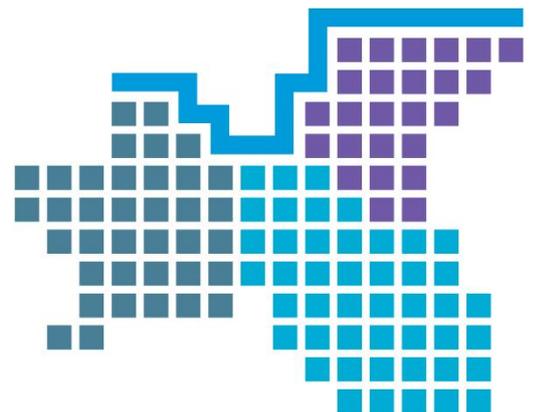


Communications report and summary action plan

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Introduction

Wandsworth Clinical Commissioning Group (WCCG) is dedicated to commissioning the best possible services for the people of Wandsworth. In order for us to do this we need to make sure we communicate effectively with our patients, the wider health and social care community, and our local stakeholders.

Our communications work is carried out in partnership with the PPI team.

This report is designed to summarise the work that has been undertaken in 2013, highlight challenges and successes, and set an overview for communications activity in 2014.

2013 Activity overview

■ Communications plan

The 2013-14 communications work plan was developed based on the communications and engagement strategy. The work plan details the communications activity to be delivered April 2013 – April 2014.

■ Stakeholder mapping and audit

Detailed stakeholder mapping has added over 350 extra political, patient, religious and community group contacts to the WCCG Customer Relationship Management (CRM) system. These are being cross checked with PPI to ensure no duplication on the system. An audit surveying the views of around 30 stakeholders has been undertaken to provide a snapshot of the way the organisation is perceived, as well as helping define the communication preferences of important stakeholder groups.

■ Website and intranet

The upgraded website was launched at the beginning of October 2013. The website replaced the temporary version put in place during transition. The new site was designed with input from a group of Wandsworth residents to ensure it offers a much better experience for users. In addition, the new website has been developed to provide a much better reflection of the organisation's culture and the Wandsworth CCG 'brand'. The site has also been developed using Search Engine Optimisation (SEO), a strategic form of Internet content writing that improves a Web site's ranking in search engines like Google. The improved ranking results in more people accessing the website and its content.

Google Analytics data shows us that since the beginning of October 4,643 people (unique visitors) have visited the site. The number of visitors has increased by 0.71% compared with the same time period on the old site. On average visitors look at 3.39 pages when they visit the site which 9.24% more than were viewed on the old site. In addition, people stay on average 7% longer than they stayed on the old site.

Phase 1 of intranet complete, intranet delivered and active. Working on phase 2 developing the site further, more interactive, testing technical issues with GPs, develop CRG and locality sites.

■ Collating 'good news'/ capturing feedback

A feedback form has been developed for the website and on intranet with feedback captured and responses coordinated. The Make a difference (MAD) button for healthcare professionals is now live on website and has been widely publicised.

The intranet has been used to collect 'good news', with a drop-down response form about to be launched on CRG pages.

■ Promotion of 111

A marketing campaign to promote the 111 services has been delivered across the Borough. The 'YellowMen' campaign was launched at a 111 stakeholder event, (with PPI involvement in the

planning, marketing and delivery of this event) on Tuesday 3rd December attended by about 40 people. Adverts have run throughout December and January at 243 bus shelter sites providing 103,448,000 Opportunities to See (OTS). Campaign materials were sent to every household in Wandsworth and to 345 distribution address including GPs, pharmacies, churches and community groups. The campaign also included five engagement events in locations across the Borough at Clapham Junction station, Clapham Junction Asda and Wandsworth Southside.

A digital and social marketing campaign has resulted in adverts targeting Facebook users in Wandsworth being displayed 1,386,637 times, and campaign tweets have reached a total of 37,000 individual twitter accounts.

■ **Events**

WCCG events are publicised widely using the website, social media, media, and E-newsletters, in conjunction with the PPI team. We attended numerous voluntary sector and community events and meetings including the Battersea Forum, Roehampton Forum and Putney Society. A corporate calendar has been created for the website so that patients can see what events are coming up.

■ **Media relations**

We have responded to numerous enquiries from national media on subjects including BSBV, allocations, maternity services, 111 services, and St Georges Hospital Community Services. In addition media coverage has been proactively delivered on the following subjects:

- MMR and measles increase, GPs to support
- CCG launch interview with Nicola Jones
- Medicines management campaign
- QIPP successes in pulse
- HSJ award nomination

■ **Customer Relationship Management (CRM) database**

This database, developed and managed by PPI, is used to track and record all contacts, meetings, and engagement activity to help build relationships and knowledge.

■ **E-updates and newsletters**

A schedule of quarterly e-newsletters for both members and stakeholder was set for 2013/14 and is set to continue. Content is coordinated through liaison with commissioning and PPI managers.

■ **Articles and blogs**

'Chat from the Chair' a blog by the CCG Chair has been established with nine posts this year. Topics have included Make a Difference, BSBV, and Bridging the Gap. Articles have been produced for local organisations and publications with topics including the authorisation process, NHS 111, and flu vaccination.

■ **Leaflets, factsheets and booklets**

A range of materials have been produced and disseminated to communicate key messages with patients and the public. This includes the WCCG prospectus and leaflets on customer care, Youth Health Jury, 111, Telehealth, and use of patient data.

■ **Provider channels**

We work with other local providers and push messages out through their owned channels as appropriate. This has included promotion of 111 services through Local Authority channels.

■ **Social media**

We have added over 1000 followers to @nhswandsworth since July 2013, and currently have 4,360 twitter followers - total of 462 tweets. The PPI and overall CCG twitter accounts have now been amalgamated. A social media policy has been developed so more members of staff are able to tweet and engage on behalf of WCCG.

■ **Films**

Three films have been produced by the PPI team, promoting the work of the CCG, 111, and the Youth Health which have been promoted via social media and at roadshow events at Southside shopping centre. A number of PPI videos have also been updated to reflect new CCG branding.

■ **Visual identity**

A new visual identity has been developed for the CCG and has been rolled out into template materials including leaflets, posters, powerpoint presentations and reports.

■ **Training**

Ambassador training has been provided for WCCG board members, and a media training programme has been provided for five members of the leadership team.

Overview of challenges in 2013

A stakeholder audit has been undertaken to help highlight some of the challenges of the last year. It is clear from this work that different stakeholder groups are happy with the channels Wandsworth CCG use to communicate with them. However, there is a strong suggestion that the information contained could be improved and better organised. Connected to this issue, some stakeholders feel overwhelmed by the amount of information received, and others are unaware of how to get the information they require.

Our stakeholder audit shows that there is a clear knowledge gap between different types of stakeholder groups. GPs and voluntary sector organisations have a very good understanding of the work of the CCG while patients and the public have a poor understanding.

In addition, knowledge of WCCGs successes is currently limited to a small number of high-profile projects (PACT, CRGs). Knowledge of the organisation's successes amongst the public/patients is even more limited than amongst other stakeholders. More work is clearly needed to improve the way we identify and communicate success stories.

Work is needed to improve the impact of media relations and social media activity. Our stakeholder audit showed there is potential for patients and the public to hear more from us through these channels.

We have been successful in communicating messages about PACT, however reference to this programme is being phased out as it will be included in the new Out of Hospital Plan. A strategy is needed to develop awareness of the Out of Hospital Plan and PACT.

Finally, some members of the public feel we could do more to improve the accountability and transparency of the organisation. Possible improvements might include the inclusion of a staff contact list on the website, standardised email signatures including telephone numbers, and more comprehensive coverage of main decisions made at Board meetings. In addition, work is needed to improve communication of the impact of PPI activities, after some patients/members of the public expressed scepticism about the way consultation is used to shape commissioning work.

2014 communications plan summary

This is a summary of proposed communications activities for 2014. To achieve these we'll continue to work closely with the CCG's PPI team.

■ **Communications work plan renewal**

The communications plan lays out a schedule of PR activity that will support our vision and objectives. A new plan for 2014/15 will be developed in the coming months.

■ **Website and intranet**

WCCG will continue to develop the website based on data from Google Analytics and feedback from patients/the public to ensure it is easy to navigate and accessible. It will continue to be regularly updated and maintained.

■ **Customer Relationship Management (CRM) database**

The PPI team will continue to lead on the development and implementation of the CRM including the training of staff in its usage. This will ensure that Stakeholder mapping will continue and with campaigns used to grow the number of contacts in the database.

■ **Working with partners**

WCCG will work with its community partners, including Health and Wellbeing Boards, Healthwatch and voluntary group umbrella organisations to improve the way we communicate and involve them. To assist this WCCG will explore the creation of a 'Wandsworth Health Message Board' which would combine news stories from local health partners in a single place.

■ **E-updates and newsletters**

The CCG will continue to provide quarterly newsletters for member practices and stakeholders. However, the content and design of the newsletters will be reviewed and improved.

■ **Face to face meetings**

Face to face meetings will be used to engage with external partners and stakeholders, including patients and the public.

■ **Provider channels**

The CCG will work more closely with other local organisations and push messages out through their owned channels as appropriate. An audit will be undertaken to map these opportunities, and outreach undertaken to build relationships with these organisations.

■ **Social media**

The CCG will continue to use Twitter, Facebook, and Youtube to communicate with both external and internal communications. All social media accounts will be monitored daily and tweets, posts and messages will be responded to in a timely manner. We send regular, proactive tweets and posts to maintain interest and increase our following. A new social media plan will be produced designed with the aim to grow the twitter account by 50%, and doubling the number of tweets sent. A key aim will be to get leadership of CCG to begin engagement through social media.

■ **Roadshows/events**

In order to engage local partners and communities, it is important that we get out into the community to talk about our work and priorities. The CCG will continue to run numerous roadshows and events to engage with the public and to increase understanding of services. In addition, CCG quarterly board meetings will be hosted in each locality.

■ **Media relations**

A new media relations plan will be produced to build on and develop already strong relationships with local media. CRG pages on the intranet will be used to collect 'good news' stories which will be promoted to local media.

■ **Improving accessibility and accountability**

WCCG will look at ways to include a better list of staff contact details on the website, and will look to improve the standardised email signatures. There will be better communication of the main decisions made at Board meetings, with a report of the main issues provided within two days. In addition, the impact of PPI activities on commissioning decisions will be reported more clearly.

■ **Video**

Films will continue to be used to help get information and messages out to a range of audiences.

■ **Training**

Appropriate training will be arranged in areas to improve communication expertise at the organisation as required. Media handling training and ambassador training will be provided.

■ **Targeting 'hard to reach' groups**

We will support the work that the PPI team has undertaken to communicate the CCG's work with ethnic minorities and other excluded groups in Wandsworth.

■ **Campaigns**

Campaigns will be undertaken to reduce inappropriate use of services, and increase use of NHS 111.