

| Communications Report Report for the AWP NHS Trust Board | | | |
|---|--------------------------|--------------------|--------------------|
| Meeting Date: 30 May 2012 | Meeting Time: 10.00am | Agenda Item: 15 | Serial: 12.0215 |
| This Report is presented by the Chief Executive for Noting in the Public session of the Board. | | | |

| Report Summary | |
|--|--|
| Purpose of this Report: To brief the Board on Trust communications activity and agree the monthly Board briefing messages. | |
| Board Decisions Recommended: The Board is recommended to consider the briefing in the context of reputational risk, and to select appropriate staff messages for cascading through the Trust | |
| Actions Arising from the Report: To agree messages to be conveyed to staff via SBUs and Directorates. | |
| Report Links | |
| Quality and Safety Implications | Paragraph 7 of this report highlights some of the ways in which communications has supported quality and safety initiatives, alongside the ongoing efforts to improve communication and engagement throughout the organisation and externally. |

Communications Report

1. Overview

- 1.1. To provide the Board with information on communications activity and reputation management as summarised below:
 - 1.1.1. Management information: trends and statistics reflecting the Trust's media profile over the past 12 months
 - 1.1.2. Media profile: summary for April
 - 1.1.3. Horizon scanning: forthcoming major events/activities
 - 1.1.4. FOI: summary of requests, April
 - 1.1.5. Senior management messaging: summary of the past 12 months
 - 1.1.6. Other communication activity.
- 1.2. The Board's potential staff briefing messages will be discussed and agreed during the meeting.

2. Media coverage during the last 12 months, broken down by month:

| Month | Media releases issued | Media statements provided | Positive coverage | Negative coverage (factually inaccurate) | Neutral/balanced coverage |
|-------------------------|-----------------------|---------------------------|-------------------|--|---------------------------|
| April 2012 ⁸ | 1 | 2 | 4 | 4 | 6 |
| March ⁸ | 2 | 3 | 4 | 2 | 5 |
| February | 1 | 2 | 5 | 3 | 4 |
| January ¹⁰ | 2 | 3 | 2 | 8 | 3 |
| December ⁸ | 0 | 1 | 2 | 0 | 0 |
| November ⁹ | 1 | 2 | 2 | 12 | 6 |
| October | 1 | 1 | 10 | 4 | 1 |
| September ⁸ | 1 | 2 | 2 | 1 | 7 |
| August ⁸ | 1 | 5 | 4 | 0 | 5 |
| July ⁸ | 0 | 4 | 2 | 4 | 3 |
| June | 0 | 3 | 5 | 3 | 4 |
| May | 1 | 0 | 3 | 0 | 3 |

Notes:

8 Coverage re high profile service user detained at Fromside excluded from above figures

9 All coverage of homicide report publication not captured

10 All coverage of homicide report publication not captured

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3. Media coverage – April 2012

- 3.1. Coverage of the resignation of the chair and the chief executive's absence on leave received factual coverage in a number of media outlets. Linkages in some of the coverage to past criticism of the Trust gave some articles a negative slant but on the whole coverage was neutral. Some inquest reporting was also neutral.
- 3.2. Positive coverage related to a radio interview in relation to the anniversary of the veteran's service and last month's Board paper relating to improving service user engagement. The recovery model in Fromeside was also featured in the Royal College of Psychiatrist's 'Quality Network for Forensic Mental Health Services' newsletter and Coaching at Work magazine featured the solutions focused training being undertaken in the Trust.
- 3.3. Negative coverage related to inquests and criticism from a manager of a local mental health charity in Swindon

4. Horizon Scan

May

| Date | Subject | Directorate | Details |
|---------|--|-----------------|--|
| 20-26 | Dementia Awareness Week | | Alzheimer's Society |
| 21-27 | Mental Health Awareness Week | | Mental Health Foundation |
| 21 - 25 | Equality Diversity and Human Rights Week | | NHS |
| 22 | Improving mental health services | Operations | Bristol engagement |
| 24 | Readers Panel | NCAS | |
| 25 | Improving mental health services | Operations | Bristol engagement |
| 30 | Trust Board | Chief Executive | |
| 30 | Deaf Awareness Event | Operations | Introductory workshop to help staff communicate and engage with their deaf & hard of hearing colleagues, service users, students and clients in Bristol. |

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June

| Date | Subject | Directorate | Details |
|-------|--|-----------------|---|
| 1 | AWP Staff Awards Nomination closing | People | |
| 1 | Volunteer Event | NCAS | Jenner House |
| 1-7 | Volunteering week | | Volunteering England |
| 15 | Quarterly Social Work forum | Operations | Raising the profile of social work within the Trust |
| 18-24 | Carers Week | | National week |
| 18 | Suicide Prevention Conference | NCAS | |
| 26 | Readers Panel | NCAS | |
| 27 | Trust Board | Chief Executive | |
| 29 | Nurse Mentoring and Student Education Conference | NCAS | |

5. Freedom of Information

The Trust received 13 items of correspondence from various requestors in April 2012 as detailed below:

| Requestor | April 2012 |
|--------------------|------------|
| Private individual | 9 |
| Company | 2 |
| Total | 13 |

These 13 contained 37 requests for information covering a wide range of topics including the cost of ECT statistics, various Trust policies, numbers of nursing disciplinary cases, cost of inpatient stay, spend on agency medical doctor locums expenditure, clinical homecare contracts and various Trust minutes.

All requests are centrally processed under the provisions of the Freedom of Information Act and in accordance with the Trust's Freedom of Information Policy.

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6. Senior management messaging

6.1. The following table summarises messages cascaded over the past 12 months. Copies of the May messaging was sent to all directors at the time of issue.

| Month | Board messages | Executive message |
|----------|--|---|
| May 2012 | Service users at the heart of what we do Keep service users safe Changing staff views | New website live Access to Webex now possible Staff Awards 2012 |
| April | Strengthening Users and Carers Voices in Board Business Yes we can! (Lime Ward initiative lessons) | Sickness absence Staff awards Innovation survey Potential fuel disruption |
| March | Partnership working Bristol, North Somerset and S Glos health community Patient care central to our service | Staff and supervision survey Care Plan Library Making the difference Hall of Fame |
| February | Email problems Individual responsibility for safety Alcohol issues | A range of current Trust wide topics |
| January | None | None |
| December | Do the right thing Balancing safety and rights | Video team brief |
| November | AIMS project Performance recovery | Planning conference Fire training |
| October | Improving action on violence and aggression Carer survey outcome Quality rising | NHS national staff survey underway Book a flu jab today |

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| | | |
|-----------|--|--|
| September | Service Redesign Update Alcohol Related Violence Programme Contract in HMP Erlestoke | Liaison and Later Life Strategic Business Unit Health and Safety |
| August | None | None |
| July | Service redesign update Modernising mental health services in Bristol | Quality improvement strategy |
| June | Maintaining the safety of service users RiO implementation almost complete Foundation Trust update | Update on adult changes |

7. Other communications activity

- 7.1. Quality and Safety: Monthly safety alerts, NICE advice, statutory risk assessments, policy changes and details of the availability of a new screening tool on physical health lifestyles were cascaded through the Trust.
- 7.2. In addition to ongoing internal and external activity and media relations, the team continued to promote the Staff Awards and supported projects relating to INSPIRE (the new appraisal system), pharmacy supply and e-prescription, promotion of the Bristol engagement and NSUNS events. Further work has been undertaken in relation to the online annual report, the Trust quality account and the next edition of Ourvoice. We also participated in some MAPPA and Safeguarding planning involving other agencies.
- 7.3. The new Trust website went live on 1 May, with the map functionality being activated the following week. 'Go live' has effectively taken the form of a soft launch with no external promotion of it (or our social networking accounts) so as to enable internal checking of the live site, to enable any content changes to be made in the light of feedback and to enable map functionality live testing. Other than compatibility issues with old versions of browsers, there have been relatively few problems and no major content omissions.

By the time of the Board I would envisage external stakeholder groups and FT members to have been formally advised of the new site.

The site is fully integrated with Google analytics and the intention is to produce regular visitor reports as well as bespoke reporting where the site is being used to promote particular initiatives. In this way we will be able to

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update and improve the site in the light of the data as well as verbal feedback. This is especially important in terms of making information available in relation to specific stakeholder groups.

Notwithstanding the absence of promotion, up until 14 May, the site had attracted 11,149 visitors with 7,648 of them being unique visitors. Most came from Bristol followed by London, then Bath and Swindon. The average stay on the site was three minutes. The home page, search and contact sections of the site had most hits although most parts of the site appear to have been visited.

The site plus social networking options will enable the Trust to be more transparent and open in its communication and enable publishing of activity which may not attract media attention.

To date the site has been positively received, with the range of content and ease of navigation being complemented. Currently some 'snagging' work is being completed, new data added and future activity identified. A meeting of the reference group on 30 May will provide a more structured feedback. Among actions already identified is creating an easy read element of the site and a mobile site.

8. Additional report contributors

- Ray Chalmers, Head of Communications
- Simon Gerard, Senior Communications Officer
- Melanie Vincent, Communications Executive
- Julie Benfell, Information Governance Manager

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