

Communications and Marketing Report for Quarter 1 – 2024/25			
<b>Meeting Title</b>	Board of Directors		
<b>Date</b>	21/08/2024	<b>Agenda Item</b>	12
<b>Lead Director</b>	Alison Hughes, Director of Corporate Affairs		
<b>Author(s)</b>	Fiona Fleming, Head of Communications and Marketing		
<b>Action required</b> (please select the appropriate box)			
<b>To Approve</b> <input type="checkbox"/>	<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input checked="" type="checkbox"/>	
<b>Purpose</b>			
The purpose of this paper is to provide the Board of Directors with assurance on the implementation of communications, marketing and engagement priorities aligned to the Trust's strategic objectives, 5-year strategy and supporting strategies.			
<b>Executive Summary</b>			
<p>Quarter 1 (April - June 2024) presented a diverse range of campaigns demonstrating how the team supports business critical objectives aligned to organisational strategy delivery. This is alongside operational support and responding to the changing needs of staff, patients, service users and stakeholders. The team continue to explore new ways of engaging with the workforce, our communities and raise the profile of the Trust.</p> <p>Overall reporting is aligned to the Trust's strategic objectives (slide 8):</p> <p><b>Populations</b> - Support our populations to thrive by optimising wellbeing and independence.  <b>People</b> - Support our people to create a place where they are proud and excited to work.  <b>Place</b> - Deliver sustainable health and care services within our communities enabling the creation of healthy places.</p> <p>The report also provides details of the communications and marketing strategy focusing on:</p> <ul style="list-style-type: none"> <li>- Internal Communications</li> <li>- External Communications</li> <li>- System Support</li> <li>- Brand Management</li> <li>- Crisis Management</li> </ul>			

Reporting includes greater emphasis on impact and the direct support for operational services and their objectives.

Project summaries are structured under three headings of **Objectives, What we did** and **Impact and measures** providing oversight on each project's purpose and outcome.

Throughout 2024/25 further development and improvements will be made to ensure that clear objectives and measures are agreed with services. A focus on evaluation and campaign performance remains a priority.

**Strategic (Board Assurance Framework - BAF) and operational Risks and opportunities:**

The report represents a positive mitigation to BAF risks 1002, 1007, 1010. There are no risks identified in this report. The risk in failing to have effective communication and engagement across the workforce and with the local population is mitigated by the numerous campaigns and priorities delivered. Greater partnership working through the Cheshire and Merseyside ICB Communications network ensures a focus on system priorities.

**Quality/inclusion considerations:**

Quality & Equality Impact Assessment completed and attached No.

All communications, marketing and engagement activity aims to positively impact on Trust staff and those who access our services

**Financial/resource implications:**

There are no financial/resources implications for consideration within the report

**The Trust Vision** – To be a population health focused organisation specialising in supporting people to live independent and healthy lives. The Trust Objectives are:

- Populations – We will support our populations to thrive by optimising wellbeing and independence
- People – We will support our people to create a place they are proud and excited to work
- Place - We will deliver sustainable health and care services within our communities enabling the creation of healthy places

Please select the top three Trust Strategic Objectives and underpinning goals that this report relates to, from the drop-down boxes below.

People - Improve the wellbeing of our employees	People - Better employee experience to attract and retain talent	People - Grow, develop and realise employee potential
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**The Trust Social Value Intentions**

Does this report align with the Trust social value intentions? Yes.



If Yes, please select all of the social value themes that apply:

Community engagement and support

Purchasing and investing locally for social benefit

Representative workforce and access to quality work

Increasing wellbeing and health equity

Reducing environmental impact

**Board of Directors is asked to consider the following action**

To be assured that the communications, marketing and engagement activity evidenced in this report for Q1 meets the aims of the Trust .

**Report history** (Please include details of the last meeting that received this paper, including the title of the meeting, the date, and a summary of the outcome). This provides the audit trail through the governance structure.

Submitted to	Date	Brief summary of outcome
Quarterly report to the Board of Directors		



# Communications & Marketing Board Report Quarter 1

**Date: 19 August 2024**

**Name:** Alison Hughes, Director of Corporate Affairs

# Overview of Quarter 1 (April - June 2024)

## Business as usual

- 26 Editions of The Update  
6 Special Edition – Dying Matters, International Nurses Week (x5)
- 170 Shout Outs published
- 3 CEO and Executive messages to all staff
- 65 screensavers
- 1,450 email requests - average of 22 jobs per day (including design requests) through the communications mailbox



### Shoutouts!

1. Karen Howell's last day with Team WCHC
2. It's International Nurses Week
3. Standout voting now open
4. Get involved with the 'V'
5. Appraisal training dates
6. Wirral Carer's Event – 13-14 June
7. It's Mental Health Awareness Week
8. Are you interested in leaving?
9. New role essential training
10. Vivup webinar - The Impact of AI
11. Help the Digital Team

## Celebrating... INTERNATIONAL NURSES WEEK

@Team WCHC 13 - 17 May 2024

### The Daily Special Edition

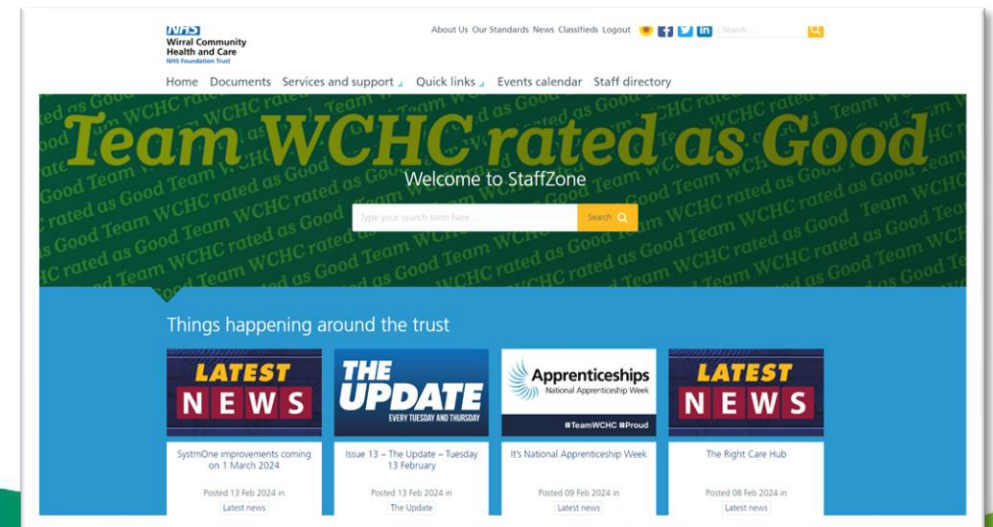
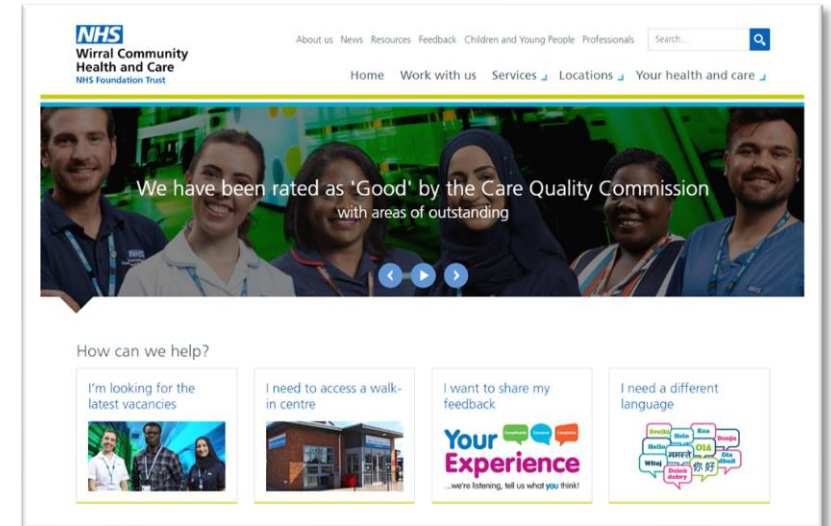
Round-up of International Nurses Week activities

### Shoutouts

1. INW Special Editions Series - a celebration of our nurses
2. Nursing visits
3. Virtual celebratory events
4. Social media activity
5. BBC Radio Merseyside and Wirral Globe feature

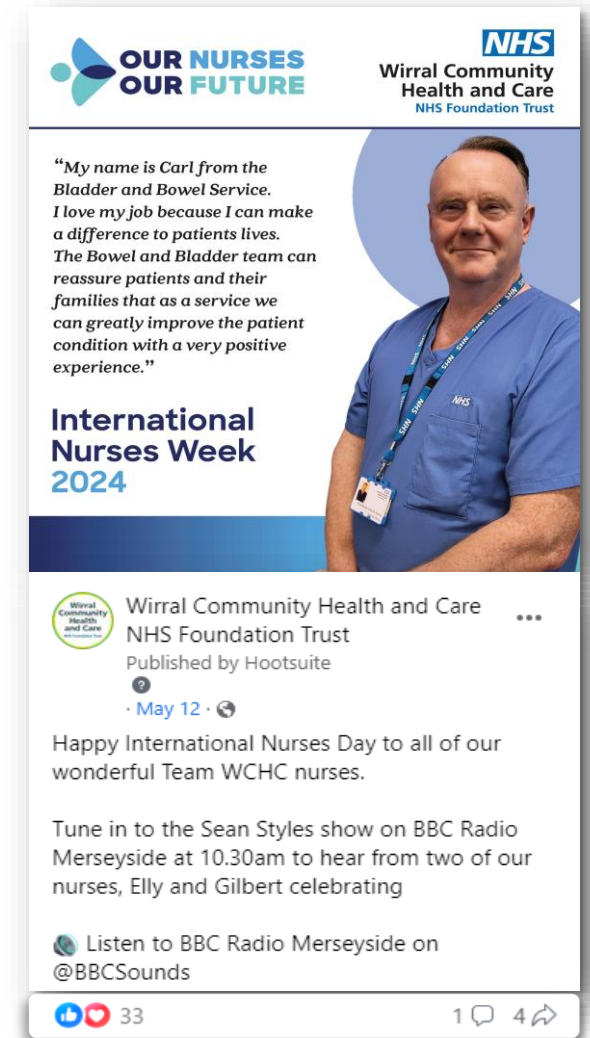
# Digital Summary

- Public website - 190,209 page views (up 0.5% since last quarter)
  - Vacancies - 15,535 / 17,913 (down 13%)
  - Our services - 12,773 (down 5%)
  - Walk-in centres, UTC and minor injuries - 11,279 (down 10%)
- StaffZone - 148,267 page views (up 3%)
  - Documents - 8,108 page views (down 5%)
  - Services and Support - 3,348 page views (down 2%)
  - Staff Directory - 2,820 page views (up 1%)



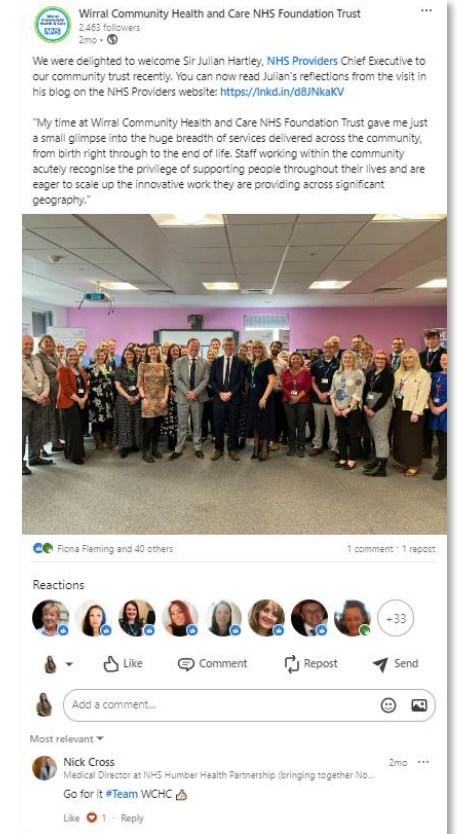
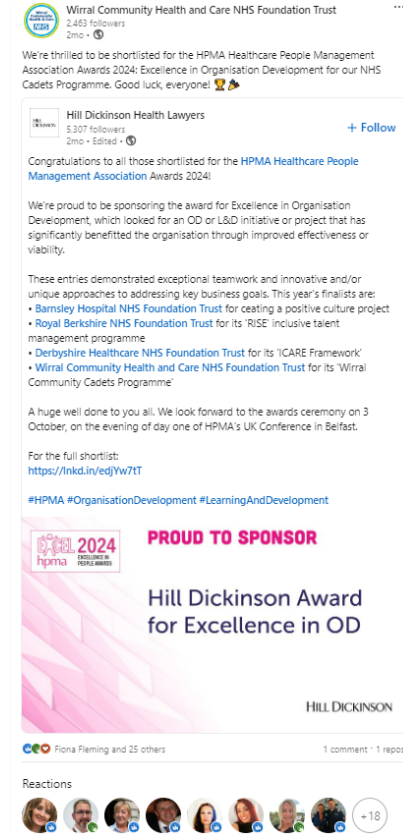
# Social Media Summary

- X account (formerly known as Twitter) @wirralct - total followers = 4,446 (increase of 19 followers)
- Tweet impressions = not available. (X analytics are now behind a paywall)
- Facebook account @nhsbuzz - total followers = 2k (no change)
- Facebook impressions = 19.8k 18.5K (up 7%)



# LinkedIn

- LinkedIn - total followers = 2.4k (increase of 87)
- LinkedIn impressions = 11.6k
- Impressions were down 35% compared to the previous quarter (Q4).



Posts about high-profile visits, award shortlist announcement and Associate NED opportunity performed well with high engagement



# External communications

## Stakeholder Communications

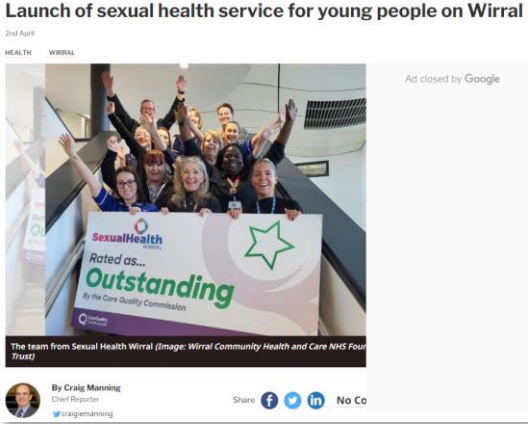
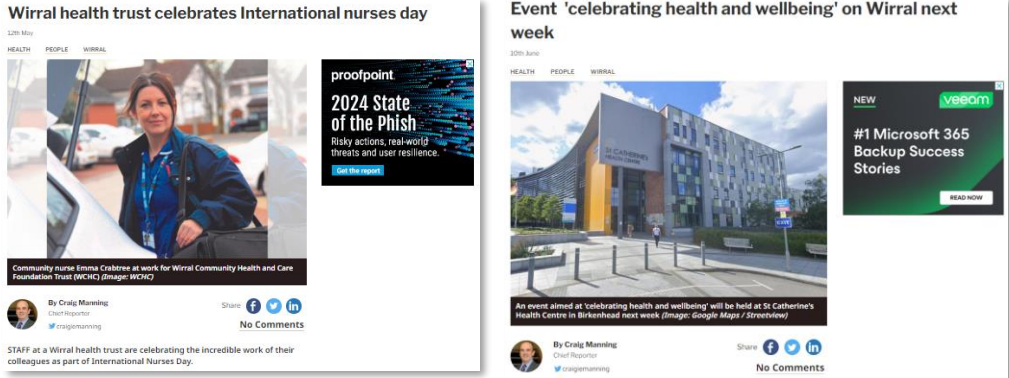


- April 2024
1. Trust CEO and leadership arrangements from 1 June 2024
  2. Sexual Health Wirral - launch of new partnership
  3. ourPlace - Wirral's new sexual health service for young people
  4. Super MaDE multi-agency event
  5. Patient-Led Assessments of the Care Environment (PLACE) Assessment Outcome 2023
  6. Dr Amanda Doyle OBE, National Director for Primary Care and Community Services visits Team WCHC
  7. Public governor elections 2024

One issue of the Stakeholder was issued in Quarter 1. Further issues were paused due to Purdah prior to the general election.

The distribution of the stakeholder bulletin includes Place, system and regional stakeholders in NHS, Local Authority, Primary Care and 3<sup>rd</sup> sector organisations.

## The following media releases were featured in the Wirral Globe



## Reporting for 2024-2025

- Communications and marketing reporting is aligned to the Trust's strategic objectives:
  - Populations** - Support our populations to thrive by optimising wellbeing and independence.
  - People** - Support our people to create a place where they are proud and excited to work.
  - Place** - Deliver sustainable health and care services within our communities enabling the creation of healthy places.
- Reporting includes greater emphasis on impact and measures and the direct support for operational services and their objectives.
- The report aims to align to activity with the Trust 5-year strategy, supporting strategies (Quality, People, Digital and Inclusion)
- The report provides details of the communications and marketing strategy focusing on - internal and external communications, brand management, system support and crisis management.

## Project highlights for Q1 (April – June 2024)

Project	Internal	External	System	Brand	Crisis	Populations	People	Place
Sexual Health Wirral and ourPlace launch	✓	✓	✓	✓		✓	✓	✓
Long Covid Service promotion	✓	✓	✓	✓		✓	✓	✓
International Nurses Week 13-17 May	✓	✓	✓			✓	✓	
Volunteer open day CICC	✓	✓	✓			✓	✓	✓
Celebrate and Share event	✓	✓	✓			✓	✓	✓
WIC & UTC screens	✓	✓	✓			✓	✓	✓
Sir Julian Hartley visit	✓	✓	✓				✓	✓
Dying Matters Week	✓	✓				✓	✓	
Launch of Team WCHC Awards	✓	✓				✓	✓	
E-Expenses launched	✓						✓	
People Pulse - April	✓						✓	
MFA roll out and final days	✓						✓	
Information Governance and Cyber Security	✓						✓	
Appraisal window open	✓						✓	

## Sexual Health Wirral and ourPlace

- **Objective(s)** – Following the successful bid for Sexual Health services in Wirral our objective was to launch and raise awareness of Wirral’s new young person’s sexual health service (ourPlace), relaunch of the clinic timetable and improve service accessibility.
- **What we did** - Stakeholder engagement continued throughout the quarter with a presentation at Bridge Forum and the practice nurse PLT session to raise awareness of the young person’s offer. Stakeholder updates were developed and cascaded to networks across Wirral, including youth organisations, multicultural centres, schools, colleges, community groups and partner agencies. Topics covered with in the communications: *new partnership and service offer, engagement with young people, clinic timetable, relaunched mobile friendly website, social media content and downloadable materials*. **In response to service user feedback** an Instagram account was launched to promote the service and raise awareness of the sexual health and wellbeing support available across Wirral.
- Development of materials to support outreach events eg pop up smear awareness clinics at Tomorrow’s Women and informative sessions at Wirral Change.

- The mobile friendly website was relaunched. It is a hub of information, support and advice for all things sexual health including videos, e-leaflets, online booking system, STI postal test kits request and FAQs. With the click of a button, people can search for the information they need, as well as booking an appointment online or requesting a postal test kit via their smartphone, tablet, or laptop.
- Development of storyboards and scripts for two clinic walk through videos. These were shot on site and will be used during quarters two and three to help alleviate service user anxieties about accessing a sexual health clinic.
- Engagement at Bridge Forum (facilitated by Healthwatch Wirral) - over 40 Wirral partners in attendance.
- Internal communications - screensaver, articles in The Update, Spotlight on Feature at the Get Together, StaffZone content, tailored engagement with services eg 0-19 Service Wirral - ourPlace offer.
- **Impact and measures** - Instagram launch - **62 followers**, over **27,500 online page views** (SHW website), system wide **stakeholder engagement** (email, face to face, virtual), PLT presentation to over **70 practice nurses**, Bridge Forum presentation to **over 40 local partners**, social media views (April) – **1,478 and 33 shares** and **delivery of outreach sessions**.

# Sexual Health Wirral and ourPlace

**Wirral Community Health&Care NHS Foundation T** @wchc\_nf · Apr 28 ...  
Sexual Health Wirral clinic update...

Clinics at Victoria Central Health Centre will relaunch from Monday 29 April.

Access walk-in and pre-bookable appointments at the Gemini Centre at St Catherine's Health Centre.

Access the clinic timetable - [sexualhealthwirral.nhs.uk](https://sexualhealthwirral.nhs.uk)

1 1 216

**Wirral Community Health&Care NHS Foundation T** @wchc\_nf · Apr 30 ...  
ourPlace is Wirral's new sexual health service for young people aged 19 and under.

The service is free, confidential and non-judgement.

ourPlace is based in St Catherine's Health Centre (first floor) in Birkenhead.

[bit.ly/3x8KLOI](https://bit.ly/3x8KLOI)

Please share @TheHiveYZ

1 1 126

Menu

ourPlace - Wirral's sexual health service for young people

Clinic Timetable

Free STI Postal Kit

Wirral's new sexual health service for young people from April.

- ourPlace - Wirral's new sexual health service for young people
- Engagement with young people to help create a service name
- ourPlace clinic timetable
- Relaunch of website
- Social media posts
- Downloadable poster
- Sexual Health Wirral - service offer and new partnership

MORE THAN JUST CLINICS

- New partnership and service offer
- ourPlace - Wirral's new sexual health service for young people from April
- Relaunch of clinics at Victoria Central Health Centre
- Updated, mobile friendly website
- Social media



shwirral

31 posts 62 followers 68 following

Followed by pezza1969, annasimps and 3 others

Following Message

## Long Covid Service promotion

- **Objective(s)** - To raise awareness of the commissioned service with health and care professionals across Wirral and encourage appropriate referrals via Primary Care. Share service information with members of the public living with symptoms of long covid and raise the profile of **partnership working with the Local Authority** - *working together to make a difference to people's lives.*
- **What we did** - Working in partnership, we produced a video to showcase the collaborative approach between the service and Active Wirral. The video will be used in stakeholder communications during quarter two and will support conversations to secure future gym space. To support services users on their journey we produced an exercise passport and information booklet. A dedicated online hub was also created on the public website, providing additional resources and signposting for people living with long covid. A Facebook page was launched to encourage peer to peer support. The page also features regular content including breathing and exercise videos and signposting to local services.
- **Impact and measures** - Launch of social media page **28 likes** and **35 followers**, **193 page views** on the public website, **94 referrals from Primary Care**. Social media promotion of drop-in sessions at Marine Lake Health and Wellbeing Centre - June activity: **507 post views** and **15 shares**

# Long Covid Service promotion

Compassion Open Trust

NHS Wirral Community Health and Care NHS Foundation Trust

Long Covid Service Exercise Passport

Supporting your physical and mental wellbeing

Long Covid Service

### Seated exercises

Sit up tall in a chair with your back well supported.

Straighten one knee at a time and hold for 5 seconds before lowering gently.

March your legs in sitting position.

Raise your heels up, keeping toes on the floor and gently return.

Raise your toes up, keeping heels on the floor and gently return.

Stand from a chair using arms if needed. Gain balance then slowly sit back down again.

Supporting your physical and mental wellbeing

Page 13

NHS Wirral Community Health and Care NHS Foundation Trust

## Long Covid Service

Partnership working with...

ACTIVE WIRRAL

STRONGER • HEALTHIER • HAPPIER

Supporting your physical and mental wellbeing

WIRRAL

Wirral Community Health&Care NHS Foundation Trust @wchc\_nft · Jun 25

Compassion Open Trust

Wirral Community Health and Care NHS Foundation Trust

Come along and meet the...

## Long Covid Team

Dates:  
Friday 28 June  
Friday 26 July  
Friday 23 August  
Friday 27 September

2.00pm - 4.00pm  
Marine Place (Age UK Wirral café)  
Marine Lake Health and Wellbeing Centre, Drysdale Road, West Kirby CH48 5AA

Our team of specialists provide support for people aged 16 plus who have been experiencing symptoms of Covid-19 for more than 4 weeks (Long Covid). They make sure people living with Long Covid receive the care, help and support they need.

79

NHS Long Covid

Long Covid Service in Wirral

28 likes • 35 followers

Message Liked Search



## International Nurses Week 13-17 May

- **Objective(s)** – This international annual campaign celebrates the work of all nurse specialisms. For our Trust, it is an opportunity to celebrate and thank our nursing colleagues, share best practice, increase awareness of the diversity of nursing services and the development opportunities available.
- **What we did** - Led by the Chief Nurse we engaged with service directors and service leads to understand what staff wanted from the campaign and what was important to them. Activity needed to fit in with staff and service delivery to maximise participation and engagement.  
We developed an internal communications plan including daily Special Editions of the Update covering all nursing specialisms, screensaver takeover, Teams background, service visits from Execs, online Teams events and presentations, extensive social media activity with staff photos and quotes, external PR and interviews with Radio Merseyside.
- **Impact and measures** – **ALL nursing services** received a **visit from one of the Executive Team**. We had good representation at both **virtual events (nursing and 0-19 and 0-25 services)**. Engagement on Staff Facebook group throughout campaign average over **300+ post reach**. **Article published in Wirral Globe, interview on Radio Merseyside.**

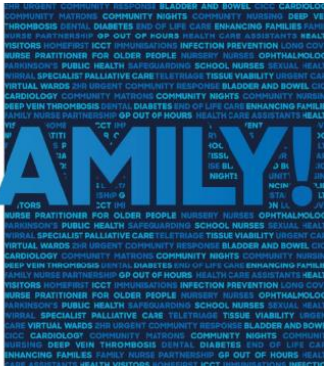
# International Nurses Week 3-17 May

We are...

# ONE FAMILY!

@Team WCHC

International NURSES WEEK 2024



Celebrating...

## INTERNATIONAL NURSES WEEK

@Team WCHC 13 - 17 May 2024

Wirral Community Health and Care  
NHS Foundation Trust

### The Daily Special Edition

Each edition of The Update will be dedicated to specific areas of nursing across the Trust. Keep an eye out this week.

Shout outs

1. International Nurses Week 2024 officially launches with BBC Radio Merseyside
2. Team WCHC social media campaign - reflections from some of our nurses
3. Supporting our patients and service users
4. Community Nursing - rated Outstanding by the CQC
5. Community Intermediate Care Centre - how we're enabling successful discharge and supporting people to return home
6. Dying Matters campaign
7. Moreton and Meols Project
8. Chief Nurse Visits Community Intermediate Care Centre (CICC)



Your ShoutOuts!  
TeamWCHC

Layken Nelson has a shout out to Bluebell ward, "I've had a lovely placement experience where I have been welcomed by all members of the team from day one, anything I have needed has been accommodated, all the staff have been so helpful and have included me as if I am part of their team. I've had a great time and will miss the ward."

A patient's family have a big shout out to all nursing staff, health care assistants (HCA's) and Therapists on Aster ward for their outstanding care of a patient that passed away on the ward. Sarah, Ward Manager, added "Their family could not have wished for better care. Their care, empathy and team work ensure that patients and families have a safe experience at all times in all of their lives."  
Read the card received to the CICC team from the patient's family...

## Virtual Celebratory Event

Thursday 16 May, 4.00pm - 5.00pm

### Save the date!

Wirral Community Health and Care  
NHS Foundation Trust

International Nurses Week 2024

## International Nurses Week 2024

13 - 17 May

Join the celebrations!

Send in your staff stories, case studies and achievements by Friday 3 May.

Contact the Communications Team or see The Update.



We are...

# SPECIALISTS!

@Team WCHC

International NURSES WEEK 2024



Wirral Community Health and Care  
NHS Foundation Trust



"My name is Caroline, Community Nurse Manager in Birkenhead. I love my job because I manage teams who are fantastic and all work so hard. I am proud of everyone."

International Nurses Week 2024

Wirral Community Health and Care  
NHS Foundation Trust



"My name is Helena, Bladder and Bowel Nurse. I love the difference we can make to a patient's quality of life with simple changes when it comes to incontinence. It can really change people's lives. It's a rewarding job with a fabulous team."

International Nurses Week 2024

## International Nurses Week External PR - BBC Radio Merseyside

- To launch the International Nurses Week celebrations, we secured an interview on the Sean Styles Show on BBC Radio Merseyside.
- Elly Wright, Team Leader, Birkenhead Locality (0 -19 Service Wirral) and Gilbert Ngatia, Service Director South Wirral (Nursing Lead) talked about the wonderful nursing services at the Trust and shared their routes into nursing.
- Radio Merseyside RAJAR figures for 2023 - 179,000



## Volunteer Open Day at Community Integrated Care Centre (CICC)

- **Objective(s)** - To recruit volunteers to support the three wards at the Community Intermediate Care Centre (CICC), raise awareness of the volunteer opportunities at Team WCHC and remind people about the role volunteers play in supporting both front-line clinical and corporate services.
- **What we did** - Working in partnership with the ward manager and volunteer manager we created a campaign to encourage people to attend the open day at CICC. Both external and internal channels were utilised to cascade campaign messages. Staff were encouraged via The Update, staff Facebook group and screensaver to spread the word about the open day and members of the public were engaged with via social media messages, PR and printed materials (posters and flyers).
- **Impact and measures** - social media posts: **1475 views, 13 shares. 81 page views - press release (public website). 9 people attended the event** and heard about the opportunity via the press release in the Wirral Globe, social media activity and posters displayed in St Catherine's Health Centre and CICC. **Increase in traffic** to the volunteer related Trust website pages throughout April - **117 page views**. Of those who attended the event **3 people are actively volunteering** at CICC.

# Volunteer Open Day at Community Integrated Care Centre (CICC)

**Wirral Community Health&Care NHS Foundation Trust** @wchc\_nh · Apr 18 ...  
Do you want to join our amazing team of volunteers?

On Thurs 25 April, we're hosting a Volunteer Open Day at our Community Intermediate Care Centre.

There are 3 drop-in sessions during the day. Chance to meet the team & ask questions.

Find out more...[ow.ly/sWTF50Re5uX](https://www.wchc.nhs.uk/volunteering)

"I think it's incredible learning about everyone's story and their backgrounds really is quite fascinating when you learn just how far they have come!"  
Volunteer, Heart Support

"It gives me structure. Retirement is great but it's also nice to give something back and good to know you have the support of the Trust at all times."  
Volunteer from the CICC Service

**VOLUNTEERING VOLUNTEERING**

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"It gives me structure. Retirement is great but it's also nice to give something back and good to know you have the support of the Trust at all times."  
Volunteer from the CICC Service

"Volunteering within the Trust has been a pleasure. I have worked with many wonderful people and it's been amazing to see the effects of the services and care given to the community."  
Volunteer from Speech and Language Therapy Service

**VOLUNTEERING VOLUNTEERING**

**Wirral Community Health&Care NHS Foundation Trust** @wchc\_nh · Apr 25 ...  
Today is our open day at the Community Integrated Care Centre (CICC) - a great opportunity to meet the team and ask questions about volunteering.

Drop-in sessions:  
11 - 11.30am  
2 - 2.30pm  
3 - 3.30pm

Location: CICC is based on the Clatterbridge Hospital Cancer Site

**VOLUNTEERING**

**Open Day** Community Intermediate Care Centre  
Thursday 25 April  
11.00am to 3.30pm  
(Clatterbridge Hospital Cancer Centre)

Wirral Community Health and Care NHS Foundation Trust

Compassion Open Trust

## Volunteer Open Day

Community Intermediate Care Centre (CICC)

Volunteer on one of our wards and help make a difference to the lives of our patients.

**Thursday 25 April - drop-in sessions:**

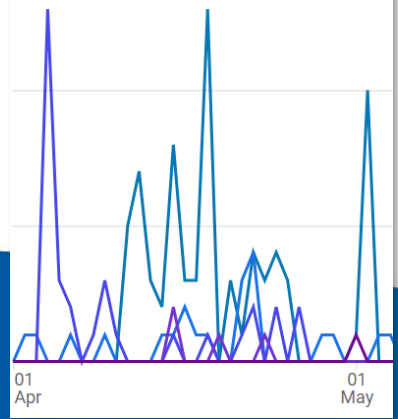
- 11.00am - 11.30am
- 2.00pm - 2.30pm
- 3.00pm - 3.30pm

Location: Iris Ward  
Ring the Ward Manager on 07572 578464 for more information.

[www.wchc.nhs.uk](https://www.wchc.nhs.uk) | [facebook](https://www.facebook.com/wchc.nhs) | [twitter](https://www.x.com/wchc_nhs)

Volunteer open day at Community Intermediate Care Centre (CICC)

Category: General News  
Posted: 11/04/2024



## Celebrate and Share event – 19 June

- **Objective(s)** – The Quality Strategy states our commitment to holding two sharing events annually to show our collaborative working and continuous improvement. Led by the Quality Improvement Team, this year’s event focused on staff health and wellbeing, encouraging colleagues to take care of their health.
- **What we did** – We carried out internal and external communications activity to raise awareness with staff, stakeholders and the public. This was done through regular articles, social posts and PR in the Wirral Globe prior to and during the event. Messages focused on the innovative developments that were available to support people to stay well and the partnerships in place within our community. In line with previous celebrate and share events, the campaign had a clear and welcoming brand.
- **Impact and measures** – The event featured **over 20 services from both the Trust and external partners** including (Age UK, Wired, Flourish Wellbeing, Health Watch, Tomorrow’s Women, Koala North West, DA Languages, Signalise and Health Assured). Feedback from partners was excellent. *“It’s been nice to speak to partners. A lot of people have asked questions especially around vaping.”* **Ali, Advisor, ABL Wirral**

# Celebrate and Share event

9. Save the date: Celebration and Sharing event – Wednesday 19 June

Staff Health & Wellbeing...

Celebration and sharing event

Wednesday 19 June



All staff are invited to come along to our **Celebration and sharing** event on the afternoon of Wednesday 19 June 2024 at St Catherine's Health Centre.

This year's focus is on staff health and wellbeing, encouraging colleagues to take care of their health. We'll be showcasing all the amazing services that are available to staff and the public, and the innovative developments that are available to support people.

The event is open to all staff, public and stakeholders and following the success of our previous celebration and sharing events, we are looking forward to another packed afternoon of networking and engagement.

So far we will be joined by:

- Colleagues from NIHR (National Institute of Health Research) and the Research bus
- Spartacus and Eileen (Back by popular demand)
- Age UK colleagues
- WIRED
- NIHR research
- NHS Cadets

*"It's been lovely to talk to a range of professionals and raise awareness of issues around gambling and the support available. It's a hidden issue that can be easily covered and a problem that effects health, wealth and relationships. People have shared their experiences."* - Julie, Citizen's Advice Wirral

*"I'm keen to pursue an NHS Career."*

*"It's a chance to meet friends, find out about careers that I never knew existed."*

*"I've expanded my first aid knowledge."*  
**NHS Cadets**



## Information screens - Walk-in Centres and UTC

- **Objective(s)** - To communicate key messages, including seasonal public health messages to service users in the waiting area and to signpost to alternative local services. To remind members of the public that verbal and physical abuse is not tolerated – at the beginning of quarter one urgent and primary care colleagues experienced an increase in verbal abuse. Quarter one also prioritised awareness raising of the HPV vaccination with parents and carers.
- **What we did** - Reviewed the existing slide content and posters displayed on screens in waiting areas in the Walk-in Centres and UTC and produced new visually engaging graphics and key messages to support quarter one objectives and areas of focus.
- **Impact and measures** - encouraging people to **think differently about their own health and wellbeing, choosing appropriate services, educating people about self-care and pharmacy options** for minor illnesses and **supporting Trust wide services to cascade priority messages** eg school age immunisation service (HPV vaccination).  
Work is underway with the service to understand impact on staff and patient experience.



# Information screens - Walk-in Centres and UTC

Victoria Central Walk-in Centre and Minor Injuries

## Welcome...

The Walk-in Centre is open 7 days a week from 8.00am to 8.00pm (inc. bank holidays)

X-ray facilities open 8.00am to 7.30pm

**Our team is here to help you.**



### What do you need help with? Here's where you can go to get it.

• Minor cuts and grazes • Minor bruises	• Minor sprains • Coughs and colds	Self Care 
• Minor illnesses • Headaches	• Stomach upsets • Bites and stings	Pharmacy 
• Feeling unwell? • Unsure?	• Anxious? • Need help?	NHS 111 

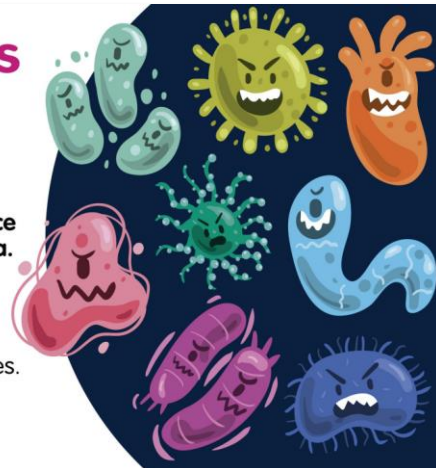


## Measles, Mumps and Rubella (MMR) vaccine

Vaccines are the number one defence against measles, mumps and rubella.

Make sure your child gets both scheduled doses of the MMR vaccine to offer them the best possible defence against these serious diseases.

Book with your GP or find out more information at [www.nhs.uk/MMR](http://www.nhs.uk/MMR)



## Healthy eating tips and recipes...

Do you want to receive emails with healthy eating tips, quick and easy family recipes and videos, as well as fun activities for your kids?

Sign up to the Better Health Healthy Steps newsletter today...  
[www.nhs.uk/better-health/](http://www.nhs.uk/better-health/)

Better Health Let's do this



## Sir Julian Hartley visit

- **Objective(s)** – To raise the profile of the work of the Trust at national level and inform national policy. Engage with a broad range of services and support them to shine a light on their excellent work with key stakeholders and national influencers.
- **What we did** – A visit from NHS Providers Chief Executive, Sir Julian Hartley was secured for Friday 26 April. He was joined by members of his team. Following a round table discussion with Executives, a busy schedule of service visits had been planned to maximise the visit. This included visits to CIRT, Community Cardiology and Sexual Health Wirral followed by a market stall event with multiple services. Sir Julian Hartley and his team had the opportunity to network and have conversation with Trust colleagues about the vital role of community health services. A blog was subsequently published on 23 May by Sir Julian Hartley via NHS Providers to their national network of Trusts and stakeholders.
- **Impact and measures** – **Over 15 services** were involved in the engagement event with named services (above) **profiled in the blog**. We achieved **excellent social media engagement** via Facebook, Twitter (X) and LinkedIn. **Sir Julian's blog was shared nationally** via their website and social channels.

# Sir Julian Hartley visit



Wirral Community Health and Care NHS Foundation Trust - Staff

Wirral Community Health and Care NHS Foundation Trust  
Admin · Top contributor · April 26 · 🌐

Team WCHC welcomed Sir Julian Hartley, Chief Executive at NHS Providers and members of his team to talk about the essential role of community services and how our teams specialise in supporting people to live independent and healthy lives.

Colleagues from across the Trust came together to showcase some of the outstanding services we provide, the collaborations with local partners and primary care and how our Trust ensures health inequalities are addressed through the effective use of data.

Services included Community Cardiology, the Right Care Hub, Sexual Health Wirral and Sahr House, Community Nursing, Bladder and Bowel, Tissue Viability, Specialist Palliative Care, Moreton and Meols Frailty, Long Covid Service, Health Visiting, School Nursing, Fit Club, NHS Cadets, Digital, Inclusion, HR and Business Intelligence.

Thank you to everyone involved in today's visit. It was a great success!

If you were involved in the event share your thoughts below...

View insights 338 post reach >

Wirral Community Health and Care NHS Foundation Trust  
2,463 followers  
2mo · 🌐

We were delighted to welcome Sir Julian Hartley, NHS Providers Chief Executive to our community trust recently. You can now read Julian's reflections from the visit in his blog on the NHS Providers website: <https://lnkd.in/d8JNkaKV>

"My time at Wirral Community Health and Care NHS Foundation Trust gave me just a small glimpse into the huge breadth of services delivered across the community, from birth right through to the end of life. Staff working within the community acutely recognise the privilege of supporting people throughout their lives and are eager to scale up the innovative work they are providing across significant geography."

You and 40 others 1 comment · 1 repost

## Dying Matters Week 6 -12 May 2024

- **Objective(s)** – The End of Life Care team is committed to person-centred care and continuous improvement. This awareness week gives the team the opportunity to share best practice and learning with other health professionals to support them in the delivery of compassionate and appropriate care, focusing on what is important to the patient and family.
- **What we did** – We developed an internal campaign focusing on use of language when talking about death and dying. We produced a video of EOLC colleagues which was shared with staff along with a Special Edition of the Update. This included internal and external resources including quotes from the EOLC team sharing their thoughts on why talking about death and using the right language is important.
- **Impact and measures** - The team receive **positive feedback** from colleagues following their awareness campaigns. We saw an **increase in the number of visits to the EOLC service pages and video on StaffZone**. Throughout the month, the news item saw **45 unique page views** with a clear spike when the Special Edition was published.

# Dying Matters Week 6 -12 May 2024

**Dying Matters**  
Special Edition

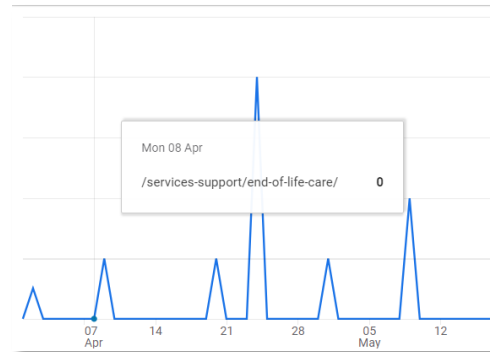
Wirral Community Health and Care  
NHS Foundation Trust

How we talk about dying matters.

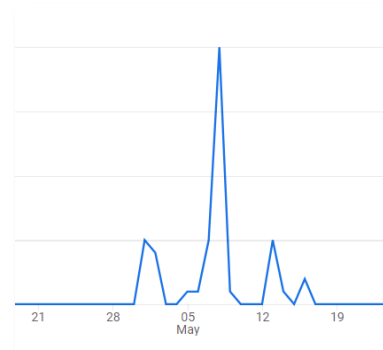
Dying Matters Awareness Week 6 - 12 May

In this issue

- Shout outs
1. Talking about dying matters – hear from Jess and Danielle
  2. Thoughts on talking about dying and death
  3. Dying Matters Awareness Week – personal experiences
  4. Kathryn Mannix – palliative care consultant, author and speaker
  5. Dying Matters resources



Increase in service pages views



Increase in news/video page views

## Catherine Cliff - Specialist Palliative Care Lead Dietitian



"Talking about such an emotive topic as death and dying is very daunting for many of us. However, it's these conversations that will allow us to truly understand what our patients need at such a vital time. Although they can be difficult, open communication provides the stepping stones to positive outcomes and personal job satisfaction. I'd encourage anyone who struggles with conversations about death and dying to come along to communication skills training delivered by our End of Life Care Team which is open to any Trust staff."

## Charlotte Botes – Community Specialist Palliative Care and End of Life Team Manager



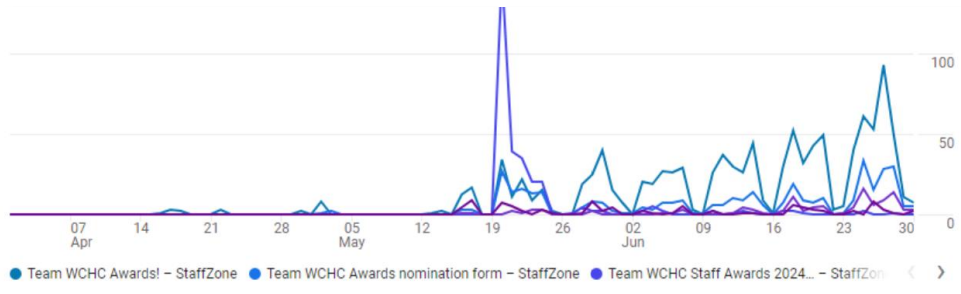
"Good communication is important at any time, but never more so than in a person's last months, weeks and days of life. Communication allows you to connect with your patient and those important to them. Having honest, timely conversations about death and dying helps to identify a person's needs and preferences as these may change quickly, and these conversations are key to supporting with their wishes, avoid misunderstanding and supports with their end of life care."



## Launch of Team WCHC Awards 2024

- **Objective(s)** – The awards form part of the **Trust’s Recognition Scheme** and is our way of recognising the hard work and dedication of our people who go the extra mile for our communities and colleagues. The first phase of planning focused on raising awareness of the awards across the whole Trust, encourage nominations and participation in the event. We aim to receive a minimum of 100 nominations from a diverse range of services and staff and recruit a minimum of 30 staff to judge the nominations.
- **What we did** - For the nomination period, all internal channels are used to deploy messages about the awards. With its strong and recognised branding, the awards are promoted via the Update, StaffZone, Get Together, Facebook and regular screensavers. Targeted emails to managers are used to encourage areas of low take up and engagement. We had listened to feedback following the 2023 event and introduced two additional categories and changed the venue to a more central location in Liverpool. We received positive feedback following these changes.
- **Impact and measures** - The nomination period ran for six weeks. Overall, we received **145 nominations**, the most ever received in 11 years. **45 colleagues came forward to judge** which is the highest number of staff to engage in this process. The **awards section on StaffZone received 2,926 page views** during the nomination period.

# Launch of Team WCHC Awards



Analytics showing increase in StaffZone awards pages engagement during the campaign.



**WE NEED YOU...**  
to judge our fantastic award nominations!

Tuesday 16 July and Wednesday 17 July.

Get involved... email [wchc.awards@nhs.net](mailto:wchc.awards@nhs.net)

**The gift of... time!**

Nomination deadline extended:  
Midnight on Sunday 7 July

Search 'Team WCHC Awards' on StaffZone for details.

**Could you be our People's Choice winner for 2024?**

Share the nomination form with your patients and service users.

See The Update to find out how, or scan the QR code.

Coming together to celebrate our achievements.

**Do you suffer from FOMO?**

Don't miss out - get your nominations in today!

Deadline: Friday 28 June

Search 'Team WCHC Awards' on StaffZone for details

## E-Expenses launched

- **Objective(s)** – In response to feedback from staff, the Trust rolled out an electronic expenses system to simplify and digitise the expense process. The objective of the campaign was to raise awareness with staff and managers of e-expenses, when it would launch, how to use it and to provide new guidance and support.
- **What we did** - Easy Expenses was launched on 2 April 2024. The campaign included regular features in the Update to raise awareness, promotion of a series of short Teams and face to face sessions to support staff to use the system, series of screensavers and Facebook group posts. Messages included how to get set up, what documentation was need to register eg vehicle insurance. From April staff could start to submit claims for mileage and expenses on Easy Expenses. Promotion will continue periodically following launch to maximise take up with staff.
- **Impact and measures** - The Easy Expenses pages were **viewed 1,461 times on StaffZone** between April - June 2024. To date, **1,375 staff have registered** with the system.




# E-Expenses Launched

## Easy Expenses... claim online!

- ✓ accessible on any laptop, PC or mobile device
- ✓ quicker to claim your mileage and expenses
- ✓ anywhere, anytime

Search 'Expenses' on StaffZone to find out more.




## Easy Expenses...

Your April 2024 mileage and expense claims **must** be submitted on Easy Expenses...

- ✓ accessible on any laptop, PC or mobile device
- ✓ quicker and easier to claim
- ✓ anywhere, anytime

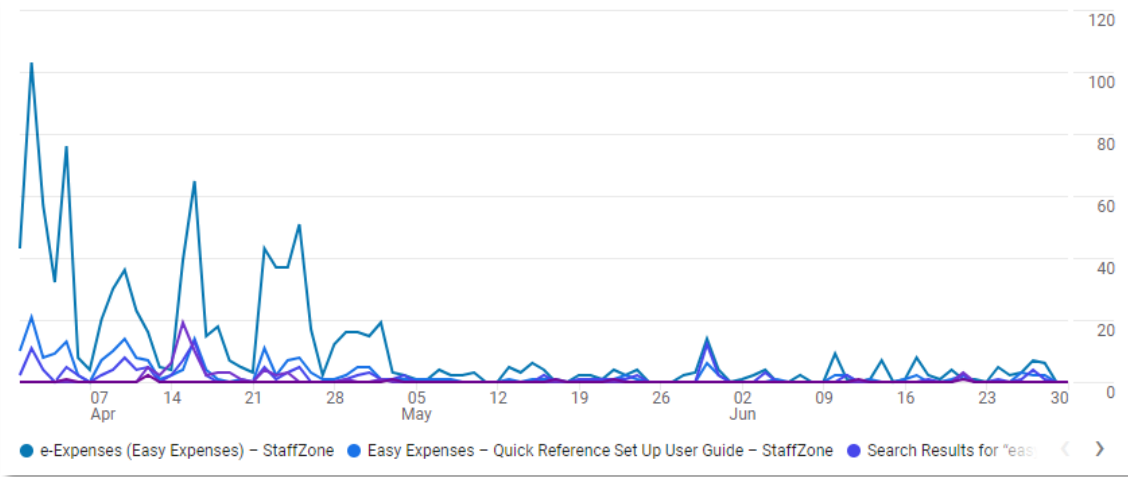
Search 'Expenses' on StaffZone to find out more.



## Easy Expenses checklist...

- ✓ Add/check your vehicle details
- ✓ Upload driving licence
- ✓ Upload insurance documentation
- ✓ Manager approved on Easy Expense system

From Thursday 1 August 2024 you will not be able to submit a new mileage claim until your Easy Expenses checklist is complete.

StaffZone analytics throughout Q1

## People Pulse - April

- **Objective(s)** – The quarterly Pulse survey is a regular campaign in the annual staff engagement cycle and aligned to the People Strategy. The campaign aims to encourage as many staff as possible to complete the survey to ensure that the staff experience is prioritised alongside patients and service users.
- **What we did** – We deploy a number of internal communications tactics including: regular articles in the Update, screensavers, all user emails with targeted reminders, featured at the monthly Get Together, Manager’s Briefing, Staff Networks. Messages focus on wellbeing, importance of regular checks-ins, how quick it is to complete, how we learn and improve from the feedback.
- **Impact and measures** – Pulse Survey performance and data is overseen by People’s Services and we work closely with the team on improving completion rates. In April 2024, the **completion rate was 412 of 1846 staff (22%)**. The Trust consistently achieves over 20% for each Pulse survey.

## Multi-Factor Authentication (MFA)

- **Objective(s)** – Multi-factor authentication (MFA) is widely recognised as one of the most effective ways to protect data and accounts from unauthorised access. Aligned to the Trust’s Digital strategy, the national directive was to encourage all staff across the Trust to activate MFA.
- **What we did** – Worked closely with the Digital Team to cascade Trust wide messages and tailored messages to service directors and managerial colleagues. Communications were cascaded via tailored and Trust wide emails, updates within Manager’s Briefing, articles in The Update to highlight the percentage of enrolments, screensavers, posts on the staff Facebook page and StaffZone content.
- **Impact and measures** - **Increase in traffic** on MFA related pages on StaffZone. **All staff across the Trust enrolled onto MFA** successfully before the national deadline of June 2024.

# Multi-Factor Authentication (MFA)

Multi-Factor Authentication (MFA)

Almost... **80%** of Team WCHC has secured their NHSmail account.

Staff **must** activate MFA before Tuesday 30 April.

Visit StaffZone, search 'MFA' or contact the Service Desk: **0151 514 2828** (Monday to Friday, 9.00am - 5.00pm)

## 5. Multi-Factor Authentication (MFA) - final opportunity to activate

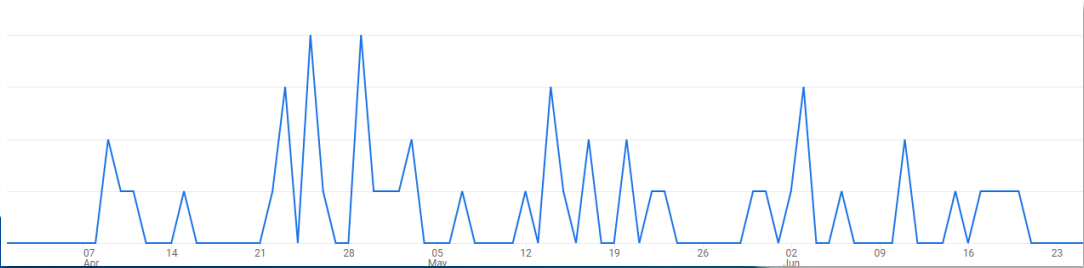
A massive thank you to everyone who has activated MFA - almost 80% of Team WCHC has protected their NHSmail account. If you haven't activated MFA yet, it's important you put aside 10 minutes to activate it this week. The deadline to activate MFA is Tuesday 30 April.

### How to activate MFA:

- Download the MFA detailed guidance instructions and follow the self-enrolment process click-by-click on [StaffZone](#)
- Call in to see the Digital Team (3rd floor, St Catherine's Health Centre)
- Contact the Service Desk - 0151 514 2828 (Monday - Friday, 9.00am - 5.00pm)

MFA is being rolled out nationally across all Trusts by NHS Digital.

All staff at the Trust must activate MFA to help protect their NHSmail account.



Sustained increase in visits to MFA pages on StaffZone.

Wirral Community Health and Care NHS Foundation Trust

Admin | Top contributor | April 19

### Multi-Factor Authentication (MFA) - final opportunity to activate

A massive thank you to everyone who has activated MFA - 78% of Team WCHC has protected their NHSmail account.

If you haven't activated MFA yet, it's important you put aside 10 minutes to activate it this week. The deadline to activate MFA is Tuesday 30 April.

How to activate MFA...

- Download the MFA detailed guidance instructions and follow the self-enrolment process click-by-click on StaffZone
- Call in to see the Digital Team (3rd floor, St Catherine's Health Centre)
- Contact the Service Desk - 0151 514 2828 (Monday - Friday, 9.00am - 5.00pm)

MFA is being rolled out nationally across all Trusts by NHS Digital.

All staff at the Trust must activate MFA to help protect their NHSmail account.

Multi-Factor Authentication (MFA)

Protect your NHSmail account in **10 minutes.**

Help increase security and set up your authentication today!

Follow the step by step guide on StaffZone.

MFA is being rolled out nationally across all Trusts by NHS Digital.

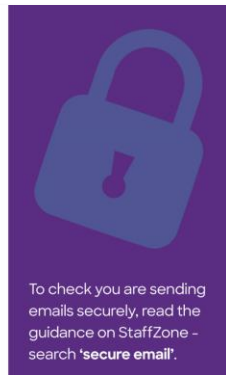
## Information Governance

- **Objective(s)** – To support the Trust’s Digital Strategy objective to maintain the highest standards of cyber security and compliance, the campaign objective was to enhance staff knowledge and understanding of Information Governance and Cyber Security and their responsibilities as employees, promote cyber security drop-in sessions and utilise national awareness days to create targeted communications and messages.
- **What we did** - Working closely with the Trust’s Information Governance Lead, Data Protection Officer and Record Keeping Office, regular messages were drafted and cascaded via The Update throughout the quarter covering: *recording on MS Teams, cyber savvy top tips, sending emails securely and cyber security drop-in sessions*. Screensavers were designed to complement the topic areas and reinforce the messages.
- **Impact and measures** - IGDS monthly meetings highlighted that in **May 10 IG incidents** were reported. This **reduced to 7 incidents** in June.

# Information Governance

## If unsure, be secure!

Personal, confidential, or sensitive information that needs to be sent by email **must** be sent securely.



To check you are sending emails securely, read the guidance on StaffZone - search 'secure email'.

## Are you cyber savvy?

Stay safe online, at home and at work.

Read the top tips in The Update or search 'cyber' on StaffZone.



### 4. If unsure, be secure: Your guide to sending secure emails



Where personal, confidential or sensitive information needs to be sent using email, the email must be sent securely.

#### How do I know if my email is secure?

To check you are sending emails securely, please read [your guide to sending secure emails](#). Where an email cannot be sent securely, you will need to manually encrypt your email so that it cannot be read by anyone other than the intended recipient. Email encryption also ensures the message cannot be copied or forwarded on.

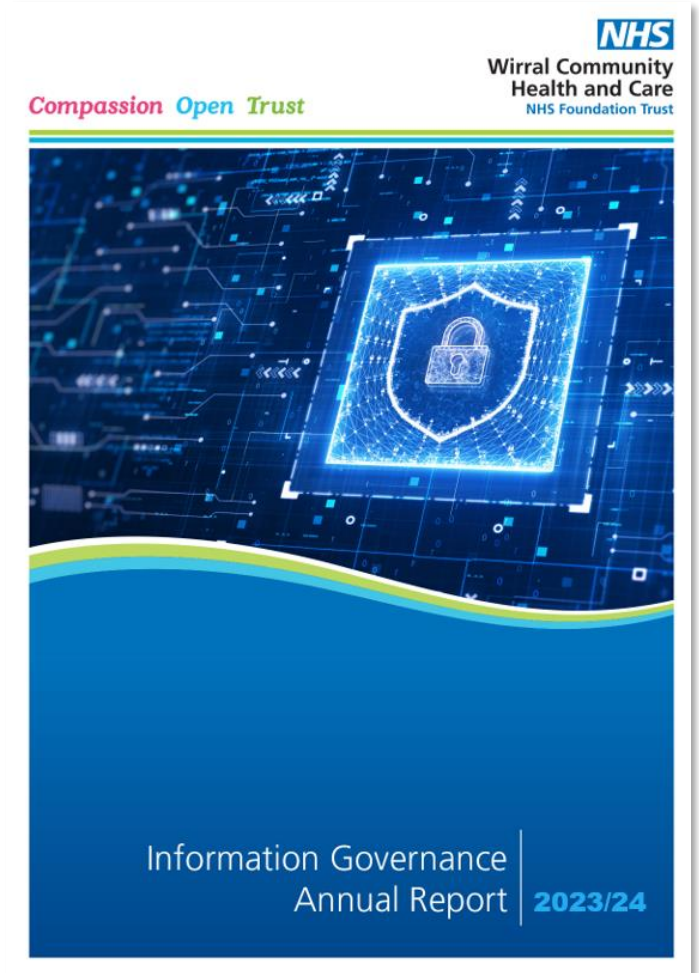
### 6. Be cyber aware - know what to look out for

**Sharing data** - watch what you're sharing on social media. Criminals can befriend you and easily gain access to a huge amount of information - where you went to school, where you work, when you're on holiday - that could help them gain access to more valuable data.

**Be safe** - offline, be wary of social engineering, where someone attempts to gain information from you through manipulation. If someone calls or emails you asking for sensitive information, it's okay to say no. You can always call the company directly to verify credentials before giving out any information.

**Check again** - be sure to monitor your accounts for any suspicious activity. If you see something unfamiliar, it could be a sign that you've been hacked.

Visit [StaffZone](#) for more tips!

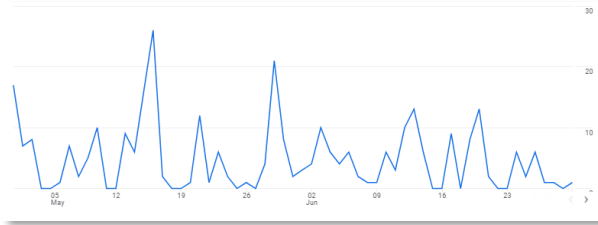


## Appraisal window open

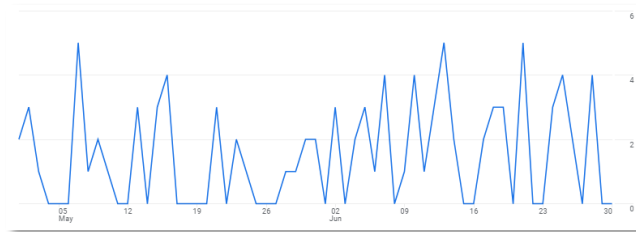
- **Objective(s)** – Completion of appraisals is a key deliverable in our People Strategy, supporting staff experience and retention. The campaign aims to raise awareness with staff of the start and end date of the appraisal window. To encourage completion and to ensure completed appraisals are logged correctly.
- **What we did** – Development of an internal communications campaign to inform all staff and managers. We carried out a refresh of the appraisal section on StaffZone ensuring the latest forms and guidance were available. Update articles, screensavers, Facebook group posts, campaign banners were deployed featuring the familiar appraisal branding. It was also featured at Q1 Get Togethers staff briefings.  
Key messages focus on why appraisals are important, training available to support the process, timings and guidance including, forms, how to log, setting objectives, wellbeing conversations.
- **Impact and measures** – As of end of June the completion rate for appraisals was 51.4%. As of 14/8/24 the completion rate is 84.1%. (In 2023 96.5% staff received an appraisal).

# Appraisal window open

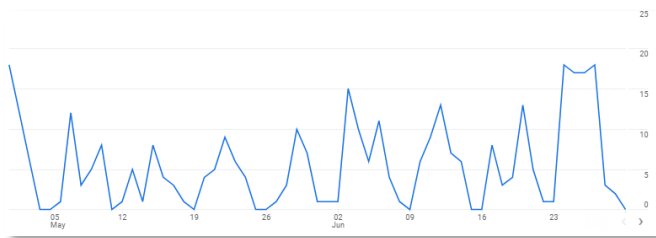
Sample of Google analytics data showing page views during May and June 2024



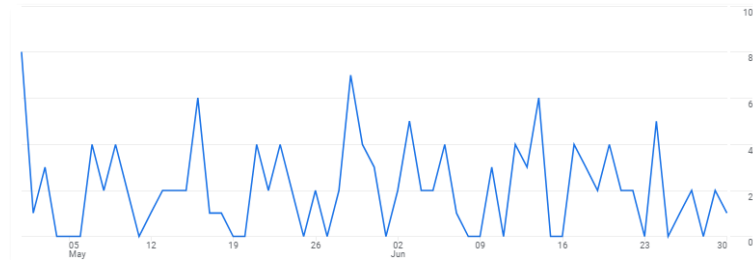
298 views - Appraisal section



92 views - How to log an appraisal



338 views - Appraisal form



129 views - Employee guide

The appraisal window is now open...  
May - July 2024

- Your reflections from the last 12 months
- Your health and wellbeing
- Your objectives for the year ahead
- Your development and learning

Supporting information is available on StaffZone.

The appraisal window has been extended.  
Saturday 31 August!

Supporting information is available on StaffZone.



## Other awareness days/weeks in Q1

- We are asked nationally, regionally and at service level to support a large number of awareness days throughout the year. In Quarter 1 we supported International Nurses Week and Dying Matters Week (reported above) along with the following additional campaigns.
  - Parkinson's Awareness Week
  - Hand Hygiene Day
  - Dietitian's Week
  - Men's Health Week
  - Breastfeeding Awareness Month
  - Carers Week
  - Continence Awareness Week
  - Clinical Audit Awareness Week
- The level of communications and marketing activity varies according to priorities and service objectives. We support via - The Update, social media, StaffZone, Get Together and screensavers.

# Other awareness days/weeks in Quarter 1

## Thursday's 'Walk and Talk' session - supporting Men's Health Week

This week is Men's Health Week and today male colleagues met at St Catherine's Health Centre to connect and talk about their own health and wellbeing, share stories, and discuss some of the issues men can face.

The final 'Walk and Talk' session is tomorrow, Friday 14 June, 12.30pm - 1.00pm (meeting point: St Cath's, Wing 5 reception / walk leader: Neil Perris). Don't forget, if you are based at a different venue, or you can't make the planned sessions, think about facilitating a walk with male colleagues yourself at your base.

Mental wellbeing is just as important as physical fitness, and we know men can find it harder to open up and talk about their anxieties or feeling overwhelmed.



(Thursday's 'Walk and Talk' session. Pictured from left to right: Mike Bailey, Dan Ebbrell, Mark Greatrex, Tony Bennett, Chris Vbranch, Craig Redmore, Phil Taylor and Mick Blease)

## 9. World Hand Hygiene Day – Sunday 5 May



Sunday 5 May 2024 is World Hand Hygiene Day! The focus of this year's campaign is based upon the importance of promoting knowledge and building the capacity of health and care workers through innovative and impactful Infection Prevention and Control (IPC) training and education. Find out more on [StaffZone](#).

## Putting Carer's on the map

10-16 June 2024

- identify yourself as a carer to your line manager
- access the resources and wellbeing support
- join the Working Carers Staff Network



Scan the QR Code to access support from [efcdigital.org](http://efcdigital.org) using membership EFC9533



Find out more on [staffzone](#), search 'working carer'

'Nourishing every child, young person and adult to meet their potential'



Check out for the Update this week to find out more.

## Men's Health Week

10 - 16 June 2024

Men... it's time to 'walk and talk'

Take a lunchtime wellbeing walk and talk 'Men's Health' with your male colleagues.

See the Update and StaffZone for all the details.



BE ACTIVE



CONNECT



TAKE NOTICE

Did you know free NHS health checks are available to men from age 40?



## Priorities for Quarter 2 - July, August, September

Project	Internal	External	System	Brand	Crisis	Populations	People	Place
Risk and Resilience Service contract mobilisation and launch	✓	✓	✓	✓		✓	✓	✓
Team WCHC Awards planning	✓	✓					✓	
NHS Cadets Programme 2024	✓	✓	✓			✓	✓	✓
Volunteers' Week	✓	✓				✓	✓	
Long Covid Service promotion	✓	✓	✓			✓	✓	
Continence Week	✓	✓				✓		
End of Year Report, 0-25 Service Knowsley		✓	✓			✓		✓
Pride Month	✓	✓				✓	✓	✓
Dental patient information leaflets		✓				✓		
Imprivata roll out	✓						✓	
School age immunisations - flu		✓				✓		✓
Waiting area screens - Physiotherapy		✓				✓		✓
July people Pulse Survey	✓						✓	
Staff Survey / People Promise Manager	✓						✓	