

Monthly report: media and reputation management

October 2015

Media coverage highlights

This month's media coverage has been dominated by the Connor Sparrowhawk inquest which generated national media coverage across print and broadcast media. However, in the interest of clarity this report will not include the inquest media as this was compiled, recorded and shared separately during the inquest. This report will deal with all the media coverage outside of the inquest.

Coverage this month was broadly positive with coverage centred around our flu vaccination work, World Mental Health Day and the Best of Health Awards. These were all well received amongst the local press.

Negative press was centred around the MRSA death at Romsey Hospital which both the Romsey Advertiser and Daily Echo covered in detail. Neutral coverage came from a few different sources but predominately from the reporting of the number of people who have come forward to talk about historical cases of neglect at Gosport War Memorial Hospital. We are not named in these pieces and have no connection to those historical cases having taken over the site many years after the alleged incidents but local people will know that we are the Trust that now runs the hospital.

48% positive
39% neutral
13% negative

National media focus

- There was continued national focus on [junior doctors](#) and the possibility of a strike. Health Secretary Jeremy Hunt had proposed revised contracts which the BMA rejected. During October the focus of this long running story was the thousands of junior Doctors who protested and the reporting of the opening of a strike ballot due to open in November.
- [NHS England chief executive Simon Stevens has set "five tests"](#) for whether the government's spending review meets the NHS's needs, which he outlined at the organisation's annual general meeting HSJ (this is behind a paywall)
- The Guardian published a piece about a survey of more than 13,000 people has suggested that [mental health services outside hospitals in England have shown "no notable improvement"](#) and in some areas are getting worse.



- The Nursing times, other trade press and some national news outlets covered the [Governments paycap for agency nursing staff](#). The hourly rate the NHS can pay agency staff will be capped at 55% above the pay levels of permanent staff. The cap will be phased in for clinical staff, from 23 November.

Key policy announcements

- [The Kings Fund released its quarterly report on how the NHS is performing](#). It is reported that almost two-thirds (63 per cent) of Trust finance directors and 88 per cent of acute Trusts are forecasting a deficit at the end of the financial year. These forecasts include additional in-year financial support for 75 per cent of finance directors in NHS Trusts.
- [Jeremy Hunt outlined his plans for the most patient-focused NHS culture ever](#). From next year, new 'Ofsted style' ratings will show patients how their local area's health service is performing in crucial areas, including; cancer, dementia, diabetes, mental health, learning disabilities and maternity care. He also outlined plans to cut 'bureaucracy' across the NHS by introducing new measures to increase joint working.
- [The Department of Health released a report into the 'weekend effect'](#). The report examines the association between weekend hospital admissions and poor patient outcomes, which include higher rates of mortality.

Reputation management

This month the Communications team worked tirelessly to manage the Trust's reputation during the Connor Sparrowhawk inquest. This included attending the inquest over the two weeks it ran for, managing and responding to interview requests, updating key stakeholders and maintaining as much control over the messages that were put out as we could.

Media coverage

Proactive

7 October – Andover Villages ran our press release about the falls team setting a new UK record for the largest seated exercise class. The team had attempted to break the world record for the largest seated exercise class as part of international day of the older person on 2 October.

8 October – The Hampshire Chronicle ran a piece about our conference for people with type two diabetes. The second annual conference is being held in Eastleigh. The coverage came from a press release we had issued.

19 October – The Daily Echo ran a piece about our learning disabilities team who held an informal meet and greet session. The team offered information and support



on how to find information and services for people who have learning disabilities. This came from a press release we issued.

Better Local Care

02 October – Pulse Magazine reported that we were attempting a “John Lewis” style merger as part of our Better Local Care programme in the South East. Dr Donal Collins is quoted in the piece.

3 October – The Lymington Times ran a piece reporting that we have received £7m in funding for out of hospital care. This funding was announced by NHS England and is part of our Better Local Care vanguard work.

Flu

5 October – The Alton Post Gazette ran our Press release about flu vaccinations for Children. The school nursing teams are hoping to vaccinate 33,000 children across hampshire.

11 October – Eagle Radio ran a piece on their website about our school nurses vaccinating every infant and primary school in Hampshire from the flu, vaccinating 33,000 children in total.

15 October – Wave 105 ran a piece on the number of families that have come forward to express historical concerns over the treatment of family members whilst at Gosport War Memorial Hospital.

World Mental Health Day

10 October – The Lymington Times ran a piece that about the World Mental Health Day project we were involved in with Southampton City Council. Southampton City Council organised a ‘Time to Change’ village in Southampton guildhall square, which we had a large stand at. Several teams gave up their time to help provide members of the public with information about mental health, how to access our services and what we are currently doing in the field.

10 October – The News ran our piece about the Individual Placement and Support Scheme that we run jointly with Jobcentre Plus. The scheme sees us teaming up with Jobcentre Plus to provide support for people who want to find employment whilst also living with mental health problems.

13 October – The Daily Echo also ran a piece about the activities and events that were going on as part of world mental health day. It mentions the Time to Change village in Southampton which we attended with a number of staff.

24 October – Southern Health employee and Recovery college administrator Sarah Richmond was featured in the Daily Echo as part of a round up of the World Mental Health Day events. She attended the Time to Change village in Southampton providing support and information for people who were interested in the Recovery College.



Reactive**MRSA death**

10 October – The Daily Echo ran a large front cover and inside cover piece about the outbreak of MRSA at Romsey Hospital that led to the death of pensioner Fredrick Dart. Associate director of nursing Paula Hull is quoted in the piece.

16 October – The Romsey advertiser ran a piece about the death of Fredrick Dart, who died after contracting MRSA at Romsey Hospital. The piece was front page and featured a large picture of Paula Hull.

16 October – The Daily Echo ran a comment piece about the MRSA death at Romsey Hospital. The piece was very negative and highlighted the statistic that 90 per cent of staff were not following the prescribed hygiene regime.

Other

5 October – Community Care Magazine ran a piece about mock coroners inquests being held to help social workers prepare for court cases. The piece mentions the Connor Sparrowhawk inquest.

7 October - The Daily Echo ran a piece about the UK's palliative care being the best in the world. We are not mentioned in the piece by name but we do use a number of the hospices that were mentioned.

8 October – The MP for Winchester Steve Brine visited the Solent Mind headquarters in Winchester to see the work they are doing locally. Southern Health's IAPT service, Italk is jointly commissioned by Solent Mind.

16 October – We were featured in the News as our community diabetes team won a best of health award. The South East Community Diabetes team won the Community Nurse/Team of the year award.

26 October – The Daily Echo ran a piece about MP Steve Brine meeting Solent Mind. He has agreed to back their 'Mind Manifesto'. He also visited to discuss the ways in which the money was being invested in services in line with the Care Crisis Concordat.

Gosport War Memorial Hospital Inquest

15 October – ITV news ran a piece about the number of people who have come forward to express historic concerns about the treatment of loved ones at Gosport War Memorial Hospital. An inquest is looking into a number of deaths at the hospital during the 80's and 90's before the Trust took over the hospital. Over 80 families have contacted the confidential panel.



15 October – The News ran a piece about the number of people who have come forward to express historic concerns about care at Gosport War Memorial Hospital. The confidential panel has had over 80 families come forward.

19 October – The News ran a piece about Health Secretary Jeremy Hunt wanting to visit Fareham Community Hospital. MP Suella Fernandes raised the matter of the building in the house of commons which she said was underused.

Press releases/statements issued

1 October – We issued a press release about diabetes type 2 conference. The press release was featured in the Hampshire Chronicle.

2 October – We issued a follow up press release about the falls team's world record attempt. The event didn't break the world record but did set a UK one. The follow up release contained a number of pictures from the event. It was featured in the Andover Villages.

5 October – We issued a press release about the TALK hypos scheme. The scheme encourages diabetics to talk to their doctor or nurse if they experience day or night time hypos.

6 October – We issued a press release about community artwork being displayed at Lymington New Forest Hospital. The press release was used in the Lymington Times.

7 October – We issued a press release about our bedside diabetes audit. The West Hampshire Community Diabetes Service completed the first bedside diabetes inpatient audit across Community Hospitals; Lymington New Forest Hospital, Romsey Community Hospital and Fordingbridge Community Hospital.

9 October – We issued a press release about the diabetes super six model that was shortlisted for a HSJ award. The scheme sees us teaming up with Portsmouth Hospital Trust and Solent NHS Trust. The piece was featured in the Portsmouth News.

13 October – we issued a press release about a meet the team event in Southampton. The event was for people who used our learning disabilities services. The piece was featured in the Daily Echo.

20 October – We issued a press statement to the Portsmouth News about the CQC inspection at Ravenswood. The inspection highlighted some things that we needed to improve on and we have addressed these in the statement.

22 October – We issued a press release about our Better Local Care project helping to vaccinate over 500 elderly people across 23 nursing homes in the Gosport area.

Social media activity



Quality care, when and where you need it

During the month we shared our press releases and news updates across our social media channels, including Twitter and Facebook. This month we deliberately took a step back from twitter as a high profile inquest was taking place. The team only posted information and stories that we thought would not attract too much negative attention during the inquest.

The month in numbers

Twitter:

- Most engaged tweet - Our most engaged tweet was about the Time to Change village that we attended for World Mental Health Day. We attended the village with a number of our services to help raise awareness.
- Retweets – we were retweeted 183 times during the month, an average of 6 retweets per day.
- Favourites – Our tweets were favourite 96 times during the month.
- Engagement rate – Our engagement rate for the month (the amount our tweets are retweeted, mentioned, viewed, replied too etc) was 2.0%.

Facebook:

- Our most successful post was about the Trust encouraging its staff to take up their free flu vaccination.
- Total likes and shares as of 30 September were – 648
- Maximum reach – The maximum reach for a single post was 1,143. This post was about the Trust encouraging its staff to get their flu vaccine.

The local health economy

- [University Hospital Southampton published a call for urgent action to improve the care of elderly patients](#). Dr Andy Eynon, a consultant in intensive care at Southampton General Hospital, said patients over 65 with major trauma were being "overlooked". He spoke out following new research which found injuries were missed in a quarter of patients in this group – which he blamed on an "ageist approach" to assessments.
- [Hampshire Hospitals reported that they had five hysteroscopes donated to them](#). This has helped them to provide a diagnostic hysteroscopy service for outpatients. The new procedure takes only 45 minutes.
- [Solent NHS Published a piece on their website about the Bitterne Walk-in Centre closing](#). The Closure of the site has generated a fair amount of media attention. The piece online details the closure and where people can go for help if they need it.

