



Oxford Health  
NHS Foundation Trust

# THE COMMUNICATIONS REPORT

## JUNE REVIEW

## JULY FORWARD PLAN

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

**| Caring | Safe | Excellent |**



Outstanding care by  
an outstanding team

# JUNE IMPACT

**1**

## NHS PARLIAMENTARY AWARDS

HOPE eating disorder collaborative shortlisted for two regional NHS Parliamentary Awards in the Excellence in Mental Health category and through to the national final in London with the backing of 13 local MPs including former PM Theresa May.

Successful application submitted by the Communications Team supporting the strategic objective of demonstrating excellence and positioning the trust as a global leader and employer of choice.

Media including BBC Radio Oxford interview by senior modern matron Sharon Ryan, website, intranet, bulletin, social media – Total social reach 4,441 with near 10% engagement rate



Quality



People

STRATEGIC OBJECTIVE

**2**

## VAX TEAM HELPS HOUSEBOUND RESIDENTS GET THEIR COVID BOOSTERS

The Trust's mass vaccination team continues to work hard to ensure that anyone aged five and up who needs a vaccination or booster gets one.

Not everyone can get to a centre, and that's why colleagues from Aylesbury, Oxford and Reading formed teams to go out and visit housebound people referred by their GPs.

The communications team picked the story up and celebrated across all social media platforms reaching 3,700 with an engagement rate of 4%



People

STRATEGIC OBJECTIVE

# JUNE IMPACT

## 3 EXCEPTIONAL PEOPLE AWARDS



May team winner and highly commended were publicised in June: Children's Bowel & Bladder Service (winner), the Server team and care support workers. Individual winner Dr Caz Nahman will receive her prize on July 4.

Team leader for Bowel & Bladder Service Deb Burdett was interviewed by BBC Radio Oxford on June 25.

Reach on social: 10,535 with 476 engagements.



STRATEGIC OBJECTIVE

4

## INTERNATIONAL NURSE RECRUITMENT CELEBRATION

Our international recruits were celebrated with a all-day event at Sandford Village Hall, and KV attended. Since March 2021, 73 international nurses have joined the Trust, and 39 have passed their OSCEs. The day was an opportunity to meet others on the same journey, review the year so far and hear about support available as well as further career opportunities. Mental health nurse Derrick Adjetei Kwei gave a captivating talk on his journey from Ghana to the Kennett ward in Littlemore.

Reach on social: 2,936 with engagement rate up to 8.3%



STRATEGIC OBJECTIVE

# JUNE IMPACT

## **5** LIVE BETTER, LIVE LONGER HEALTH EVENT FOR PEOPLE WITH A LEARNING DISABILITY

Collaboration with OCCG. We promoted the event vigorously on social media, to stakeholders, on event listing in Oxford Mail and Daily Info and with an interview by associate clinical director Kirsten Prance on BBC Radio Oxford.

Reach on social: 11,889 with engagement rate up to 4.9%



STRATEGIC OBJECTIVE

## **6** LEARNING DISABILITY WEEK

Theme for Learning Disability Week was Living Life with a Learning Disability. We supported the week with stories of our co-production activities with the Leading Together Group, of the new learning disability awareness videos that will become part of induction to all staff, and of the STOMP campaign – stop over-medication of people with a learning disability and autistic people.

Reach on social: 5,425 with engagement rate up to 3.7%



STRATEGIC OBJECTIVE

# JUNE IMPACT

## 7

### PEER SUPPORT WORKER GRADUATION

43 peer support worker trainees had their graduation ceremony in Thame with a welcome address from Bill Tiplady. The sense of achievement and joy was palpable in this whole-day event which KV attended.



STRATEGIC OBJECTIVE

## 8

### SUPERVISION WEEK

- Staff were encouraged to have clinical and managerial supervisions every eight weeks and to record these on OTR
- Internal comms included:
  - four intranet stories
  - five live sessions for staff to attend which were promote with all staff calendar invites and reminders - over 600 attended throughout the week
- Development of intranet page on L & D site
- Posters distributed in Ox, Bucks, Wilts



STRATEGIC OBJECTIVE

# JUNE IMPACT

## 9 CLINICAL AUDIT AWARENESS WEEK

CAAW is a national campaign to promote and celebrate the benefits and impact of clinical audit and quality improvement work in healthcare. I did videos with Chief Nurse Marie Crofts and Head of Nursing John Campbell, promoted the 'lunch and learn' events from the National Quality Improvement (incl. Clinical Audit) Network (N-QI-CAN), and the training sessions on Audit Management and Tracking Tool AMaT.



STRATEGIC OBJECTIVE

## 10 UNLOC



- Youth Board Meetings for Oxfordshire have now paused until September
- Consultation of CAMHS website is underway
- Youth Mental Health event plans are underway for July 5 at North Oxfordshire Academy - variety of workshops and stalls. Further event for more Oxfordshire schools in October
- Plans for five Buckinghamshire Youth Mental Health events are underway
- Website pages for the Youth Board are being created - Oxfordshire and Buckinghamshire - consulting Bucks Youth Board on July 6



STRATEGIC OBJECTIVE

# JUNE IMPACT

## 11 rTMS open day at the Whiteleaf Centre

KV attended the Bucks Neuromodulation Team's open day on the repetitive transcranial magnetic service (rTMS.) Held at the ECT suite at the Whiteleaf Centre, the session was an opportunity to learn more about this new service for people living with treatment-resistant depression



STRATEGIC OBJECTIVE

## 12 I WANT GREAT CARE

### Didcot Community Hospital

Reach on social : Total of 2138 impressions across Twitter, Instagram, LinkedIn and Facebook

### Abingdon Memory Clinic

Reach on social: Total of 1535 impressions across Twitter, Instagram, LinkedIn and Facebook



STRATEGIC OBJECTIVE

# JUNE IMPACT

## 11 THE QUEEN'S PLATINUM JUBILEE

Coverage of the garden parties at community hospitals in Oxfordshire plus Abingdon nurse representing OHFT and NHS at Abingdon bun throwing event and Bucks continuing healthcare nurse attending Queen's garden party Media including Oxford Mail and BBC Radio Oxford, website, intranet, bulletin, social media Twitter 3,054, Facebook 2,268, Instagram 428.



STRATEGIC OBJECTIVE

## 12 OFSTED/CARE QUALITY

### COMMISSION PILOT INSPECTION

Promotion of Ofsted/Care Quality Commission pilot inspection of Oxfordshire Specialist Educational Needs provision fulfilling strategic role to support systemwide service delivery. (Website, intranet, social media - 112 click links recorded via bitly)



STRATEGIC OBJECTIVE



# JUNE IMPACT

## 13

### RESEARCH NEWS

#### INSPIRE NETWORK

Successful event on June 9, highlighting our involvement in research projects. A packed agenda with over 15 speakers covering different projects, including two patient stories. More than 150 attended and feedback was positive. A working party will evolve from this meeting to inform the research strategy going forward.



#### RESEARCH AWAY DAY

Joint Research Office away day June 7 was a success with a strong focus on collaboration between the four partners Oxford University, OUH, OHFT and Brookes

#### BRAIN HEALTH CENTRE

For people agreeing to take part in research the government target is 10% but:

- More than 90% of people coming through our Brain Health Clinic have consented for their data to be shared
- More than 80% of people using the clinic have agreed to extra research assessments whilst they are there
- More than 70% have agreed to be contacted for future trials

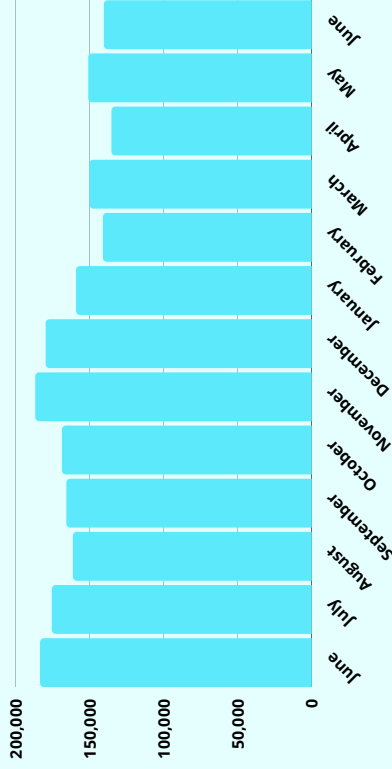


#### STRATEGIC OBJECTIVE

# DIGITAL SUCCESS



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



## OXFORDHEALTH.NHS.UK

- June PVs = 140,267
- June unique visitors = 50,749

## TOP PAGES

### Most popular pages

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

- Homepage - 11,657
- Healthy Minds - 5,453
- Careers - 2,810
- Oxfordshire Podiatry, Common
- Foot Problems - 2,252
- Contacts - 2,248

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

- Home - 87,426
- Getting it done - 8,787
- IT Service Desk - 580
- Need to know - 539
- Directory - 329

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

- COVID-19 Risk Assessment - 419
- Bulletin, June 22 - 220
- Update your COVID posters and remove room capacity numbers - 180

**Visits since intranet relaunch: 17.1 million**

**Intranet Hub visits in the**

**last 30 days: 567,414**

**Unique viewers in the**

**last 30 days: 7,542**



# Social media league



**OHFT social channels No.2 ranking of 51 peer trusts - up 1.3% on previous month**

	Trust	Facebook	Twitter	Instagram	LinkedIn	Ranking
1	South London and Maudsley NHS FT	5,441	24,900	3,054	16,998	50,393
2	<b>Oxford Health NHS FT</b>	<b>8,113(7th)</b>	<b>16,600(2nd)</b>	<b>4,647(1st)</b>	<b>9,982 (5th)</b>	<b>39,342(2nd)</b>
3	Lancashire and South Cumbria NHS FT	9,020	16,600	1,943	6,223	33,786
4	Tavistock and Portman NHS FT	7,992	8,957	1,313	15,283	33,545
5	Greater Manchester Mental Health NHS FT	7,336	16,900	1,590	6,310	32,136
6	Berkshire Healthcare NHS FT	16,957	5,821	2,115	7,166	32,059
7	East London NHS Foundation Trust	3,000	12,300	1,864	14,190	31,354
8	Mersey Care NHS FT	6,351	13,600	2,088	8,525	30,564
9	Cumbria, Northumberland, Tyne and Wear NHS FT	9,522	11,400	1,976	5,344	28,242
10	North East London NHS FT	3,200	9,423	4,262	10,633	27,518

# Social media league cont

11	Sussex Partnership NHS FT	5,093	11,800	2,379	7,428	26,700
12	Southern Health NHS FT	5,903	9,647	2,601	7,492	25,643
13	Pennine Care NHS FT	6,538	10,200	1,865	6,613	25,216
14	Nottinghamshire Healthcare NHS Foundation FT	6,846	9,898	430	6,319	23,493
15	Tees, Esk and Wear Valleys NHS FT	8,843	7,613	1,131	5,653	23,240
16	Somerset NHS Foundation FT	9,430	6,842	457	6,363	23,092
17	Solent NHS FT	5,571	8,648	2,486	6,008	22,713
18	Leicestershire Partnership NHS FT	5,632	10,700	1,278	4,814	22,424
19	Gloucestershire Health and Care NHS FT	11,152	6,707	2,705	1,858	22,422
20	Dorset Healthcare University NHS FT	5,370	8,439	1,750	6,267	21,826

# Membership



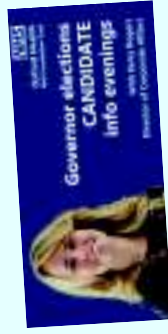
**UP**  
**5.6%**  
**YoY**

**Total membership: 10,487**  
**Public 3,114 (+5.2% increase from June 21)**  
**Patient 554 (no change from June 21)**

## Engage

- Stakeholder and social media campaign
- Two candidate info events took place, advertised for prospective candidates – March 8 and March 16

## Elections



## e-magazine

Membership Matters mag sent to all in database -  
readership up 31% since Aug 2021 launch



## Strategy

A new membership strategy is under development

## Involve

Membership Involvement Group to meet in February and plan for governors' engagement with members

# JULY AT A GLANCE

## KEY DATES IN JULY

- July 5: NHS Birthday and Big Tea
- July 5: Unloc Youth Mental Health event
- July 11: soft launch of outdoor gym, grand opening end of July
- July 18: Tiny Forest science day
- July 18: Disability Awareness Day
- July 25: National Schizophrenia Awareness Day

## GOVERNORS

- Governor interviews (KV)
- Bios and extranet site (KV)
- Governor handbook (ST)

## MEMBERSHIP

- Membership Matters newsletter
- Membership Involvement Group to discuss membership strategy development

## PROJECTS AT A GLANCE

- IQRA brochure
- External Zero Tolerance (MC)
- EPA (ST & KV)
- Staff Hub (MC)
- Welcome brochure for new starters (ST)
- Vuleio development - press release templates etc. (EVN)
- Freedom to speak up (ST and CG)

## GREEN & SUSTAINABILITY

- Outdoor gym (EVN)
- Green annual comms plan (EVN)
- New Littlemore sensory garden (EVN)
- EV charging points launch to launch to staff
- Updates on Tiny Forest
- Saffron House
- Estates newsletter

## BRANDING & COMMS DEV

- New online consent form (EVN)
- Develop brand guidelines for OH Charity and consistent posters (EVN)
- Brand and Canva project inc. Poster distribution, comms champions (EVN)
- Email platform project (EVN)

## BEE AWARDS

- Helping with the development of the DAISY-style awards for Allied Health professions (MC)

## CHARITY CAMPAIGNS

- Abingdon Community Hospital (MC)
- Dental Services (MC)

## EXCEPTIONAL PEOPLE AWARDS

- Winners and highly commended

# JULY AT A GLANCE

## MENTAL HEALTH PROJECTS/STORIES

- Mental Health awareness for Oxfordshire/BOB Winter Plan
- Healthy Minds campaign – promoting Buckinghamshire’s IAPT service mainly through news content and social media (NB)
- Bucks perinatal sticker and baby book page – signposting all mums get help (VT)
- Eating disorders – case study on men’s mental health and ED (MC)
- CAMHS T4 (MC)
- Oxfordshire CAMHS self harm videos (VT)
- Oxfordshire Community Mental Health Framework (VT)
- Unloc - Oxfordshire and Buckinghamshire (ST & EVN) - including webinars for adults who look after young people (parents, careers and teachers). Roadshows for young people, potential to be a festival style event
- Promotion of Physical Health Event for people with a learning disability – multi-agency events to be held on June 28 (KV)

## INTRANET DEV

- Update comms team intranet site (EVN)
- RAS intranet site launch (EVN)
- Forensic intranet site – waiting on team (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

## COMMUNITY SERVICES

- Wantage Community Hospital site visit for members of HOSC on June 23
- Community Services Strategy
- Community hospitals “week” PR plan (MC)
- Website – community hospitals, ambulatory care, urgent care etc. (EVN)
- End Of Life – comms work for the service based at Wallingford (MC)
- MIU – working with MIU colleagues to create comms to improve understanding of wait times at our units (MC)

## UKRAINE SUPPORT

- How OHFT staff are providing mental health support and services to arriving Ukrainian refugees and the people supporting them in the UK

## PICU

- Working with project team to promote job opportunities at the new PICU

# JULY AT A GLANCE

## RESEARCH (CB)

New R&D comms manager has begun meeting key people in R&D, and is compiling a list of stories for the media, web site, social media and internal communications.

### NIHR announcement on BRC funding

- Awaiting the NIHR announcement on BRC funding. Once this has been made we will work with colleagues in the other BRC and university to inform all key internal and external stakeholders. Preparation work has been done and now just awaiting the announcement

### Events

- Working with colleagues on Oxford BRC to promote the joint open day at Oxford Town Hall on July 5. The event will include stalls, talks and a giant inflatable brain. The aim is to show the importance of research, celebrate research successes in Oxford and also to enthuse young people and encourage them to take up a career in research. Stories have gone out on the website, intranet and bulletin and a suite of printed material has been produced for display around Oxford (eg in GP surgeries and pharmacies)

### Website

- Work has begun on improving elements of the R&D website to make it easier to find information and generally navigate the site

### Media

Working on setting up further TV coverage of the game Change programme. Trying to develop a TV package for local BBC