Agenda Item 8

HSCP Communications Update



Falkirk Integration Joint Board

18 March 2022

HSCP Communications Update

For Consideration and Comment

1. Executive Summary

- 1.1 This report provides a summary of communications activity undertaken between July December 2021. It also provides examples of key service developments, website and digital channel performance, and media issues.
- 1.2 The report has been produced to demonstrate reporting metrics and content for proposed quarterly communications updates to the Board.

2. Recommendations

The Integration Joint Board is asked to:

- 2.1 Consider and comment on the content of the communications update
- 2.2 Approve the example report as the basis for future quarterly communication updates provided at all Board meetings.

3. Background

- 3.1 New quarterly communications updates will monitor the implementation of the Partnership's Communications Strategy, agreed by the Board last June.
- 3.2 The Strategy set out the Partnership's approach to communication and established three priority areas which sought to
 - (1) Protect and enhance the reputation of Falkirk's health and social care sector, the Partnership and its partner organisations
 - (2) Build internal and external understanding of the Partnership's services and how to access them
 - (3) Improve communication across the workforce employed by Falkirk Council, NHS Forth Valley, commissioned providers, community organisations and carers.
- 3.3 As part of the strategy, the Partnership has established new channels and regular methods of communication including new social media platforms, regular blog posts, case studies, media releases, and internal briefings. Quarterly updates will summarise activity across these channels.

4. Communications Update Report

- 4.1 The content of the Communications Update covers the period July –
 December 2021. This is attached at appendix 1 for information. It focuses on
 proactive media communications regarding key service developments, daily
 operational communications, media issues, and the progress of new and
 existing digital channels.
- 4.2 During the period, the Partnership received at least 39 pieces of media coverage from a range of target publications covering the BBC, Daily Record, Falkirk Herald, Healthandcare.scot, Central FM, Falkirk Live, and the Linlithgow Gazette.
- 4.3 Locally, the Partnership promoted a range of projects which demonstrated the wider response and recovery from the pandemic. This included an innovative trial of Near Me consultations with Living Well Falkirk partners, the launch and promotion of several Community Choices funding rounds, and new initiatives to provide support in the community, including Food Train in Falkirk and the ongoing work of the Adult Protection Committee.
- 4.4 Activity also supported national communication projects such as the consultation on a new National Care Service, marking Power of Attorney Day with all other HSCPs, and promoting a broad range of Scottish Government public health marketing campaigns.
- 4.5 The Partnerships new social media channels achieved a total audience of 360,603 across Facebook, Twitter, and LinkedIn. Content posted on our social channels has increased the number of visits (24,586) to our website (recording an 85% year-on-year increase). Our social media channels now generate around 1 in 10 of all visits to our website.
- 4.6 Working to build an integrated communications channel, the Partnership has introduced a new internal newsletter, Partnership Post, which provides monthly summaries of news from across the HSCP, Falkirk Council, NHS Forth Valley, our commissioned providers, and partners in the third sector. The monthly newsletter has been used to share success stories and best practice in Falkirk, alongside national campaigns and resources.
- 4.7 The report also outlines planned upcoming activity as much as possible, noting the Partnership's participation in future national campaigns and awareness days.
- 4.8 The Board is asked to approve the example report as the basis for future quarterly communication updates provided at all Board meetings. A proposed reporting schedule is noted below outlining reporting periods for each Board meeting:

IJB Meeting	Update content
03 June 2022	Activity covering January, February, and March
02 September 2022	Activity covering April, May, and June
18 November 2022	Activity covering July, August, and September

5. Conclusions

The Partnership continues to make progress towards the actions and recommendations outlined in the 2021-2024 Communications Strategy. Establishing a new quarterly update to the Board will provide ongoing monitoring of the Communications Strategy.

Resource Implications

There has been no additional financial costs as a result of this activity. The Partnership continues to build on existing internal and external communication channels, working with partner organisations to share information and advice as widely as possible.

Impact on IJB Outcomes and Priorities

Internal and external communications have played a vital role in supporting the implementation of the Partnership's strategic vision, daily operational and pandemic response.

Directions

No amendment or new direction is required for this report.

Legal & Risk Implications

Accurate, timely and relevant communications, tailored to the needs of specific audiences can help pressure on local services, reassure the public and ensure staff are well informed.

Consultation

This is not required for this report.

Equalities Assessment

This is not required for this report.

6. Report Author

6.1 Paul Surgenor, Communications Officer

7. List of Background Papers

7.1 HSCP Communications Strategy

8. Appendices

Appendix 1: Communications Update (July – December 2021)

Communications Update

JULY-DEC 21





ACTIVITY SNAPSHOT

39

MEDIA MENTIONS

The total media coverage received – including proactive releases, joint releases with partners, media quotes and statements. *Full figure likely higher due to uncounted print coverage.

360,603

SOCIAL REACH

The total audience of our social media posts across twitter, Facebook, and LinkedIn.

691

NEW FOLLOWERS

Our total follower count has grown to 691 since our social media channels launched.

1,068

SHARES

The number of shares, re-posts and retweets received across all channels.

24,586

WEBSITE VISITS

The number of people visiting falkirkhscp.org pages, representing an **85% increase** in traffic compared to the same period in the previous year. During July – December, 2,521 visitors (10%) arrived at the website via a link from our social media channels.

3,334

LIVING WELL FALKIRK VISITS

The majority **(86%) of users** visiting the <u>livingwellfalkirk.lifecurve.uk</u> microsite were new users. During July – December, **173 new LifeCurves** were started (providing a holistic review of the individual's needs) and **267 assessments were completed** (assessing a specific area of need).

PROJECTS IN THE MEDIA

LIVING WELL ADVICE HUB PILOT

Coverage: Falkirk Herald, Falkirk Live Newsletter, Healthandcare.scot, Central FM

Over the summer months, the Partnership trialled a weekly online drop-in advice hub to give people quick and easy access to health and well-being support. The pilot project was delivered with Falkirk's Royal Voluntary Service, FDAMH, and Strathcarron Hospice. The new advice hub was promoted in local media via a news release and Central FM radio interview. A social media toolkit was developed to help launch partners signpost to the new service. We continue to work with launch partners and other third sector organisations to consider how this service can be adapted in the future.

CONSULTATION - SUPPORT AT HOME

Coverage: Citizen Space Survey & In-person consultation event

As part of the tendering process for Support at Home Services, the Partnership collected feedback on the support offered to people within their own homes. The consultation included an online call for views, hosted on citizen space, and two in-person consultation workshops held at the Forth Valley Sensory Centre. The 'Call for Views' activity was aimed at people who receive support, as well as their family members and carers. The Policy and Planning team worked with services to produce plain-English and easy-to-read materials – utilising appropriate graphics and emoji (thumbs up/thumbs down) to help individuals express their wants and needs.

NATIONAL CARE SERVICE CONSULTATION

Coverage: Falkirk Herald, Daily Record, Falkirk Live

Following discussion at September's IJB, local people were encouraged to take part in the national consultation on the creation of a new National Care Service. This coincided with internal engagement workshops to produce a Partnership response to the consultation.

DEMENTIA DVDS - ADULT PROTECTION

Coverage: Falkirk Herald, Central FM, Falkirk Live

Falkirk's Adult Protection Committee secured 500 copies of the Scottish Orchestra's ReConnect DVDs. The resource uses music to help people living with dementia. The DVDs were distributed to care homes and community groups, as well as being made available to everyone via local libraries. Commissioned providers were provided with information about the DVDs. A local media release raised awareness of the free resource and resulted in print, online and radio coverage.

POWER OF ATTORNEY

Coverage: National social media campaign

The Partnership marked Power of Attorney Day in September, taking part in a national campaign co-ordinated by Health and Social Care Scotland and all other HSCPs. The digital awareness campaign included the use of explainer videos, blogs, and social media posts.

FOOD TRAIN IN FALKIRK

Coverage: Falkirk Herald, Daily Record, Falkirk Live, Linlithgow Gazette

A new household shopping and befriending service commissioned by the Partnership launched in Autumn as part of the wider community response to coronavirus. The service, delivered by Food Train, will help residents aged 65 and over to live better lives in their own homes. The Partnership supported two media releases which shared news of the services' launch and a recruitment drive for volunteers. The service was also promoted widely on social media and digital channels.

DIGITAL TELECARE

Coverage: Future Scot, Falkirk Herald

Falkirk's Analogue to Digital Telecare Project scooped the Digital Communities Prize at the Herald's Digital Transformation Awards in November. The project safeguarded the Mobile Emergency Care Service and enabled Falkirk to become the first local authority in Scotland to go live with an end-to-end digital telecare service, four years ahead of the national deadline.

COMMUNITY CHOICES

Coverage: Falkirk Herald

Round two of Falkirk's Community Choices funding launched in November. Ahead of applications opening, case studies of successful projects were shared to encourage more people and groups to come forward with their ideas. Community Choices was promoted widely via digital channels, including the featured case study of Stenhousemuir Football Club's mental health project. The shortlist announcement and voting for this funding round is due to begin in Jan – Feb 2022.

ANNUAL PERFORMANCE REPORT

Coverage: Falkirk Herald

Falkirk's 5th Annual Performance Report was published in November, telling the story of a remarkable year, focusing on the response to the pandemic and continued progress made against the long-term strategic plan. The

report was circulated widely internally, including a summary of the positive outcomes made by services this year. The report contained several case studies which are being posted as blog posts for sharing on all digital channels.

FIRE ALARM REGULATIONS

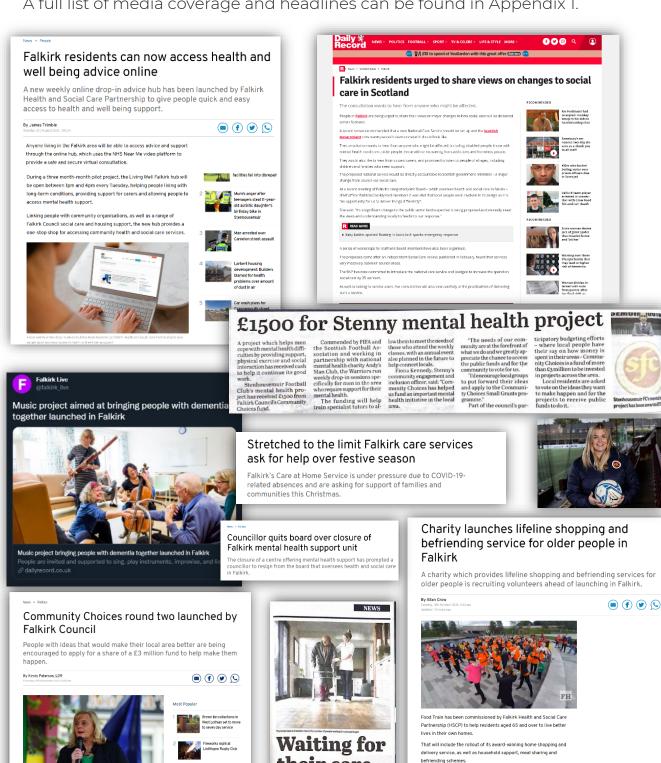
Coverage: Internal guidance and planned mail out materials

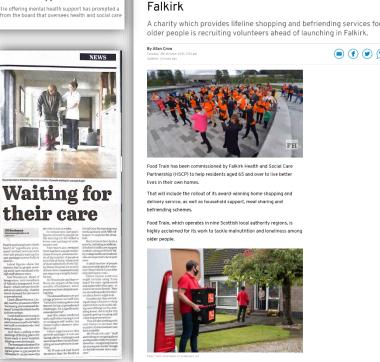
By February 2022, every home in Scotland will need to have interlinked smoke and heat alarms, as well as a carbon monoxide alarm where gas appliances are used. These changes may be of particular importance to people receiving telecare support at home. Interlinked smoke and heat alarms are required in addition to any telecare smoke or heat alarms – the devices do different jobs. Guidance was <u>circulated</u> to telecare staff to highlight this, and a planned mail out to Falkirk's telecare users will remind everyone not to remove telecare smoke alarms if they get new interlinked devices installed.

MEDIA HIGHLIGHTS

apply for public funding to improve their local are are in, a vote is held to decide who gets the cash. will be the second round of the funding that will be spread a Falkirk's nine wards through the initiative, which is run by Falkirk Counci and Falkirk Health & Social Care Partnership. Earlier this year nearly 60 projects secured funding totalling £640,000 One again, two funds are available – but this time round the Small Gr

A full list of media coverage and headlines can be found in Appendix 1.





MEDIA ISSUES

CALEDONIA SERVICE

Coverage: Falkirk Herald, Daily Record

Following direct and individual consultation with people supported by the service, Falkirk's Caledonia Service moved to scale-up its community-based support offering this summer. While hastened by the pandemic and associated restrictions, the move to community-based support progresses a long-term strategy for the service. The service improvements also included a new base for the team at Dollar Park, resulting in the closure of the Caledonia 'clubhouse' building on Etna Road – which had been closed to the public since March 2020.

HOME OFFICE ACCOMMODATION

Coverage: Falkirk Herald

In autumn, Falkirk welcomed a group of people seeking asylum into the local area, with accommodation arranged at short notice by the UK Home Office. A joint media and issue management approach was agreed with the Partnership and Falkirk Council, building upon advice received from Glasgow HSCP and its experience in this service area. Communications welcomed the opportunity to support these individuals in the local area, while also firmly outlining concerns raised with the Home Office regarding the use of temporary hotel accommodation.

SSSC DECISION

Coverage: N/A

Media queries were received following the publication of a decision notice regarding the SSSC registration of a Falkirk Council employee. The Partnership's media protocol was followed.

DRUG DEATH FIGURES

Coverage: Falkirk Herald, Daily Record

The publication of drug-related death data from the National Records of Scotland provided an opportunity to highlight the role of the local Alcohol and Drug Partnership and signpost to support from Change Grow Live via a media quote.

BEST VALUE REPORT

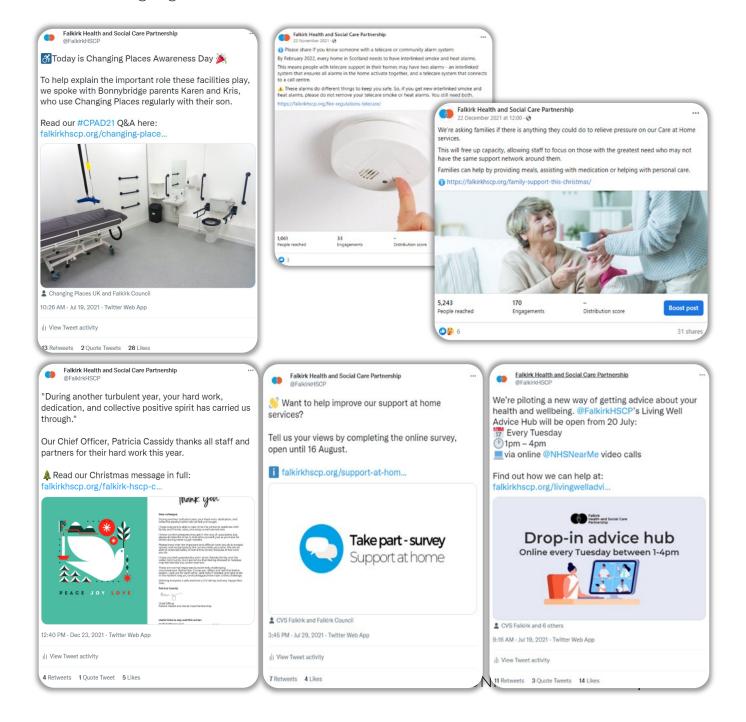
In December, Audit Scotland published a draft version of its Best Value audit of Falkirk Council. The external review of Falkirk's services found the Council as a whole is not yet achieving best value and noted the need for improved leadership. However, the report also recognised the strong progress made during the pandemic to change the way health and social

care services are delivered. The Partnership produced a HSCP-specific summary for IJB and internal audiences which identified key points relating to our performance. Falkirk Council's communication team arranged a media briefing with the Falkirk Herald to help communicate the report's role to the wider public.

SOCIAL MEDIA

The Partnership launched new social media channels in Spring 2021, providing a key channel for communicating to wider audiences. Content across our Twitter, Facebook, and LinkedIn accounts shares news from Partnership services, promotes national campaigns, recruitment opportunities, and helps direct traffic to our website.

The management of our digital channels is underpinned by the Partnership's media protocol and social media guidelines. Content highlights:



DIGITAL

WEB CONTENT

Ongoing work is underway to refresh and update the content throughout the website. A summary of key improvements include:

- Simplified committee information: The formatting of meeting schedules and documents is now consistent across IJB, Audit, and Clinical and Care Governance pages. Previous years' information has been tidied into accordion folders. Membership information has been refreshed to provide consistency of format and writing style. The latest video recordings of remote meetings are now embedded on each committee page.
- Refreshed performance information: Annual performance reports are now found on this page (previously publications) alongside regular performance monitoring reports. Content has been updated as necessary and previous years content tidied into accordion folders.
- **Reformatted publications page:** Publications are now grouped by theme, with a short description of the purpose of documents.
- **New EPIA uploads:** The Partnership is complaint with the publication of EPIA documents. These are now available on the updated <u>Equality</u> and <u>Diversity page</u>.
- **Pilot services page:** To host our Living Well advice hub pilot over the summer, a <u>new service page was created</u>. The format and content can be used as a template for future service pages as necessary. This page is currently under review following the end of the Living Well pilot period.
- **Improved signposting**: Addition of 'related content' boxes at the bottom of most pages.
- Accessibility review: Work continues to ensure compliance with new accessibility requirements for websites of public bodies. The legislation covers the content and format of the web pages, as well as any documents and files uploaded to the website and available for download. With the support of NHS Forth Valley's web team, pages have been reviewed to ensure compliance with minor updates made to web page content to ensure accurate headings, working and appropriate links, and file names are sensibly labelled. In addition, Falkirk Council's new accessible document policy is being applied to existing and new documents uploaded to the website. Work is ongoing to review document files and identify necessary changes.

Regular blog posts have been uploaded to the Partnership's web pages to promote national campaigns and the success of local services. This includes regular 'Spotlight' posts which raise awareness of different services and community-led support. The content is used throughout internal communications, social media, and the Partnership newsletter. Recent examples include:

• Legislation Lingo: Carers Act Terminal Illness Regulations

- Community resources A Falkirk Guide
- Reminder to return and recycle JLES equipment
- <u>Herbert Protocol: Nationwide approach to help trace missing people with dementia</u>
- <u>Changing Places Awareness Day: Why we need Falkirk's Changing Places Toilets</u>
- Falkirk appoints new Head of Integration
- Spotlight on: Living Well Falkirk
- Spotlight on: Neighbourhood Networks

INTERNAL COMMUNICATIONS

PARTNERSHIP POST

A new monthly newsletter was launched in July, providing a new channel to share successes and communicate to staff across the Partnership. Monthly editions and lead stories include:

- <u>July Newsletter launch</u>
- August Technology: Living Well Advice Hub pilot
- <u>September Prevention: Herbert Protocol & Power of Attorney Day</u>
- October Community resources: funding opportunities and resource pack
- November- Annual Performance Report
- December (<u>Christmas message</u>, <u>omicron health advice</u>, & <u>staffing</u> request issued in place of full newsletter)

TRUE CALL - SCAM CALLER DEVICES

Falkirk's Trading Standards team procured a small number of TrueCall call blockers, a device which blocks unwelcome callers and asks unrecognised callers to identify themselves before it puts them through. The devices help prevent scam callers reaching older people at home. The Partnership produced an internal info sheet on the devices and circulated this among services which reach the key demographics, including the MECs team, Joint Dementia Initiative, and Caledonia Service. Teams could then identify suitable individuals and arrange Trading Standards to install the device.

COP26

In advance of world leaders and delegates gathering in Glasgow for COP26, businesses and organisations across the Central Belt were advised to plan ahead to mitigate disruption. With potential travel disruption due to industrial action, road closures and protest, a business continuity risk was identified via the Forth Valley command structure and plans put in place to minimise service disruption. All staff received travel and disruption advice via email.

MEDIA & PARLIAMENTARY MONITORING

Immediate updates have been circulated for key announcements and developments including election results, the Scottish Government's Programme for Government, Consultation launches and deadlines, and coronavirus related announcements made by the First Minister. Monitoring is circulated to IJB, senior leadership teams and the planning and policy team.

UPCOMING ACTIVITY

The Partnership plans to undertake the following communications activity in the current and upcoming reporting period:

- **Ongoing:** Falkirk Community Hospital Masterplan Project Communications will continue update stakeholders on the project's progress and will seek to involve wider audiences as appropriate.
- **Ongoing:** The Partnership has recently established an Intermediate Discharge Project team. Communications support will aid public, staff, and patient understanding of the discharge process.
- **Ongoing:** Prior to Scotland's Census taking place on 20 March, the Partnership will promote the Census, and its role in informing the development of health and social care services.
- **March**: The results of Falkirk's Community Choices Place-based funding round will be published.
- **March**: Chief Medical Officer Annual Report, internal briefing (date tbc)
- March Awareness Days: No Smoking Day, World Social Work Day, Epilepsy Purple Day,
- May: Local Authority Elections communications regarding guidance and internal briefings on results. Potential for welcome briefing for new and returning elected members.
- May Awareness Days: National Walking Month, Deaf Awareness Week, Maternal Mental Health Week, British Red Cross Day.
- **June**: The Partnership has submitted a Poster abstract for the 2022 NHS Scotland Event. It promotes the work undertaken this Winter with community organisations and Falkirk's Community Link Workers to improve patient flow through acute settings at NHS Forth Valley Royal Hospital.
- **June Awareness Days**: Scottish Breastfeeding Week, Carers Week, NHS Scotland Event, SCVO Gathering, Pride Month, Platinum Jubilee Weekend.
- July Awareness Days: NHS Frontline Workers Day

APPENDIX 1: FULL COVERAGE LIST (JULY – DECEMBER)

Date	Publication	Headline (linked if available online)
29/07/2021	Falkirk Herald	<u>Drug deaths on the rise in Falkirk area</u>
30/07/2021	Daily Record	Falkirk councillor calls for national centre for addiction rehabilitation
30/07/2021	Falkirk Live	Falkirk councillor calls for national centre for addiction rehabilitation
03/08/2021	Falkirk Herald	Falkirk residents can now access health and well-being advice online
03/08/2021	Healthandcare.scot	Community services news (Newsletter link to Falkirk HSCP website)
04/08/2021	Central FM	Radio broadcast news - Donna Laidlaw interview — on the hour 3pm-7pm
25/08/2021	Daily Record	Historic Larbert care home to be sold off by Falkirk Council
08/09/2021	Daily Record	Falkirk councillor resigns from board over closure of mental health support centre
08/09/2021	Falkirk Live	Councillor resigns from board over closure of mental health support centre (Newsletter)
09/09/2021	Falkirk Herald	Councillor quits board over closure of Falkirk mental health support unit
10/09/2021	Daily Record	Falkirk residents urged to share views on changes to social care in Scotland
13/09/2021	Falkirk Herald	Falkirk residents urged to have their say on social care changes
01/10/2021	Falkirk Herald	Music project to help people with dementia in Falkirk
01/10/2021	Daily Record	Music project aimed at bringing people with dementia together launched in Falkirk
01/10/2021	Falkirk Live	Music project aimed at bringing people with dementia together launched in Falkirk
06/10/2021	Central FM	Music project aimed at bringing people with dementia together launched in Falkirk (Radio broadcast news – on the hour 12pm-7pm)
12/10/2021	Falkirk Herald	Charity launches lifeline shopping and befriending service for older people in Falkirk
02/11/2021	Falkirk Herald	Falkirk Council has cash to give away to communities
02/11/2021	Daily Record	Falkirk community groups encouraged to apply for £3million to make their area better
02/11/2021	Linlithgow Gazette	Community Choices round two launched by Falkirk Council
08/11/2021	Daily Record	Ground-breaking Falkirk Council project which helps thousands of vulnerable people wins award

08/11/2021	FutureScot	Falkirk Council telecare project wins digital
		transformation award
09/11/2021	Falkirk Live	Ground-breaking Falkirk Council project which helps
		thousands of vulnerable people wins award
11/11/2021	CVS Falkirk	Funding Open for Applications: Community
		Opportunities Resource Pack
16/11/2021	Falkirk Herald	Falkirk Council's Analogue to Digital Telecare project
		earns award for protecting vital service
16/11/2021	CVS Falkirk	Community Choices Phase Two: Small Grants Deadline
19/11/2021	Falkirk Herald	Report reveals 332 people in Falkirk area are waiting
		on a care package
19/11/2021	Falkirk Herald	Football club's mental health project earns Falkirk
		Council funding
19/11/2021	Daily Record	Stenhousemuir FC's 'world leading' mental health
		project awarded £1,500
25/11/2021	Falkirk Herald	Report reveals 332 people in Falkirk area are waiting
		on a care package - print
25/11/2021	Falkirk Herald	Football club's mental health project earns Falkirk
		Council funding - print
25/11/2021	Falkirk Herald	New Falkirk-based Food Train shopping and
		befriending services rolled out to help elderly
13/12/2021	Falkirk Herald	Falkirk Council pledge to review walk-in showers and
		stairlifts for elderly
16/12/2021	Falkirk Herald	<u>Lifelong learning project funded in Falkirk wins top</u>
		<u>award</u>
20/12/2021	Falkirk Herald	Falkirk organisations need help to support NHS Forth
		<u>Valley this winter</u>
20/12/2021	CVS Falkirk	Winter Pressures Project: Supporting NHS Forth Valley
22/12/2021	Falkirk Herald	Stretched to the limit Falkirk care services ask for help
		over festive season
22/12/2021	Daily Record	Staffing crisis hits Falkirk's care at home service due to
		covid
23/12/2021	Falkirk Herald	Help us look after elderly appeal - print