

Healthwatch Oxfordshire Board of Directors

Date of Meeting: 11 th November 2014	Paper No: 4
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Title of Presentation: Communications Strategy Update

This paper is for	Discussion		Decision	x	Information	x
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<p>Purpose and Executive Summary (if paper longer than 3 pages):</p> <p>To provide the board with an update on implementation of the communications strategy it approved in April 2014.</p>
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<p>Financial Implications of Paper:</p> <p>None</p>
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<p>Action Required:</p> <p>The Board is asked to approve the recommendation to:</p> <ul style="list-style-type: none"> • Discontinue GroupSpace (action1.8) • Terminate the contract with Excell Media for production of an annual Support Finder directory asap (action1.9) <p>The Board is asked to note that future iterations of this report will also include reports on progress with delivery of the actions agreed by the Board when it considered the Comments and Issues analysis paper at its October 2014 meeting.</p>

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1. Introduction

This report updates the Board on progress with delivery of the Communications Strategy Action Plan, which it approved in April 2014. In future this report will also update the Board on progress with delivering actions set out in the Comments and Issues analysis paper brought before the Board in October 2014.

2. Progress report

Action 1.1	Status: Green
Action: A communications calendar will be created which will record all routine communication events, such as newsletters and newflashes.	
Objective: All routine communications will be inserted on the calendar and be delivered on time.	
Status: All quarterly newsletters are logged in a calendar with deadlines and mail out schedules.	

Action 1.2	Status: Green
Action: A weekly message calendar will be included to give direction for social media and the website with useful tips, facts, information and promote special events, e.g. Care home Open Day, on the 21 st June.	
Objective: HWO will update its twitter page every day, Facebook page twice a week and the website three times a week	
Status: The weekly team meeting agenda includes a standing item on key media messages for the week ahead. The team day starts with discussion about the tweet of the day, and key upcoming events are logged in the Communications Officer's Calendar.	

Action 1.3	Status: Green
Action: A Quarterly Newsletter will be produced to inform the friends of Healthwatch and elected officials about our activities and important issues affecting HWO.	
Objective: Increase awareness of HWO activities and encourage people to get involved.	
Status: All Oxfordshire politicians and 'Friends of Healthwatch' receive quarterly newsletters.	

Action 1.4	Status: Green
Action: An Organisational leaflet has been created and will be distributed at all events that Healthwatch Oxfordshire attends. This leaflet will be re-evaluated after six months.	
Objective: Those who read it are correctly informed about who we are, what we do and how they can get involved.	
Status: A leaflet exists and is being used. It will be redesigned when the company moves offices in the new financial year.	

Action 1.5	Status: Green
Action: Design targeted literature to enable HWO to recruit volunteers effectively	
Objective: Increased interest in volunteering opportunities	
Status: A volunteer leaflet has been produced for use at events. The outstanding action is for it to be professionally printed.	

Action 1.6	Status: Amber
Action: HWO will work in partnership with local hospitals to raise awareness of its activities	
Objective: Healthwatch information is displayed in every ward and clinic of hospitals.	
Status: 150 posters were distributed at the JR hospital site, with the other hospitals following as soon as clearance is given.	

Action 1.7	Status: Amber
Action: The Facebook page will be updated to reflect the corporate brand	
Objective: HWO's Facebook Community will double in size by 1/4/15 to 168 likes.	
Status: Facebook now reflects the brand and is updated regularly. The number of 'Likes' are below the expected amount, so particular attention will be brought to the page and the Communications Officer will explore how other local Healthwatch increase traffic.	

Action 1.8	Status: Amber
Action: An Internal communications platform will be developed for the board and staff team to find out about meetings, events and other information.	
Objective: All Board members and staff will be invited to join the system.	
Status: All Board members have been invited to the groupspace platform but it has not been used as per design. It is recommended that we discontinue the platform.	

Action 1.9	Status: Amber
Action: The opportunity of an information guide will be explored, that will give the public information on GPs, pharmacies, dentists, nursing and residential care, and care in their own home; and organisations that can help.	
Objective: Scoping paper to explore the feasibility of achieving this on a cost neutral basis.	
Status: The previous Director authorised entering into a contract with Excell Media to design and print an annual local support finder guide. This is funded by the advertising they sell and we are required to distribute 3000 copies. The current CEO has concerns about the brand image and quality of this and recommends that we terminate the contract as soon as possible, which effectively means one issue will be produced and distributed.	

Action 2.0	Status: Green
Action: Design survey app for website	
Objective: Intelligence used to enable HWO to represent the views of service users	
Status: This has been completed and people can now use the CQC model on the website to send us their experiences.	