

Communications Report: October 2016 (reporting covering the month of September 2016)

Our communications report aims to give the Board an update on our progress during the month of September covering our regularly used key communication channels including press and media, website and social media, internal communications, freedom of information (FOI), fundraising and work with GPs.

We have only recently begun to record some of our key statistics highlighted in this report and expect the data to become more meaningful as the year progresses and we gain comparative data.

Media:

During September 2016, the trust was mentioned in many local media outlets including a positive story covered by the [Hemel Gazette](#) about a visit from winner of the Great British Bake Off, Nadiya Hussain, and the Starlight Children's Foundation (a wish granting charity) who brought a ray of sunshine to our children's ward at Watford Hospital.

The [Watford Observer](#) wrote an article after the Herts Valleys Clinical Commissioning Group (CCG) advised GPs that they could refer patients elsewhere if the trust was unable to treat them in line with the national waiting time target of 18 weeks. The trust then followed this up with a [letter](#) to the media to correct the misleading impression by the front page article that we were turning patients away.

September 2016	Positive Coverage	Neutral Coverage	Negative Coverage	Rebuttals/not run
Number of news stories produced	11			
National Media Coverage	0	0	0	3
Local Media Coverage (Watford)	1	0	5	2
Local Media Coverage (Dacorum)	0	2	2	0
Local Media Coverage (St Albans)	4	0	0	1
Media Coverage (Other)	2	0	35	3

Letters coverage in media	0	2	0	0
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Website:

Number of unique visitors to our website	Month's Figure 16/17 37,073 Sep 2016	Month's Figure 15/16 35,321 Sep 2015	Total Quarter 1 (April – June)	Total Quarter 2 (July – Sept)	Total Quarter 3 (Oct – Dec)	Total Quarter 4 (Jan – March)	Total 16/17	Total 15/16	Target 16/17
Total Page Views	395,538	382,757	1,122,982	1,134,544			2,257,526	2,164,363	
Top 5 pages visited	*								
No of NHS Choices Positive Comments	11								
No of NHS Choices Negative Comments	2								

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- Watford Wards and Departments
- Contact Us
- Our hospitals
- Pathology (home)
- Travel information / parking

Social Media:

Social media: Twitter	Followers	Posts	Likes	Retweets
September 2016				
Twitter	5344(gained 51 new followers since August)	58	1319	112

			June)	Sept)	Dec)	March)			
Number of news stories shared with staff on intranet				5				0	4
Number of staff e-newsletters produced (e-update)				9					
Number of Team Briefing events				1					
Number of Team Briefs (payslip update)				3					
Number of Herts & Minds Newsletters				1					

Freedom of Information:

Freedom of Information September 2016	Month's Figures 16/17	Month's Figures 15/16	Total Quarter 1 (April – June)	Total Quarter 2 (July – Sept)	Total Quarter 3 (Oct – Dec)	Total Quarter 4 (Jan – March)	Total 16/17	Total 15/16	Target 16/17
Number of Fols received	55								
Compliance within 20 day deadline	100%								
No of Fols received from media outlets	13								

GP Liaison:

	Month's Figures 16/17	Month's Figures 15/16	Total Quarter 1 (April – June)	Total Quarter 2 (July – Sept)	Total Quarter 3 (Oct – Dec)	Total Quarter 4 (Jan – March)	Total 16/17	Total 15/16	Target 16/17
One to one meetings with CCG Chair and Chief Locality Officers				5					
Number of CCG Meetings attended				5					

Number of GP e-newsletters produced				1					
Number of projects regarding issues raised by GPs or WHHT				4					