

Board Meeting
02.12.2021
Open Session
Item 5.6

Winter 2021/2

Communications Planning

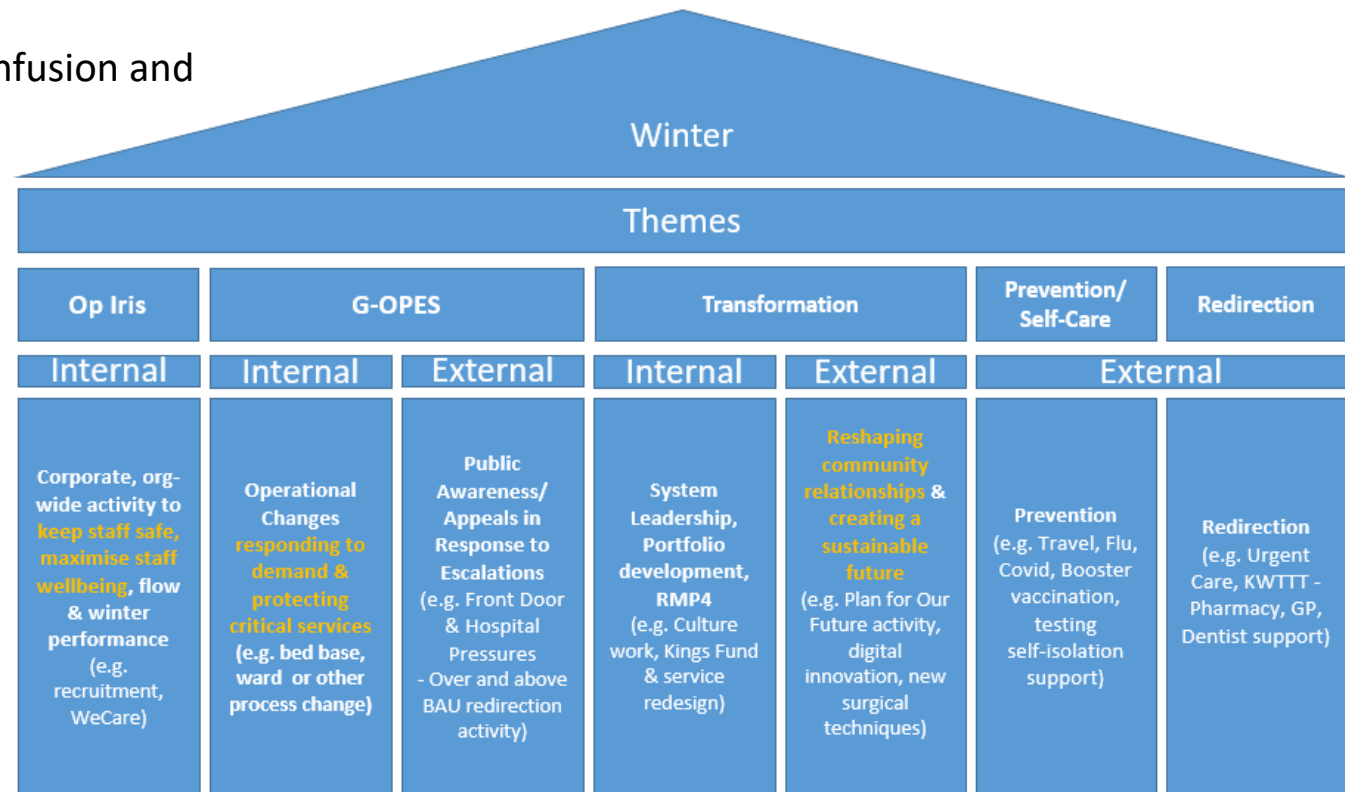
Strategic Approach

Corporate Communications is taking a 'campaign' approach to winter 2021/22, which will see messages packaged together into themes.

Each theme or 'campaign' will use a blend of our available channels tactically - rather than adopting an 'everything everywhere' approach.

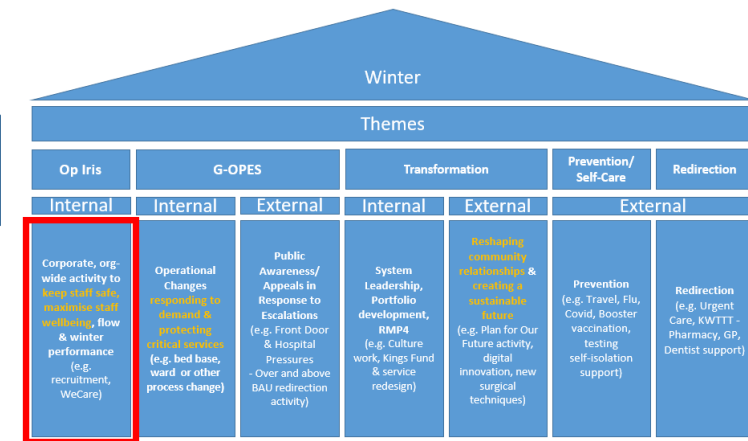
This will support organisational priorities whilst minimising confusion and message fatigue among audiences.

(See accompanying background context 3MB)



Operation Iris

INTERNAL: Corporate, org-wide activity to keep staff safe, maximise staff wellbeing, flow & winter performance



Recent/Active/Ongoing

- Comms actions arising from Daily & Weekly System Connect Meetings
- Deployment, direction and promotion of volunteers in response to system pressure
- Promotion of successful MACA request(s) for military vaccinators
- CET films in Daily Brief introducing Op Iris and thanking staff
- News entries in Daily Brief including promotion of System Connect meeting structure, recruitment of healthcare students as healthcare support workers, increase in bed base
- We Care Wednesdays (ongoing weekly staff wellbeing check-in & monthly newsletter)
- Its Kind to Remind – staff focussed campaign with reminders on distancing/PPE/testing etc.
- Focus on available support for staff mental health following a report highlighting increased cases of PTSD in nurses

Planned

- Further CET films and news entries in Daily Brief on topics including G-OPES and operational changes such as the reintroduction of beds
- Promotion of successful MACA request for military support in Acute settings
- Fleet marketing initiative incorporating Recruitment & Return to Practice campaign
- Media activity targeting recently retired nurses
- Media activity supporting recruitment featuring Grampian staff pictured in recruitment marketing

G-OPES

INTERNAL: Operational Changes responding to demand & protecting critical services

EXTERNAL: Public Awareness/ Appeals in Response to Escalations

Recent/Active/Ongoing

External

- Media relations highlighting: system pressure supplemented at peak times with CET interviews leading to national and regional news coverage
 - [Example: BBC in ARI \(first broadcast Wednesday 29 September\)](#)
- Promotion of Grampian developed 'Pick me Up Project' to encourage timely discharge and support flow

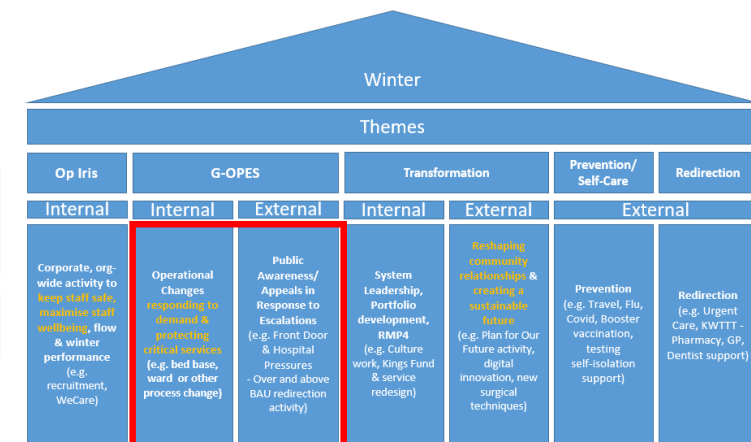
Planned

Internal

- Tactical outputs of Daily, Weekly & Fortnightly System Connect Meetings (ad hoc)
- Information regarding changes to bed base to increase capacity
- Quality Improvement work in unscheduled care

External

- Bespoke social media assets in development
- Prepared posts for busy times (Keep ED for emergencies)
- Further media relations with interview offers (including CE & Chair) as required at peak times



Transformation

INTERNAL: System Leadership, Portfolio development, RMP4

EXTERNAL: Reshaping community relationships creating a sustainable future

Winter						
Themes						
Op Iris	G-OPES		Transformation		Prevention/ Self-Care	Redirection
Internal	Internal	External	Internal	External	External	
Corporate, org-wide activity to keep staff safe, maintain staff wellbeing, flow & winter performance (e.g. recruitment, WeCare)	Operational Changes (e.g. response to demand & prioritising critical services (e.g. bed base, ward or other process change))	Public Awareness/ Appeals in Response to Escalations (e.g. Front Door & Hospital Pressures - Over and above BAU redirection activity)	System Leadership, Portfolio development, RMP4 (e.g. Culture work, Kings Fund & service redesign)	Reshaping community relationships & creating a sustainable future (e.g. Plan for Our Future activity, digital innovation, new surgical techniques)	Prevention (e.g. Travel, Flu, Covid, Booster vaccination, testing self-isolation support)	Redirection (e.g. Urgent Care, KWITT - Pharmacy, GP, Dentist support)

Recent/Active/Ongoing

Internal

- CET film and supporting infographic for Daily Brief promoting Info & Navigation Hub development and achievements to date

Internal & External

- Promotion of NHS Grampian environmental achievements during COP26

External

- Media relations promoting robotic surgery and cardiac TAVI milestone, leading to national and regional news coverage
- Promotion of opportunities to engage with NHSG Transformation work as part of a 'Plan for Our Future (2022-2028)' leading to >2000 responses

Planned

Internal

- Promotion of NHS Grampian Engagement Accreditation

Internal & External

- Fleet marketing: launch & 'Get involved' campaign
- Digital information screens launch
- Promotion of further opportunities to participate in co-production of future services to foster a culture and collaborative approach (e.g. Grampian Engagement Network, social media live streams Portfolio led - communication ambassadors etc.)
- Promotion of new Equality, Diversity & Human Rights Policy
- Promotion of innovations including: Innovation Hub A.I solutions, Triple Helix JV, HEPMA

Prevention/Self Care

Recent/Active/Ongoing

External

- Media relations & social media posts highlighting topics including: travel vaccinations, system pressure, seasonal flu & Covid vaccine Booster programme generating national and regional news coverage
- National Covid vaccination/booster & testing campaign live on TV, Radio & social media
- Grampian developed 'Better to Know' Community Asymptomatic Testing advertising now live on social media
- Short films with local practitioners (e.g. 'Shire pharmacists')
- Test & Protect: Contact tracing – 'Who is a contact' guide produced and shared on social media

EXTERNAL: Prevention (e.g. Travel, Flu, Covid, Booster vaccination, testing self-isolation support)

Planned

External

- National Covid advertising campaign goes live 15 Nov
- National Healthy Know-how campaign goes live in December (drink responsibly, loneliness, paracetamol limits etc.)
- NHS Grampian social media assets also being developed including advice on staying safe, keeping healthy and winter weather (Drive Safer, walk like a penguin tactical activity)
 - To be supported with media relations, interview offers and live social media broadcast (subject to available spokespeople)
- Fleet & digital screen marketing: Winter vaccination: flu & Covid campaign

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					Redirection (e.g. Urgent Care, RWTTT - Pharmacy, GP, Dentist support)	

Redirection

Recent/Active/Ongoing

External

- Ad hoc media relations supporting system pressures and alternative options generating regional news coverage
- Existing Right Care, Right Place social media assets in use
- National GP support campaign currently live
- Pharmacy First – social media posts being supplemented with NHSG developed content

EXTERNAL: Redirection Urgent Care - Right Care, Right Place, KWTTT - Pharmacy, GP, Dentist support

Planned

External

- New national Right Care, Right Place advertising campaign including TV, Radio and social media advertising launches in November
- National door drop with FM letter scheduled for 6 December
- KWTTT website & assets to be refreshed to meet local need once content of national campaign is known (for consistency of message & to meet any gaps left by national material)

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