



Oxford Health  
NHS Foundation Trust

# THE COMMUNICATIONS REPORT

## OCTOBER REVIEW 2022

## NOVEMBER FORWARD PLAN

*Working together to deliver the best for our communities, our people & the environment*

**| Caring | Safe | Excellent |**



Outstanding care by  
an outstanding team

# OCTOBER IMPACT

## 1 RESEARCH NEWS

Oxford Health BRC £35.4m Award gets global reach on BBC online

The long-awaited BRC £35.4m funding announcement took place on Oct 14, as part of a national NIHR announcement.

In Oxford, Oxford Health and OUH teamed up for a collaborative release, to highlight a combined £122m in funding over the next five years.

This was picked up by the national BBC and the Oxford Mail, Oxford Times, Witney Gazette, Herald series and Bicester Advertiser, with quotes from Prof John Geddes.

Prof John Geddes talked on BBC Radio Oxford (audience 74k) about the benefits for people with mental health problems and dementia – the story was also covered on BBC online (global reach 489m).

In the Trust, the news was shared internally and posted on the OH BRC and OH websites, Governor extranet, as well as social media channels and the Trust's Bulletin magazine and Membership Matters magazine. Stakeholders and partners, including university/NHS collaborative organisations across the 11 themes were briefed.

### Digital success

- October intranet sites visits - 1,039
- October website views across research pages - 1,892



## STRATEGIC OBJECTIVE



Research

# OCTOBER IMPACT

## 2 CLINICAL SYSTEMS OUTAGE



Ongoing outage of clinical systems has been a comms priority.

For staff: A dedicated section on the trust intranet news item has provided daily updates, with posters, letters of support from CNO/CMO and scripted answers for staff to use in contacts with patient - 8,142 views

Featured as a topic on Trust webinars and Bulletin throughout the month. RiO, EMIS implementation topic on upcoming CEO webinar, November 10.

Externally: Info is on Trust website, with pop up messages. A range of social media (pinned) plus stakeholder briefings across BOB and BSW

STRATEGIC OBJECTIVE



Quality

## 3 NURSING EVENT - OXFORD HEALTH NURSING STRATEGY 2022-25

A special all-day launch event at the Kassam Stadium in Oxford on Thursday, October 6. Marie was joined by key national nursing figures who inspired 140 delegates about the importance of nursing roles and new programmes of work being undertaken.

A video of the strategy was filmed and COVID stars were also handed out to members of staff. Coverage included Bulletin, intranet stories and social media which reached 7.5k+ with an 11% engagement rate.



STRATEGIC OBJECTIVE



Quality



People

# OCTOBER IMPACT

## 4 FREEDOM TO SPEAK UP MONTH

An opportunity to encourage staff to raise concerns about safety or workplace issues

- Nearly 200 staff attended two awareness raising MS Teams meetings, chaired by FTSU Guardian Rita Bundhoo-Swift, and a webinar – a 20% increase on last year – and 297 staff read about the awareness month on the intranet. Rita was inundated with queries from internal comms, opening 30 new cases
- Staff and directors pledged to speak up – and listen up – photographed holding up FTSU pledge cards
- Three intranet news stories and bulletin stories were published and viewed by nearly 300 staff
- A video showed staff talking, for this first time, about the positive experience they'd had of speaking up – designed to give confidence to colleagues about speaking up. The reach on Twitter was 630

STRATEGIC OBJECTIVE



People

## 5 GRATITUDE WEEK, HEALTHFEST AND COVID STARS

- New intranet site launched for Trust's first ever Gratitude Week and COVID stars
- Comms support for distribution of COVID Stars reaching 4,000 colleagues.
- All staff emails, Governor extra and Thank You video watched by 300
- Trust webinar attended live by 334
- Photos of COVID stars shared in the Bulletin, read by 3,000
- HealthFest 2022 pages updated regularly on Charity intranet site (over 200 views)
- HealthFest October was a great success - staff feedback from the sessions was extremely positive



STRATEGIC OBJECTIVE



People

# OCTOBER IMPACT

## 5 BEE AWARDS

BEE Awards, celebrating Allied Health Professionals and social workers, were launched in October. The first winner was dietitian Jayne Lewis while dietitian Sally Burne and post COVID rehabilitation coordinator Emma Tucker became highly commended.

Reach on social: 5,327 with engagement rate up to 4.6%



## 6 EXCEPTIONAL PEOPLE AWARDS

Gavin Denny, nursing associate and PEACE Champion at the Sapphire ward Whiteleaf Centre, was celebrated in a small ceremony with his team and Chief People Officer Charmaine De Souza and Trust governor Jacky McKenna.

Clinical research nurse Balaji Ranjendran and Amber ward deputy ward manager Aderonke Olaewe as well as Healthy Minds operational team became highly commended in Exceptional People Awards for August. The tweet celebrating Health Minds recognition was one of the top tweets in October.

Reach on social: 12,261 with engagement rate up to 6.8%



STRATEGIC OBJECTIVE

# OCTOBER IMPACT

## 7 SCHWARTZ ROUND

Hosted on October 20, with the topic 'When systems let us down'. This event was a chance for staff to discuss the continued challenges of the systems outage which has increased demand on teams across the trust. The event was facilitated by Interim CAMHS & ED Senior Modern Matron, Sophie Black and Senior Nurse Clinical Lead Matt Kent. The three story tellers will be Alison Corfield (Head of Clinical Systems), Tracy Clifford (System Administrator) and Andy Armsby (Ward Manager). Over 130 staff attended the Round.



STRATEGIC OBJECTIVE



Quality



People

## 8 IPC WEEK

International Infection Prevention Control week (October 17 – 21) was a chance to remind ourselves of IPC essentials. We held webinars on hand hygiene, skin health, antimicrobial resistance which had over 200 staff attend throughout the week.

Recordings of these webinars are available on catch up. Two stories in the Bulletin and three on the intranet. Two posters to remind staff to follow IPC guidelines and an updated Back to Basics were sent to all Trust sites (over 300 copies of each, laminated) to be displayed.



STRATEGIC OBJECTIVE



Quality



People

# OCTOBER IMPACT

## 9 OTHER STORIES

### AHP Day

October 14 brought some 120 AHPs to celebrate and discuss strategy, with a motto 'Be bold, be brave, make waves'. Reach on social: 3,364 with up to 7.5% engagement

### Carers workshop, October 27

Reach on social: Total of 1,569 impressions across Twitter, Instagram, LinkedIn and Facebook

### Weigh Forward Bucks becomes Way Forward Bucks

Reach on social: Total of 1,560 impressions across Twitter, Instagram, LinkedIn and Facebook

### World Stroke Day, October 29

Reach on social: Total of 1,274 impressions across Twitter, Instagram, LinkedIn and Facebook

STRATEGIC OBJECTIVE



## 10



UP  
3.5%  
YoY

**Total membership: 10,572**

**Public 3,141 (+4% increase from October 21)**

**Patient 552 (no change from October 21)**

STRATEGIC OBJECTIVE



# DIGITAL SUCCESS



In 2021 OHFT website had  
2.143m page views (PV)  
1.649m unique visits

## TOP PAGES

### Most popular pages

#### WEBSITE (Page views - for month)

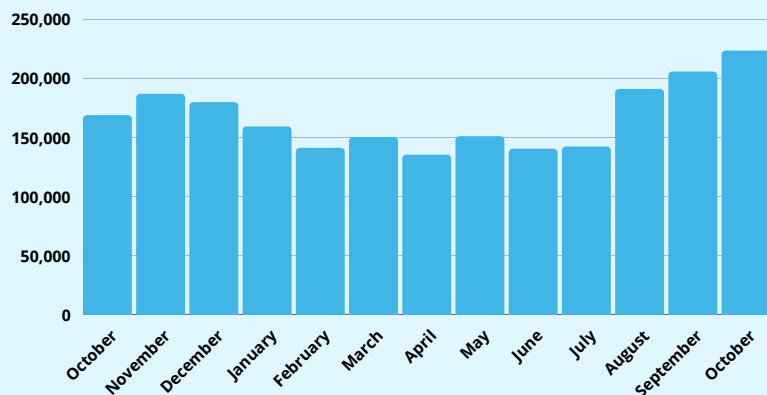
- Vacancies - 34,930
- Homepage - 15,840
- Careers - 9,595
- COVID-19 - 7,870
- Healthy Minds - 6,470

#### INTRANET (Visits - last 7 days)

- Home - 106,498
- HR - 5,457
- Learning & Development - 5,405
- Your Trust - 3,537
- IM&T - 2,825

#### TOP 3 STORIES (Visits - last 7 days)

- Bulletin - November 2 - 248
- Get your NHS staff flu jab - 194
- UPDATED 02.09.22: System outage update + FAQs + poster + informing patients + MS Teams guides - 160



## OXFORDHEALTH.NHS.UK

- October PVs = 223,146
- October unique visitors = 173,420

## Visits since intranet relaunch: 19.4 million

Intranet Hub visits in the  
last 30 days: 592, 787  
Unique viewers in the  
last 30 days: 7,484



# Social media league



## OHFT social channels No.2 ranking of 51 peer trusts

	Trust	Facebook	Twitter	Instagram	LinkedIn	Ranking
1	South London and Maudsley NHS FT	5,563	25,600	3,357	18,234	52,754
2	<b>Oxford Health NHS FT</b>	<b>8,300(7th)</b>	<b>16,700(2nd)</b>	<b>5,156(1st)</b>	<b>11,119 (5th)</b>	<b>41,275(2nd)</b>
3	Lancashire and South Cumbria NHS FT	9,300	17,100	2,027	7,105	35,532
4	Tavistock and Portman NHS FT	8,129	9,244	1,376	16,004	34,753
5	Greater Manchester Mental Health NHS FT	7,600	17,400	1,734	7,400	34,134
5	Berkshire Healthcare NHS FT	17,820	5,982	2,295	7,987	34,084
7	East London NHS Foundation Trust	3,000	12,700	2,025	15,689	33,414
8	Mersey Care NHS FT	6,500	14,100	2,199	9,319	32,118
9	Cumbria, Northumberland, Tyne and Wear NHS FT	10,209	11,600	2,066	5,827	29,702
10	North East London NHS FT	3,300	9,696	4,428	11,661	29,085

# NOVEMBER AT A GLANCE



Oxford Health  
NHS Foundation Trust

## COMMS ACTION PLAN

- **Leaflet QI project** to review 1200+ leaflets. (eliminate 100,000 leaflets printing, £50k costs, translate material into digital format, engage with teams across mental and community services) RW/VT
- **New branding design options** created to replace the Swish! For discussion with CEO and exec (ST)
- **Planning for potential staff awards** (ST) –
- **Governors handbook** – a designed document to support Governors in their roles (RW)
- **Onboarding brochure** for inductions (ST with Head of OD)
- **Induction video** (RW)
- **Learning & Development brochure** (ST)
- **Warneford Park project** – ongoing comms support (ST, EVN)
- **CQC presentation** (ST)
- **New Careers website launch** (ST)
- **Lucy's Room Project** - advance fundraising (ST)
- **People Pulse result**
- **Kennet Ward QI project** (ST)
- Supporting **QI webinars** in November (MC/EVN/KV)
- **Vuelio development** – press release templates etc. (EVN)
- **G drive migration** (KV)
- Develop **brand guidelines for OH Charity** and consistent posters (EVN)
- **Brand and Canva project** inc. Poster distribution, comms champions (EVN)
- **HealthFest** inc. branding and internal communications (EVN)
- **NHS Staff Survey** – weekly updates and encouragement to participate across all internal channels (VT)
- **Staff flu campaign** - weekly updates and encouragement to participate across all internal channels (VT)
- **Staff covid vaccination campaign** – weekly updates and encouragement to participate across all internal channels (VT/MC)
- **Public covid vaccination campaign** (VT/MC)
- **School immunisations** (MC)

# NOVEMBER AT A GLANCE



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## KEY DATES IN NOVEMBER

- Webinars: CEO and Trust webinars, QI, CMHF, GPs
- Nov 2 - National Stress Awareness Day
- Nov 7 - 11 - OT Week
- Nov 11 - Armistice Day
- Nov 14 - World Diabetes Day
- Nov 14 - 18 - Self Care Week, November HealthFest week, Inter Faith Week, Anti Bullying Week

## MEMBERSHIP AND GOVERNANCE

- Membership Matters newsletter (KV)
- Membership strategy for MIG (KV)
- Membership Involvement Group (KV)
- Staff governor intranet pages (KV)

## EXCEPTIONAL PEOPLE AWARDS

- November awards

## GREEN & SUSTAINABILITY

- New Littlemore sensory garden (EVN)
- EV charging points staff guidance doc (EVN)
- Estates newsletter (EVN)
- Launch Oxford Health green plan (EVN)
- Joe - new green champion working with Charity (LB)

## MENTAL HEALTH PROJECTS/STORIES

- PICU: Supporting recruitment campaign with PR, web content and on-site sign (MC) Organising celebrity/Royal opening
- Oxfordshire & Bucks Community Mental Health Framework (VT)
- Suicide Prevention support (KV and EVN)
- Mental Health awareness for Oxfordshire/BOB Winter Plan (VT)
- Bucks perinatal sticker and baby book page – (VT)
- BBC request to film a consultation with a patient with an eating disorder for a programme on women with autism/ ED (MC)
- CAMHS T4 (MC)
- Unloc project - project to continue following pause over summer (EVN)
- World Mental Health Day – Getting Oxfordshire Talking campaign with Oxfordshire Mental Health Partnership
- Psychosocial Assessment following self-harm conference (KV)
- Peer Support Worker recruitment communications plan (KV)
- Legacy mentor recruitment communications (KV)

## COMMUNITY SERVICES

- Community Services Strategy
- MIU – working with MIU colleagues to create comms to improve understanding of wait times at our units (MC)
- Dental Services (MC)

## RESEARCH

- NIHR funding announcement
- Website development
- Community Research Development Team Conference

# INTRANET DEVELOPMENT - EVN

- Forensic intranet/website review (ST, EVN)
- Update comms team intranet site (EVN)
- RAS intranet site launch (EVN)
- HR intranet with Becky (EVN)
- Continue to work with IPC on COVID intranet site (EVN)
- Homepage development (EVN)
- Further comms on finding your way around the intranet e.g. using the search bar and guides, potential for a short video (EVN)
- Staff side intranet site tidy up, HR intranet site menus (EVN)
- Email platform project (EVN)
- Communications request forms (EVN/KV/CG)