



Oxford Health
NHS Foundation Trust

THE COMMUNICATIONS REPORT

FEBRUARY 2023 REVIEW

MARCH 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

FEBRUARY IMPACT

1 NHSP

Intensive support to the move to NHSP since before and after 13 February, with frequent all staff emails, bulletin updates, posting of intranet resources, regular CEO webinars. Created a hub on the intranet for bank workers and managers booking in bank staff to provide all the guidance and resources they need – signposted from the homepage, which has had more than 1,000 visits. News posts reached nearly 1,000 views at switchover and as NHSP systems failed with considerable disruption for managers and bank workers. Increase in communications for the interim measures during the crisis – reassuring staff about very important issues, providing guidance and advice. Out-of-hours and weekend cover was provided. We've now been able to draw the incident to a close, reassuring staff the incident will be fully investigated and lessons learnt.

STRATEGIC OBJECTIVE



People

2 INDUSTRIAL ACTION

Industrial action has been a comms priority. For staff: Continued updates to the IA intranet site including FAQs. Comms includes all staff emails, intranet updates and bulletin coverage. Featured as a topic on Trust webinar. Teacher strikes also covered in comms. Comms published to update staff on suspended RCN strikes towards the end of February.



STRATEGIC OBJECTIVE



Quality



People

FEBRUARY IMPACT

3 EATING DISORDER AWARENESS WEEK

Oxford Health's pioneering use of enhanced cognitive behaviour therapy for these conditions was showcased in parliament and Mollie, a former patient, who's had the treatment told her inspiring story. She was a hit on social reaching an enormous 4,464 people (24% of the Instagram followers were new to Oxford Health's account).



STRATEGIC OBJECTIVE



People

4 PDR SEASON

This year a new concept – PDR season – has been launched at Oxford Health. From 1 April to 31 July all Trust colleagues need to have had their Personal Development Review and, to help support this the Communications Team have been working promote all aspects of the initiative. A new PDR Season intranet site has been set up and pinned to the front page. In addition, the whole PDR process has been publicised and explained in a series of regular stories included in the weekly all-staff Bulletin and has also featured in the CEO webinar.



Personal
development
review



STRATEGIC OBJECTIVE



People

FEBRUARY IMPACT

5 PICU RECRUITMENT

The Trust's campaign to recruit a range of staff ahead of the opening on the new Meadow Unit PICU has been given a boost this month thanks to social media activity driven by the Communications Team which secured a reach of 20,000.

Much of the publicity was geared towards supporting a recruitment open day at the Warneford site and the ongoing recruitments efforts of the Trust's recruitment team. The team also worked closely with an external designer to create new visuals for digital and print materials.



STRATEGIC OBJECTIVE



Quality



People

6 EXEC OPEN DOORS

Exec Open Doors has been promoted internally to give staff the opportunity to take part in 1-1s with the Exec team.

Story has been published on the intranet with contact details, shared in the bulletin and an all staff email has been sent.



STRATEGIC OBJECTIVE



People

FEBRUARY IMPACT

7 OTHER STORIES

Witney Dental and the Oxford Health Arts Partnership annual report stories

- Social media: 8.4k impressions and 129 engagements with up to 4.6% engagement rate.
- This is Oxfordshire/Oxford Mail and the Witney Gazette covered the Witney Dental story
- It was also featured in The Dentist magazine and on the Cosmetic Dentistry Guide website
- Vicki Powers the Service manager did an interview with That's TV



STRATEGIC OBJECTIVE



People

8



UP
4%
YoY

Total membership: 7,081

Public 3,680 (+4% increase from February 22)

Patient 551 (no change from February 22)

STRATEGIC OBJECTIVE



People

FEBRUARY IMPACT

9 RESEARCH NEWS

Intranet stats for R&D site for February:

- Over 1,717 site visits
- Over 481 users

Website stats for R&D page for February:

- Over 2,308 page views on research section of website
- Most popular page is research landing page with 418

Social media stats for February:

- 266 impressions
- 1,047 profile visits
- 28 mentions
- 6 new followers



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)

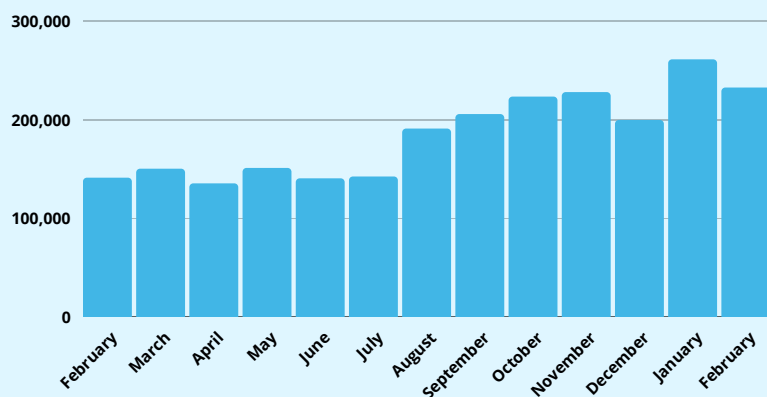
- Vacancies - 35,901
- Homepage - 16,206
- Staff bank rates - 5,805
- Healthy Minds - 5,615
- Careers - 4,734

INTRANET (Visits - last 7 days)

- Home - 95,738
- HR - 4,799
- Learning & Development - 4,134
- IM&T - 2,714
- Policies - 2,571

TOP 3 STORIES (Visits - last 7 days)

- New tool to understand NHS Staff Survey results - 337
- New Clinical Director for Bucks Mental Health - 246
- The strike by nurses next week at Oxford Health and across the NHS has been suspended - 157



OXFORDHEALTH.NHS.UK

- February PVs = 232,340
- February unique PVs = 200,668

Visits since intranet relaunch: 21.9 million

Intranet Hub visits in the

last 30 days: 571,010

Unique viewers in the

last 30 days: 7,709



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	26,400	3,758	19,654	55,412
2	Oxford Health NHS FT	8,400(7th)	16,700(2nd)	6,178(1st)	12,297 (5th)	43,575(2nd)
3	Lancashire and South Cumbria NHS FT	9,600	17,700	2,092	7,967	37,359
4	Greater Manchester Mental Health NHS FT	7,800	17,800	1,839	8,542	35,981
5	Tavistock and Portman NHS FT	8,200	9,334	1,464	16,909	35,907
6	East London NHS Foundation Trust	3,200	13,100	2,253	17,280	35,833
7	Berkshire Healthcare NHS FT	18,000	6,089	2,395	8,881	35,365
8	Mersey Care NHS FT	7,000	14,600	2,366	10,202	34,168
9	North East London NHS FT	3,500	9,904	4,612	12,882	30,898
10	Cumbria, Northumberland, Tyne and Wear NHS FT	10,495	11,800	2,122	6,325	30,742

MARCH AT A GLANCE



Oxford Health
NHS Foundation Trust

COMMS ACTION PLAN

- **Comms team QI day** (all)
- **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** – to be finalised (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
- **Webinar training for comms team roles** (all)
- **Kennet Ward QI project**
- **Vuelio development** – press release templates etc. (EVN)
- **G drive migration** (CG)
- **Develop brand guidelines for OH Charity** and consistent posters (EVN)
- **Brand and Canva project** inc. Poster distribution, comms champions (EVN)
- **PDR QI project** (MC)
- **Membership survey**
- **Comms team induction stand** (all)
- **CEO webinar programme for 2023** (EVN)
- **Website and intranet development** (EVN, CG & TB)
- **Recruitment bulletin and support** (EVN, CG)
- **COVID-19 booster information** (MC)
- **Induction banners for Trust** (EVN, CG)
- **Content collation for Annual Report and Accounts**
- **Elections** - Pre-election period begins in respect of May 4th local elections

MARCH AT A GLANCE



Oxford Health
NHS Foundation Trust

KEY DATES IN MARCH

- CEO webinars
- Exec Open Doors sessions
- Feb 27 - Mar 5: Eating Disorders Awareness Week
- 7-10: National Careers Week and National Feet Week
- 8: International Womens Day
- 14 - 17: Healthcare Science Week and Nutrition and Hydration Week 2023
- 20: World Oral Health Day
- 21- 24: Neurodiversity Celebration Week 2023
- 28 - 31: World Autism Acceptance Week 2023
- 30: World Bipolar Day

MEMBERSHIP AND GOVERNANCE

- Membership Matters newsletter
- Membership strategy for MIG
- Membership survey

EXCEPTIONAL PEOPLE AWARDS

- March awards

GREEN & SUSTAINABILITY

- New Littlemore sensory garden updates in Spring (EVN)
- EV charging points staff guidance doc (EVN)
- Estates newsletter inc. Tiny Forest updates/news (EVN)
- Launch Oxford Health green plan (EVN)
- Launch 2023 Staff Travel Survey (EVN)

MENTAL HEALTH PROJECTS/STORIES

- CAMHS neurodevelopmental pathway split in Bucks (has to happen by April 1, 2023)
- PICU: Charity appeal, PICU opening ceremony - Nick to visit before site closes
- 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 - promote project externally (EVN)
- Eating Disorder Wilts video (EVN)
- Eating Disorders Awareness Week (VT)
- Autism Acceptance Month and awareness week (VT, EVN)

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 (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/CG)