

Monthly report: media and reputation management

December 2014

Media coverage highlights

47.5% Positive 47.5% neutral 5% Negative

This month our coverage was shared almost equally between positive and neutral.

Positive coverage included Norman Lamb backing our psychosis pathway and the £1 million the trust received as part of the Liaison and Diversion scheme and Gosport War Memorials 'clean bill of health'. Later in the month positive coverage centred around our winter pressure event in Lymington, the services at the Avalon House building in Winchester and our work to open up more beds to ease winter pressure.

Neutral and negative coverage centred around the Nico Reed inquest (negative in Oxford, neutral in the BBC), and the start of the Gosport War Memorial death inquest which was reported in a relatively neutral manner.

National media focus

- In early December there was a lot of national media focussing on two deaths which occurred after [infected kidneys were used in a transplant](#).
- During December there was continuing coverage of the Irish woman who was being kept alive because she was [pregnant despite being clinically dead](#).
- National media focus for the month generally centred around the pressures of winter on [A&E departments](#).
- Towards the end of the month there was extensive coverage of the Scottish nurse [diagnosed with Ebola](#).



Key policy announcements

- 4 December – The Kings Fund published a paper looking at [managing quality in community health care services](#).
- 12 December – The government pledged an extra [£2 billion for the funding of frontline services](#).
- 18 December – The Department of Health released a [literature review of sections 135 and 136 of the Mental Health Act](#). The review highlights the increase in numbers of people being detained under Section 136 and notes poor accountability on the whole.
- 30 December – The Department of Health published non-statutory [guidelines for supporting mental health treatment requirements](#). The guidelines are intended for offenders convicted of an offence(s) which is below the threshold for a custodial sentence and who have a mental health problem which does not require secure in-patient treatment.

Reputation management

- Ongoing support and advice provided to the Learning Disabilities Division regarding preparation for the CS inquest.
- Follow up support for TQ21 following the Nico Reed inquest.

Media coverage

Proactive

03 December – Mental Health Today published a story about our Psychosis Pathway pilot which has been backed by Normal Lamb.

11 December – Dr Rathod appeared on BBC Solent talking about the joint scheme we are running with Solent to help vulnerable offenders.

16 December – The Hampshire Chronicle ran a story about Avalon House. We are due to move into the building and worked closely with Hampshire County Council (who own the building) on some positive press.



19 December – We worked closely with colleagues at Fareham and Gosport CCG to highlight the stepdown beds made available at Gosport War Memorial Hospital. The story appeared on the ITV website.

20 December – Our winter pressure Medicine for Members talk appeared in the Lymington Times.

23 December – The stepdown beds at Gosport were reported in the Portsmouth News.

29 December – Our Quit4Life service appeared in the Portsmouth News and Daily Echo urging people to quit for the new year.

Reactive

9 December – The Nursing times covered the inquest into the deaths at Gosport War Memorial Hospital.

9 December – The BBC also covered the inquest into the deaths at Gosport War Memorial Hospital.

Code A

10 December – BBC South Today ran coverage of the Nico Reed inquest.

11 December – The Oxford mail ran the Nico Reed inquest.

13 December – The Oxford times also ran the Nico Reed inquest.

Press releases/statements issued

8 December – We issued a press release for the Medicine for Members event at Lymington New Forest Hospital. The release was picked up by the Lymington Times.

10 December – We worked jointly with Solent to produce a press release highlighting the work we are doing with vulnerable offenders.

11 December – We issued a statement for the Nico Reed inquiry. This statement was used in coverage from the Oxford Times, Oxford Mail and BBC.



16 December – We issued a press release about the graduation of health visitors and school nurses.

20 December – We issued a statement on the inquest into the deaths at Gosport War Memorial. The statement was used in some coverage.

22 December – We issued a press release about the ERS service which is helping to alleviate pressure on services over the winter. We worked closely with Priya at the Portsmouth News, providing her with access to the team. The story appeared early January so is not reflected in December's coverage.

29 December – We released a press release for our Quit4Life service urging people to stop over the Christmas period. The piece was picked up by the Portsmouth News and Daily Echo.

Social Media Activity

During the month we tweeted and shared our press releases and news updates, we also re tweeted partner organisations and relevant stories. We regularly tweeted from events we held or were attending and often shared photos. During the month we supported two main national campaigns on social media:

- We continued to support NHS England with the Choose Well campaign, tweeting links to relevant parts of the Choose Well web site and sharing tips across our Facebook and Twitter pages.
- We supported the Dementia Friends campaign, retweeting and tweeting about it throughout the campaign as well as sharing links to the relevant sites.

The local health economy

9 December – University Hospitals Southampton reported that they had temporary closures for a norovirus outbreak.

11 December – Queen Alexandra Hospital reported that nine out of 10 people report a good experience at their accident and emergency department.

12 December – Jeremy Hunt made a visit to Hampshire Hospitals to talk about the challenges they are currently facing. They were also joined by the MP Maria Miller.

23 December – University Hospitals Southampton was named as one of 11 centres involved in a national genome project. It is hoped that the project is



set to transform diagnosis and treatment for patients with cancer and rare diseases.

23 December – Solent NHS Trust reported that it had been selected to continue running Treetops, the Hampshire and Isle of Wight's sexual assault referral centre.

30 December - Portsmouth Hospitals reported that they had to extend opening hours at St Mary's hospital to cope with pressure at Queen Alexandra's accident and emergency department.

