

Communications, Marketing and Engagement Activity Update Report for Quarter 3 - 2020/21			
Meeting	Board of Directors		
Date	14/04/2021	Agenda item	11
Lead Director	Alison Hughes, Director of Corporate Affairs		
Author(s)	Fiona Fleming, Head of Communications and Marketing		
Action required (please tick the appropriate box)			
To Approve <input type="checkbox"/>	To Discuss <input type="checkbox"/>	To Assure <input checked="" type="checkbox"/>	
Purpose			
<p>The purpose of this paper is to provide the Board of Directors with an update on the implementation of the Communications, Marketing and Engagement Strategy 2018-2021. It provides assurance on the processes in place to ensure achievement of the communications, marketing and engagement priorities as set out in the strategy.</p>			
Executive Summary			
<p>Due to COVID-19, the strategy actions and delivery plan have been paused in order for the communications and marketing activity to focus on the NHS response to the pandemic.</p> <p>Q3 has presented very different challenges but great opportunity for the team to enhance internal communication, support the changing needs of staff, explore new ways of engaging with the workforce and raising the profile of the Trust.</p> <p>The report presents Q3 activity against the Communications Goals: Brand Management, External Communications, Internal Communications, Crisis Management and Sustainability. These goals are aligned to the Trust's strategic themes.</p>			
Risks and opportunities:			
Effective communication and engagement planning and delivery has been key to the Trust's robust response to COVID-19.			
Quality/inclusion considerations:			
Quality Impact Assessment completed and attached <input type="checkbox"/> No			
Equality Impact Assessment completed and attached <input type="checkbox"/> No			
All communications and engagement activity aims to positively impact on Trust staff and those who access our services.			
Financial/resource implications:			
There are no financial/resources implications for consideration within the report.			
Trust Strategic Objectives			
<i>Please select the top three Trust Strategic Objectives that this report relates to, from the drop down boxes below.</i>			
Our Populations - outstanding, safe care every time	Our People - improving staff engagement	Our People - advancing staff wellbeing	
Board of Directors is asked to consider the following action			
To be assured that the Communications activity evidenced in this report for Q3 meets the aims of the Trust, with particular focus on the communication needs of the organisation during COVID-19.			

Report history		
Submitted to	Date	Brief summary of outcome
No previous reporting history.	N/A	N/A

Q3 Board Report

Communications and Marketing

14 April 2021

Name: Alison Hughes, Director of Corporate Affairs
Fiona Fleming, Head of Communications and Marketing

Overview of Quarter 3

Project highlights

Flu vaccination campaign	Staff Survey
IPC Week	Lateral flow testing
Freedom to Speak Up Month	Shaping Our Future
Allied Health Professionals Day	Black History Month
COVID-19 Vaccine	NHS 111 First Launch
Marine Lake Health Centre Project	World Aids Day
Granada Report Advent Heroes	Closed Facebook Group
Recognition Medals	Virtual Christmas Show/Jumper Day

Overview of Quarter 3

Business as usual

- 53 Daily Updates
- 159 Shout-outs
- 12 CEO blogs, 13 vlogs, 11 Friday round-ups
- 42 screensavers
- Average of 20 requests per day through the communications mailbox and 6 enquiries per week via the COVID-19 mailbox

Digital summary

StaffZone

Page views = 176,895

Website

Page views =
122,945

Twitter account @wchc_nhs

Total followers = 3,484

(increase of 273)

Tweet impressions = 117.1k

(43.3k October, 40.4k

November, 33.4k December)

Top Tweet earned 2,805 impressions

Anyone who lives or works in Wirral and does NOT have Covid-19 symptoms will be eligible for symptom-free testing from today (7 December) at:

Floral Pavilion, New Brighton

Birkenhead Market

Greasby Library

Eastham Library

Find out more [wirral.gov.uk/test](https://www.wirral.gov.uk/test)

[@WirralCouncil](https://twitter.com/WirralCouncil)

pic.twitter.com/cJ46dwa364

Nan? Aunty? Uncle?
Who are you
Getting Tested for?

Flu campaign

Your free flu vaccine...
coming soon!

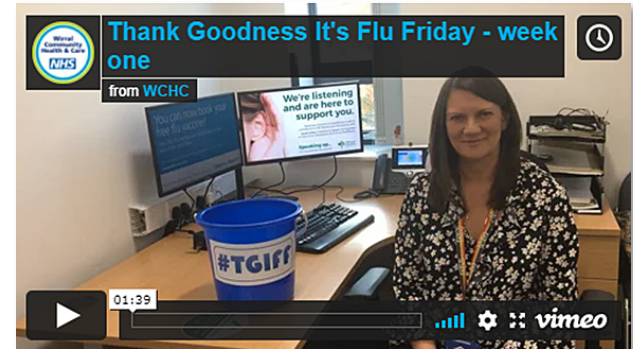
The flu vaccine is more important
than ever.

Vaccinations save lives.

- ✓ How to book
- ✓ Locations
- ✓ Immunisers

Protect yourself • Protect your team • Protect your community

StaySafe > StayWell



Do it today.

Get your flu vaccination.

Protect yourself and those you care for.

Vaccinations save lives.

StaySafe > StayWell

Staff Survey

National Staff Survey 2020

Landing this week!
Direct to your inbox from 'Quality Health'.

StaySafe > StayWell

What's it like to work in the NHS?

Have your say in the National Staff Survey!

Check your inbox today - survey@quality-health.co.uk

52% of staff completed the survey

6. Staff Survey – whoa, we're halfway there!

Time is ticking! We are halfway through the window to complete the Staff Survey. If you haven't completed yours yet, you have until Friday 27 November. Why should you complete the Staff Survey?

- A chance to win a £50 voucher
- It is an opportunity to share your views
- It's completely anonymous
- Quick and easy (5 minutes!)

Find the email from **Quality Health** in your inbox (survey@quality-health.co.uk), click the link to the survey and have your say.

Last year we achieved a 52% response rate. We are under 40% so far – so have your say today and don't miss this opportunity to share your views.

Full information is on [StaffZone](#).

10:07 WCHC COVID-19 Broad... last seen 31 Mar, 12:18

20 OCTOBER 2020

MESSAGE TO ALL WCHC STAFF

Have you completed the Staff Survey?

- Find the email from **Quality Health** in your inbox
- Click the link to the survey
- Spend 5-10 minutes having your say

The **Staff Survey** is completely anonymous, plus there is a chance to **win a £50 voucher!**

Already completed it? Don't forget to remind colleagues to complete theirs.

See StaffZone or the Daily Update for full details.

10:45

10:16 Wirral Community Health and Care NHS Foundation Trust 27 Nov 2020

Staff Survey - last chance to have your say!

Submit your **Staff Survey** by 5.00pm today, Friday 27 November!

Don't miss your chance to have your say, be part of the NHS voice, and share your views on what it's been like working through the pandemic. (And be in with a chance of **winning a £50 voucher!**)

All you have to do is:

- Find the email from Quality Health in your inbox
- Complete the survey (it takes 5 minutes!)

Find the full information on StaffZone. The Staff Survey is completely anonymous.

National Staff Survey 2020 NHS

• All Hughes and Ken Walker Seen by 85

IPC Week

International Infection Prevention Week 2020
from WCHC
Infection Prevention Week 2020

A message from the
Infection Prevention & Control (IPC)
Team at WCHC

06:29

vimeo



Lateral Flow Testing

If you're Lateral Flow Testing...

- Test twice weekly
- Complete the full 12 weeks
- Report results via the online form



Scan the QR code to access the online form.

Thank you to everyone for taking part!

StaySafe > StayWell

Lateral Flow Testing...



- Test twice weekly
- Complete the full 12 weeks
- Report results via the online form

You can have the virus and show no symptoms!



Scan the QR code to access the online form.

Thank you to everyone for taking part!

StaySafe > StayWell



SCAN ME

Freedom to Speak Up Month



**Speaking up...
is still business as usual!**

We are listening and are here to support you.

Talk in confidence on MS Teams to one of our Freedom to Speak Up Champions or you can drop them an email. A full list of Champions and their email addresses can be found on StaffZone.

#StillListening



Wirral Community Health & Care NHS

Get to know our FTSU Guardian
from WCHC

06:41

Sarah Alldis, FTSU Guardian

vimeo



We're listening and are here to support you.

Raise your concern on StaffZone or talk in confidence on MS Teams/over the phone with: **Sarah Alldis**, Freedom to Speak Up Guardian or one of our Champions (full list on StaffZone).

**Speaking up...
it's business as usual!**



National Guardian
Freedom to Speak Up



Wirral Community Health & Care NHS

Emma James, FTSU Champion.mp4
from WCHC

00:50

Helpful, Free, Fair, Aspirational, Respectful, Trust

vimeo

Black History Month

staff.wirralct.nhs.uk/news/black-history-month-2020/

Apps Gmail YouTube Maps Community is the b... Identify and Engag...

Black History Month 2020

Black History Month gives the opportunity to share, celebrate and understand black history, heritage and culture. Black History Month has been celebrated widely for many years within the NHS through honouring the achievements, culture and history of black people. During Black History Month we remember and celebrate the important people from the past and also those who contribute and to help our society today.

Listen to Gilbert Ngatia, Head of Community Nursing speak about what Black History Month means to

Black History Month - Gilbert Ngatia
from WCHC

Black History Month

Gilbert Ngatia
Head of Community Nursing

04:05

vimeo

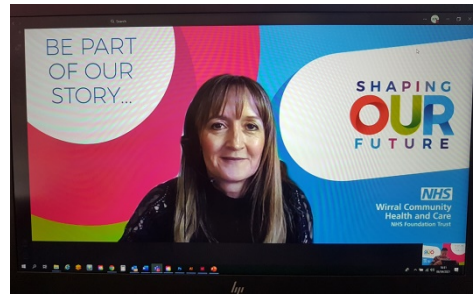
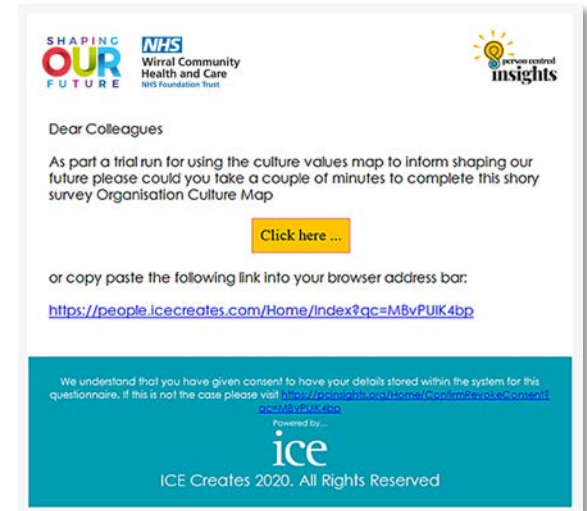
Black History Month - Meet Yinka

from WCHC

02:05

vimeo

Shaping our Future



Teams background



Email signature:



Allied Health Professionals Day

18 October 14, 2020

IN BRIEF

Shop and flats

A PUB which was at the heart of its local community for 57 years is now being turned into a food store and a number of flats, with some space still outstanding.

The former Oyster Catcher in Leasowe was opened in 1963, nearly 60 years after the council had created new drainage systems, roads and housing on the estate.

It quickly became an important part of Leasowe life and many remember it with great fondness.

The pub closed more than three years ago but now work to redevelop the site is underway.

The Local Democracy Reporting Service understands that a Home Food store will be located on the ground floor with a small number of flats above it.

Although work is underway the opening date for the shop is not yet confirmed. As for the flats, it is hoped they will be ready within the next 12 months.

Planning permission at the site does allow for more retail units and flats to be built, up to a total of five retail units and six studio apartments, but these additional developments are not yet being built.

'Celebrating work of our allied health professions'

By Mark Greatrex

Wirral NHS Trust

and language therapy, physiotherapy and our exercise physiologists have introduced video consultations direct into people's homes and care homes.

Many therapists and AHPs have continued to see people face-to-face. Some conditions require more of a hands on approach or patients may not have access to technology.

Days today, physiotherapist shared: "Together, we continue with assessments and rehabilitation of patients to enable them to return home as soon as possible."

Sarah Crompton, Occupational Therapist sums up: "When you work with a person and see that person start to change and begin to gain control over their lives then I know my job is worthwhile."

To find out more, search the hashtag #AHPs on Twitter, visit england.nhs.uk/ahp or visit wchc.nhs.uk to find out more about our Therapies Services.



"We value our AHP colleagues and the therapy services they provide here at the Trust - and with so much fantastic work going on we wanted to take the opportunity of AHP Day to showcase this."

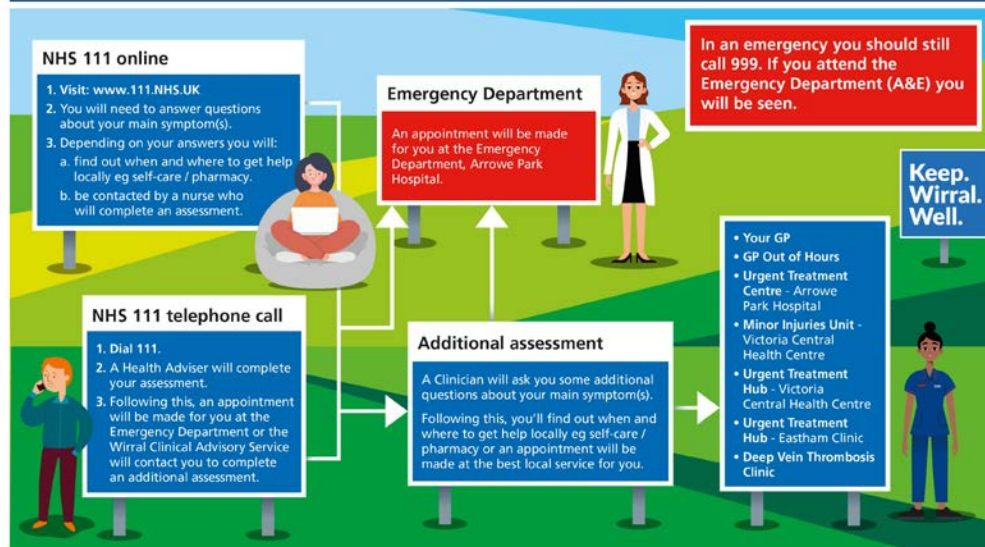
Our adult nutrition and dietetics service developed a way to provide diabetes smart group consultations online, our weight management dietitians have filmed healthy eating videos to replace the group education sessions and adult speech

therapists are now open to members of our Trust. We have two public governor vacancies - one in Wallasey and one in Wirral West. If interested, put yourself forward by visiting our website wchc.nhs.uk. Closing date for nominations is 12pm next Wednesday October 21.



NHS 111 First Launch

Stay safe... avoid waiting in the Emergency Department at A&E, call NHS 111 First



In partnership:
NHS Wirral Clinical Commissioning Group • Wirral University Teaching Hospital NHS Foundation Trust • Wirral Community Health and Care NHS Foundation Trust
Cheshire and Wirral Partnership NHS Foundation Trust • Wirral Council • Healthwatch Wirral • Healthy Wirral

November 2020 V1

JUST THINK 111 FIRST

Remember... signpost service users, patients and their families to **NHS 111** if it's not a health emergency.

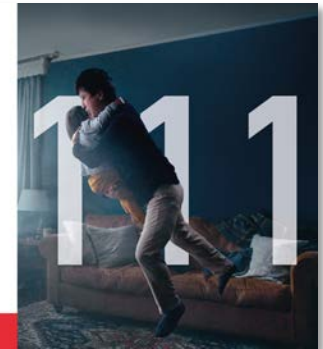
Helping people to access the most appropriate services and healthcare advice for their needs.

Dial: 111 Visit: 111.NHS.uk

See StaffZone for more details.



Only visit A&E or call 999 in an emergency.



JUST THINK 111 FIRST

When you think you need A&E, contact NHS 111 by phone or online.



COVID-19 Vaccine

The COVID-19 vaccine will soon be rolled out to all Trust staff.

Remember, you will need two doses of the vaccine to be fully protected and you must continue to follow the hands, face, space guidance.

Details on how to book your vaccine are coming soon in Daily Update and on StaffZone.

Vaccine Poll

A total of 455 staff completed the poll, with over 70% (325) saying they would have the vaccine. So far over 1,704 staff (87%) have had their first vaccine.

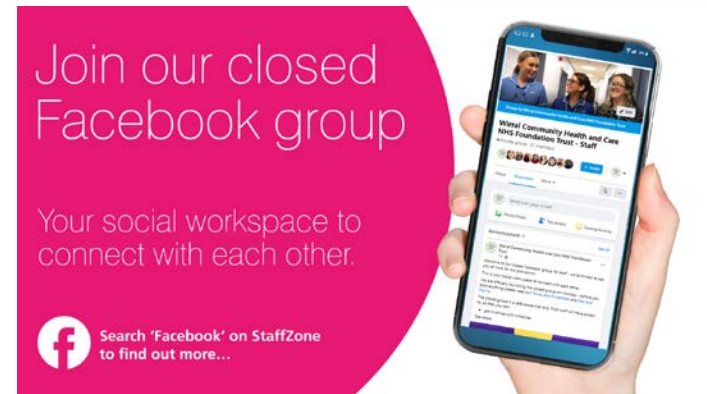
World Aids Day



Marine Lake Health Centre Project



Staff Facebook closed group



Grenada Reports Advent Heroes



Virtual Christmas Show/Jumper Day



Wirral Community Health and Care
NHS Foundation Trust
Published by Hootsuite
11 December 2020

For Christmas Jumper Day 2020 (Save the Children UK), this year, we created our very own Virtual Christmas Show - inviting our WCHC Staff to send in pictures and videos on their Christmas Lights. Watch the Show - bit.ly/WCHC_OVCS

The carols in the show are sung by our HR Recruitment Team Leader, Amanda Male... See more

Performance for your post

576 People reached

16 Likes, comments and shares

69 Post clicks

7 Photo views	21 Link clicks	41 Other Clicks
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NEGATIVE FEEDBACK

0 Hide all posts 0 Hide post

0 Report as spam 0 Unlike Page

16 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION			View Breakdown		
576 Total reach	576 Organic reach	0 Paid reach	621 Total impressions	621 Organic impressions	0 Paid impressions

4 5 comments 1 share



Staff Medals

