

## Board of Directors Meeting in Public - Cover Sheet

<b>Subject:</b>	Quarter 3, 2018/19 Communications and Engagement Report		<b>Date:</b> 28 February 2018	
<b>Prepared By:</b>	Robin Smith, Deputy Head of Communications			
<b>Approved By:</b>	Kerry Beadling-Barron, Head of Communications			
<b>Presented By:</b>	Kerry Beadling-Barron, Head of Communications			
<b>Purpose</b>				
To update on key communications activities and outcomes for (Oct – Dec 2018).			<b>Approval</b>	
			<b>Assurance</b>	X
			<b>Update</b>	
			<b>Consider</b>	
<b>Strategic Objectives</b>				
<b>To provide outstanding care to our patients</b>	<b>To support each other to do a great job</b>	<b>To inspire excellence</b>	<b>To get the most from our resources</b>	<b>To play a leading role in transforming health and care services</b>
	X	X	X	
<b>Overall Level of Assurance</b>				
	<b>Significant</b>	<b>Sufficient</b>	<b>Limited</b>	<b>None</b>
	X			
<b>Risks/Issues</b>				
<b>Financial</b>	Trusts with good reputations find it easier to recruit and retain staff and are therefore less dependent on agency staff			
<b>Patient Impact</b>	Studies show engaged staff give better care			
<b>Staff Impact</b>	Studies show engaged staff give better care			
<b>Services</b>				
<b>Reputational</b>	Trusts with good reputations find it easier to recruit and retain staff and are therefore less dependent on agency staff			
<b>Committees/groups where this item has been presented before</b>				
Monthly communications meeting.				
<b>Executive Summary</b>				
In order to demonstrate outcomes, metrics for activities within the Communications, Patient Information and Membership Team have been collected for October-December 2018 (Quarter 3).				
<b>Media Relations Highlights</b>				
<ul style="list-style-type: none"> <li>Q3 shows the highest amount of media coverage since we began recording data</li> <li>Top stories include: Staff Excellence awards, Christmas babies.</li> <li>Patient stories including 101yo hip replacement and 30yo stroke patient</li> <li>National coverage on winter planning (The Observer) and HSJ on buddying with Kings Lynn</li> </ul>				

### **Digital Communications Highlights**

- All social media channels continue to grow.
- Social media engagement up quarter on quarter.
- Popular content included Staff Excellence Awards winners and Christmas advent calendar.
- A growth in video views on Facebook in particular throughout December – supported by the daily advent calendar.

### **Internal Communications Highlights**

- Finance campaign helped to save more than £30k.
- Best ever SFH performance in flu and staff survey.
- Focus on winter planning, with a weekly 'Newsflash' being issued internally.
- All user emails slightly decreased each month throughout Q3- correlating to higher open rates.
- Successful 2018 Staff Excellence Awards delivered.

### **External Engagement and Involvement Highlights**

- Stakeholder newsletter continues to be sent out monthly with high open rates.
- Stakeholders consulted on Trust strategy.
- Forum for Public Involvement has been established for one year – members have been involved with the Trust strategy and focus groups (e.g. smokefree and medicine safety group).

### **Strategic Communications and campaigns**

- This quarter the main focus was the engagement phase of the Trust strategy, which saw over 700 conversations and over 300 survey responses.
- Continue to play a role with system partners in ICS communications.

### **In Quarter 3 focus will be on:**

- Trust strategy
- Planning Recognition Week
- Winter messaging
- Governor Elections
- Staff survey results
- CQC preparation
- Winter messaging
- Planning Chief Nurse Awards.