



Oxford Health
NHS Foundation Trust

THE COMMUNICATIONS REPORT

JANUARY 2023 REVIEW

FEBRUARY 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

JANUARY IMPACT

1 MOVING TO NHSP

The move to NHSP has been a comms priority. For staff: A dedicated area on the intranet for staff to find out further information, including FAQs. This has been signposted on the intranet homepage with a banner and old Staffing Solutions pages have been amended.

Regular comms on the Trust's intranet news and all staff emails. Those staff directly affected have been emailed individually.

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



STRATEGIC OBJECTIVE



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.

Teacher strikes also covered in comms.

Over 700 views on the news items posted on the intranet during the month.

STRATEGIC OBJECTIVE



Quality



People

JANUARY IMPACT

3 KEYSTONE MENTAL HEALTH & WELLBEING HUBS

Media interviews last week as we promote the Keystone Mental Health & Wellbeing hubs across Oxfordshire with ITV Meridian, BBC Radio Oxford, Jack FM and That's Oxford TV. Also covered by Banbury Guardian, Banbury FM and BBC Oxford.

The story has been shared on trust internal and external channel including the intranet, website and social media. It has been shared with partners, system colleagues and ICB, NHS E. News of the hubs has also featured in the Oxon system bulletin, it will also go in GP bulletin and pharmacists news in Oxon in due course. It will also feature in the staff bulletin next week. News collateral is supported by a featured video about the Keystone and a reportage video about the opening of the Keystone hub in Blackbird Leys East Oxford in November last year.

A series of webinars is under way to showcase the hubs across Oxfordshire.

An Oxon GP webinar took place in December.

CEO webinar scheduled for April.

Dates are set for the official gala opening of Banbury and Abingdon hubs in June and October.

Web presence updated and will continue to evolve as more content/service change finalised.

Google map presence pending as appropriate.



STRATEGIC OBJECTIVE



People



Quality

JANUARY IMPACT

4 PICU, WARNEFORD

The Trust's psychiatric intensive care unit – now officially called the Meadow Unit – has attracted a lot of attention on social media.

With progress being made inside and out and a recruitment campaign well underway, the communications team joined colleagues from the PICU project team to take a close look at the latest developments.

The resulting story is a hit on social media with a reach of 7,000 and engagement rate of 12.6%.



STRATEGIC OBJECTIVE



Quality



People

5 PDR QI PROJECT

We have been supporting the PDR QI project from last autumn. The latest step in the project has been the launch of the new e-learning package on 18 January and launching the new PDR season which will run from 1 April to 31 July. Ongoing promotion will take place every week in the run-up to the season and during it with the aim of 95 per cent of staff completing their PDRs.



STRATEGIC OBJECTIVE



People

JANUARY IMPACT

6 PEER SUPPORT WORKER RECRUITMENT CAMPAIGN

We supported the peer support worker recruitment campaign with stories, videos and attendance in the CEO webinar. The combined campaign from Careers and Comms was a great success: 103 signed up to the introduction sessions; the Trust received 137 applications and has invited 48 people for an interview. There are 24 post WTE to fill across mental health services in Oxfordshire.



STRATEGIC OBJECTIVE

7 EXCEPTIONAL PEOPLE AWARDS

Kris Gach, Senior Mental Health Practitioner and Crisis Lead from Bucks CAMHS and a self-created team of IT saviours in Oxfordshire mental health services were the January winners in Exceptional People Awards. We also celebrated Aylesbury ACMHT and the Apprenticeship Week who became highly commended.

Reach on social: 16,275 with up to 7% engagement rate.

Top media Tweet earned 726 impressions

CONGRATULATIONS: Senior Mental Health Practitioner Kris Gach from Bucks CAMHS Crisis team and a self-created team on IT saviours in Oxfordshire mental health services are the January winners in Exceptional People Awards. bit.ly/January-EPA-wi... pic.twitter.com/RK2t4aMSOf



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STRATEGIC OBJECTIVE

JANUARY IMPACT

8 OTHER STORIES

- Meditation for carers, NHS staff and superpowers and What makes Didcot brilliant had 10.4k impressions 167 engagements with up to a 4.9% engagement rate
- Angela Conlan did interviews with BBC Radio Oxford and That's TV on the Didcot is brilliant story



STRATEGIC OBJECTIVE



People

9



Total membership: 7,082

Public 3,681 (+4% increase from January 22)

Patient 551 (no change from January 22)

STRATEGIC OBJECTIVE



People

JANUARY IMPACT

10 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 January:

- Over 1,300 site visits
- Over 440 users

Website stats for R&D page in January:

- Over 1,400 page views on research section of website
- Most popular page with over 290 views is Mood Disorders

STRATEGIC OBJECTIVE



Research



DIGITAL SUCCESS



In 2022 OHFT website had
2.074m page views (PV)
1.664m unique page views

TOP PAGES

Most popular pages

WEBSITE (Page views - for month)

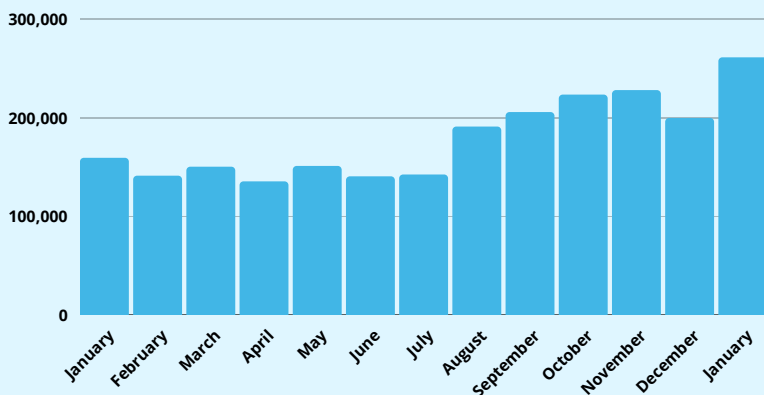
- Vacancies - 35,463
- Homepage - 17,455
- Staff bank rates - 9,857
- Healthy Minds - 6,592
- Careers - 5,258

INTRANET (Visits - last 7 days)

- Home - 84,144
- HR - 4,748
- Learning & Development - 4,355
- Your Trust - 2,234
- IM&T - 2,234

TOP 3 STORIES (Visits - last 7 days)

- NHSP - 518
- New starters- 266
- NHSP Training - 244



OXFORDHEALTH.NHS.UK

- **January PVs = 260,924**
- **January unique PVs = 217,523**

Visits since intranet relaunch: 21.3 million

Intranet Hub visits in the last 30 days: 597,704
Unique viewers in the last 30 days: 7,792



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	5,600	26,100	3,607	19,190	54,497
2	Oxford Health NHS FT	8,400(7th)	16,700(2nd)	5,928(1st)	11,919 (5th)	42,947(2nd)
3	Lancashire and South Cumbria NHS FT	9,500	17,500	2,067	7,704	36,771
4	Greater Manchester Mental Health NHS FT	7,800	17,700	1,810	8,167	35,477
5	Tavistock and Portman NHS FT	8,129	9,289	1,440	16,612	35,470
6	East London NHS Foundation Trust	3,100	13,000	2,198	16,815	35,113
7	Berkshire Healthcare NHS FT	17,854	6,034	2,348	8,601	34,837
8	Mersey Care NHS FT	7,000	14,400	2,313	9,918	33,631
9	Cumbria, Northumberland, Tyne and Wear NHS FT	10,495	11,800	2,105	6,170	30,570
10	North East London NHS FT	3,500	9,817	4,532	12,491	30,340