

## Communications Update

Governing Body meeting

Item 17g

4 December 2014

Author(s)/Presenter and title	Sarah Baygot, Senior Communications Manager (Acting)
Sponsor	Idris Griffiths, Chief Operating Officer
Key messages	
<p>The CCG continues to build an increasing local presence via media and social media so that the public understand who is responsible for spending Sheffield's NHS budget. The CCG continues to work hard to ensure engagement of its staff and members.</p>	
Assurance Framework (AF)	
<p><b>Assurance Framework Number:</b> 1022 (2012/13)</p> <p><b>How does this paper provide assurance to the Governing Body that the risk is being addressed?</b> Proactive and reactive media work. Regular assessment of actions in campaigns/consultation meetings.</p> <p><b>Is this an existing or additional control:</b> 2012/13 AF 1.6.1</p>	
Equality/Diversity Impact	
<p><b>Has an equality impact assessment been undertaken?</b> NO Not Applicable</p> <p><b>Which of the 9 Protected Characteristics does it have an impact on?</b> Good Communications and Engagement should have a positive impact on all nine characteristics</p>	
Public and Patient Engagement	
<p><b>Please list PPE activity:</b> A separate quarterly Engagement Update is developed for Governing Body.</p>	
Recommendations	
<p>The Governing Body is asked to note and comment on the report and suggest any additional next steps</p>	

## **Communications Update**

### **Governing Body meeting**

**4 December 2014**

#### **1. Introduction / Background**

1.1. This quarterly report highlights the communications activity that has taken place for the Clinical Commissioning Group during the months of August, September and October 2014.

The CCG has frequently referenced its commitment to achieving excellent communications and engagement. We know that positive communications about the CCG are important to support people to want to become engaged with us, and in maintaining the reputation of the NHS brand, in which the public need to invest trust. Positive engagement will allow us to work with our patients and public to ensure that the health service in Sheffield works for them.

The refreshed Communications and Engagement Strategy previously agreed by the CCG underpins all of the activity highlighted here.

#### **2. Communications**

##### **2.1. Media**

There were 13 media 'hits' received by the CCG in August; 10 in September; and 17 in October. This shows an increase from the eight per month average that has been recorded previously, and compares with approximately five media hits per month received by other CCGs in the area.

Out of all the articles during the three month period, 78% were positive and 17% were neutral. There were only two articles during this period that were classed as negative (5%).

This coverage was the result of the communications team handling 10 reactive media enquiries and issuing 19 proactive press releases. The type of coverage was recorded as:

- Local Broadcast media (eg Calendar, Look North, Hallam FM, BBC Radio Sheffield): six
- Local Print media (eg Sheffield Star, Sheffield Telegraph, Yorkshire Post): 25
- Local Community Newsletters: two
- National health-sector Print media (eg Healthcare Finance and NHS Clinical Commissioners): two
- National Print media: one
- Government news media (eg Liberal Democrat Voice and 24dash.com): two

- National news website: two

Key stories during this period include articles on Andy Burnham visiting Sheffield CCG, Norman Lamb meeting CCG staff for mental health talks, Ageing Better funding, and messages around choosing the right health service over the August bank holiday.

A media coverage email, including links to the stories is distributed to Governing Body members monthly and can be found on the intranet under 'Take 5 minutes'.

An NHS Sheffield CCG Media Handling Protocol giving guidance on how to respond to media approaches for Governing body members, staff and CCG members can be found on the intranet.

## **2.2. Digital**

### **2.2.1. Public Facing Website**

Over the course of this 3 month period the website has received over 16,500 visits (around 5,500 per month) and around 41,000 page visits (around 13,500 per month). Of the 16,500 visits 68% of these were classed as new visitors and 32% classed as returning visitors.

These figures are slightly lower compared to the last quarter (18,000 visits over the three months) however the figure is still substantially more than the previous two quarters where we were averaging 9,000 visits per three months.

Whilst we have been unable to obtain detailed web statistics for other CCG web pages, Rotherham and Doncaster CCGs have kindly let us know that hits to their homepage per month average at 3,000 and 4,000 respectively.

Around 8,000 of the 41,000 page visits have been to the home page which is the most popular page. The five most popular pages are:

- Home page
- Walk in Centres information
- GP practices information
- Contact us
- About Us

These are the same as the last quarter apart from previously the 'accessing NHS services during Tour de Yorkshire' web page was in the top five instead of 'About us'.

This quarter we also started monitoring the most popular website downloads and website search terms. The most popular downloads from the website during the quarter include:

- Sheffield CCG structure (820 downloads)
- Commissioning Intentions (552 downloads)
- CCG Prospectus (499 downloads)

The most popular search terms within the website during the quarter include:

- 'Clinical'

- 'Formulary'
- 'Annual Report'

Trends show us that:

- Most people visit the site Monday-Friday
- Most of our visits are from within Sheffield
- Most of our visitors come to our site from search engines, the second largest amount of traffic is driven to our site directly (possibly from our social media sites) and the next is through the CCG staff intranet
- On average people visit the site for two minutes

Content development for the public facing site is ongoing. We are also working with the web provider on a redesign of the website so it is more in line with the new branding, to improve accessibility and functionality. This will include a twitter widget and a Patient Opinion widget on the home page.

### **2.2.2. Staff/ Member Intranet**

Over the course of this three month period the intranet has received over 123,000 visits (around 41,000 per month) and over 231,000 page visits (around 77,000 per month). This is a substantial amount and shows how well used the intranet is.

Around 184,000 of the 231,000 page visits have been to the home page which is the most popular page. The five most popular pages are:

- Home page
- Useful links
- Medicines Prescribing
- A-Z
- Practice Support

This quarter we have now started monitoring the most popular intranet downloads and intranet search terms. The most popular downloads from the intranet during the quarter include:

- Staff finder/seating plan (896)
- Traffic light drug list (712 downloads)
- Sheffield Formulary Chapter on Infections (585)

The most popular search terms within the website during the quarter include:

- 'Email'
- 'NHS Mail'
- 'Google'

This quarter we have also started monitoring the Chair's Governing Body blog and video, and the Accountable Officer's staff briefing video. The blog and videos were not produced in August but in September the Chair's video received 13 views and the blog 10 views and in October the Chair's video received seven views and the blog nine views. The Accountable Officer's two staff briefing videos in September received 23 views altogether and the October staff briefing video received 24 views. We would like to see an increase in these numbers going forward and will aim to increase the promotion of the blog and videos in the next quarter.

We recognise that it would be useful to encourage more two-way interaction on the intranet therefore during the next quarter we will look at how we can encourage further use of the discussion boards.

As with the public site, new content and developments are constantly evolving on the staff/member intranet. Since the last report areas of development have included developing Business Systems Support, Finance, Health and Safety and Information Governance pages.

The lock-down of the intranet has also taken place during this quarter. Previously the CCG intranet was available to all computers everywhere. However since October it is now only available to access via NHS networked computers and those who want to access the intranet from home or from a computer that is not on the NHS network will need to register and sign-in with a password. 350 people have registered so far and we continue to receive a small number of registrations each week.

### **2.2.3. Social Media Activity**

NHS Sheffield CCG continues to increase its Twitter presence and this continues to show with an increasing number of followers. During August, September and October we have added a further 350 followers, and now have nearly 7,500 followers.

In comparison with other Yorkshire CCGs, we have a similar number of followers to Doncaster and Barnsley (7,577 and 7,709 respectively) with Rotherham and Bassetlaw having considerably less followers (5,468 and 1,886 respectively).

Since the last report we have been tweeting live from the monthly Governing Body meetings and we also tweeted live from the Annual General Meeting and Members' Meeting.

@NHSSheffieldCCG monthly tweets stats:

- August: 36 tweets (17 direct tweets, 19 tweets we re-tweeted)
- September: 63 tweets (60 direct tweets, 3 tweets we re-tweeted)
- October: 117 tweets (90 direct tweets, 27 tweets we re-tweeted)

'Direct tweets' are tweets we have tweeted direct from the Sheffield CCG account. 'Re-tweets' are tweets we have re-tweeted from other organisations or individuals.

Our direct tweets figures are also complemented by re-tweets and 'favorited' tweets by other organisations and individuals. During this quarter we received 43 re-tweets and three 'favorited' tweets in August, 49 re-tweets and 22 'favorited' tweets in September and 45 re-tweets and 25 'favorited' tweets in October.

During August, September and October we used specific hashtag campaigns to increase our followers and will continue to do this going forward. Hashtag campaigns included #choosewell for the August bank holiday campaign, #freshersweek for our student choose well campaign and #InvolveMe for the CCG engagement network campaign.

Twitter use is going well but we recognise that it would be useful to make it more of a two way interaction therefore during the next quarter we will be looking at how we can use '# twitter chats' to engage with patients, the public and clinicians.

Following on from the twitter training for the Executive Team and Clinical Leads in the last quarter, this quarter the communications team have also offered twitter training to portfolio teams with 15 staff members taking this up so far.

Sheffield CCG also has a Facebook page however this is not as well used as twitter. The CCG has 53 'friends' on Facebook and has posted 131 times in the last quarter including uploading pictures from the Annual General Meeting. Six of the 131 Facebook posts have been 'liked' by our followers. In comparison with other Yorkshire CCGs we have a lower number of Facebook 'friends' to Doncaster and Barnsley CCGs but have more than Bassetlaw (Rotherham do not have a Facebook account). Over the next quarter we will look at increasing our number of Facebook 'friends'.

### **2.3. Internal Communications**

Since featuring each of the four portfolios, Connect now has a specific 'focus' in each edition and since the last report they have included Systems Resilience and Engagement. Each edition also includes a one page update on each portfolio, as well as general news, 'A quick coffee with' and dates for the diary.

In September the CCG also launched a new short monthly briefing for member practices, developed following feedback that they would like to be informed about key information and decisions from the CCG on a monthly basis. The briefing contains key headlines from CCG meetings and updates on opportunities for engagement by practices and the public and will be sent to member practices monthly going forward.

In October the CCG also published their first newsletter for the 'involve me' network 'Insight'. As the 'Insight' content is very similar to the content in Connect, and now member practices are receiving the monthly CCG briefing, the communications team will be considering developing one newsletter for both member practices and the 'involve me' network instead of having 'Connect' and 'Insight'. Staff and members will be surveyed shortly to gather feedback to help shape the future newsletter.

#### **Feedback from an involve me member regarding Insight:**

*"I think the initial newsletter is very informative and gives a lot of details of what is happening in Sheffield regarding differing aspects of the NHS. A very good beginning and I look forward to subsequent newsletters."*

We continue to produce a weekly bulletin for CCG staff, a weekly practice managers/GP bulletin and a weekly practice nurse bulletin.

Since the last report the communications team have been working closely with the OD/Staff Engagement group to explore further opportunities for better internal communications. As part of improving internal communications, in September, the communications team and staff engagement group launched Fika, an informal gathering over light refreshments, taken from Swedish culture. In the Swedish healthcare system Fika is a way of networking and engaging with colleagues to

enable conversations and relationship building therefore we decided to trial it at the CCG. At the first Fika a staff member who had experienced this in Sweden talked about his experience. Fika is now held twice a week and has been well attended with an average attendance of 15 staff per session. Feedback has shown that the majority of staff enjoy Fika as a way of networking, allowing them to speak to colleagues that they wouldn't usually speak to and in some cases helping staff avoid lengthy meetings or long email exchanges as they can make contact and have discussions during Fika.

In addition, the communications team and staff engagement group also launched a 'walk don't type' day in October encouraging staff to get up and go and speak to colleagues instead of sending non-essential emails. A survey to CCG staff following the day showed that:

- 91% of respondents actively took part in the day
- 69% felt they sent or received fewer email during the day
- People would like to see it become a monthly thing

The key themes that emerged from the results were very encouraging. They included:

- A chance to speak to people that they normally wouldn't engage personally with
- A better working atmosphere
- Should be the 'normal' way of working
- A positive impact on resolving queries or work issues
- Less email traffic.

Following the positive response, 'Walk Don't Type' days will be scheduled on a monthly basis going forward.

Another avenue that is being considered is the use of Yammer, a corporate social network, very similar to Facebook, but for business use. A test group has been set up to use Yammer and a decision will be made shortly on whether to open up the network for all staff.

Further work is taking place around improving internal communications, including a series of 'Learning lunches' for staff launching in November.

## **2.4. Additional Communications Activity**

### **2.4.1. Marketing/ Campaigns**

Additional to the media, internal communications and digital activity, the CCG has also undertaken some marketing/ campaign activity during the period of August, September and October.

Most notable is the winter 'choose well' campaign which aims to inform people about the NHS services available to them over winter and of their appropriate use. Key messages include 'A&E is for people needing emergency medical attention of who have had an accident' and 'Think Pharmacy First – why wait for an appointment if you have a common illness when you can see a pharmacist without one'. An objective of the campaign is for people to download the NHS Sheffield

CCG 'choose well' mobile app. Since its launch earlier this year, the app has been downloaded by 523 users but we hope to see this increase during the campaign. The 'choose well' student campaign started in September in Fresher's week and involved the communications and engagement team attending the University's Freshers' Fairs giving out choose well leaflets and encouraging them to download the app. The general choose well campaign starts in November and will include a mail out of leaflets and posters across Sheffield, a winter booklet, the Hallam FM street team, bus and tram advertising, online advertising and promotional items. An update will be given in the next quarterly report to Governing Body.

Another notable campaign is the ongoing 'Involve me' campaign which aims to increase the number of people signed up to the CCG's engagement database. There are now around 700 people signed up to the network which is enabling the CCG to inform network members about engagement opportunities, surveys and public events around service consultation.

Additional campaigns in August, September and October have included raising awareness of the Annual General Meeting, Choose Well for the August bank holiday, the Working Together campaign, Go Sober in October, Urology Awareness Week and World Mental Health Day.

### **3. Recommendations**

The Governing Body is asked to note and comment on the report and suggest any additional next steps.

Paper prepared by Sarah Baygot, Senior Communications Manager (Acting)

On behalf of Idris Griffiths, Chief Operating Officer

November 2014