

**Communications Update**

Governing Body meeting

Item 12i

4 September 2014

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<b>Sponsor</b>	Idris Griffiths, Chief Operating Officer
<b>Is your report for Approval / Consideration / Noting</b>	
<p>For noting.</p> <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>	
<b>Are there any Resource Implications?</b>	
None	
<b>Audit Requirement</b>	
<p><b><u>CCG Objectives</u></b></p> <p><i>Which of the CCG's objectives does this paper support?</i></p> <p>Objective 1: To improve patient experience and access to care</p> <p>Principal risk: 1.1 Loss of public confidence in the CCG through poor communications (Domain 2)</p>	
<b><u>Equality impact assessment</u></b>	
<p><i>Have you carried out an Equality Impact Assessment and is it attached?</i> No</p> <p><i>If not, why not?</i> Not applicable</p>	
<b><u>PPE Activity</u></b>	
<p><i>How does your paper support involving patients, carers and the public?</i></p> <p>A separate quarterly Engagement Update is being developed for Governing Body.</p>	
<b>Recommendations</b>	
The Governing Body is asked to note the report	

## **Communications Update**

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## **1. Introduction / Background**

1.1. This report highlights the communications activity that has taken place for the Clinical Commissioning Group during the months of May, June and July 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 Communications and Engagement Strategy previously agreed by the CCG underpins all of the activity highlighted here and the refreshed strategy will be presented to Governing Body in October.

## **2. Communications**

### **2.1. Media**

There were nine media 'hits' received by the CCG in May; 12 in June; and six media hits in July. This is in line with 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, 89% were positive and 11% were neutral. There were 0 articles during this period that were classed as negative (0%).

This coverage was the result of the communications team handling 20 reactive media enquiries and issuing 14 proactive press releases. The type of coverage was recorded as:

Local Broadcast media (eg Calendar, Look North, Hallam FM, BBC Radio Sheffield): 1  
Local Print media (eg Sheffield Star, Sheffield Telegraph, Yorkshire Post): 20  
National health-sector Print media (eg HSJ): 3  
National Print media: 1  
National local authority sector print media (eg Local Government Chronicle) 1  
National Broadcast media: 1

Key stories during this period include numerous articles on the CCG's co-commissioning plans for a single health and care budget with Sheffield City Council, Tour de Yorkshire, the mental health strategy engagement and messages around choosing the right health service during Easter.

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 three month period the website has received over 18,000 visits (6,000 per month) and over 45,000 page visits (15,000 per month).

Of the 18,000 visits, 70% of these were classed as new visitors and 30% classed as returning visitors.

These figures indicate that we continue to increase traffic to the site, the more content that is added and the more media work we undertake. In the last report to Governing Body we were averaging 3,000 visits per month, therefore, in the past three months we have doubled that figure each month. In addition, in the last report we stated that we had 11,000 page visits per month showing an increase over the past three months of 4,000 page visits per month.

Around 8,000 of the 45,000 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
- Tour de Yorkshire information
- Contact us

These are different to in the last report which saw the top five include: Home page; About us; Contact us; Governing Body; Our projects. The popular pages from the past three months can be explained by the fact that during this period we have had Easter, and the Tour de Yorkshire in Sheffield, therefore we have been heavily promoting, via our social media sites and local media, information on which health services are available hence the popularity of these pages.

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.

Whilst we have been unable to obtain detailed web statistics for other CCG web pages, Rotherham and Barnsley CCGs have kindly let us know that hits to their homepage per month average at 600 and 1,700 respectively.

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

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 streamlining the policies page, developing the Community Pharmacy resources pages, developing the ICE pages, developing the Safeguarding pages, developing a Practice Nurse area and developing the Clinical Audit and Effectiveness pages.

Since the last report we have also decided to widen the pool of staff who can make basic updates to their areas on the intranet. Each directorate was invited to put forward a web editor (or two) for training on the content management system. Four web editors have been trained so far.

We have also started working towards implementing the lock-down of the intranet. Currently the CCG intranet is available to all computers everywhere. However, soon it will only be 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. 300 people have registered so far and we plan to implement the lock down imminently.

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

NHS Sheffield CCG has had a significantly increased Twitter presence and this continues to show with an increasing number of followers. During May, June and July we have added a further 400 followers, and now have over 7,000 followers.

In comparison with other Yorkshire CCGs, Doncaster and Barnsley have slightly higher numbers of Twitter followers (7,217 and 7,345 respectively), with Rotherham and Bassetlaw having considerably less followers (5,215 and 1,683 respectively).

Since the last report we have been tweeting live from the monthly Governing Body meetings and we also tweeted live from the Health and Wellbeing Board's Health Inequalities public engagement event.

@NHSSheffieldCCG monthly tweets stats:

- May: 107 tweets (80 direct tweets, 27 tweets we re-tweeted)
- June: 111 tweets (89 direct tweets, 22 tweets we re-tweeted)
- July: 88 tweets (48 direct tweets, 40 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 figure will also be complemented by re-tweets by other organisations and individuals.

During May, June and July we used specific hashtag campaigns to increase our followers and will continue to do this going forward. Hashtag campaigns included #movingtogether for the MSK engagement work, #choosewell for the Easter and Tour de Yorkshire campaigns and #InvolveMe for the CCG engagement network campaign.

Twitter was particularly successful for the CCG in July when we used it to recruit a patient/carer representative to take part in the local domiciliary care procurement panel. We tweeted the information, which linked to the 'involve me, open opportunities' page on the CCG website, and from this someone who saw the tweet, who had the skills, knowledge and experience we needed, volunteered to take part and was subsequently recruited to the panel.

Since the last report the communications team have also offered twitter training to the Executive Team and Clinical Leads with six people taking this up so far. Portfolio teams have also shown an interest in this training and this will be rolled out further over the coming months.

### **2.3. Internal Communications**

Since featuring each of the four portfolios, Connect now has a specific 'focus' in each edition and they have included:

- Clinical Quality
- Safeguarding
- Celebrating our first year

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. Future editions of Connect magazine will continue with this format. We are also planning to survey staff and members to receive feedback on Connect.

We continue to produce a weekly bulletin for CCG staff and a weekly practice managers/GP bulletin. Since the last report to Governing Body, the practice nurse bulletin has been further developed. The communications team have worked with a practice nurse to improve the bulletin; whereas it used to be sent every few weeks when there were enough submissions, it is now sent weekly on a Friday morning, including articles from the practice managers/GP bulletin that will be of particular interest to practice nurses.

Work with the OD group and Staff Engagement group is also underway to explore further opportunities for better internal communications. One avenue that is being considered is the use of Yammer, a corporate social network, very similar to Facebook, but for business use.

## **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 May, June, July 2014.

Most notable 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 over 600 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.

Another notable campaign is the communications and engagement work around musculoskeletal (MSK) services 'commissioning for outcomes'. The communications team worked closely with the engagement team and developed a web area on the CCG website, promoted the online survey to measure opinion of MSK services, developed a press release, internal communications within the CCG and with all partner organisations, as well as developing various promotional literature.

Additional campaigns in May, June and July have included Tour de Yorkshire, Choose Well for Easter and the Working Together campaign, which is in its infancy and will be further developed over the next three months.

## **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

26 August 2014