

# THE COMMUNICATIONS REPORT

## APRIL 2023 REVIEW

## MAY 2023 FORWARD PLAN

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

**| Caring | Safe | Excellent |**

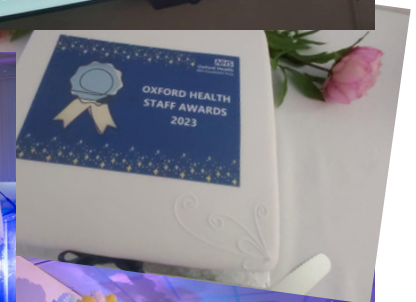


Outstanding care by  
an outstanding team

# APRIL IMPACT

## 1 STAFF AWARDS 2023

All eyes were on the achievements of Oxford Health colleagues at the first Staff Awards event to be held since 2019. The communications team supported the Health and Wellbeing team to encourage staff and the public to nominate Trust employees who go above and beyond to make a big difference to patients, families and those they work with. More than 400 nominations were received and more than 150 watched the event live around the Trust thanks to a live stream promoted by the communications team. The event achieved a reach on social media of more than 6,000. The story was also covered by the Oxford Mail.



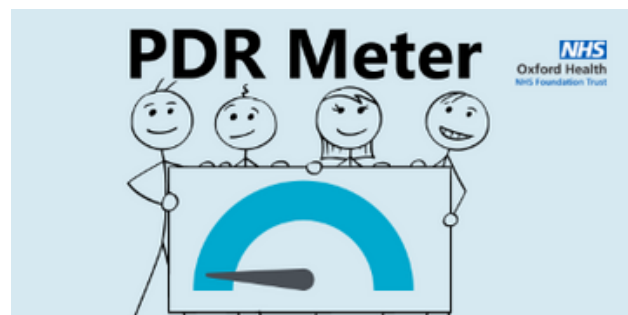
STRATEGIC OBJECTIVE



# APRIL IMPACT

## 2 PDR SEASON

The communication and engagement team have been helping to drive the all-new PDR season. Since March the team, working closely with Organisational Development, has been promoting the importance of all Agenda for Change staff holding and registering their PDRs. A series of weekly articles are posted on the intranet and amplified in the Bulletin. This has been supported by timely all-staff emails, CEO Webinar appearances, CEO Blog mentions and posters which have been sent to sites across the Trust. The campaign continues and the results will be known at the end of July.



STRATEGIC OBJECTIVE



## 3 PEOPLE PULSE

The Communications Team supported promotion and participation in the Quarterly NHS People Pulse Oxford Health's April survey for staff via regular intranet and bulletin articles, trust webinars, all staff emails and diary invites to encourage people to use designated time in their day to complete the People Pulse. The survey offers colleagues the opportunity to share their experience on the key elements of the NHS People Promise. A total of 920 took part in the survey, in line with the previous quarter.



STRATEGIC OBJECTIVE



# APRIL IMPACT

## 4 OXFORD HEALTH ANNUAL STAFF TRAVEL SURVEY

Oxford Health annual staff travel survey looks to find out more information about the travel patterns and behaviours of staff – different commutes, their length and frequency, preferences and needs. The results of this survey will help inform Trust sustainability plans and the decision of future travel alternatives. The survey has been shared internally with all staff via the bulletin, intranet and all staff emails. The survey has over 1,140 responses. Last years survey received 1,334 responses.



STRATEGIC OBJECTIVE



People

## 5 TWO MINDFUL MINUTES

Offering staff an enriching weekly mindfulness exercise they can do in their workplace each Wednesday at noon. Supported by a practice email each Wednesday at 12 noon plus the opportunity to access the practice at any time via the staff weekly bulletin and trust intranet. Initial responses to the practice were extremely positive with staff replying the trustwide all staff email: "That was soooo relaxing. Thank you", "That was a gift. Thank you" and "Thanks, that was nice."



STRATEGIC OBJECTIVE



People

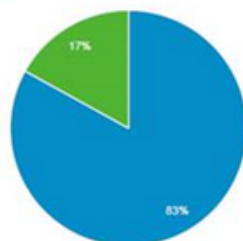
# APRIL IMPACT

## 6 RESEARCH AND DEVELOPMENT

### BRC website stats for April 2023:

- Users: 2,065
- New users: 1,891
- Page views: 5,263

■ New Visitor ■ Returning Visitor



### BRC social media stats for April 2023:

#### Twitter

- Tweet impressions: 2,277
- Profile visits: 706
- Mentions: 34
- New followers: 6

#### LinkedIn

- New followers: 21 (50% of followers from Oxford)
- Post impressions: 3,189

### News articles published on BRC website in April 2023 include:

The impact of childhood and teenage anxiety disorders on later life – new research

In a piece published recently in *The Conversation*, new research from Health Economics Research Centre Associate Professor Mara Violato and colleagues has found that the consequences of anxiety disorders in young people can include mental health issues in adulthood, lower grades at school and lower earnings.

Online arts and culture for young people's mental health – new research programme announced

Young people will help create an 'online museum' as a way of improving their mental health, as part of a new and ground-breaking £2.61m research project.

The project, known as ORIGIN (Optimising cultural experiences for mental health in underrepresented young people online), is hosted by Oxford Health NHS Foundation Trust, led by researchers from Oxford University and funded by the National Institute for Health and Care Research (NIHR).

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)

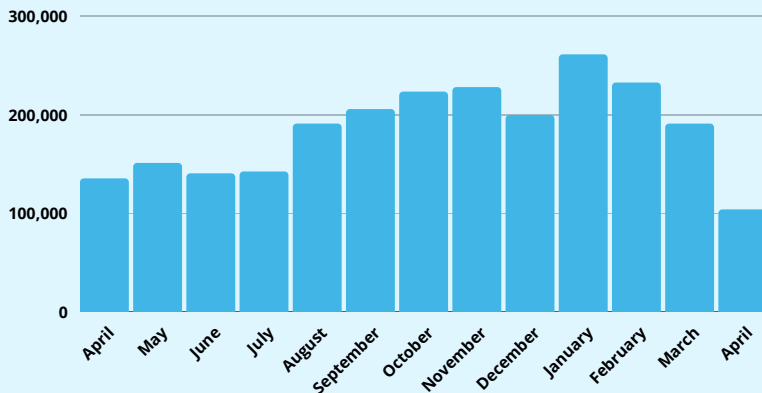
- Vacancies - 28,799
- Healthy Minds - 5,040
- Careers - 3,550
- Ox Talking Therapies - 1,853
- Bucks Talking Therapies - 1,395

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

- Home - 92,273
- Learning & Development - 6,039
- HR - 4,167
- Policies - 2,772
- IM&T - 1,911

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

- Agenda for Change staff pay award – a message from Charmaine De Souza - 408
- Health & Wellbeing Newsletter - 225
- Mini Hatchback offer - 198



### OXFORDHEALTH.NHS.UK

- April PVs = 103,685
- April unique PVs = 92,482

## Visits since intranet relaunch: 23 million

**Intranet Hub visits in the last 30 days: 577,927**  
**Unique viewers in the last 30 days: 7,757**



# 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	26,700	3,924	20,194	56,418
2	<b>Oxford Health NHS FT</b>	<b>8,500(7th)</b>	<b>16,700(2nd)</b>	<b>6,303(1st)</b>	<b>12,712 (5th)</b>	<b>44,215(2nd)</b>
3	Lancashire and South Cumbria NHS FT	9,700	17,900	2,133	8,325	38,058
4	Greater Manchester Mental Health NHS FT	7,900	18,000	1,839	9,052	36,791
5	East London NHS Foundation Trust	3,300	13,200	2,332	17,957	36,789
6	Tavistock and Portman NHS FT	8,200	9,374	1,512	17,234	36,320
7	Berkshire Healthcare NHS FT	18,000	6,118	2,414	9,254	35,786
8	Mersey Care NHS FT	7,200	14,800	2,430	10,550	34,980
9	North East London NHS FT	3,600	9,962	4,680	13,265	31,507
10	Cumbria, Northumberland, Tyne and Wear NHS FT	10,495	11,900	2,141	6,533	30,069

# MAY 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
- **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
- **Induction banners for all stalls** (EVN, CG)
- **Communications guides for all staff** (all)
- **Inspire Network Event, July**
- **Kennet Ward QI project**
- **Vuelio development** – press release templates etc. (EVN)
- **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)
- **Leadership Briefing 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
- **May away day actions** (all)



# MAY AT A GLANCE

## KEY DATES IN APRIL

- Leadership Briefings for Oxford Health staff
- 11th - Schwartz Round
- 12th - International Nurses Day
- 15th - 21st - Mental Health Awareness Week
- 24th - Board meeting

## MEMBERSHIP AND GOVERNANCE

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

## EXCEPTIONAL PEOPLE AWARDS

- May and April awards to be presented in June

## 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)
- 2023 Staff Travel Survey comms continued (EVN)

## MENTAL HEALTH PROJECTS/STORIES

- Mental Health Awareness Week
- Launch of Keystone Hub for CMHF, Banbury (VT)
- CAMHS neurodevelopmental pathway split in Bucks (has to happen by April 1, 2023)
- PICU: Charity appeal, PICU opening ceremony - Nick to visit
- Oxfordshire & Bucks Community Mental Health Framework (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 (RW)
- Eating Disorder Wilts video (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

- BRC Open Day, Westgate
- International Clinical Trials Day
- Website development
- Community Research Development Team Conference

# MAY AT A GLANCE

## 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)