engagement strategies and we work closely with the Equalities and Participation team to ensure that all activity is delivered in line with appropriate guidance in these important areas, in which the audience is clearly identified and their needs delivered against as far as possible.

1. RECOMMENDATION

- 1.1 To ask the Board to note updates to the Communications Delivery Plan, particularly the response to the COVID-19 pandemic.

2. HIGHLIGHTS

- 2.1 To date all actions are on target to be delivered although coronavirus has resulted in the suspension of some activity. Key activities for the last quarter included:

- NHS 24 social media designated as the public facing channels by Scottish Government.
- 18,725 new followers across channels which is a 141% increase.
- Increased media scrutiny created additional media enquiries and requests for interviews and access to NHS 24 contact centres.
- Successful management of media to ensure positive news flow.
- Instigated and co-ordinated the COVID-19 mental well-being section on NHS inform for launch by First Minister.
- The team has produced 50 graphics, 47 videos and 10 animations as part of the comms response to COVID.
- We also supported AV content development for both Scottish Government and the NHS Louisa Jordan.
- Significant leadership around ongoing internal communications and staff engagement to support the rapid changes in working practices and additional pressures experienced by all staff across NHS 24.
- Continued support to the Estates Programme through a period of rapid rethink due to evolving issues caused by physical distancing and infection control measures.
- Leadership around significant stakeholder engagement activity with Scottish Government, NHS Scotland partners, Police Scotland, Care Sector, Primary Care across Scotland.

- 2.2 Key activities over the coming quarter include:

- Continue to respond to the COVID-19 situation with communications that is clear, unambiguous and engaging.
- Support NHS 24 services with effective and highly engaging content.
- Ensure communications team colleagues are well supported and able to deliver their commitments while working remotely.
- Renew Comms Delivery Plan
- Publish new Communications Strategy covering a three year period (2020 – 23)

3. FINANCIAL IMPLICATIONS

- 3.1 All activity will be delivered under best value principles and in line with the core budget. Where the team are delivering communications services for other NHS 24 services funded through other directorate budgets, this activity will be delivered on the same principles or procurement and delivering best value