

## Communications and engagement report Quarter 3 – October to December 2015/16

This report gives an overview of communications and engagement activity from October to December and a summary of the planned activity for the final three months of the year. This includes media coverage, social media, internal communications and engagement with our members.

### 1. Media coverage

This section includes a summary of the Trust’s media coverage in all print media, TV, radio, social media and web coverage.

Overall, the Trust was mentioned in 176 stories in local, regional and national media. This is 36 more than the last quarter.

### Key Metrics

**Table 1: Type of coverage**

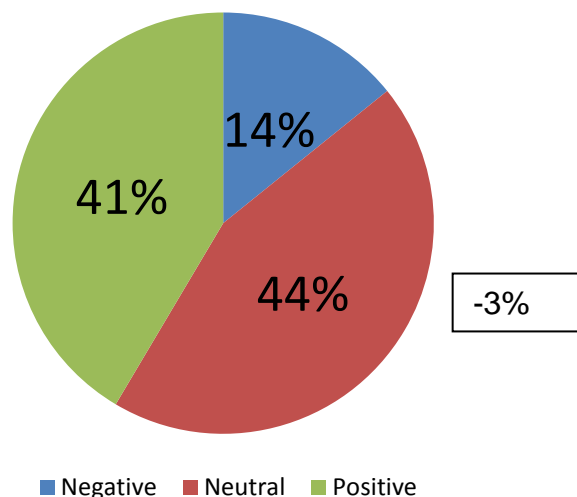
Media	N	%	Favourability
Print	18	10%	56%
Online	120	68%	38%
Broadcast	38	22%	45%
Overall	136	100%	41%

As the table above shows, there was lots of coverage – the majority was positive and majority was online. However, stories in the print media were more likely to be favourable, that is positive, than stories covered online or by broadcast media.

Graph 1 shows two-fifths (41%) of the coverage was positive, 44% was neither positive nor negative, and 14% was negative.

ULHT received proportionally less positive coverage than in the last quarter (41% compared to 56%), and more was also negative and neutral, although the number of positive stories is broadly similar. This is net positive -3%. Overall the coverage is less favourable than in the previous two quarters (net positive of -3% compared to +22% and +27%).

**Graph 1: Tonal bias of coverage**



The table below shows the number and proportion of media reports by theme.

**Table 2: Themes covered**

Theme	N	%
<b>Norovirus</b>	36	20%
<b>Recruitment</b>	24	14%
<b>Winter pressures</b>	13	7%
<b>Clinical strategy/LHAC</b>	10	6%
<b>Junior doctors' strikes</b>	8	5%
<b>New CEO</b>	7	4%

The most common theme was norovirus, which dominated coverage with 1 in 5 stories being on the outbreak at Lincoln County. This coverage was mainly factual and neutral, none was negative. On a more positive note, the second most common theme was on recruitment (new recruitment drives, consultants joining the Trust and our talent academy) and was broadly positive.

The third most common theme was on winter pressures. This was mainly factual with proactive features on how ULHT plans and copes with winter.

### **Prominence of coverage**

Not all media coverage is equal in terms of profile or audience reach. Many of the stories about the Trust are covered by the local press online, which is less prominent and has less impact on our reputation than broadcast media, for example.

The table below shows around 70% of coverage was high or medium prominence. Coverage that was highly prominent was more likely to be positive than negative, and the less prominent coverage was more likely to be positive than negative too.

The criteria for prominence categories are shown in appendix 1. It takes into account profile of the story, i.e. time or position, and size of the audience.

**Table 3: Prominence and tonal bias**

Prominence	Positive	Neutral	Negative	Total
<b>High</b>	36%	46%	19%	34%
<b>Medium</b>	43%	43%	14%	36%
<b>Low</b>	46%	44%	9%	31%

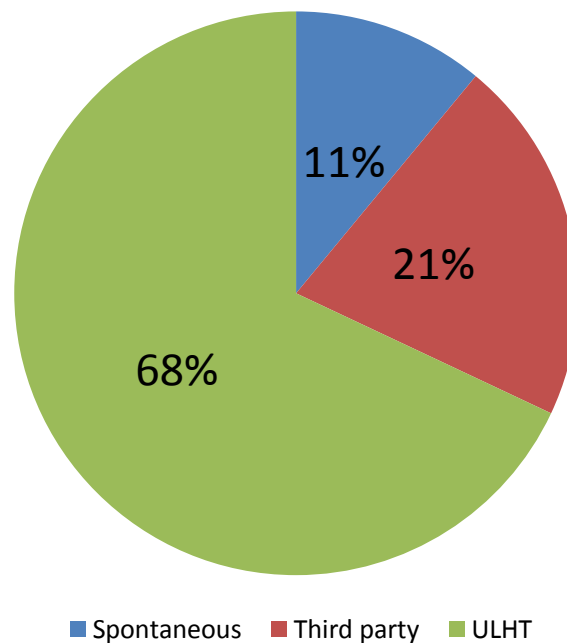
### **Origin of coverage**

Over the past quarter, the communications and engagement team published press releases, arranged media interviews and features, and used social media to promote the reputation of the Trust. We also released statements to negate potential negative reporting.

Graph 2 shows the origin of coverage in the media. Our proactive PR prompted two-thirds of the coverage, similar to the last quarter. 11% was 'spontaneous' – this includes statements we produced in response to national stories, FOIs and HOSC for example.

A fifth of stories were 'third party', this means stories generated from press releases issued by other organisations or patient letters in papers for example.

**Graph 2: Origin of coverage**



It is also important to note the work of the communications team which cannot always be quantified. We also avoided negative coverage on a few occasions by liaising with the media and avoiding stories being reported. These included incorrect reports on inappropriate staffing

## 2. Social media

Social media is an important way we reach and engage the public and wider stakeholders.

At the end of December, we had 3,134 Twitter followers (up from 2,813) and 931 Facebook likes – up from 831.

**Table 4: Twitter and Facebook activity**

	Tweets/ posts	Profile visits	Impressions
Twitter`	137	3,575	86.5K
Facebook	48	1,456	30,327

### Twitter

As shown in table 4, we tweeted 137 times. It is estimated we received 86,500 Twitter impressions. This is the total number of times our tweets have been seen by users in three months. This is important to measure as it's outside of our circle of followers.

Our top tweet was on pharmacy advice with 2,208 impressions:  
 Your local pharmacist can offer expert advice & medicines for a range of common ailments without the need to visit your GP. [#pharmacyfirst](#)

## **Facebook**

We posted 48 times on Facebook, these tended to be press releases with pictures. It is estimated we had 30,327 impressions. This is the number of times a post from ULHT has been displayed.

Our most popular post was the announcement of assessment and ambulatory centre with a reach of 3.4k.

## **3. Engagement**

The Trust now has 1,275 members, of whom 74 are trained and DBS checked so that they can carry out patient representative activities for the Trust and get further involved with engagement activities. Four members have been trained and DBS checked during quarter 3.

This quarter, there have been numerous engagement activities involving both members and also the wider community of Lincolnshire, which has included the following.

### **Locality forums**

There were four locality forums, one each in Lincoln, Boston, Grantham and Louth, in October 2015. The agenda covered recruitment and retention and a workshop session on planned care options for our hospitals. A total of 27 members attended and contributed. The themes were:

Members were very supportive of the recruitment and retention work taking place, asked detailed questions about the NHS recruitment process and came up with some ideas around ways in which recruitment could be approached innovatively. Ideas were generated around the options for surgical services, in particular suggesting site specialisation and raising issues with transport. These will be considered as part of process to finalised clinical strategy, and shared with LHAC.

### **Clinical strategy and Lincolnshire Health and Care (LHAC) engagement**

We have continued our pre-engagement work, including establishing relationships with special schools, mums groups and communities on the East coast to set up events which will take place in the next quarter.

### **Patient reps on boards and committees**

We now have reps on 40 boards and committees. New reps are now sitting on the following groups:

- Pilgrim health and safety committee
- Trustwide nutrition steering group
- Pan-Trust endoscopy meeting
- Orthopaedic governance group

### **Pathway reviews**

Our trained members took part in six pathway review visits during the period, interviewing patients as patient representatives. In total more than 30 members were involved in this series of visits and inspections run by the Patient Safety Team.

### **Patient reps on job interview panels**

Work to introduce the use of patient reps on job interview panels has progressed considerably during the quarter. A plan for has been completed in conjunction with HR and organisational development teams, with a view to beginning roll-out in April 2016.

We plan to start using patient reps on panels for all Band 7 and above nursing posts from April 2016. So far three members have said they'd like to be trained to sit on job interview panels as a patient rep.

#### **Other engagement and recruitment activities**

- Heartstart training events for members, run jointly with EMAS, held at Lincoln, Boston and Grantham and attended by 33 members.
- PLACE debrief/ training session for next year's PLACE inspections, attended by 12 members.
- Introduction of PLACE Lite- mini PLACE inspections to target areas needing improvement. Six members have taken part in one PLACE Lite inspection during the quarter.
- One member took part in judging of the Xmas tree competition at Pilgrim hospital in December.
- Action planning following focus group facilitated on behalf of Breast Cancer Now with more than 20 breast cancer patients.
- Setting up information governance focus group- with 25 members interested in taking part.
- Survey of members to determine how engaged they are and their opinions on members' monthly newsletter, locality forums and Trust AGM. Responses from 73 members with constructive feedback to take back into engagement activities.

#### **4. Internal communications**

Over the last quarter, we focused on the announcement of new our CEO joining the Trust and messages from Jan with interviews in the Lincolnshire Wire and a welcome blog from Jan. In Jan's first week, we launched a new CEO weekly blog to give staff an idea of how he spends his time, the people he meets, and the way he is taking forward our vision for the organisation.

Specific briefings with Jan were held in December which over 300 people attended. The feedback has been themed and will be presented at Senior Leadership Forum in January.

As in previous quarters, our focus has been on the Beyond Good programme. Following over 200 ideas submitted by staff in our do your bit finance comms campaign, we have been feeding back on actions via weekly you said we did. We have continued to raise awareness of safeguarding, and promoted the need to check if 12 months are up on appraisals and core learning with a particular focus on fire and fraud – areas with lowest compliance.

The staff awards for 2016 have been widely promoted, and we received a record 430 nominations by the closing date in January.

#### **5. Look ahead for quarter 4**

Our plans for the next few months reflect learning from the previous few months. Following feedback from staff in a recent internal communications survey and from members in an engagement survey, we will modify and improve what the communications and engagement team does.

Highlights include more digital communications with staff and the public, and maximising use of the new website and owned channels, more human interest stories on our staff and

patients, promoting recruitment successes with broadcast media, and big push on staff briefings with focus on background and detail of Beyond Good.

### **Proactive media**

- The Perfect weeks in Lincoln and Pilgrim.
- Welcoming new Polish and Romanian nurses.
- BBC news report on recruiting in the Philippines.
- Lincolnshire Echo features on male midwife.
- Staff awards – thanks to all who nominated and shortlisted staff.
- Day in the life features – A&E, maternity and porters.
- Ciro Rinaldi being appointed a professor and his internationally recognised work.
- PAT dogs at Pilgrim.
- Jan in BBC Lincolnshire hotseat.
- New modular unit arrives in Boston.
- Opening of new dementia friendly ward (Stow).

### **Internal comms**

- Launch a new regular video team brief with Jan.
- New quarterly engagement sessions with Jan on each site.
- Beyond Good – sharing ideas on improving quality and finance, safeguarding, and core learning and appraisals.
- Estates – maternity at Lincoln and Boston, and Stow ward.
- The Perfect Week.
- Staff engagement on clinical strategy.

### **Projects**

- Shortlisting, PR, and final event planning for staff awards in April.
- Review of intranet.
- Media training of Lincoln and Grantham senior clinical staff.
- Launch of staff communications toolkit, including style guide and how to tips.
- Pilot Facebook at Work (global launch is imminent)

### **Engagement**

- Further work on patient reps on committees, including recruiting to more committees where there are gaps.
- Moving forward plans on involving patient reps in job interview panels -including training.
- Focus on encouraging more members to be trained as patient reps and updating training programme to incorporate more detail on pathway reviews in particular.
- Locality forums in all four areas in January. Items on the agenda include introducing new Chief Executive Jan Sobieraj, winter planning and workshop on annual planning.
- Continuing engagement work around our clinical strategy/ LHAC with hard to reach communities on east coast
- Considering changes to newsletter/ locality forums as a result of members' survey.
- Recruitment to more PLACE lite inspections and pathway reviews.
- Members involved in recruitment process for new Trust Chair.
- Members group longlisting nominations in Great Patient Experience category of ULHT Staff Awards 2016, and also a member sitting on shortlisting panel.

### **Lucy Ettridge**

Associate Director of Communications and Engagement, January 2016

## Appendix 1

### Media prominence table

Prominence	Medium
High	<b>Broadcast</b> All national, regional TV; national, regional and local radio including BBC Radio Lincs, Lincs FM <b>Online</b> Any national media including BBC News, ITV News <b>Print</b> National; Pages 1 to 5, editorial/ column, or 1 page feature in Lincolnshire Echo; front page of Boston Standard, Grantham Journal or Target series. <b>Trade Press</b> HSJ and Nursing Times
Medium	<b>Broadcast</b> <b>Print</b> Pages 1 to 5, editorial/ column, or 1 page feature in Grantham Journal, Boston Standard, Target series. Any Lincs Echo coverage not covered above. <b>Online</b> Lincolnshire Echo, Lincolnite <b>Trade press</b>
Low	<b>Broadcast</b> Community radio <b>Print</b> Papers and prominence not covered above, Louth Leader, Spalding Guardian, etc <b>Online</b> Target Series, Johnson Press.