

	A	B	C	D	E	F	G	H
1	Date	Headline	Positive or Negative	Media			Journalist	Area
2				Name	Type (Press Internet Broadcast)			
3	03-Sep	<u>Why Did Code A Die?</u>	Neutral	DE	Press	AMH	Rory Mceowan	Southampton
4	03-Sep	<u>Patient remanded to mental health unit</u>	Neutral	DE	Press	AMH		Southampton
5	05-Sep	<u>Mental patients sent to Private clinics</u>	Negative	HC	Press	AMH	Rachel Masker	Hampshire
6	05-Sep	<u>dementia patients lied to</u>	Neutral	Today's Health News	Internet	OPMH		National
7	06-Sep	<u>Code A inquest</u>	Negative	DE	Press	AMH	Julian robinson	Southampton
8	07-Sep	<u>Ruby Ride</u>	Positive	PN	Press			Portsmouth
9	09-Sep	<u>Baby Clinic Volunteers</u>	Negative	GH	Internet	ICS	Laura Knightingale	Hampshire
10	10-Sep	<u>Independent enquiry to Gosport deaths</u>	Neutral	PN	Press	OPMH		Portsmouth
11	10-Sep	<u>Hospital death enquiry on verge</u>	Positive	DE	Press			Southampton
12	10-Sep	<u>Seminar on 111</u>	Positive	PN	Press			Portsmouth
13	10-Sep	<u>PCC calls for help on mentally ill</u>	Neutral	PN	Press			Portsmouth
14	11-Sep	<u>Lottery for mental health treatment</u>	Negative	DE	Press		Rob Merrick	Southampton
15	14-Sep	<u>GP's Cycle bid</u>	Positive	DE	Press			Southampton
16	14-Sep	<u>Hospital to purchase £1m equipment</u>	Positive	LT	Press			Lymington
17	14-Sep	<u>Woman helps trial MS treatment</u>	Positive	LT	Press			Lymington
18	14-Sep	<u>Surgeries set to close for GP training</u>	Positive	DE	Press		Melanie Adams	Southampton
19	15-Sep	<u>Code A</u>	Negative	ST	Press		James Gillespie	National
20	15-Sep	<u>Social workers shocking insult about troubled teenager</u>	Negative	DM	Internet		Neil Sears	National
21	21-Sep	<u>Mental health and police</u>	Positive	BG	Internet		Chris Gregory	Basingstoke
22	24-Sep	<u>AMH failing us</u>	Negative	DE	Press		Reader Comment	Southampton
23	27-Sep	<u>Mental Health café reopens</u>	Positive	RA	Internet			Southampton
24	27-Sep	<u>Code A</u>	Negative	DE	Press			Southampton
25	28-Sep	<u>Man found dead in home</u>	Neutral	DE	Press		Patrick Knox	Southampton
26	October							
27	08-Oct	<u>Who cares for Bordon and surrounding areas</u>	Positive	East Hants News	Online			
28	10-Oct	<u>Advice to stay mentally healthy</u>	Positive	PN	Paper			
29	11-Oct	<u>southern health secure funding for telehealth programme</u>	Positive	MTB Europe	Online			
30	18-Oct	<u>Recruitment ad</u>	Neutral	IOW CP	Online			
31	22-Oct	<u>Woman has thousands of indecent images</u>	Negative	DE	Paper			
32	22-Oct	<u>Woman has thousands of indecent images</u>	Negative	BE	Online			
33	25-Oct	<u>Southern health winner for leadership award</u>	Positive	G	Online			National
34	25-Oct	<u>Guardian awards hail healthcare innovators</u>	Positive	G	Online			National
35	26-Oct	<u>Recruitment ad</u>	Neutral	LT	Paper			
36	29-Oct	<u>100 firms signed up to breastfeeding project</u>	Positive	DE	Paper			
37	November							
38	02-Nov	<u>How did they die</u>	Neutral	DE	Press	LD	Echo reporters	
39	02-Nov	<u>OAP left note saying she could not go on</u>	Neutral	DE	Press	AMH	Julian Robinson	
40	02-Nov	<u>Recruitment Ad</u>	Positive	DE	Press			
41	02-Nov	<u>Saturday review, we will get answers</u>	Neutral	DE	Press	LD	Echo reporters	
42	02-Nov	<u>Woman found dead at balmer lawn</u>	Neutral	LT	Press	AMH	Anon	
43	02-Nov	<u>Diabetes service claims double victory</u>	Positive	SJ	Press	ICS	Anon	
44	06-Nov	<u>Code A</u>	Neutral	DE	Press	LD	Echo reporters	

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45	06-Nov	Pensioner, 85 found dead in fishing pond	Negative	DE	Press	AMH	Julain Robinson	
46	07-Nov	Trust teams taking home health gong	Positive	DE	Press	Corp	Maxwell Kusi-Obodum	
47	07-Nov	Failure of parents in death of young boys	Neutral	DE	Press	LD	Echo reporters	
48	07-Nov	Mental health maligned in NHS with huge gaps in service	Neutral	TG	Online Press	AMH	Sarah Johnson	
49	08-Nov	Group to support young adult carers	Positive	AA	Press	ICS	Jen Rivett	
50	09-Nov	diabetics warned over dangers of not getting flu jab	Neutral	DE	Press	ICS	Anon	
51	09-Nov	MPs call for review into young boys deaths	Neutral	DE	Press	LD	Mel Adams	
52	09-Nov	Lessons to learn over psychiatric patient suicides	Negative	LT	Press	AMH	Anon	
53	09-Nov	Pilates teacher raises cash for hospital radio	Positive	LT	Press		Anon	
54	10-Nov	New summer house for village residents	Positive	BG	Press	SC	Anon	
55	12-Nov	Health chiefs review over overdose	Negative	DE	Press online	AMH	Patrick Knox	
56	12-Nov	Trader took accidental overdose	Neutral	DE	Press	AMH	Anon	
57	16-Nov	Death after long illness	Neutral	DE	Press	AMH	Anon	
58	18-Nov	Nurse struck off after hitting patient	Negative	PN	Press	ICS	Ben Fishwick	
59	22-Nov	Support nhs there to stop smoking	Positive	PN	Press online	Q4L	Anon	
60	22-Nov	Psychiatric team wins award	Positive	PN	Press	ICS	Anon	
61	26-Nov	flexible diabetes service impress' health judges	Positive	DE	Press	ICS	Anon	
62	27-Nov		Negative	BBC Oxford	Press online	LD	Anon	
63	27-Nov		Negative	BBC Oxford	Press online	LD	Anon	
64	27-Nov		Negative	Bindmans solicitors	Press release	LD	Anon	
65	27-Nov		Negative	OM	Press online	LD	Oliver Evan	
66	27-Nov		Negative	OT	Press online	LD	Oliver Evans	
67	29-Nov		Negative	HSJ	Press online	LD	Nick Renaud-Komiya	
68	29-Nov		Negative	HSJ	Press online	LD	SARAH CALKIN	
69	29-Nov		Negative	Mencap	Press online	LD	Anon	
70	December							
71	02-Dec	GP fellows winter pressures	Positive	BBC News	Press online	ICS	Anon	
72	05-Dec	Double spread, Trust failed our sons miserably	Negative	PN	Press	AMH	Jeff Travis	
73	09-Dec	Heartbroken parents say their children were failed	Negative	PN	Press	AMH	Jeff Travis	
74	09-Dec	Hospital renames diner in recognition of work	Positive	PN	Press Online	ICS	Ben Fishwick	
75	11-Dec		Neutral	Monitor	Press Release			
76	12-Dec		Neutral	PN	Press	LD		
77	12-Dec		Negative	BG	Press	AMH		
78	12-Dec		Neutral	BBC News Oxford	Press online	LD		
79	12-Dec	Diversity lead is on top 50 list as pioneer	Positive	PN	Press online	ED		
80	13-Dec	Regulator looks into failings	Neutral	OT	Press online	LD		
81	16-Dec	Campaign to stop smoking paper	Positive	PN	Press			
82	16-Dec	Campaign to stop smoking	Positive	PN	Press online	ICS		
83	16-Dec	School nursing up for award	Positive	DE	Press online	CS		
84	16-Dec	School nursing up for award paper	Positive	DE	Press	CS		
85	23-Dec	Mission Christmas	Positive	DP	Press online	CS		
86	23-Dec	Therapy for those feeling stressed	Positive	PN	Press online	AMH		
87	28-Dec	Improvements needed after CQC inspection Bluebird	Neutral	LT	Press	AMH		

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1	Date	Headline	Positive or Negative	Pro-active/reactive	Link to statement/release	Media		Directorate
2						Name	Type (Press Internet Broadcast)	
3	January							
4	01-Jan	<u>Christmas Mission</u>	Positive			DE	Press online	CS
5	01-Jan	<u>Christmas Mission</u>	Positive			DE	Press	CS
6	01-Jan	<u>Woman took own life</u>	Neutral			DE	Press	AMH
7	01-Jan	<u>Christmas Mission</u>	Positive			Newsuk24	Press online	CS
8	01-Jan	<u>Christmas Mission</u>	Positive			Silobreaker	Press online	CS
9	03-Jan	<u>Christmas Mission</u>	Positive			AMA	Press online	CS
10	08-Jan	<u>Keep safe and avoid slips, trips and falls</u>	Positive			PN	Press online	OPMH
11	09-Jan	<u>Keep safe and avoid slips, trips and falls</u>	Positive			PN	Press	OPMH
12	14-Jan	<u>Former Winch office will no longer be empty</u>	Positive			HC	Press online	ISD AMH
13	16-Jan	<u>Parklands CQC report</u>	Neutral			BG	Press	AMH
14	16-Jan	<u>Avalon house</u>	Neutral			HC	Press	
15	16-Jan	<u>Piece in news bulletin about Parklands CQC</u>	neutral			Breeze	Broadcast	AMH
16	17-Jan	<u>Parklands CQC report</u>	Neutral			BG	Press online	AMH
17	17-Jan	<u>Improvements made at Slade</u>	Positive			OM	Press online	LD
18	18-Jan	<u>Indecent images found on phone</u>	negative			DE	Press	LD
19	18-Jan	<u>Return to nursing advert</u>	Neutral			DE	Press	ICS
20	19-Jan	<u>Suicides blamed on bed shortages</u>	Negative			ST	Press	AMH
21	21-Jan	<u>improvements at slade</u>	Positive			CC	Press online	LD
22	21-Jan	<u>Action to rid mental health bias</u>	Positive			TT	Press	AMH
23	23-Jan	<u>Mental health patients put at risk</u>	Negative			DE	Press online	AMH
24	23-Jan	<u>Mental health patients put at risk</u>	Negative			DE	Press	AMH
25	24-Jan	<u>Tips on how to keep out the cold</u>	Positive			PN	Press online	OPMH
26								
27			22 12-pos			6-neu	4-neg	
28	February							
29	01-Feb	<u>Patients who don't need to be in hospital add burden</u>	Positive			PN	Press online	ICS
30	01-Feb	<u>League of friends fund new hospital equipment</u>	Positive			LT	Press	CH
31	01-Feb	<u>Woman had 4000 child porn images on phone</u>	Neutral			LT	Press	LD
32	06-Feb	<u>Former nursery worker arrested</u>	Neutral			BG	Press	
33	10-Feb	<u>Avalon house</u>	Positive			DE	Press	AMH
34	10-Feb	<u>Avalon house</u>	Positive			DE	Press online	AMH
35	13-Feb	<u>Health trust to move into ex city council office</u>	Positive			HC	Press	AMH
36	18-Feb	<u>Netley recovery sale</u>	Neutral			DE	Press online	OPMH
37	19-Feb	<u>Police get extra support from NHS</u>	Positive			PN	Press online	AMH
38	18-Feb	<u>Its more than just pottering about in sheds</u>	Positive			PN	Press online	AMH
39	24/02/2014	<u>Operation Serenity</u>	Positive			DE	Press	AMH
40	24/02/2014	<u>Death of 18 year old in failing NHS LD Unit</u>	Negative			CCM	Press online	AMH
41	24/02/2014		Negative			BBC	Press online	AMH
42	24/02/2014	Code A	Negative			Jack FM	Press online	AMH
43	25/02/2014		Negative			LD Today	Press online	AMH

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44	25/02/2014	Teens death could have been preventable	Negative			OX Times	Press online	AMH
45	26/02/2014	Charities continue fight for justice as man dies in NHS Care	Negative			CBS	Press online	AMH
46	27/02/2014	Treatment unit could have prevented death	Negative			CH	Press online	AMH
47	28/02/2014	Southern Health death preventable	Negative			HSJ	Press online	AMH
48								
49			19 8-pos			3-neu	8-neg	
50	March							
51	04-Mar	health visitors ready to start work	Positive	Proactive		DE	Press	ICS
52	05-Mar	Cs	Neutral	Reactive		ST	TV	LD
53	06-Mar	piggy lane	Negative	Reactive		BBC Oxford	Press online	ICS
54	06-Mar	Failings uncovered piggy lane	Negative	Reactive		CC	Press online	ICS
55	06-Mar	Health trust criticised over bicester care home failings	Negative	Reactive		OM	Press online	ICS
56	07-Mar	authority is criticised again	Negative	Reactive		OM	Press online	ICS

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45	Challenbging bahaviours society	
46	Care home magazine	
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