

Communications Report

September 2016 - February 2017

Purpose

1. Communications activities support the whole organisation to raise awareness of and involvement in Healthwatch Cambridgeshire's work, and in health and social care decision making, using the principles and messages established in the Communications Plan agreed January 2016. This report informs the Board of the activities undertaken in this period and provides an opportunity to discuss future direction of communications activities.

Key Issues

1. In terms of the key messages we developed for our communications of listen, inform and challenge - These will need to be reviewed going forward into the new combined Healthwatch.
2. It has been a period of change within the local health and care system and this has impacted on the focus of much of our communications work in this period, with a particular focus on urgent and emergency care services.
3. Practical impact of the merger of our two local Healthwatch on recent and developing communications planning.

Action required by Board Members

4. To note report.

Author

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Date

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Current activities

5. As part of the communications plan in January 2016, we developed three core key messages of: listen, involve and challenge. Some of these messages have worked well whilst others may need refining:
 - **Listen** and **involve** are core words we probably use in every piece of work we do.
 - **Challenge** is, well, more of a challenge to use. Whilst it still feels like a good word to describe what we do, we have to be very thoughtful about how we use it and make sure we explain exactly what our powers entail. Care is needed not to over-promise.
 - The missing word is '**inform**'. Without this, we don't have a strong word to promote the information service as strongly as we could.
6. In this period, we have supported the production, key messaging and circulation of Healthwatch public reports.
 - Enter and View report for Hinchingsbrooke Hospital Emergency Department
 - Enter and View report for Cambridge University Hospitals Emergency Department
7. Changes and perceived threats of changes to local services, some as a result of the STP and others more practically to do with organisations merging, have been a key area of interest for local people. For example, we have undertaken focused comms work around the future of Hinchingsbrooke, the future of the Minor Injuries Units, and the future of NHS out of hours' care in Cambridge.
8. Moved to a fortnightly Your Voice newsletter at the start of September. We also produce a monthly hard-copy version of the engagement opportunities that are accessible off-line, circulated via engagement events.
9. We have developed a marketing campaign to recruit more volunteers using our own volunteers' stories to help us do this. Have shared three volunteer stories, including a video of Susan, with a couple more in the pipeline.
10. Developed a monthly volunteers' newsletter to encourage and support our volunteers in their roles, particularly with regard to engagement.
11. Supported the development of a Communications Plan for the merger of Healthwatch Cambridgeshire and Healthwatch Peterborough.

Areas for development

12. Re-boot of communications plan to be developed for merged Healthwatch, to include social media, website, literature, branded promotional materials, etc. As part of this, need to look at refreshing the key messages, increasing the mechanisms used to reach new / neglected audiences, e.g. social media, through other orgs newsletters and hard-copy newsletters and other materials.

Healthwatch England are developing a ‘tone of voice’ guidance, due end of March. This is timely for conversations around development of our communications going forward into the combined Healthwatch.

They are also developing an integrated marketing campaign called #iitstartswithyou, that is due to launch in the summer. It is a case study based approach to encourage people to understand that their feedback can change services. There will be on and off-line campaign materials.

Mechanism	Outcome / Impact
<p>Website development / reach</p> <p>Key pages / messages up to date.</p> <p>Website regularly updated with news stories (18 in this period) and Your Voice page updated with opportunities to get involved.</p> <p>Browsealoud software increases access options for people. The access tool bar is used an average of 24 times a month; speech request software, which reads the page out to you, is used an average of 34 times a month.</p>	<p>The number of people visiting the website has reduced slightly on the same period last year (6,917 vs 8,089 individual sessions); however, people are spending longer on the website, and interacting with it more.</p> <ul style="list-style-type: none"> • Average of 2.76 pages visited per session, with people staying on an average of 4:00 mins, up from 3:17 mins. So, the content is more engaging and fewer people are ‘bouncing’ straight off the page. Down to 46.54% from 56.42% <p>Most visited pages are the home page, the Your Voice consultations page, Find Local Services page and the news page.</p>
<p>Social media</p> <p>Primarily engage with people on Facebook and Twitter. Facebook is more effective for engaging with local people, Twitter for organisations. Have used some advertising.</p>	<p>Facebook page - 281 people liked our page at the end of February, increase of 12% since August.</p> <p>An average of 45 posts per month, with 212 engagements on posts each month - that’s more than 5.6% of people who see it. Engagement means likes, share, comment or clicking a link.</p>

<p>Aim is to drive users to the website and get them to engage with us.</p> <p>Want to look again at developing Instagram as a social media tool to engage with young people, as we have gathered some really good ideas on how to do this from others in the Healthwatch network.</p>	<p>We normally have higher engagement on our Facebook page than other local Healthwatch in the Eastern region.</p> <p>Twitter - 2,475 people follow our profile</p> <p>An average of 108 posts per month, with 402 engagements with page per month. 36% of these are clicks on links and 37% are shares.</p> <p>Tweets with the highest engagement levels are on subjects like CQC inspections of local acute trusts, Hinchingsbrooke Hospital merger, new crisis mental health services, publication of Fit for the Future and some opportunities to get involved.</p>
<p>E-news</p> <p>13 editions of the re-branded Your Voice e-news published.</p> <ul style="list-style-type: none"> • 38% of our readers are individuals or members of local support groups • 55% of our readers are professionals working in health, care or a related field • 5% are community newsletter editors who often circulate our content in their publications. • 2% are Healthwatch Cambridgeshire staff and Board members. 	<p>Mailing list now currently at 1,075 recipients. List grown by 6% since August 2016.</p> <p>Opened by average of 25% recipients, and links clicked by 5% (an increase from 4% clicks from the previous e-newsletter).</p> <p>Analytics show us which stories are most popular. Top stories clicked on are all news stories, with main interest in hospital visits, STP, Hinchingsbrooke merger and the future of the minor injuries units.</p>
<p>Media stories / articles in other orgs newsletters</p> <p><i>(We don't always know when our articles are printed in village magazines, so if anyone sees us mentioned, please do let us know.)</i></p>	<ul style="list-style-type: none"> • 21 articles in parish magazines (with more scheduled for March & April) • 3 radio interviews & 3 BBC TV interviews • 12 newspaper stories (Hunts Post, Wisbech Standard, Cambs Times, • 5 voluntary / community sector newsletter articles, e.g. Carers Trust.