

Board of Directors Meeting in Public - Cover Sheet

Subject:	Quarter 2 2018/19 Communications and Engagement Report		Date: 29 November 2018	
Prepared By:	Kerry Beadling-Barron, Head of Communications			
Approved By:	Kerry Beadling-Barron, Head of Communications			
Presented By:	Kerry Beadling-Barron, Head of Communications			
Purpose				
To update on the communications and engagement work undertaken July-September 2018.			Approval	
			Assurance	X
			Update	
			Consider	
Strategic Objectives				
To provide outstanding care to our patients	To support each other to do a great job	To inspire excellence	To get the most from our resources	To play a leading role in transforming health and care services
	X	X		
Overall Level of Assurance				
	Significant	Sufficient	Limited	None
	X			
Risks/Issues				
Financial	Trusts will good reputations find it easier to recruit staff and therefore are less dependent on agency staff.			
Patient Impact	Studies show engaged staff give better care.			
Staff Impact	Studies show engaged staff give better care.			
Services				
Reputational	Trusts will good reputations find it easier to recruit staff and therefore are less dependent on agency staff.			
Committees/groups where this item has been presented before				
Monthly communications meeting.				
Executive Summary				
In order to demonstrate outcomes, metrics for activities within the Communications, Patient Information and Membership Team have been collected for July – September 2018 (Quarter 2).				
Media Relations Highlights				
<ul style="list-style-type: none"> • Spike in media enquiries in August relate to the publication of our CQC rating. • Although the amount of media coverage is lower in August, it was the month with the highest amount of broadcast articles and therefore those articles had a greater reach. • This is the first quarter can evidence year on year media coverage growth. 				
Digital Communications Highlights				
<ul style="list-style-type: none"> • All social media channels continue to grow followers indicating audience is finding content relevant. • Content was focused around the NHS70 celebrations, the CQC result and the launch of the Staff Excellence Award nominations which all drove new followers. • The amount of videos and graphics produced has started to stabilise. 				
Internal Communications Highlights				
<ul style="list-style-type: none"> • Main focus was on the CQC ratings announcement for staff. This included the preparation of the presentation, video, organisation of 10 staff briefings co-ordinated with Execs across all three sites, scheduling of email announcement and production of rating posters and banners. • Screensavers were introduced as a new internal communications channel. 				

- Use of all user emails continues to drop as other more appropriate channels are utilised and messages are more targeted to SFH colleagues.

External Engagement and Involvement Highlights

- The stakeholder newsletter was launched to coincide with the CQC rating announcement. This was one of the recommendations following the stakeholder audit conducted earlier in the year.
- The new Trust website was launched incorporating suggestions from the Forum for Public Involvement.
- The AGM was organised and is being evaluated to inform how next year's takes place.

Strategic Communications and campaigns

- Beginning work on the refresh of the Trust strategy and preparing for the engagement phase which was starting in Quarter 3.
- Increasing support to regional communications and engagement through the ICS (specifically the Urgent Care workstream).

In Quarter 3 focus will be on:

- Winter planning and communications.
- Organising Staff Excellence Awards.
- Supporting Staff Flu and Staff Survey campaigns.
- Promoting the Menopause conference.
- Repeating annual internal audit.
- Undertaking SFH strategy engagement work.
- Christmas messaging.