

Monthly report: media and reputation management

July 2015

Media coverage highlights

21% positive 65% neutral 14% negative

Press coverage for the month of July was mostly neutral. This is due to the heavy coverage of the panel set up for people to express concerns over the care their relatives might have received at Gosport War Memorial Hospital. Coverage of this appeared in a number of places at the end of the month; however we were not mentioned by name in any of the coverage.

Our positive coverage came from the re-opening of Avalon house, and the continuation of funding for the Enhanced Recovery and Support team in the south east. Negative coverage came from the story that Community Care Magazine and the BBC ran which was about people having to travel large distance for mental health beds.

National media focus

- There was widespread coverage of the hashtag #ImInWorkJeremy. The hashtag gained significant coverage with the [BBC](#), Guardian, Telegraph and most major news outlets. The hashtag was in reference to Health Secretary Jeremy Hunt's claims that the NHS had a "Monday to Friday culture"
- The [BBC reported](#) that NHS England is to take urgent measures to tackle the over-medication of people with learning disabilities. A report by Public Health England estimates that up to 35,000 adults with a learning disability are being prescribed an antipsychotic, an antidepressant or both without appropriate clinical justification.
- The Guardian reported that [the suicide rate for middle aged men](#) with mental health issues had risen by 73% since 2006. The report suggests that the rise may be attributed to a combination of alcohol, job losses and debt.
- The [Independent reported on the successful trial of Solanezumab](#), a new drug which has been shown to slow the progression of Alzheimer's



disease. Results strongly indicate the drug is acting on the disease process itself, rather than just the symptoms. If the positive results are confirmed in another trial, solanezumab would be the first drug to achieve this.

Key policy announcements

- 6 July – The Kings Fund published a collection of essays by the All-Party Parliamentary Health Group. The collection, called "[Health policy priorities for a new parliament](#)" contains essays on subjects ranging from funding, innovation, health and social care to mental health.
- 24 July – The Department of Health published a fact sheet on the [seven-day services proposal](#). The factsheet describes the further actions the Government wants to take to make NHS services safer during this Parliament.
- 31 July – The Department of Health published a consultation paper detailing the [in-year savings that local authorities need to make in 2015/16](#). This consultation sets out possible options on how the £200 million savings might be spread across local authorities and asks three questions about how they can be delivered most fairly and effectively.

Reputation management

We worked closely with TQ21 around the closure of Tamerine. We engaged fully with staff and management and were able to break the news in a way that was most appropriate for staff and patients. As a direct result of this approach press coverage of the closure was kept to a minimum.

Media coverage

Proactive

- 2 July – The Portsmouth News ran our press release about the Enhanced Recovery and Support (ERS) team receiving extra funding to carry on providing care. The ERS team provide support and care for people in their homes to help keep them out of hospital and in their own homes. This piece was a follow-up to the piece the Portsmouth News published earlier in the year.
- 30 July – The Portsmouth News ran a story about police efforts to stop stalking. We were named in the story and had been working behind the scenes with police colleagues. We also provided a quote for the story



Tamerine coverage

- 9 July – The Portsmouth News ran a piece on the closure of Tamerine. The four-bed bungalow provided respite care for people with learning disabilities. We worked closely with the service and then the media to make sure the closure was communicated appropriately and managed the coverage surrounding it.
- 9 July – The Breeze, a local radio station, ran a small piece on the closure of Tamerine.
- 10 July – The Portsmouth News ran a follow up piece on the closure.

Reactive

Carl Lewis Inquest

- 13 July – The Daily Echo covered the inquest into the death of Carl Lewis, a service user who committed suicide whilst on leave from Melbury Lodge. We provided a statement which was used in a piece highlighting the new ways of working we had put in place since the death.
- 23 July – The Hampshire Chronicle covered the same story highlighting the changes.

Out of Area bed usage

- 15 July - Community Care magazine submitted a Freedom of Information request to see how many out-of-area beds the Trust has used in the last three years and how far people have had to travel for these beds. We provided a quote, which was not used in the final piece, however the data was used and our name appeared in the story as an example of Trust's who had sent people unacceptable distances for a bed.
- 15 July – BBC News online covered the same story. They again used the information provided as part of the Freedom Of Information request and highlighted how far patients had travelled for beds.

Daily Telegraph investigation into pharmacist practices

- 24 July – The Daily Telegraph contacted us for a statement in relation to an investigation they were conducting about relationships with pharmaceutical companies.

Other

- 1 July – The Portsmouth News ran a story about the sale of land on the Coldeast site in Fareham. NHS Property Services own the site which backs onto the Fareham Community Hospital site.

- 1 July – The Daily Echo ran a piece about the Moorgreen site being used as a “fight club” by teenagers. The piece mentioned us by name but was broadly neutral.
- 3 July – The Hampshire Chronicle ran a piece about the new hub at Avalon House in Winchester opening. We will have teams based at the hub.
- 4, 6 July – The Oxford Mail and The Social Issue (an online magazine) both ran stories about a film that was released about Connor Sparrowhawk.
- 7 July – The Health Service Journal ran a piece about the top Health organisations to work in 2015. We were included on the list for mental health and community Trusts.
- 9 July – The Hampshire Chronicle covered the new hub opening at Avalon house in Winchester. The new hub will contain teams from Southern Health.
- 15 July – The Daily Echo ran a small advert placed in the paper from Fareham and Gosport Clinical Commissioning Group about the MCP programme. They held a session before their annual General Meeting which was open to the public to ask questions about the programme and what it would mean to local healthcare.
- 27 July – The Daily Echo ran a story about a woman from Winchester who was detained for attacking cars and a church. She was detained at the Kingsley unit in Melbury Lodge.
- 29 July – The Daily Echo ran a piece about the sentencing of Paul Humphries, who murdered John Wildig . Mr Humphries was known to our services.
- 30 July – The Hampshire Chronicle covered the story of Teresa Sheldon who killed her son by setting fire to him in her car. She was not previously known to our services.

Code A

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Gosport War Memorial Hospital independent confidential panel

- 29 July – The Daily Echo ran a piece highlighting the confidential panel that has been set up for relatives to discuss care received at Gosport War Memorial Hospital.
- 30 July – The Portsmouth News ran a large piece centering on Bishop Jones who is heading up the confidential panel for the Gosport War Memorial Hospital investigation. The piece was front page as well as pages two and three and the paper also published an open advert with the details of how to get in touch with the panel to report any concerns.
- 30 July – The Daily Echo also covered Bishop Jones’ appointment and his plea for people to come forward and report any concerns to the panel.
- 30 July – The Breeze, Sam FM and Wave 105 (all local radio stations) covered Bishop Jones appointment and plea for families to come forward.

Press releases/statements issued

- 9 July – We released a press release detailing italk's involvement in the Mela festival in Eastleigh. The press release let people know italk would be attending the festival and where to find us.
- 13 July – We issued a press statement to Community Care magazine regarding our use of out-of-area beds. The statement was not used in the final coverage.
- 15 July – We issued a joint press release with Valley Leisure about our Falls Prevention Team which is attempting to break the world record for the largest seated exercise class.
- 16 July – We issued a statement to the BBC regarding the out-of-area bed data story that had originally run in Community Care Magazine. The statement was not used.
- 20 July – We issued a press release about italk and their successful stand at the Eastleigh Mela. The press release contained a number of pictures and quotes.
- 21 July – We issued a statement to BBC Radio Oxford about a resident of Slade house who sadly died in hospital. The death was not a result of anything we had done, rather a result of his conditions.
- 23 July – We issued a press release about the Family Nurse Partnership. The new programme is running in Basingstoke and Rushmoor and aims to help young mothers. The story was run in the Breeze and Basingstoke Gazette in August.
- 30 July – We issued a press release about the new Better Local Care programme (MCP). The press release was sent to the main press outlets in the south east and explained how the new programme will hopefully transform local care.
- 31 July – We issued a press release about an event we held to thank the friends of Fordingbridge hospital. The Friends of Fordingbridge had run for over 67 years and the event was attended by friends, staff and local MP Desmond Swayne. This release was covered in the Salisbury Journal in August

Social media activity

During the month we shared our press releases and news updates across our social media channels, including Twitter and Facebook. We also re-tweeted partner organisations and relevant local and national stories. We regularly live tweeted from events we hosted or were attending including the Eastleigh and Southampton Mela festivals as well as the Family Nurse Partnership launch events.



The month in numbers

Twitter:

- Most engaging – The most engaged tweet was a tweet about Tempo Wellbeing who performed at the mental health conference.
- Retweets – We were retweeted 210 times which was an average of seven per day
- Favourites – Our tweets were favourited 121 times during the month
- Tweet Engagement – (any type of activity with our tweets; following links, forwarding, replying or favouriting) was at 2.4%

Facebook:

- Our most successful post was about the Star Awards and thanking people for their nominations.
- Total likes and shares as of 31 July were – 585
- Maximum reach – The maximum reach for a single post was 750 and was linked to our post about the Star Awards.

The local health economy

- 6 July – [Hampshire Hospitals published a story about its Labour Line service extending to Southampton](#). The service places Nurses and Midwives in the control centre for South Central Ambulance Service, enabling them to calm and discuss issues with callers who are pregnant and going into labour.
- 06 July – [University Hospital Southampton NHS Trust published a story reporting on the closure of its main entrance for redevelopment work](#). The closure will last for about 25 weeks. Patients and visitors will be directed to the six other hospital entrances for the hospital.
- 14 July – Hampshire Hospitals celebrated its [Director of Nursing Awards](#). The annual award ceremony celebrates Nurses Midwives and Health Professionals.
- 20 July – Portsmouth Hospitals NHS Trust have published a piece about the possible movement of the [Guildhall walk Health Centre](#) to St Mary's Hospital. Portsmouth Clinical Commissioning Group is running a consultation and is asking people for feedback on the movement.