



Oxford Health
NHS Foundation Trust

THE COMMUNICATIONS REPORT

AUGUST REVIEW 2022

SEPTEMBER FORWARD PLAN

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

| Caring | Safe | Excellent |



Outstanding care by
an outstanding team

AUGUST IMPACT

1 CLINICAL SYSTEMS OUTAGE



Ongoing outage of clinical systems has been a comms priority.

A dedicated section on the trust intranet has provided daily updates, with posters, letters of support from CNO/CMO and scripted answers for staff to use in contacts with patient.

Info is on Trust website, with pop up messages. There is a range of social media (pinned).

Two all staff webinars have had around 1000 attendees in total, with a third event planned



STRATEGIC OBJECTIVE

2 NURSING EVENT - OXFORD HEALTH NURSING STRATEGY 2022-25

A special all-day launch event at the Kassam Stadium in Oxford on Thursday, October 6.

Comms included intranet story and a targeted email sent to 1,777 nurses at the Trust.

Responses: 75 attendees signed up



STRATEGIC OBJECTIVE

AUGUST IMPACT

3 JO HELPS DAISY AWARDS REACH BLOSSOM ON SOCIAL MEDIA

A very special Oxford Health nurse who won a DAISY award for her caring approach with patients and families has also made an impact on the general public. Jo Riley leads the Trust's countywide respiratory and home oxygen service, which she set up 22 years ago, and is also a specialist respiratory nurse. A few weeks ago she was presented with a DAISY award at a special surprise event at her workplace in Blackbird Leys.

The story of her nomination achieved a highly-impressive reach across social media of 6,700 and an engagement rate of around 12%.



Quality



People

STRATEGIC OBJECTIVE

4 TEDS ACCREDITATION

The eating disorder service TEDS for children and young people in Bath and North East Somerset, Swindon and Wiltshire achieved the Quality Network for Community CAMHS – Eating Disorders accreditation (QNCC-ED) with the Royal College of Psychiatrists. TEDS are joint second, in the history of accreditation, to achieve accreditation out of the 28 eating disorder services registered.
Reach on social: 2,689



Quality



People

STRATEGIC OBJECTIVE

AUGUST IMPACT

5 EXCEPTIONAL PEOPLE AWARDS



July winners were the Highfield Adolescent Unit and clinical lead CAMHS pharmacist Rachel Hogan. Rachel had been nominated unanimously by all the Oxfordshire CAMHS consultants who said that with her 18 years at Oxford Health and specialist knowledge of psychopharmacology in children and young people, Rachel is vital for providing caring, safe and excellent service.

Reach on social: 7,912 with 463 engagements and engagement rate up to 4.7%



STRATEGIC OBJECTIVE

6 SUPPORT FOR ARMED FORCES COMMUNITY

To assist Trust's application for Veteran Aware Accreditation, Katariina created a new intranet site for Armed Forces under Staff Support, created a permanent page for the Armed Forces Covenant on the website and published our renewed commitment to Step into Health employment service across all channels. This was to top media tweet in August. Reach on social: 2,630

Top Tweet earned 1,734 impressions

Oxford Health is committed to supporting all members of the Armed Forces and their families. To demonstrate this commitment, we have renewed our pledge to champion the Step into Health programme.
bit.ly/OHFT-Step-into-Health
pic.twitter.com/mBvbeCwKXb



STRATEGIC OBJECTIVE

AUGUST IMPACT

7 EPMA REACHES MAJOR MILESTONE

Oxford Health's electronic prescribing and medication management project ePMA reached a major milestone, when Amber ward's medication management at the Whiteleaf Centre went fully electronic. Our story highlighted the benefits to patient safety and heard from people who have been leading the project, Chief Pharmacist Michael Marven and Lead ePMA Pharmacist Lex Moon. Ranti Bolarinwa and Editor Chiyangwa were the first nurses at Amber ward to complete their medicines round without paper.



STRATEGIC OBJECTIVE

8 OXEVISION PATIENT MONITORING SYSTEM INSTALLED AT RUBY WARD

The use of Oxevision patient monitoring system is being expanded at the Trust following a successful pilot at the Vaughan Thomas ward at Warneford. On August 5 the system went live at the Ruby ward at the Whiteleaf Centre. Six more mental health inpatient wards are to follow across all functional areas: Adult, Older Adult, Children's and Forensic. We published an internal story to explain the system and its benefits to patient experience. Deputy ward manager Reginald Adjei and mental health nurse Hope McMahon were among the first to use Oxevision at the Ruby ward.



STRATEGIC OBJECTIVE

AUGUST IMPACT

9 CATERING SURVEY

The Estates and Facilities team and Programme Management Office have launched a Staff Catering Survey 2022 to find out more about your opinions on current options and staff rest areas, preferences and the future of catering provisions. Comms includes all staff email and intranet story Responses: 464



STRATEGIC OBJECTIVE

10 INVOLVEMENT OPPORTUNITIES

Promoting a number of involvement opportunities across all Trust channels, including The Community Voice patient experience group, IPS workshop for carers and tutor training for Recovery Colleges, Combined reach on social: 5,145



Next Carers Workshop
Total of 2,017 impressions across Twitter, Instagram, LinkedIn and Facebook



STRATEGIC OBJECTIVE

AUGUST IMPACT

11



UP
6%
YOY

Total membership: 10,575
Public 3,142 (+5.3% increase from August 21)
Patient 553 (no change from August 21)

STRATEGIC OBJECTIVE



People

12 I WANT GREAT CARE

Banbury Children's Dental Clinic

Reach on social : Total of 1,843 impressions across Twitter, Instagram, LinkedIn and Facebook



STRATEGIC OBJECTIVE



Quality



People

AUGUST IMPACT

13 RESEARCH NEWS

An article by Paul Harrison, Honorary consultant in general adult psychiatry has featured in the Lancet. The piece involved research into on the risk of neurological and psychiatric conditions 2 years after COVID-19 infection. The full article can be accessed via the intranet. Paul was also profiled in the Lancet earlier this year and that story can also be found on the intranet in the R&D section.

Vanessa Raymont, Oxford Health's Director of Research and Development, has been appointed as one of nine new commissioners to the Commission on Human Medicines.

She is expected to serve a four-year term with the CHM which provides independent expert advice to Government ministers on the safety, quality and efficacy of medicines, and promotes the collection and investigation of information relating to adverse reactions for human medicines. It is an advisory non-departmental public body, sponsored by the Department of Health and Social Care.

Members of our Clinical Research Facility team attended the recent UKCRF conference in Southampton Collaborating for Success.

They presented posters, took part in seminars and lab skills workshops, bringing back ideas to use going forward.

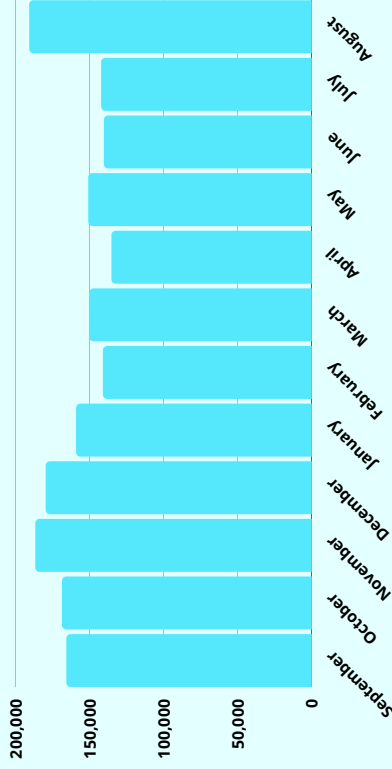


STRATEGIC OBJECTIVE

DIGITAL SUCCESS



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



OXFORDHEALTH.NHS.UK

- **August PVs = 190,738**
- **August unique visitors = 62,646**

TOP PAGES

Most popular pages

WEBSITE (Page views - for month)

- Vacancies - 25,182
- Homepage - 14,572
- Careers - 8,866
- Healthy Minds - 6,968
- Blandford fly bites - 2,740

INTRANET (Visits - last 7 days)

- Home - 59,590
- Getting it done - 7,555
- IT Service desk - 458
- Need to know - 447
- Clinical applications - 281

TOP 3 STORIES (Visits - last 7 days)

- UPDATED 02.09.22: System outage update + FAQs + poster +informing patients + MS Teams guides - 776
- Pause to COVID-19 testing - 282
- Trust team launch EMIS - 150

Visits since intranet relaunch: 18.2 million

Intranet Hub visits in the

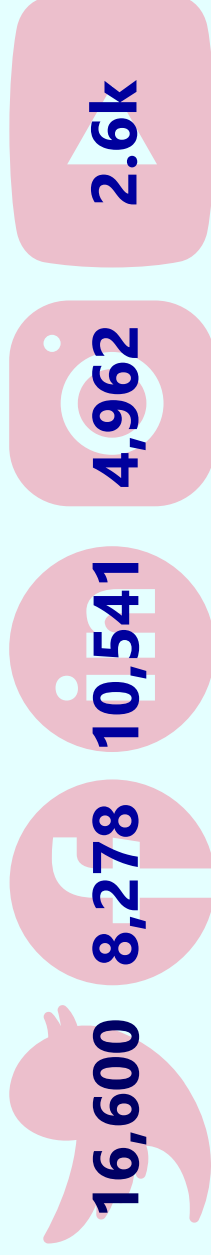
last 30 days: 491,011

Unique viewers in the

last 30 days: 7,392



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	25,200	3,183	17,519	51,465
2	Oxford Health NHS FT	8,278(7th)	16,600(2nd)	4,962(1st)	10,541 (5th)	40,381(2nd)
3	Lancashire and South Cumbria NHS FT	9,100	16,800	1,988	6,662	34,550
4	Tavistock and Portman NHS FT	8,081	9,126	1,343	15,631	34,181
5	Berkshire Healthcare NHS FT	17,682	5,900	2,256	7,572	33,410
5	Greater Manchester Mental Health NHS FT	7,400	17,100	1,669	6,800	32,969
7	East London NHS Foundation Trust	3,000	12,500	1,927	14,890	32,317
8	Mersey Care NHS FT	6,473	13,800	2,138	8,906	31,317
9	Cumbria, Northumberland, Tyne and Wear NHS FT	9,780	11,500	2,025	5,576	28,881
10	North East London NHS FT	3,300	9,546	4,357	11,096	28,299

SEPTEMBER AT A GLANCE

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)
- **Gratitude Week** - package of comms material in support of proposed week of thanks to include Covid Stars, HealthFest and teams support package - subject to exec approval (ST)
- **Planning for potential staff awards (ST)** - subject to exec approval
- **AGM planning for Sept 21.** Online event set up, diary invites sent to all staff, exec team, NEDs and Governors. Public notices booked. Agenda draft prepped. Videos to commission. (ST,KV, EVN)
- **Governors handbook** -- a designed document to support Governors in their roles (RW)
- **Onboarding brochure** for inductions (ST with Head of OD)
- **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)**
- **Nursing strategy launch** continued comms (ST/EVN)
- **All staff catering survey** with estates (EVN)
- **Freedom to Speak Up review (ST/CG)**
- **Supporting "QI Week"** in October (MC)
- **Inspire Network planning** Nov 3 on QI (all)
- **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)

SEPTEMBER AT A GLANCE

KEY DATES IN SEPTEMBER

- Webinars: CEO and Trust webinars, systems outage specials, suicide prevention, World Patient Safety day
- September 13: Bucks Community Mental Health Framework showcase
- W/C September 19: International Week of the Deaf
- September 21: AGM and AMM 2022
- W/C September 26: UK National Inclusion Week

MEMBERSHIP

- Membership Matters newsletter KV
- Membership strategy for MIG September 12 KV

BEE Awards (for AHPs)

- Working towards launch in October - sourcing design for printed and promotional materials (MC)

Exceptional People Awards

- 1 year since relaunch (KV)

GREEN & SUSTAINABILITY

- New Littlemore sensory garden (EVN)
- EV charging points staff guidance doc (EVN)
- Estates newsletter (EVN)
- Launch Oxford Health green plan (EVN)

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) - launch of hub with Frank Bruno Foundation in Blackbird Leys, Ox.
- Series of Suicide Prevention webinars (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)

COMMUNITY SERVICES

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

RESEARCH

- NIHR funding announcement
- Website development
- Lunch Labs
- 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)