

Communications Update

Item 15h

Governing Body meeting

4 June 2015

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

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1. Introduction / Background

This quarterly report highlights the communications activity that has taken place for NHS Sheffield Clinical Commissioning Group during the months of February, March and April 2015.

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, 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 agreed by the CCG last year underpins all of the activity highlighted here.

2. Communications

2.1. Media

There were 38 media 'hits' received in February, 22 in March and 33 in April which is in line with the last quarter and shows a noticeable increase from the 13 per month average in the previous quarter. This also 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 95% were positive and 5% neutral which is an improvement on the last quarter, which showed 75% positive and 25% neutral. In line with the last quarter there were no articles during this period that were classed as negative.

This coverage was the result of the communications team handling 36 reactive media enquiries and issuing 21 proactive press releases. We have seen a noticeable increase in media enquiries during the last six months going from 10 enquiries during September to November and 30 in December to February to 36 for this quarter.

Proactive press releases for this quarter are slightly less than the previous quarter (26). This could partly be due to 'purdah', the pre-election run up period, which took place from 30 March until the election, meaning we were restricted in what we could comment on and on proactive communications.

During this quarter the type of coverage was recorded as:

- Local Broadcast media (eg Calendar, Look North, Hallam FM, BBC Radio Sheffield): nine (compared to seven in the last quarter)

- Local Print media (eg Sheffield Star, Sheffield Telegraph, Yorkshire Post): 53 (compared to 83 in the last quarter)
- Local Community Newsletters: eight (compared to two in the last quarter)
- National health-sector media (eg HSJ and GP online): six (compared to two in the last quarter)
- Government news media (eg Local Government Chronicle and Personnel Today): two (compared to one in the last quarter)
- News websites: (e.g. BBC news website, UK news website and News Yorkshire website) 15 (compared to 11 in the last quarter)

During this period stories have focused on Easter Choose Well messages, including bank holiday pharmacy opening times, choosing the right health services and the CCG mobile app. Other key stories included the Integrated Commissioning Programme, the Urgent Care Services review, the Respiratory Strategy, the Prime Minister's Challenge Fund successful bid, our Community Friends campaign and Dr Charles Heatley's work fighting Ebola in Sierra Leone.

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 nearly 22,000 hits (around 7,300 per month) and over 51,000 page visits (around 17,000 per month). Of the 22,000 visits, 67% of these were classed as new visitors and 33% classed as returning visitors. The web visits are slightly higher compared to the last quarter (21,200 visits and 47,500 page visits between November to January) which shows we continue to gradually increase website traffic.

Whilst we have been unable to obtain detailed web statistics for other CCG web pages, NHS Rotherham CCG has kindly let us know that in March 2015 they received just over 200 website hits and just over 300 page visits. Doncaster CCG and Barnsley have not provided a recent update but previously informed us that hits to their homepage per month average at 3,000 and 4,000 respectively.

Around 8,500 of the 51,000 page visits have been to the home page which is the most popular page. The five most popular pages this quarter were:

- Home page
- Walk in centres information
- GP Practices information
- Your Health – Choose Well Guide
- About Us

These are the same as the last quarter apart from 'Pharmacy Christmas opening times' was in the top five in the last quarter instead of 'About Us'.

The most popular downloads from the website during this quarter include:

- Sheffield Palliative Care Formulary (648 downloads)
- CCG Prospectus (619 downloads)
- Commissioning Intentions (555 downloads)
- Sheffield CCG structure (205 downloads)

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

- 'formulary'
- 'policies'
- 'medicines management'
- 'autism'

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 (Google and Bing), the second largest amount of traffic is driven to our site directly (via direct links), the third largest amount of traffic is from the Sheffield Teaching Hospitals website and the next is through Twitter.
- On average people visit the site for two minutes

Content development for the public facing site is continuous and this quarter we have added pages on Safeguarding and Deprivation of Liberty Standards

During the past three months we have focused on improving the accessibility of the website and have purchased a two year subscription with BrowseAloud. BrowseAloud adds speech, reading and translation support to the website facilitating access and participation for people with print disabilities, dyslexia, low literacy, mild visual impairments and English as a second language.

During 2014 users accessing websites through mobile devices overtook those accessing websites via desktop devices and the figures are only set to increase. Therefore in the next quarter we will work with our web company with an aim of making the website mobile enabled so that it is easier for mobile users to navigate.

In addition, our web company is also currently developing a polling function for the website home page which will allow us to engage with patients and the public, asking them questions and receiving feedback on various subjects.

2.2.2. Staff/ Member Intranet

Over the course of this three month period the intranet has received around 150,000 visits (around 50,000 per month) and over 275,000 page visits (around 91,000 per month). This has increased since the last quarter (139,000 visits per quarter and over 264,000 page visits).

Around 215,000 of the 275,000 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 and Prescribing
- Sheffield Formulary

- A-Z

The most popular downloads from the intranet during the quarter include:

- Traffic light drug list (1170 downloads)
- Sheffield Formulary Chapter 5 Infections (449)
- Spirometry Evaluation Practice Letter (208 downloads)

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

- 'Email' or 'NHS Mail'
- 'Google'
- 'PLI'

The Chair's Governing Body written blogs received 108 hits during this quarter which is an increase of 33 from the last quarter. The Chair's Governing Body video received 35 views this quarter which is slightly down from last quarter (45).

In addition, the Accountable Officer's staff briefing videos received a total of 37 hits over the quarter which is down from the 60 views last quarter. However, we do not see this as an issue as the staff briefings have been well attended during this last quarter, averaging 40 plus staff at each briefing, so it is understandable. We will continue to promote the blog and videos in the next quarter.

As with the public site, new content and developments are constantly evolving on the staff/member intranet. Since the last report, the new 'Staff Zone' area has been further developed, including a discussion board specifically for staff to discuss engagement and to encourage more two-way interaction on the intranet. This was used as part of the NHS Change Day campaign in March with staff being asked to use the boards to tell others what change/s they had made since last year's NHS Change Day. This was well received with 17 responses including staff commenting on their colleagues' posts.

In addition, like with the website, we are also working with our web company to develop a polling function for the home page which will allow us another mechanism to engage with staff, asking questions and receiving feedback on various subjects.

2.2.3. Social Media Activity

Twitter

NHS Sheffield CCG continues to increase its twitter presence and this continues to show with an increasing number of followers - we now have over 8,110 followers.

In comparison with other Yorkshire CCGs, we have a similar number of followers to Doncaster and Barnsley (8,200 and 8,370 respectively) with Rotherham and Bassetlaw having considerably less followers (6,000 and 2,241 respectively).

Since the last report we continue to tweet live from the monthly Governing Body meetings and interact with our followers replying to any questions or comments they may make. We also tweeted live from the Macmillan Survivorship Conference in March.

@NHSSheffieldCCG monthly tweets stats:

- February: 89 tweets (59 direct tweets, 30 tweets we re-tweeted)

- March: 93 tweets (61 direct tweets, 32 tweets we re-tweeted)
- April: 84 tweets (50 direct tweets, 34 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 279 re-tweets and 152 'favorited' tweets which is a similar figure to the last quarter, improving our social media reach.

During February, March and April we used specific hashtag campaigns to increase our followers and will continue to do this going forward. Hashtag campaigns included #NHSChangeDay, #PharmacyFirst, ##UpYourFriendly (for Parkinson's Awareness Week), #TimetoTalk (for mental health) and #Survivorship (for cancer).

As a way of encouraging more two-way interaction and dialogue with our twitter followers, during this quarter we also conducted a live '# twitter chat' with Patient and Public Involvement Clinical Lead, Dr Ted Turner, to engage with patients, the public and clinicians around the CCG's Respiratory Strategy. The aim was to engage with people, particularly the younger generation, with emphasis being placed on those who live with asthma. One person contributed directly during the two hour session and there were 29 retweets, including from the Head of Patient Experience for Community, Primary and Integrated Care at NHS England, the Health Education Yorkshire and Humber team and each of the NHS provider Trusts in the city. In evaluating the campaign, which included considering other tweet chats held by partner organisations, we reflected that when conducting future 'tweet chats' that an evening session may prove more popular and attract more debate and interaction. In addition, establishing guest speakers, such as other clinicians in the city with an interest in the area, to contribute to the dialogue to help stimulate debate, could help in the future. Furthermore, the hashtag we used '#RespiratorySheffield' was too long and something shorter, such as #COPD, #Asthma or #RespSheff would be better if we repeated the chat.

Facebook

Sheffield CCG also has a facebook page, however as previously reported this has not been as successful as twitter. Over the past quarter we have been working hard to improve our facebook followers and the CCG now has 118 'friends' which is an increase of 45 since the last report. During this quarter we have sent 329 posts and received 61 'likes', 50 'shares' and 13 comments on these posts. In comparison with other Yorkshire CCGs we have a lower number of facebook 'friends' than Doncaster and Barnsley CCGs and a higher number than Bassetlaw CCG. Rotherham do not have a facebook account.

Youtube

During this quarter we have aimed to increase our use of video as we believe that video presents an engaging opportunity to share vital messages and communicate in a more personal way than traditional communications such as press releases and newsletters. As part of the Respiratory Strategy campaign we filmed GP and Clinical Lead, Dr Ollie Hart, explaining how patients and public can get involved in shaping respiratory services in Sheffield. This received 58 views. As part of the announcement of the Prime Minister's Challenge Fund success we also filmed Dr Andrew Hilton, GP Provider Board Clinical Lead, and Dr Julia Endacott, GP Provider Board Chair, talking

about what the Prime Minister's Challenge Fund success means and how it will benefit Sheffield people. This video was very successful, being picked up by the Sheffield Star and Telegraph newspapers and used on their websites as part of the news story. The video received 277 views.

This quarter has also seen the development of the Programme Management Office (PMO) illustrative video, which aims to inform staff about the CCG's rationale to adopt the PMO approach. The three minute video received 42 views in the first week of being promoted and can be viewed on the staff intranet here <http://www.intranet.sheffieldccg.nhs.uk/resources-and-materials.htm>.

Padlet and other social media sites

During this quarter we have started using the online bulletin board 'Padlet', which is a web based means of collating ideas and collaborating online. Padlet is used by creating an online 'wall' or 'board' that users can then upload comments, images, weblinks and videos to. So far we have created a Parkinson's Awareness Week Padlet, asking staff to write three words to describe Parkinson's or what they knew about the disease. After the Parkinson's Awareness Week learning lunch, another Padlet board was created and staff were asked to reflect on what they learnt from the lunch. Overall there were 21 posts on the two walls.

In addition, we also used Padlet to coordinate feedback from the CCG Innovation Space Workshop, creating a 'wall' and asking staff to write down the key messages they would want to share with colleagues who weren't able to attend. Staff were also asked what next steps should be taken to make sure future sessions add to what was achieved in the first workshop. There were 21 posts added to the board, including photos taken at the workshop.

We have also started exploring other social media platforms such as the visual bookmarking site Pinterest and the image sharing site Instagram, however we need to look at how we could best use them as a CCG.

In addition, the communications team continue to actively use infographics to offer graphic representations of information or data in a clear and visual way. In the past quarter infographics have been developed for the Mental Health masterclasses, Fika, Learning Lunches, Urgent Care Services Review and the Clinical Assessment, Services Education, Support (CASES) model for Elective Care.

2.3. Internal Communications

Connect magazine for member practices continues to have a specific 'focus' in each edition and since the last report has included a focus on the 'Tackling Poverty Strategy'. Following feedback from member practices, the last two editions were shortened from 12 to eight pages and focus more on information relevant to practices, rather than general news.

The CCG continues with the new short monthly briefing for member practices, which includes key headlines from CCG meetings and updates on opportunities for engagement by practices and the public. We also continue to produce a weekly bulletin for CCG staff, a weekly practice managers/GP bulletin and a weekly practice nurse bulletin.

The CCG also continues to publish the quarterly 'involve me' network 'newsletter Insight' with the second edition published in February. The next edition will be due out in May and, following feedback from the 'involve me' network, will have a different focus, with more information on future engagement activities, a 'you said we did' looking back at past engagement activities and facts about the CCG.

The organisation has invested in Prezi, an online presentation platform, similar to Powerpoint, but with additional distinctive features such as the ability to zoom in and out and to construct non-linear presentations. The organisation has a total of 10 licenses which have been allocated across different departments. A working group has been set up to help departments familiarise themselves with the software and to act as a best practice sharing forum. Going forward portfolios and teams will develop both internal and external facing presentations.

Since the last report the communications team continues to work closely with the OD/Staff Engagement group to further develop internal communications and improve the organisational culture. Fika continues to take place twice a week for half an hour on a Monday and Thursday and is well attended by staff. Since the last quarter we have held various themed Fikas as feedback from staff suggested they were more likely to attend when there was a theme. This quarter themed Fikas have focused on NHS Change Day and Parkinson's Awareness Week, with staff encouraged to discuss and debate around the theme.

The monthly 'walk don't type' days also continue, encouraging staff to get up and go and speak to colleagues instead of sending non-essential emails, and it is noticeable how email traffic does reduce on these days.

Since the last report the 'learning lunches' for staff have been successfully implemented with between two to four now taking place each month. Learning lunches have been introduced to enable staff to meet and learn about their colleagues in a friendly and informal way. They are designed to share knowledge and create a better understanding around the roles we all play as individuals and departments in shaping the patient experience. There is no formal presentation and colleagues are encouraged to have a discussion whilst having their lunch.

In this quarter the following learning lunches have taken place:

- The Informatics team talked through the work they do and it how it fits into the CCG.
- Pamela Goff, service user and Parkinson's UK Sheffield branch Chair, talked about her experience of living with Parkinson's for Parkinson's Awareness Week.
- Dr Charles Heatley gave his thoughts on what commissioning can learn from his experiences in West Africa fighting Ebola.
- An introduction to the 'Integrated Commissioning Programme.
- Sarah Ashurst from 'Patient Opinion' talked about the work done by the independent patient feedback website.
- An update on the Working Together programme.

- The Quality team talked about Clinical Audit Effectiveness.
- The Medicines Management team talked about their work and how this contributes to the CCG.

During the next quarter we will continue with the staff engagement work, including further developing the programme of learning lunches to include more external organisations, as well as just internal teams/staff.

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 February, March and April.

Some of the key campaigns for this quarter have included the Easter Choose Well campaign which included press releases promoting the Choose Well messages, including the CCG mobile phone app; Medical Director, Dr Zak McMurray, speaking live on BBC Radio Sheffield about appropriate use of services and self-care; promotion of bank holiday pharmacy opening times on the CCG website; and a social media campaign.

Another key campaign from this quarter was 'Community Friends', which is an extension of the NHS Choices Winter Friends campaign. The scheme is about recognising and celebrating the many people who go above and beyond the call of duty and who make sure their friends, neighbours and community are looked after. The initiative encourages people to nominate a 'community friend' who will then receive a certificate from the CCG. As part of the campaign we have developed an area on our website where people can read more about the initiative and how to nominate; press releases and pieces in community magazines; a newsletter article for our partner organisations (such as Healthwatch, Sheffield Teaching Hospitals and Sheffield City Council) to use in their publications; laminated community friends posters to all GP practices across the city; and a social media campaign. As part of the campaign we received several nominations and will continue to promote the campaign throughout the year.

Additional campaigns in February, March and April have included Parkinson's Awareness Week, the CCG Respiratory Strategy, Prime Minister's Challenge Fund and NHS Change Day.

Other campaigns that we have been working on that are in their infancy include Integrated Commissioning of the £250m health and social care budget with Sheffield City Council, the Urgent Care Services Review and the Clinical Assessment, Services Education, Support (CASES) model for Elective Care.

2.4.2. Annual Report

During this quarter, Communications have also led the coordination of the Annual Report for 2014/15. The CCG has a statutory requirement to produce and publish an Annual Report and Accounts each year and this is the second. The CCG has a

commitment to openness and transparency and views the Annual Report as an extension to this ethos. The report covers what is required for Governance purposes and content that is more accessible to the public, such as a video of highlights from the Report and a user friendly infographic, will be developed in the next quarter ready for publication of the report in June.

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, Acting Head of /Communications

On behalf of Rachel Gillott, Interim Chief Operating Officer

May 2015