

Monthly report: media and reputation management

November 2013

Media coverage highlights

31% positive coverage, 38% neutral and 31% negative

- National press coverage
 - ITV Meridian and BBC Breakfast reported on our perinatal service
 - BBC South and BBC Radio Oxford reported on the STATT CQC report
- Local media coverage
 - Coverage of our award winning perinatal service and West Hampshire Diabetes service
 - Coverage of the STATT CQC report

National media focus

- Throughout the month there was sustained media coverage of the winter pressures facing the NHS. This included [a warning from Dr Clifford Mann](#), President of the College of Emergency Medicine that emergency departments have one year left to provide safe care as the number of patients waiting 4 hours or more continues to rise.
- On 5 November it was revealed that the CQC had found [evidence of inaccurate reporting of cancer waiting times](#) at Colchester Hospital University Hospitals Trust.
- It was reported on 8 November that a new [review of hospital food is to be led by charity, Age UK](#) after figures show that one third of vulnerable patients are not being given enough support at meal times.
- A report that [new mothers in poorer areas may be given up to £200 in shopping vouchers](#) to encourage them to breastfeed proved controversial with an ongoing debate on social media and some broadcast outlets.
- On 13 November there was widespread coverage of [Sir Bruce Keogh's report](#) outlining proposed reforms of urgent care. They included a two tier system of emergency departments with a smaller number concentrating on the most serious cases.
- There was blanket media coverage of the [Government's formal response to the Francis report](#) on 19 November. Most outlets focused on the mandatory reporting of staff numbers on hospital wards and the introduction of a statutory 'duty of candour'.
- On 27 November it was reported that NICE has published [guidance on smoking in secondary care settings](#), saying that hospitals and other NHS facilities should become fully smokefree.



- On 29 November there was widespread coverage of a [Government survey on dementia](#) which found that less than half of those suffering with the disease are being diagnosed. Health Secretary Jeremy Hunt also revealed publication of an interactive map revealing variation in diagnosis rates across the country.

Key policy announcements

- On 1 November the Department of Health announced 14 [integration pioneers](#) which are pioneering new ways of delivering coordinated care.
- On 12 November the Government announced [more trained specialist mental health midwives](#) to help women at risk of suffering from post-natal depression.
- The Government published their [Mandate for the NHS in England](#) on 12 November which sets out the strategic direction for NHS England.
- [Changes to the GP contract](#) were announced on 15 November with a range of new measures including practices earning money to reduce unnecessary hospital admission, a requirement for GPs to monitor the quality of out-of-hours services and to assign every patient over 75 a named, accountable GP to ensure they receive joined up care.
- The [Kings Fund published a report](#) on 21 November on the impact of volunteering in acute Trusts in England. It found that around three million people volunteer in health and social care, making an important contribution to people's experience of care.
- On 21 November NHS England announced an [extra £150million to help accident and emergency departments](#) through the winter period.
- On 22 November the Care Quality Commission published their annual [State of Care report](#) which stated there has been no overall improvement in patients being treated with dignity or respect, and no improvement in acute hospitals assessing and monitoring the quality of care they provide.
- In the wake of the Government's response to the Francis report, Secretary of State for Health Jeremy Hunt published [a message to all NHS staff](#).
- On 27 November NHS England called for 100,000 people to sign a pledge saying they will look in on an elderly friend or neighbour this winter. Those who sign the [Winter Friends pledge](#) will receive free cold weather alerts and email tips throughout the winter to help them do their bit.

Reputation management

- Provided strategic communications advice and support to the Executive Team and the Learning Disability division in preparation for the publication of the STATT CQC inspection report.



- Liaised with communications colleagues at SE Hampshire CCG and Portsmouth Hospitals Trust on the forthcoming public panel relating to historical deaths at Gosport War Memorial Hospital. This follows the inquest which took place in April this year and relates to a period when Southern Health was not in existence.
- Proactive communications issued regarding the award for our perinatal service.

Media coverage

Proactive

- The Daily Echo mentioned us for our win at the Guardian Healthcare Innovation awards. They also mentioned us in an article about our West Hampshire diabetes team who won an award for 'Best IT-initiative' and the 'Best Primary and Community Initiative' in this year's Quality in Care awards. This was also reported in the Salisbury Journal
- The Portsmouth News covered our story on our mother and baby Service winning a Royal College of Psychiatrists award for Psychiatric Team of the Year.

Reactive

- The Daily Echo ran two articles following the inquest into the death of a service user in our care who committed suicide. This was also covered by the Lymington Times.
- The Portsmouth News covered a story about a member of staff who was struck off by the Nursing and Midwifery Council for hitting a patient. She had been dismissed by the Trust previously.
- The Oxford Mail and Oxford Guardian covered the CQC report from our STATT facility in Headington, Oxford; we are mentioned in both articles. BBC Radio Oxford and BBC South Today also reported the story, including an interview with Dr Helen McCormack.
- The Banbury Guardian mentioned us in an article about a project for OPMH service users who are having a clubhouse built for them to socialise in.
- ITV Meridian ran a story about our perinatal service and interviewed Dr Alan Gregoire, Consultant Psychiatrist about the shortage of similar units elsewhere across the country. BBC Breakfast news (national) followed this up by interviewing Dr Gregoire and focusing on the national picture.



Press releases issued

- On 8 November a press release was issued about Lymington Hospital being lit up blue to celebrate World Diabetes Day (14 November).
- On 11 November we issued a press release about the launch of the Spot the Signs campaign to give advice about bed sores and pressure ulcers.
- On 20 November a press release was issued to all local and regional media announcing the perinatal service's success at the Royal College of Psychiatrists awards.
- On 29 November we announced the extension of our IAPT service from 2 December to include Basingstoke, Alton and East Hampshire.

The local health economy

- Hampshire Hospitals NHS Foundation Trust has been [named best organisation for Serving The Community](#) by The WOW! Awards. The awards are designed to help organisations recognise great customer service throughout the year.
- The Rheumatology team at Hampshire Hospitals NHS Foundation Trust have been presented with one of [ten national Healthcare Champion awards](#) from the National Rheumatoid Arthritis Society (NRAS).
- New Chief Executive of University Hospital Southampton NHS Foundation Trust, Fiona Dalton has launched a new [blog](#).

