

Appendix 2 – Staff Engagement & Internal Communications

April 2019 – January 2020

1. Awards

1.1 The communications team were awarded in two categories at the NHS Scotland Communications Awards – Best Internal Communications Campaign (for the Reward and Recognition programme) and Best Use of Social Media (for the Podcast series 'Talking 24')

1.2 Spotlight Awards

- Second national staff awards took place in October 2019
- 225 members of staff attended (45 more than 2018)
- 235 nominations were submitted, individual and team
- over 300 individual nominees recognised
- 18 staff shortlisted, 12 winners chosen
- Each nominee received a badge and 'Congratulations' recognition card, with a written message from their manager
- City centre venue allowed savings this year including on transport & room dressing. Free additional extras including a raffle prize and additional AV equipment.
- 91% agreed that they enjoyed the event
- 83% agreed that the awards are a good way of recognising staff

2. Reward and Recognition

- Following development and promotion in 2018, a further two print runs were required in 2019, and 2020.
- Sent to all line managers across the organisation supported by an information toolkit
- Welcome Card was introduced in induction process
- A further supply of Thank You and Well Done cards were developed to support managers as a way of recognising their staff through COVID-19
- 15 year and 10-year recognition cards have been developed this year, with a printed message from our CEO on the back, and each individual one is by CEO.

3. Estates Programme

- First communications issued in April 2019. Active part of programme board.
- Active part of programme board since it was established in May 2019.

- Made a commitment to update staff after every programme board meeting, in discussion points from the meeting.
- Set up dedicated intranet pages very quickly.
- 35 updates shared with staff on relocation, ToC, and Norseman House Relocation
- Survey to West staff – received a response rate of 73% response rate
- Able to deliver on the three things that staff in Clyde said was most important to them in a new site – car parking facilities, bus and transport links, and close to or near current site (GJNH)
- Held 3 Exec Leadership engagement sessions focused on Clyde Relocation, and 7 where it was a topic point on the brief
- Led on the development of the ToC in Cardonald HQ, including communicating with staff regularly, holding staff engagement session, developing Q&As, receiving and reviewing feedback and developing actions to address concerns. The Test of Change was considered successful as it allowed, for the first time, our mental health services to work together. Supported the roll out of the TOC to the rest of HQ through robust communications.

4. Frontline Shift Review

- Independent focus groups
- In-depth staff surveys – 94% of staff took part
- Two informational videos
- Dedicated intranet pages
- Staff toolkits
- Staff engagement sessions
- Team Talk & email updates

5. Leadership Staff Engagement

- Develop and deliver twice yearly staff engagement sessions for frontline and non frontline staff
- 12 sessions are delivered → across the four main and five local centres plus three events for non frontline staff in Clyde, Cardonald & Norseman
- Led by our Executive Team and now joined by non-executive members
- Aim is to provide this senior group with opportunities to hear directly from staff of any issues that they feel are important to them and to their colleagues
- It also provides an opportunity for the Executive Team to share information on corporate priorities
- Staff Experience Groups

- Continued to build upon staff engagement and the values through ongoing development of our Staff Experience Groups (formerly known as Values Groups)
- These have a focus on Values, health & wellbeing/absenteeism, iMatter, etc
- Produced 17 editions of Team Talk

7. **Mental Health**

- Together Let's Care for Your Mental Health campaign
 - Developed in partnership with SAS and Police Scotland are part of the Mental Health Collaborative Programme. A considerable amount of work went into creating this campaign with Story UK for launch February 2020 in Rutherglen with the Mental Health Minister, Clare Haughey MSP. Suspended until later this year.
- Breathing Space – 190 events

8. **Stakeholder Communications / Corporate Affairs**

- Hosted a series of meetings / supported correspondence with MSP/MPs with East Lothian HSCP and GP Practices as well as attending external patient group and local council sessions

- **JANUARY – MARCH 2020**

- **Mental Health / Primary Care**

- During the COVID-19 pandemic, we have created and distributed a toolkit for Primary Care partners to promote NHSinform digital assets, as well as messages prompting the use of 111 and front-door services for other conditions and concerns. This was shared through GP, Dental, HSCP, Scottish Care and other networks.
- We have worked with the digital team to provide a comprehensive new section on NHSinform addressing mental health concerns arising from the pandemic, alongside signposting to existing mental health content to support the people of Scotland. We have collaborated with Scottish Government marketing and communications teams to support the creation of the national signposting site clearyourhead.scot, featured in a national 360 marketing campaign for which NHSinform, the mental health hub at 111, Breathing Space are essential elements. We have established an ongoing group of partners within NHS 24, partner boards, Scot Gov and Third Sector partners, to meet and share resources to support the ongoing mental health challenges of COVID-19, now and for the near future.

- We have provided a bespoke resource to Scottish Care for distribution through their networks, outlining the range of support available to care home staff via NHS 24, including advice on using NHS inform and 111 during the pandemic, in addition to information supporting wellbeing, bereavement, money worries and other related concerns.
- We have provided support to GP.scot (Primary Care Digital Services) and SSD programmes, drafting letters and social media posts, to communicate the advantages they provide to HSCP and Primary Care organisations throughout the pandemic.
- **Staff Engagement / Internal Communications – COVID-19**
- Weekly editions of Team Talk to support COVID-19.
- COVID-19 intranet pages developed and updated continuously through the pandemic. Promoted as the main place to get internal information on COVID-19. Button added to homepage and section split into latest updates, information for line managers, and archived information.
- Staff Wellbeing Intranet pages developed, providing staff with a range of information and advice to support their mental and physical health. These pages have been heavily promoted via Team Talk, intranet, email and staff huddles.
- Compliment posters developed to share the wide range of compliments and thank you messages for staff through COVID -19. Large colourful posters promoted via intranet, team talk and placed around all of our centres
- Posters/Graphics/Roller blinds created to support key messages around the pandemic
- Working from home infographic developed to share tips for staff working from home
- Regular Email updates to share important information that staff needed to be aware of.