



**Monthly Communications and
Engagement
Report**

January 2019

Communications: proactive and reactive

1. Five press releases issued – CCGs' signing of Time to Change pledge, publication of SEND 16+ transitions guide, Governing Body meetings in public and publication of CCG's newsletters.



There were 10 media inquiries including future of SALT, GP: patient ratios, cannabis-based medicine prescribing, alleged challenges facing NHS 111, the mental health strategy and preparations being made prior to departure from EU.

MEDIA STORIES included

Top stories

- Front page EADT on future transformation of speech and language therapy services
 - Front page EADT on IESCCG having one of highest GP:patient ratios in the country
 - Sky News – Dr Ferdinand interview on future of GP practices
-
- Declined BBC Radio Suffolk interview to talk about preparations on EU departure – NHSE advised all inquiries should be handled by department of Health

There were 34 main news stories

44% were positive

23% were negative

33% were neutral

ENGAGEMENT EVENTS IESCCG:

Meetings:

- Met with Engagement Officer Shirley Califano who is new in post at Ipswich Hospital, to discuss partnership working for ESNEFT
- ESNEFT Strategy Engagement Meetings
- Community Engagement Partnership
- meeting with Katie Sargeant and Caroline to discuss a strategy for patient involvement for the transformation of cancer pathways
- CEP workshop planning meeting

Projects:

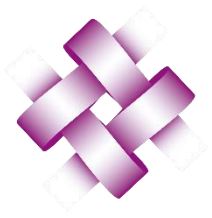
- Meeting with Katie Read (Onelife), Ginny Idehen (MIND) and Andy Wilesmith (Sports & Leisure) to discuss a new Yoga programme for wellbeing and the 'Mental Health' Health Walks that are currently being planned for launch in March/April
- A reccy walk was also done for the above project; we now have a 70 minute route that is risk assessed and ready to go
- Meeting with Caroline Holt to discuss the Grab Bag project



ENGAGEMENT EVENTS WSCCG:

- Community Engagement Group meeting
- Forest Heath Disability Forum
- Mental Health and Wellbeing Group meeting
- Bury and Forest Heath VASP meeting
- Mental Health coproduction event





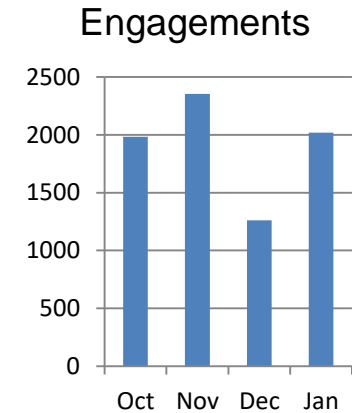
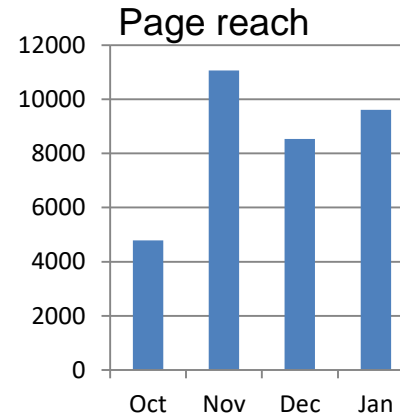
WSSCG Facebook



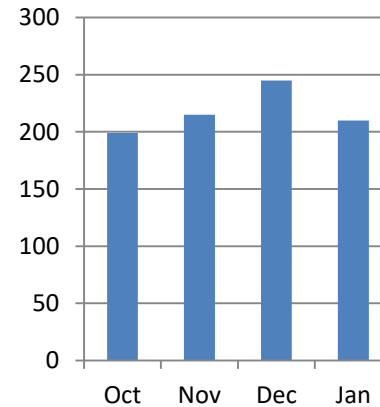
integrated working

Top posts:

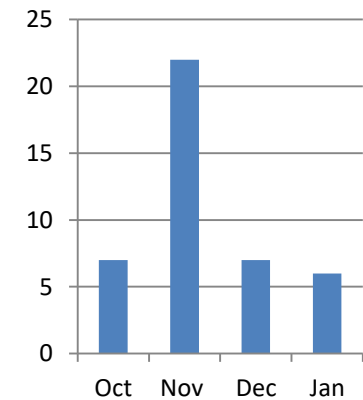
- If you are feeling low, stressed or depressed find out about the help and support available from [Wellbeing Suffolk](https://tinyurl.com/jcadfbr) <https://tinyurl.com/jcadfbr> (1770 reach, 5 likes, 7 shares)
- What happens during a cervical screening? Check out this useful info from [Jo's Cervical Cancer Trust](#) (1253 reach, 14 likes, 12 shares)
- Measure food with your fist – new guidance – link to EADT article (1115 reach, 7 likes, 9 shares)
- Introducing #ALAN on #BlueMonday (950 likes, 5 likes, 7 shares)
- On today's [#OscarNominations](#) Day - let's say a big thank you to the wonderful stars who are the [#SuffolkNHS](#) staff who work so tirelessly for the people of Suffolk (819 reach, 25 likes, 6 shares)

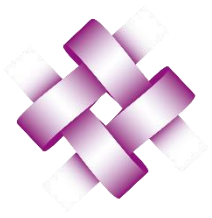


Posts



Likes





integrated working

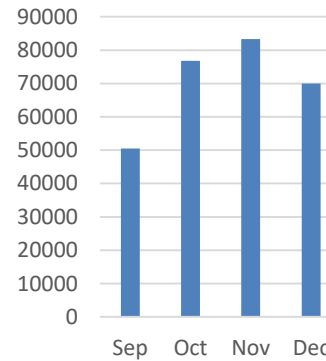
WSCCG Twitter



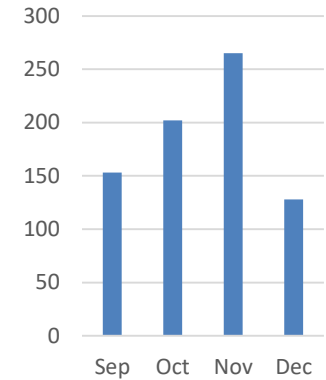
Top posts:

- Inspectors from [@Ofstednews](#) and [@CQCInYourArea](#) are re-visiting services for those with special educational needs and disabilities (SEND). Until Jan 18 parents are invited to give their views on Suffolk SEND services by taking this survey (5643 impressions, 1 retweet)
- Remember that the online survey where you can give feedback to [@Ofstednews](#) and [@CQCInYourArea](#) about services for young people in Suffolk with special educational needs or disabilities closes at 12 noon TODAY <https://tinyurl.com/y8q829zq> (5380 reach, 1 retweet)
- Everyone at [@IESCCG](#) and [@NHSWSCCG](#) is being offered [@SuffolkMind](#) mental health awareness training as part of [@TimetoChange](#) commitment to support the mental wellbeing of [#SuffolkNHS](#) staff. Great support from our [#union](#) partners. tinyurl.com/y9h3rtpj (2062 impressions, 4 retweets, 2 likes)
- Think pharmacist - if you are feeling poorly go to your local pharmacy for some friendly help and advice. [#SuffolkNHS](#) (1823 impressions, 4 retweets, 4 likes)
- If you're feeling unwell this chilly Wednesday and don't know what to do. Don't second-guess or worry - call NHS 111 for help and advice (1222 reach, 4 likes, 2 retweets)

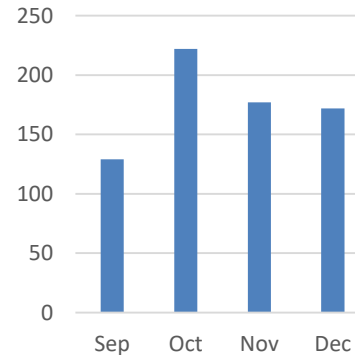
Impressions



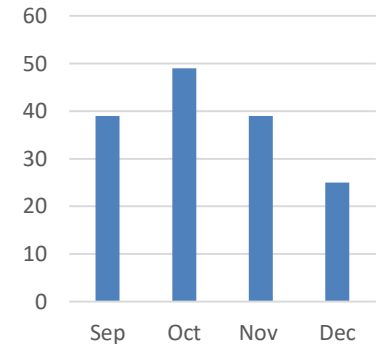
Mentions

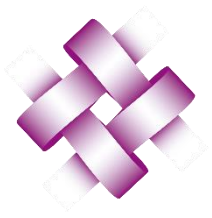


Tweets



New followers



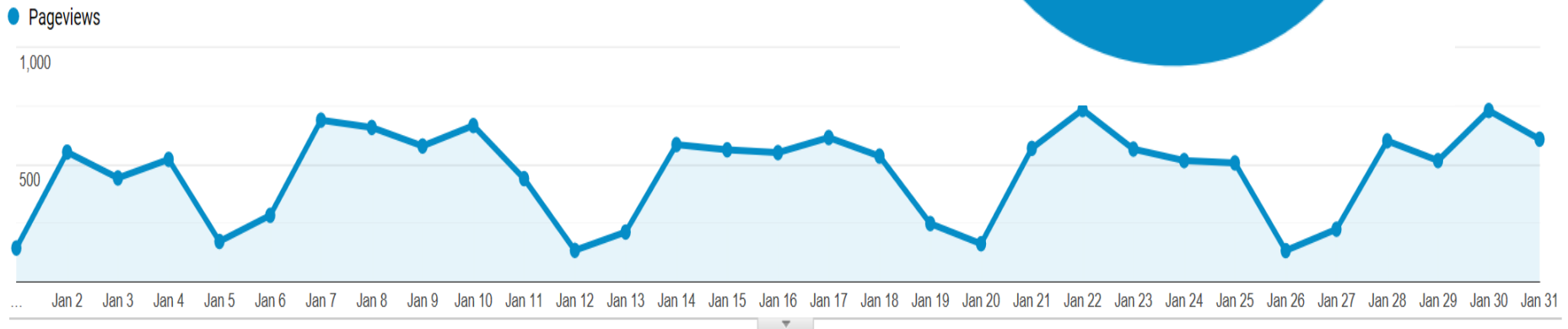
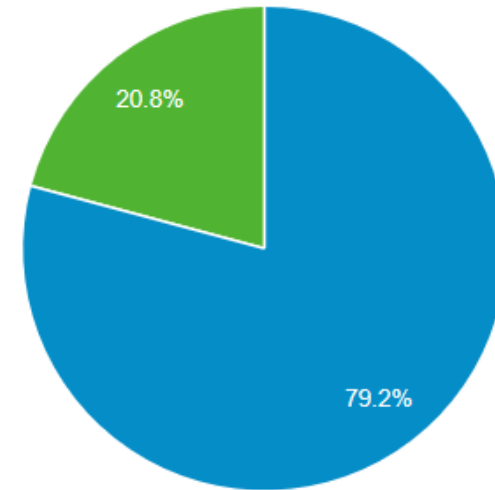


WSSCCG Website

integrated working

- www.westsuffolkccg.nhs.uk.nhs.uk
- Over the course of the month of January the website had 14470 page views an increase of 38% in page views.
- Three most visited pages where:-
 - Sudbury community health centre
 - Contact us
 - Meet the governing body

■ New Visitor ■ Returning Visitor





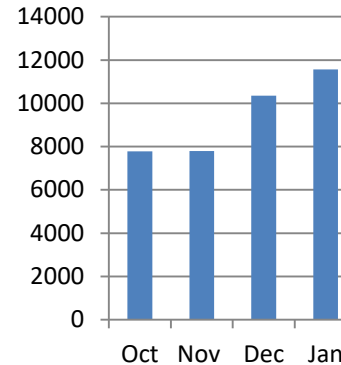
IESCCG Facebook



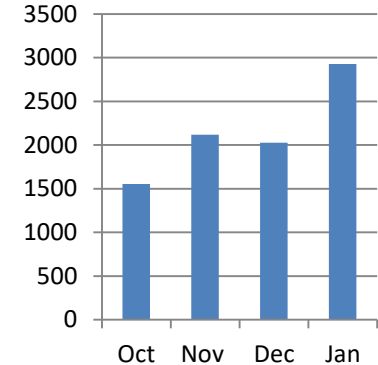
Top posts:

- We are looking for a nurse with experience of learning disabilities to join our fantastic expanding team... <https://tinyurl.com/y8zwc9jv> (1675 reach, 7 likes, 14 shares)
- The Suffolk Public Health team is looking at how to best provide sexual health services. If you are aged 13 - 24 please help by taking this short survey (1148 reach, 1 like, 11 shares)
- Job vacancy - Manager - The Ferns, the sexual assault referral centre which manages the welfare of child and adult victims of rape and serious sexual assault is recruiting a manager (956 reach, 4 likes, 9 shares)
- We're at [#IpswichHospital](#) today - talking to patients and staff about how agreeing to share their health record could - literally - save their life. If you're not around the hospital today download the form and hand in to your GP practice (846 reach, 12 likes, 6 shares)
- Link to EADT article on new Ipswich dementia café (816 reach, 121 likes, 24 shares)

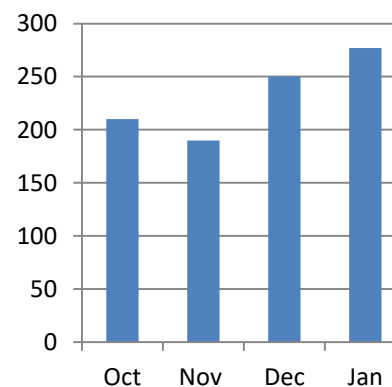
Page reach



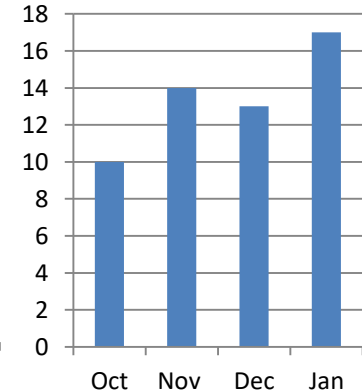
Engagements



Posts



Likes





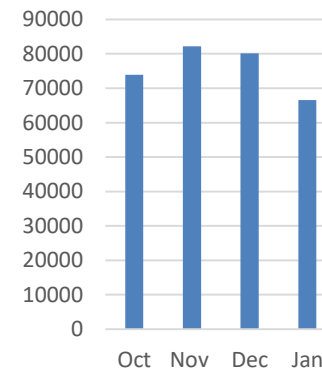
IESSCCG Twitter



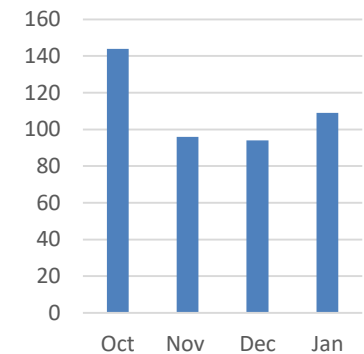
Top posts:

- PARENTS and carers of young people with special educational needs and disabilities (SEND) are being encouraged to make use of a new guide aimed at helping them prepare for adulthood (1199 impressions, 12 retweets, 4 likes)
- We're at [@ESNEFT](#) [#IpswichHospital](#) today - talking to patients and staff about how agreeing to share their health record could - literally - save their life (1041 impressions, 5 likes, 2 retweets)
- 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 (975 impressions, 2 retweets, 1 like)
- Is it a very busy Monday for you? Too busy to get to a GP appointment? The Suffolk GP+ service offers doctors' appointments in the evenings. Ask the receptionist at your GP practice during its usual opening hours (910 impressions, 2 retweets, 1 like)
- We're not out of the flu season yet and it's not too late to get your flu vaccination! Not had yours yet? Book your flu vaccination today and help to protect yourself and your loved ones (871 impressions, 2 retweets, 1 like)

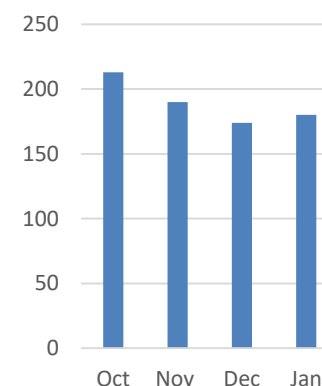
Impressions



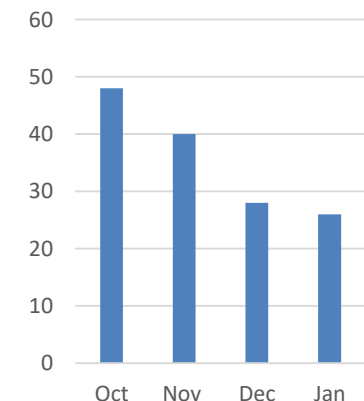
Mentions



Tweets



New followers



Newsletters

Public-facing newsletters

- Jan 10 – IESCCG and WSCCG newsletter on SEND survey and Ofsted/CQC inspection – opened 615 times
- Jan 18 – IESCCG and WSCCG newsletter issued – opened 782 times

Top links clicked

- Link to One Life Suffolk health walks brochure (72 opens)
- Link to GB meeting papers (36 opens)
- Link to CCGs' signing Time for Change pledge (42 opens)

Newsletters shared via distribution list, social media and press release.

Staff newsletter – Buzz

- Jan 9 – opened 665 times

Top links clicked

- Link to EADT article on rise in winter deaths (89 opens)
- CCGs' signing of Time for Change pledge (21 opens)
- Link to EADT article on sacking of NSFT manager (19 opens)

- Jan 23 – opened 490 times

Top links clicked

- Link to NHS East of England Transformation Academy workshops (56 opens)
- Link to CCGs' Intranet long service awards form (16 opens)
- Link to NHS Long Term Plan (15 opens)



IESSCG Website

- www.ipswichandeastsuffolkccg.nhs.uk
- Over the course of the month of January the website had 36650 an increase of 31% in page views.
- Three most visited pages where:-
 - E Learning
 - Non clinical jobs
 - Clinical jobs

■ New Visitor ■ Returning Visitor

