



Oxford Health
NHS Foundation Trust

THE COMMUNICATIONS REPORT

DECEMBER 2022 REVIEW

JANUARY 2023 FORWARD PLAN

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

| **Caring** | **Safe** | **Excellent** |



Outstanding care by
an outstanding team

DECEMBER IMPACT

1 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, guides for RiO and EMIS and info following launch - 11,429 views

Featured as a topic on Trust webinars and Bulletin throughout the month

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



People

2 INDUSTRIAL ACTION



Industrial action has been a comms priority this month. For staff: Continued updates to the new IA intranet site including FAQs (inc. to RCN strike hub). Featured as a topic on Trust webinars and Bulletin throughout the month. All staff emails sent to staff and clear updates communicated. Intranet site is signposted on homepage.

Announcement: Information on RCN strike on Dec 15 & 20 (message from Grant and Charmaine) has over 900 views. Further strikes news updates on intranet have a total of 300 views in December.

STRATEGIC OBJECTIVE



Quality



People

DECEMBER IMPACT

3 OXFORDSHIRE PARENTS URGED TO GET THEIR CHILDREN PROTECTED FROM FLU

The communications team has been supporting the campaign to get young people in Oxfordshire protected from the flu. Oxford Health is urging parents and carers of children in Oxfordshire to respond to emails from the Trust giving details of how to give consent for the young person to be vaccinated now that the annual national school-based Flu vaccination programme is well underway. The social media campaign backed up direct correspondence with parents and carers and achieved a reach of over 5,000 across all channels.



STRATEGIC OBJECTIVE



4 PDR QI PROJECT

Katariina has continued to support the PDR Quality Improvement project with interview with a satisfied user Philippa Cuttell.

Next up is promotion of the e-learning package that will launch in January.



STRATEGIC OBJECTIVE



DECEMBER IMPACT

5 PEER SUPPORT WORKER RECRUITMENT

Oxford Health is boosting the pioneering peer support worker programme where people with personal experience of mental health problems can become paid support workers for others. Katariina is providing supporting communications with articles, social media and a video. Reach on social 2,505 with engagement rate up to 6%.



STRATEGIC OBJECTIVE



6 EXCEPTIONAL PEOPLE AWARDS

Great many exceptional people and teams received their prizes in December, some for previous months as they had not been able to attend the ceremonies earlier. Those awarded were Emma Croft, Interim Allied Health Professionals Lead – Mental Health & Learning Disabilities; Clinical Systems Team; Team Manager Andy Robertson from Aylesbury Older Adults Community Mental Health Team; Allen ward nursing team & Dr Tsatalou, Bucks Early Intervention Service, and North Oxon CAMHS. Reach on social: 28,727 with engagement rate up to 6%. Wantage receptionists Sophie Delamore and Tessa Avenell, who became highly commended in November, also appeared as a story in Wantage & Grove Herald.



STRATEGIC OBJECTIVE



DECEMBER IMPACT

7 OTHER STORIES

- Clothes created to raise money for Oxford Health. Poppy Clementine created her own clothing range to raise money for Oxford Health and Mind - Oxford Mail news story and a feature, That's TV interview, BBC Radio Oxford interview - social media: 6.3k impressions 196 engagements with up to a 6.4% engagement rate
- Wallingford Hospital story on Xmas trees and festive mural - social media: 1.9k impressions 46 engagements with up to a 2.4% engagement rate
- Making Christmas special for those who have to spend it in hospital - social media: 1.8k impressions with up to a 4.3% engagement rate. Interview with Thames Valley News with Julie Pink, Head of Charity and Involvement

STRATEGIC OBJECTIVE



People

8



UP
5.3%
YoY

Total membership: 7,055
Public 3,172 (+3.7% increase from November 21)
Patient 551 (no change from December 21)

STRATEGIC OBJECTIVE



People

DECEMBER IMPACT

9 RESEARCH NEWS

£2.4million to fund largest-ever trial of ketamine-assisted therapy for alcohol disorder

Alcohol problems affect not only individuals but also their families, friends and communities. Alcohol-related harm is estimated to cost the NHS around £3.5 billion each year and wider UK society around £40 billion.

A new £2.4 million phase III trial delivered across seven NHS sites including Oxford Health NHS Foundation Trust will investigate whether ketamine-assisted therapy could help alcoholics stay off alcohol for longer.

Oxford Health will be recruiting patients with alcohol-use disorder to determine if a short course of ketamine alongside psychotherapy reduces heavy drinking days for people six months after treatment.

Intranet stats for R&D page in December:

- Over 600 site visits
- Over 200 users

Website stats for R&D page in December:

- Over 1,800 page views on research section of website
- Most popular page with over 350 views is Mood Disorders

STRATEGIC OBJECTIVE



Research



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)

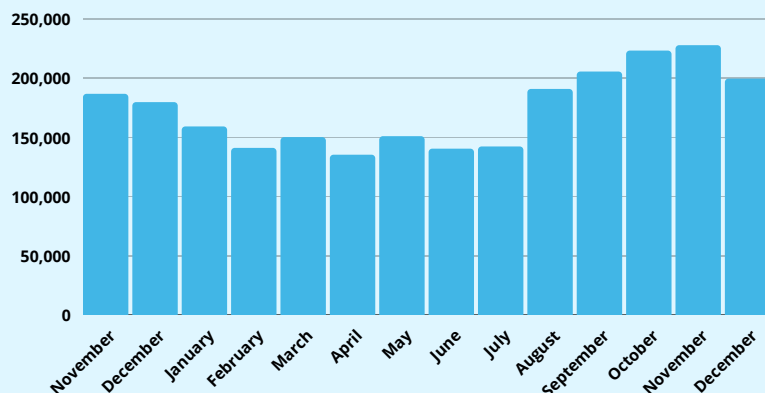
- Vacancies - 32,474
- Homepage - 17,677
- Staff bank rates - 6,231
- Healthy Minds - 4,255
- Careers - 4,213

INTRANET (Visits - last 7 days)

- Home - 87,374
- HR - 5,000
- Learning & Development - 3,955
- IM&T - 3,725
- Your Trust - 2,742

TOP 3 STORIES (Visits - last 7 days)

- EMIS and RiO - 527
- Annual leave carryover and buy back - 282
- New starters, January 3 - 208



OXFORDHEALTH.NHS.UK

- **December PVs = 199,478**
- **December unique visitors = 83,526**

Visits since intranet relaunch: 20.1 million

**Intranet Hub visits in the
last 30 days: 471,457
Unique viewers in the
last 30 days: 7,531**



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	25,700	3,480	18,609	53,352
2	Oxford Health NHS FT	8,300(7th)	16,700(2nd)	5,383(1st)	11,364 (5th)	41,747(2nd)
3	Lancashire and South Cumbria NHS FT	9,300	17,200	2,049	7,301	35,850
4	Tavistock and Portman NHS FT	8,129	9,247	1,396	16,170	34,942
5	Greater Manchester Mental Health NHS FT	7,700	17,500	1,752	7,658	34,610
5	Berkshire Healthcare NHS FT	17,854	5,995	2,317	8,147	34,313
7	East London NHS Foundation Trust	3,100	12,800	2,069	16,075	34,044
8	Mersey Care NHS FT	6,600	14,200	2,234	9,514	32,548
9	Cumbria, Northumberland, Tyne and Wear NHS FT	10,289	11,700	2,073	5,946	30,008
10	North East London NHS FT	3,400	9,725	4,475	11,907	29,507

JANUARY 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
- **Planning staff awards** (MC, EVN)
- **Governors handbook** – a designed document to support Governors in their roles (RW)
- **Onboarding brochure** for inductions
- **Induction video** (RW)
- **Learning & Development brochure**
- **Warneford Park project** – ongoing comms support
- **CQC presentation**
- **New Careers website launch**
- **Lucy's Room Project** - advance fundraising
- **People Pulse promotion**
- **Kennet Ward QI project**
- **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)
- **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)
- **Peer Support Worker recruitment campaign** (KV)
- **PDR QI project** (KV)
- **Membership survey** (KV)
- **Comms team induction stand** (all)
- **CEO webinar programme for 2023** (EVN)

JANUARY AT A GLANCE

KEY DATES IN JANUARY

- CEO webinars
- Flu clinics
- Exec Open Doors sessions
- 16-20: HealthFest (last week)
- 17: Schwartz Round, Feeling Alone
- 31: Keystone Hub set to open in Banbury (TBC)

MEMBERSHIP AND GOVERNANCE

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

EXCEPTIONAL PEOPLE AWARDS

- January 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: Charity appeal, PICU opening ceremony (seeking alternative figures to open the unit if our first choice, Sophie Wessex, is unavailable).
- Oxfordshire & Bucks Community Mental Health Framework (VT)
- 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 - Roadshows in Bucks (EVN)
- World Mental Health Day – Getting Oxfordshire Talking campaign with Oxfordshire Mental Health Partnership
- Psychosocial Assessment following self-harm conference (KV)
- Legacy mentor recruitment communications (KV)
- Suicide prevention resources website and intranet site (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

- 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)