



**Monthly Communications and
Engagement
Report**

February 2019

Communications: proactive and reactive

1. Four press releases issued – funding for expansion of schools' mental health project, opioid addiction awareness, launch of GP support hub and publication of newsletters.



There were 22 media inquiries including flu vaccination uptake; nos. of missed GP appointments; CCGs' funding for schools' mental health project and CAB; preparations for no-deal EU departure; GP recruitment issues and prescription charges.

MEDIA STORIES included

Top stories

- CCGs' funding for CAB – Front page EADT, BBC Radio Suffolk interview with Dr Garratt and coverage in weekly papers
- CCGs' funding for expansion of Thurston Project – BBC Look East TV and BBC Radio Suffolk interviews with lead psychologist and EADT and BFP coverage
- Missed GP appointments – BBC Radio Suffolk interview with Dr Juno

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- Declined BBC Radio Suffolk interviews on nos. of banned GP patients (disagree with figures and no one available) and interview on how NHS 111 is doing (no one available)

There were 45 main news stories

48% were positive

26% were negative

26% were neutral

ENGAGEMENT EVENTS IESCCG:

Meetings:

- ESNEFT Engagement Strategy meetings
- Meeting with our representative for Disability Focus to form a new action plan
- Community Engagement Partnership workshop meeting
- Healthwatch BME and Diversity
- Meeting with PALS to identify strategies for working more closely together

Events:

- SPCN Mental Health and Wellbeing event at Trinity Park

Project work:

- A recce walk was completed to map out the route for our up and coming



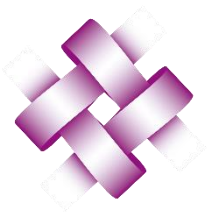
‘Walk and Talk’ health walk, which is a multi-agency project with Onelife and Nansen Community House.

- Partnership working at Nansen Community House

ENGAGEMENT EVENTS WSCCG:

- Community Engagement Group workshop to coproduce locality working plan
- Dementia Action Alliance – Newmarket
- Forest Heath Locality meeting
- SPCN event
- Healthwatch Suffolk BME and Diversity meeting



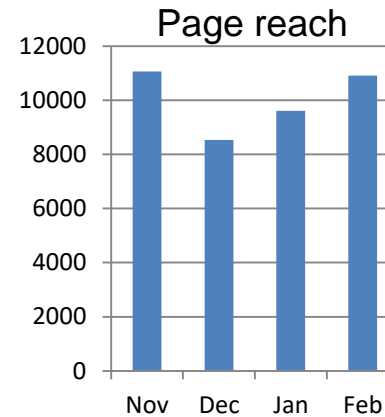


WSSCCG Facebook

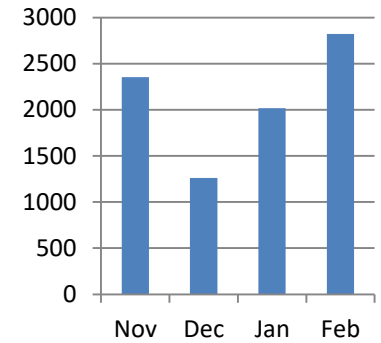


integrated working

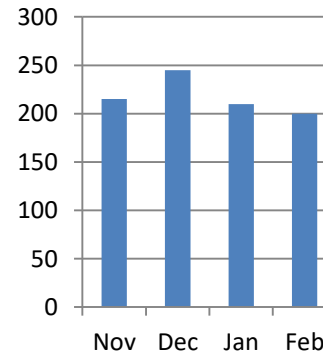
- The Campaign Against Living Miserably helpline is open 5 p.m. - midnight. The helpline is for men who are down or have hit a wall for any reason, who need to talk or find information and support. (3527 reach, 20 likes, 21 shares)
- Hip, hip, hooray! West Suffolk Hospital is rated best in country for hip fracture care (1284 reach, 404 likes, 67 shares)
- The Suffolk GP+ service – which offers doctors' appointments in the evenings and at weekends – is now available in Newmarket (1120 reach, 6 likes, 11 shares)
- Our partners at West Suffolk councils have asked us to share details of this job vacancy with you-Families & Communities Officer (12 months fixed term, c. £31K) - in the role you will support families and strengthen communities (998 reach, 5 likes, 12 shares)
- Check out these free NHS podcasts that could help you if you are feeling low, stressed or anxious (988 reach, 15 likes, 3 shares)



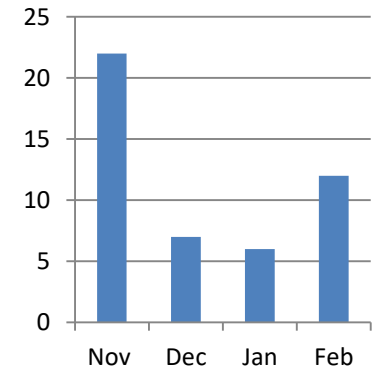
Engagements

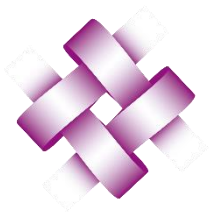


Posts



Likes





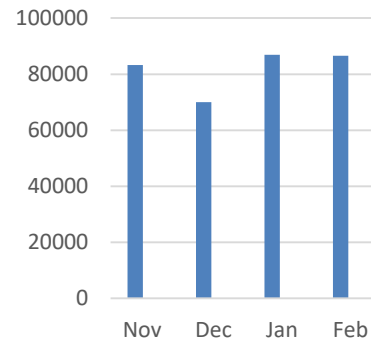
WSSCCG Twitter



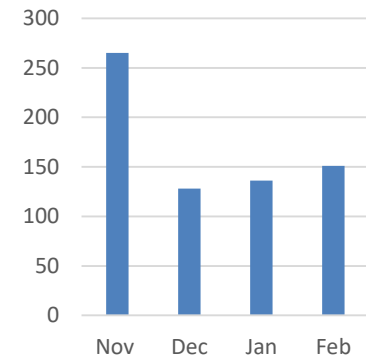
integrated working

- We're not out of winter yet and it's not too late to protect your health with a flu vaccination. Ask at your own GP practice or local pharmacy (3919 impressions, 4 retweets, 4 likes)
- Working together to find solutions. Collaboration between [@suffolkcc](#), [@IESCCG](#) and [@NHSWSSCCG](#) means Citizens Advice in Suffolk will no longer see difference in funding for next year (2946 impressions, 11 retweets, 10 likes)
- Dr Beth Mosley will be interviewed on [@BBCLookEast](#) and [@BBCSuffolk](#) tonight about expansion of the project which is helping students in west Suffolk achieve better mental health (2915 impressions, 22 likes, 9 retweets)
- If you are concerned about the emotional wellbeing of a young person in Suffolk contact the experts at the [#hub](#) for help, support and advice (2269 impressions, 12 retweets, 9 likes)
- Isolation and loneliness exist all year round, not just in the very depths of winter. So, even though the weather has warmed up a little, do please still look out for others (2215 impressions, 8 retweets, 6 likes).

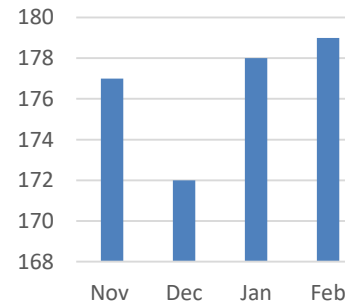
Impressions



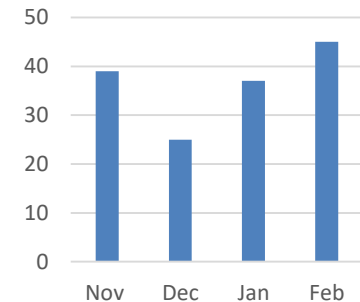
Mentions

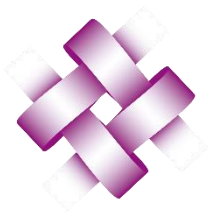


Tweets



New followers



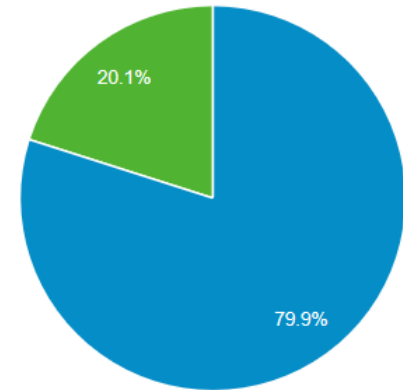


WSSCCG Website

integrated working

- www.westsuffolkccg.nhs.uk.nhs.uk
- Over the course of the month of February the website had 13272 page views a decrease of 9% in page views.
- Three most visited pages where:-
 - Sudbury community health centre
 - Meet the governing body
 - Contact us

■ New Visitor ■ Returning Visitor



● Pageviews

1,000

500

... Feb 2 Feb 3 Feb 4 Feb 5 Feb 6 Feb 7 Feb 8 Feb 9 Feb 10 Feb 11 Feb 12 Feb 13 Feb 14 Feb 15 Feb 16 Feb 17 Feb 18 Feb 19 Feb 20 Feb 21 Feb 22 Feb 23 Feb 24 Feb 25 Feb 26 Feb 27 Feb 28



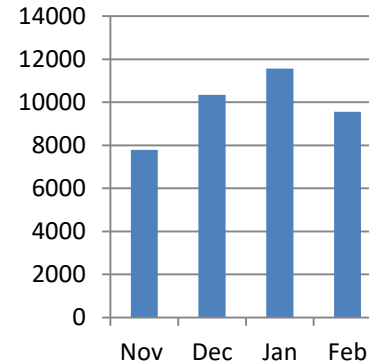


IESCCG Facebook

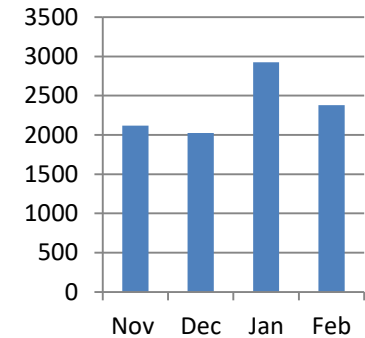


- Link to EADT article on IHT call for return of equipment that has gone missing from maternity unit (1290 reach, 33 likes, 50 shares)
- Trust your pharmacist – Short film on how pharmacies can help (733 reach, 12 likes, 11 shares)
- Agreeing to share your health record could save your life (640 reach, 5 likes, 6 shares)
- Help prevent spread on winter germs – Short film on coughing/sneezing/hand washing etiquette (644 reach, 34 likes, 8 shares)
- Link to CCG project manager job vacancy (553 reach, 1 like, 2 shares)

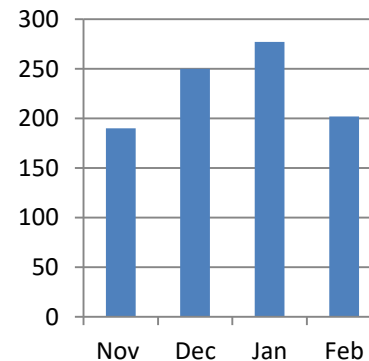
Page reach



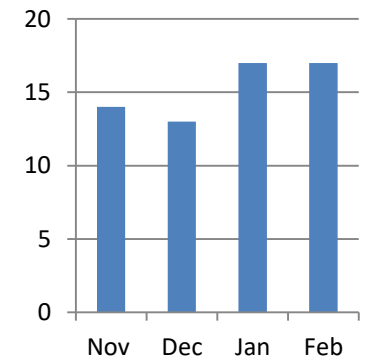
Engagements



Posts



Likes



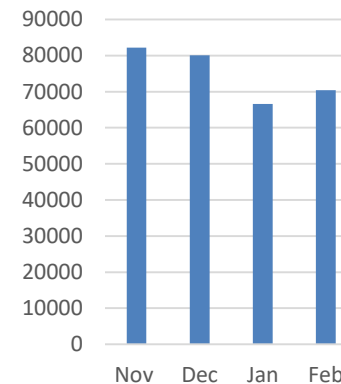


IESCCG Twitter

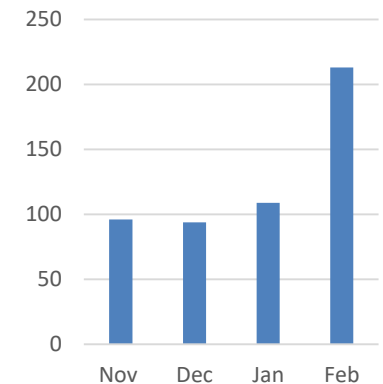


- We're not out of winter yet and it's not too late to protect your health with a flu vaccination. Ask at your own GP practice or local pharmacy (3097 impressions, 5 retweets, 5 likes)
- Got the [#flu](#)? Rest, drink plenty of water and try to avoid spreading the virus as it can be dangerous for some people. Most people feel better in about a week (2486 impressions, 2 retweets, 1 like)
- Listen to Dr Juno [@IESCCG](#) on [@MarkGlennMurphy](#) [@BBCSuffolk](#) at 07:50 this morning - talking about the nos. of missed GP appointments in east Suffolk (1798 impressions, 6 likes, 1 retweet)
- Winter germs are still out there.... Help prevent them spreading + link to short film (1697 impressions, 2 retweets, 2 likes)
- Trust your pharmacist - go to your local pharmacy for help and advice if you feel unwell (1287 impressions, 8 retweets, 7 likes)

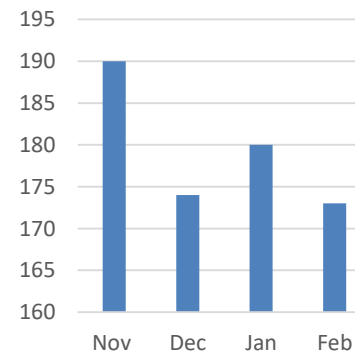
Impressions



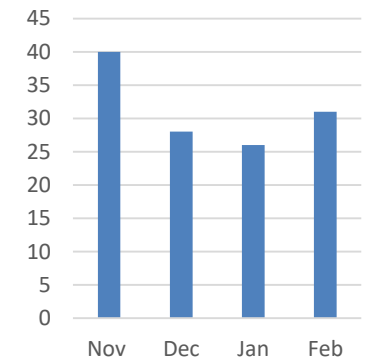
Mentions



Tweets



New followers



Newsletters

Public-facing newsletters

IESCCG

Issued on Feb 1 – opened 420 times

Top links clicked

- SEND Transitions Guide (8 opens)
- Newsletter survey (7 opens)
- New dementia café in Woodbridge (7 opens)

WSCGG

Issued on Feb 1 – opened 318 times

Top links clicked

- Newsletter survey (11 opens)
- Link to emotional wellbeing strategy (10 opens)
- Link to WSCCG job vacancies (5 opens)

Staff newsletter – Buzz

- Feb 6 – opened 470 times

Top links clicked

- Recipe for spicy enchiladas (36 opens)
- EADT article on NSFT (24 opens)
- Link to NHS Jobs website (18 opens)

- **Feb 20 – opened 724 times**

Top links clicked

- Update from NEL (39 opens)
- Article on Dawn Richardson's new role (30 opens)
- Link to staff training courses (29 opens)
- Link to conflict of interest training (29 opens)



IESCCG Website

- www.ipswichandeastsuffolkccg.nhs.uk
- Over the course of the month of February the website had 34835 a decrease of 5% in page views.
- Three most visited pages where:-
 - E Learning
 - Training education
 - Non Clinical jobs

■ New Visitor ■ Returning Visitor

