

Monthly report: media and reputation management

July 2014

Media coverage highlights

32% positive coverage, 52% neutral and 16% negative

National broadcast media coverage

- BBC Radio 4 Today programme coverage of CS case

Local broadcast media coverage

- BBC South Today and ITV Meridian coverage of the inquiry launched into historical deaths at Gosport War Memorial Hospital

National media focus

- On 15 July [the Guardian](#) reported on Government plans to place GP practices in special measures if they are found to have failed their patients
- On 24 July the [BBC](#) carried a report that nineteen NHS trusts have been referred to ministers after auditors raised concerns about their financial health. The number represents nearly a four-fold rise from five last year.
- On 25 July the [HSJ](#) reported on a Labour party warning that mental health patients are facing an alarming postcode lottery in services.
- On 29 July the [HSJ](#) reported that hospitals will get the chance to check and challenge plans to cut emergency admissions drawn up for the government's £3.8bn better care fund. This was revealed in new Department of Health guidance.

Key policy announcements

- On 10 July the Kings Fund published a report on medical engagement which uses Southern Health as a case study of best practice. [Read the report](#)
- On 31 July [a Kings Fund blog](#) on the new CQC model of hospital inspection outlined [the findings of a report](#) commissioned by the CQC.
- On 7 July the Department of Health launched an engagement website for Sir David Dalton's independent review into new options for providers of NHS care. [Visit the website](#).
- On 18 July Jeremy Hunt issued a [message to all NHS staff](#) about changing culture in the NHS
- The Department of Health [Annual Report and Accounts](#) were published on 22 July

Reputation management

- Ongoing support and advice provided to the Learning Disabilities Division regarding the CS case and quality concerns

Media coverage

Proactive

- On 8 July the Portsmouth News reported on
- On 21 July the Portsmouth News covered our Medicine for Members event on diabetes.
- On 31 July the Portsmouth News covered the launch of the new menu at Gosport War Memorial Hospital working with celebrity chef, James Martin.

Reactive

- On 5 July the Daily Echo reported on Avalon House in Winchester being taken over by Southern Health.
- On 10 July the Portsmouth News, BBC online, The Guardian, The Independent and the Mirror covered the launch of a major inquiry into historical deaths at Gosport War Memorial Hospital. The story was also featured on BBC South Today and ITV Meridian news. Southern Health was not directly linked to the story.
- On 14 July a statement was issued to the Oxford Mail in response to queries relating to the mention of the CS case in an adjournment debate on learning disabilities in Westminster.
- On 14 July a statement was issued to BBC Radio Four's Today Programme about the death of Connor Sparrowhawk.
- On 15 July the Daily Echo covered the story of an ex member of staff who was jailed for stealing £3,600 from patients
- Also on 14 July a statement was issued to the Daily Echo commenting on a memorial service to be held for an inpatient at Antelope House.
- On 24 July a statement was issued to the Daily Echo in response to an enquiry regarding the death of a service user within our mental health service
- On 25 July the Daily Echo reported on a sex attacker who has been sent to Ravenswood
- Following the outbreak of MRSA on Daedalus ward in Gosport War Memorial Hospital and subsequent closure of the ward to admissions, a statement was issued on 28 July to local media. This was covered by the Daily Echo.

Press releases issued

- On 7 July a press release was issued about Health Visitor Alison Morton becoming a Fellow of the Institute of Health Visiting.



- On 18 July a press release was issued highlighting the specialist heart failure nursing team being shortlisted for the prestigious Patient and Care awards by the HSJ.
- The Southern Health app was launched on 17 July and a press release was issued to local and trade media
- Quit4Life launched a new service in partnership with Techstart in Aldershot in July and a press release was issued to raise awareness among local people.
- On 28 July local media were alerted to the new menu at Gosport War Memorial Hospital with dishes put together with celebrity chef James Martin.
- On 31 July a press release was issued reporting on the Trust's successful Medicine for Members event held at Gosport War Memorial Hospital and focusing on the subject of diabetes.

The local health economy

- On 10 July University Hospital Southampton NHS FT celebrated the opening of a £700,000 upgrade to birthing facilities at the Princess Anne Hospital
- On Friday 11 July Amanda Barnes, divisional head of nursing and professions at University Hospital Southampton NHS Foundation Trust, was among 50 women named in the Health Service Journal's list of the most inspirational women in healthcare.
- Solent NHS Trust has been rated second out of 25 care trusts countrywide for recruiting people to take part in clinical trials and research studies. The league table was published by the National Institute for Health Research Clinical Research Network.
- On 28 July the councils of governors of both Heatherwood and Wexham Park Hospitals NHS Foundation Trust (HWPH) and Frimley Park Hospital NHS Foundation Trust (FPH) announced that they have agreed to support the acquisition of HWPH by FPH. The FPH Board is now in final discussions with the relevant public authorities. Once these discussions are concluded satisfactorily the trusts will be able to approach the foundation trust regulator Monitor formally for final approval.
- Jean Munday, an endocrine nurse specialist at Queen Alexandra Hospital nurse has been shortlisted in the Nursing Times Awards Nurse of the Year category.

