

Agenda Item 12

HSCP Communications Update



Falkirk Integration Joint Board

10 June 2022

HSCP Communications Update

For Consideration and Comment

1. Executive Summary

- 1.1 This report provides a summary of communications activity undertaken during Q1, January – March 2022.
- 1.2 The Partnership's communications activity has covered key service developments, media issues, and improvements to the website and digital channels.

2. Recommendations

The Integration Joint Board is asked to:

- 2.1 Consider and comment on the content of the communications update.

3. Background

- 3.1 The quarterly communications update provides ongoing monitoring of the implementation of the Partnership's 2021-2024 Communication Strategy.
- 3.2 As part of the strategy, the Partnership established new regular methods of communication including social media platforms, regular blog posts, media releases, internal newsletters, and increased use of briefings and case studies.

4. Communications Update Report

- 4.1 The content of the Communications Update, attached at appendix 1, covers the period January – March 2022.
- 4.2 The report focuses on proactive media communications regarding service developments, daily operational communications, media issues, and the progress of the Partnership's digital channels.
- 4.3 During Q1 2022, the Partnership received at least 18 pieces of media, totalling a reach, or 'opportunities to see' value, of over 238,000. Coverage was achieved in a range of target publications including, STV News, Daily

Record, Falkirk Herald, Central FM, and Falkirk Live.

- 4.4 Funding opportunities feature heavily in this quarter's communication activity. This period included the latest public vote stages of the Community Choices programme, the Partnership's involvement in the CVS Falkirk Funders Fayre, and the launch of the Partnership's new £772,000 Health Inequalities and Wellbeing Fund.
- 4.5 In February, the efforts of colleagues working within Adult Support and Protection were highlighted by the positive findings of a joint inspection report. The Partnership co-ordinated a joint media release with Falkirk Council, NHS Forth Valley, and Police Scotland to ensure the positive results of the inspection were shared as widely as possible. The media coverage achieved over 35,000 opportunities to see across the Falkirk Herald, Falkirk Live, Daily Record, and Central FM coverage.
- 4.6 The inspection report was published in the same week as the National Adult Support and Protection Awareness Day, presenting the opportunity to combine communications efforts and publish a themed monthly newsletter.
- 4.7 Communication activity also covered the Council-wide Best Value Audit report, published by Audit Scotland. Internal briefings translated the report's relevant findings to the Partnership and Board, with external media activity undertaken by Falkirk Council's Chief Executive and Council Leader outlining the council-wide response.
- 4.8 The Partnership's social media channels continue to play an important role in reaching target audiences. While year-on-year website traffic was comparable during this period, a larger percentage of visitors now come from social media – 16% of visitors in Q1 2022 vs 0.04% in Q1 2021.
- 4.9 The report also outlines anticipated upcoming activity as much as possible and notes the Partnership's participation in future national campaigns and awareness days.

5. Conclusions

- 5.1 The Partnership continues to make progress towards the actions and recommendations outlined in the 2021-2024 Communications Strategy. This promotes the ongoing work across Falkirk's health and social care services, improving internal and external understanding of the Partnership's role and remit.

Resource Implications

There have 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 None

8. Appendices

Appendix 1: Q1 Communications Update (January – March 2022)

Communications Update

JANUARY – MARCH
2022



Falkirk
Health and Social Care
Partnership

ACTIVITY SNAPSHOT

18

MEDIA MENTIONS

Times the Partnership was named within media coverage – including proactive releases, releases from partners, and media quotes. Using published circulation figures, this equates to **238,976** 'opportunities to see'.

55,904

SOCIAL REACH

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

813

FOLLOWERS

Our total social media follower count has grown by **89** since January 2022.

246

SHARES

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

6,790

WEBSITE VISITS

The number of people visiting falkirkhscp.org pages. Website traffic is equal to the number of visits in the same period last year, however a larger % of visits now come from social media (**16%** vs 0.04%).

1,451

LIVING WELL FALKIRK VISITS

The majority (**82%**) of users visiting livingwellfalkirk.lifecurve.uk were new users. Between January to March, **82 new LifeCurves were started** (providing a holistic review of the individual's needs) and **126 assessments were completed** (assessing a specific area of need).

SERVICES IN THE MEDIA

A summary of proactive communications activity undertaken January – March 2022.

BEST VALUE AUDIT

Coverage: Falkirk Herald, STV News, Daily Record, Scottish Housing News
In December, Audit Scotland published findings from its Council-wide 'Best Value' audit of local governance and management practices. An action plan was produced and agreed by Falkirk Council in February, detailing how management will deliver on the report's nine recommendations. An interview with the Council's Leader and Chief Officer in the Falkirk Herald detailed the actions and approach underway. Assigning themed responsibilities to directors, the Partnership's Chief Officer will lead on actions to improve equality within the Council. Already actions are starting to be delivered, with the plan due to be completed before the Accounts Commission undertake further Best Value work in late 2023.

FALKIRK'S COMMUNITY CHOICES FUNDING

Coverage: Falkirk Herald

The latest stages of Falkirk's participatory funding programme, Community Choices, saw 26 local groups securing almost £110,000 of small grants funding and 19 other projects receive over £1.2m in Place-based capital funding. Both stages involved a public vote, with joint releases from Falkirk Council and the Partnership to mark the allocation of funds. Case studies were shared of successful applicants, including Bo'ness Car 4U, the Lymph Notes Choir, KSLB Community Group, and Friends of Forth Valley Area First Responders.

ADULT SUPPORT AND PROTECTION

Coverage: Falkirk Herald, Falkirk Live, Daily Record, Central FM broadcast

In February, the findings of a joint inspection of adult support and protection practices of partners - Falkirk Council, NHS Forth Valley, Police Scotland and the Adult Protection Committee (APC) were published. The positive findings of the inspection, conducted by the Care Inspectorate, Healthcare Improvement Scotland, and Her Majesty's Inspectorate of Constabulary in Scotland (HMICS), were shared via an internal staff briefing and an external joint media release co-ordinated by the Partnership. The media coverage achieved over **35,000 'opportunities to see'**.

NATIONAL ADULT SUPPORT AND PROTECTION DAY

Coverage: Scottish Government campaign & social media activity

Coinciding with the publication of Falkirk's joint inspection of Adult Support and Protection practices, National Adult Support and Protection Awareness Day was held on 20 February. The Partnership shared a national release

from the Scottish Government, and packaged the National Day and positive report findings into a themed internal monthly newsletter.

VIRTUAL FALKIRK FUNDERS FAYRE

Coverage: Falkirk Herald

The Partnership took part in the second annual virtual funder's fayre, hosted by CVS Falkirk. Hosting an online session, the Partnership presented a range of local funding opportunities available to local third sector groups and organisations. The event was covered by the Falkirk Herald online, print, and social media.

HEALTH INEQUALITIES AND WELLBEING FUND

Coverage: Falkirk Herald

The Partnership [launched](#) a new funding pot worth more than £772,000 – open to organisations and statutory bodies delivering projects which target health and social inequalities and widen access to community-based services in Falkirk. A media release received coverage in the Falkirk Herald, and details were shared via partners in CVS Falkirk, the Carers Centre and NHS Forth Valley. The Partnership also promoted the fund via its social media channels. Two application deadlines were set for 15 April and 17 June. Further application rounds may be opened if required, and media opportunities are expected with successful applicants.

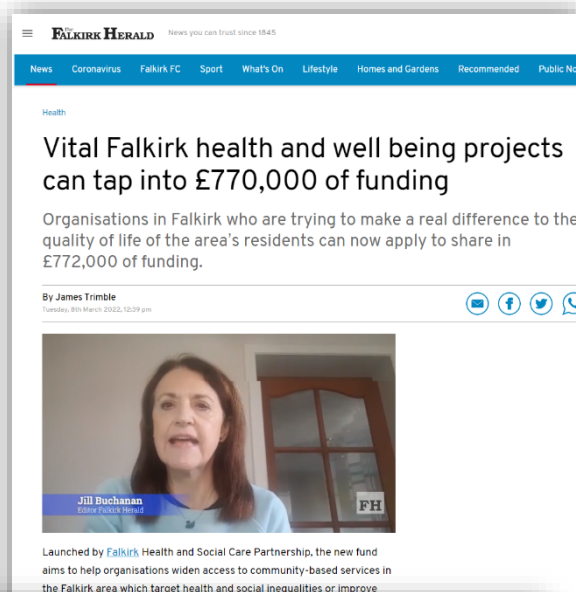
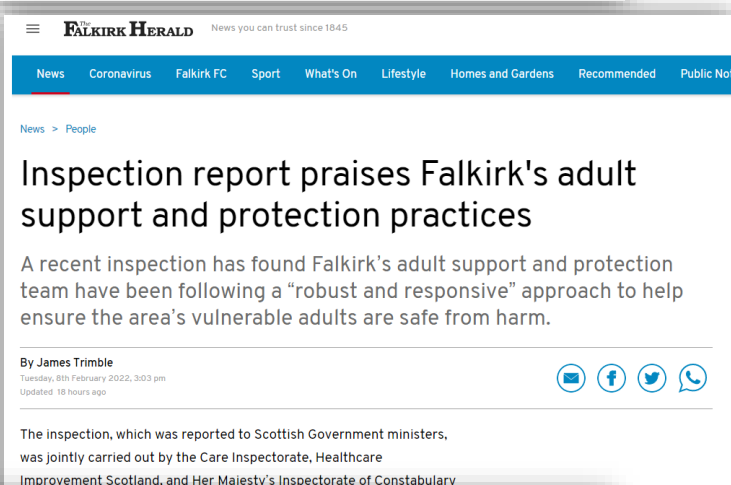
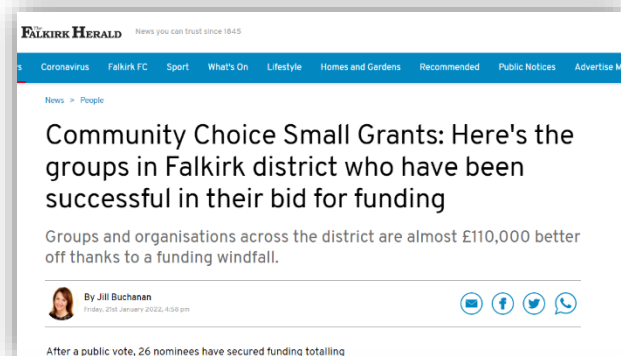
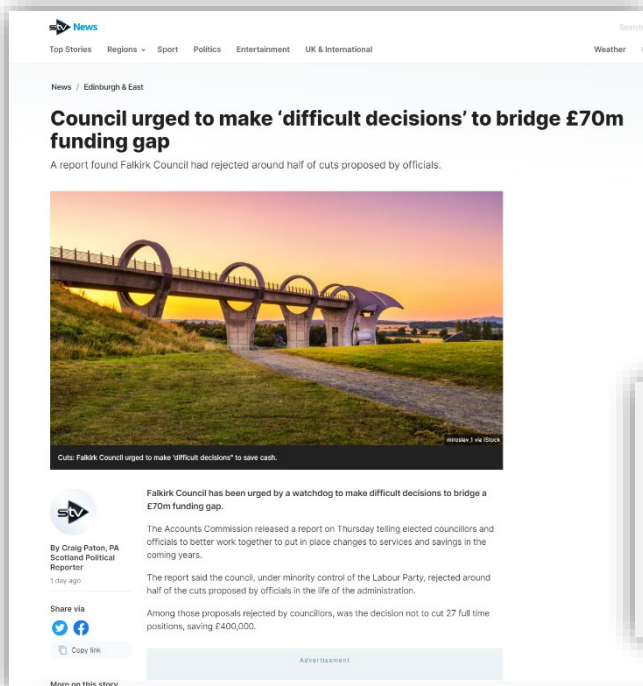
COMMITTEE BUSINESS

Coverage: Falkirk Herald, Falkirk Live, Daily Record

Media coverage of Falkirk Council's scrutiny committee focused on an update from the Integration Joint Board, highlighting the 'green shoots' of recovery being measured by the Partnership. Coverage included quotes from the Partnership's Head of Integration, Gail Woodcock, and noted the continued pressure on services.

MEDIA HIGHLIGHTS

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



MEDIA ISSUES

A summary of reactive communications activity undertaken January – March 2022.

DELAYED DISCHARGES

Responding to national statistics published by Public Health Scotland, local MSP Richard Leonard issued a media statement summarising the current challenges. A comment from the Partnership was requested by local media, providing an opportunity to thank staff from across Falkirk Council, NHS Forth Valley, and third-sector organisations for their continued efforts to support local people return to home or a homely setting as soon as possible.

COMMUNITY LIVING FUND

Following the launch of Enable Scotland's 'My Own Front Door' campaign, calling for action to be taken to reduce the number of out-of-area placements, BBC Scotland asked all 31 Health and Social Care Partnerships how they have used, or plan to use, the £20m Community Change Living Fund. BBC Scotland noted it received 15 replies to its query.

The Partnership confirmed its £568,512 allocation received from the Community Living Fund, and highlighted it was developing plans for the use of the funds in line with guidance issued by the Scottish Government.

ADULT DAY SERVICES

A BBC Scotland investigation on the impact of the pandemic on Adult Day Services reported that "no local authority in Scotland confirmed that their day-care services have returned to normal levels".

The BBC contacted all 31 health and social care partnerships to ask whether Adult Day Services had "returned to pre-pandemic levels and provision".

The Partnership confirmed that while the Oswald Centre remains closed, all current day centre provision is provided at the Dundas Resource Centre, which provides services for all individuals requiring day support.

RESPECT CAMPAIGN- ABUSE AT WORK

Ongoing pressure and service disruption due to the pandemic has resulted in an increase in incidents of physical and verbal abuse directed towards staff across all of Scotland. Locally, the Partnership has responded to media queries relating to instances of abuse directed towards staff.

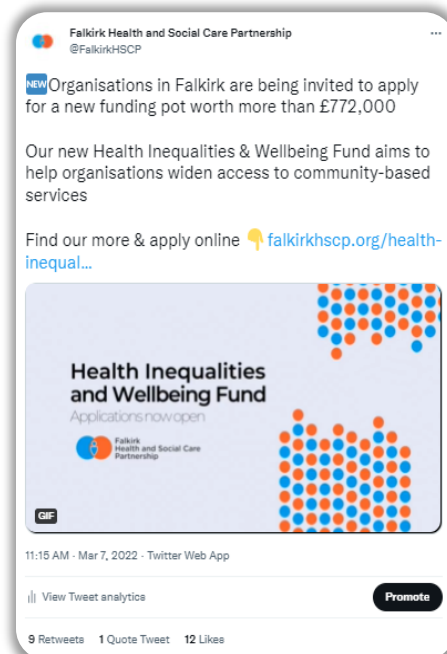
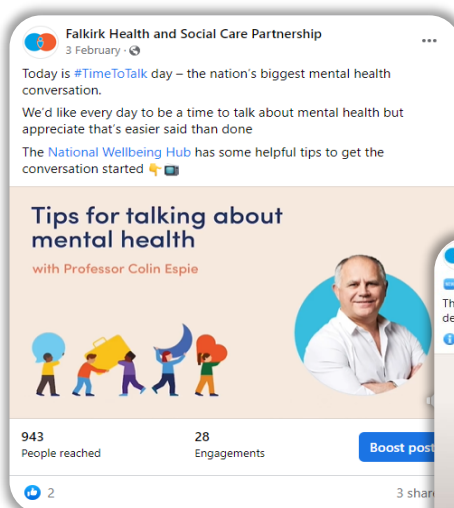
Communicating a zero-tolerance approach, the Partnership reiterates the key messages of the national healthcare worker respect campaign,

reminding everyone that abusive behaviour causes physical and mental harm to our staff, leading to time off work and less time with patients.

The Partnership continues to make use of the national [Healthcare Work Respect toolkit](#) which aims to reduce levels of violent and abusive behaviour being experienced by health and social care workers.

SOCIAL MEDIA

Content posted across the Partnership's Twitter, Facebook, and LinkedIn shares news from our services, promotes national campaigns and recruitment opportunities, and helps direct traffic to our website. Highlights, pictured below, cover the topics of mental health, recruitment, adult support and protection, and funding opportunities.

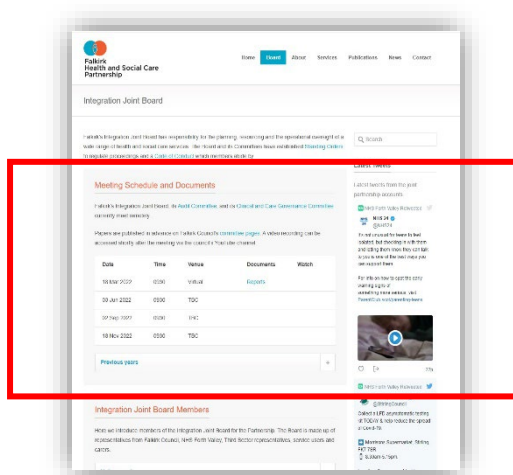
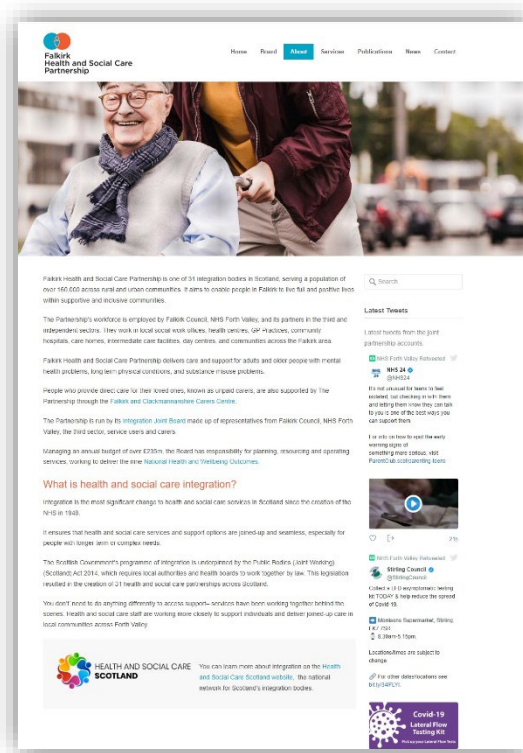
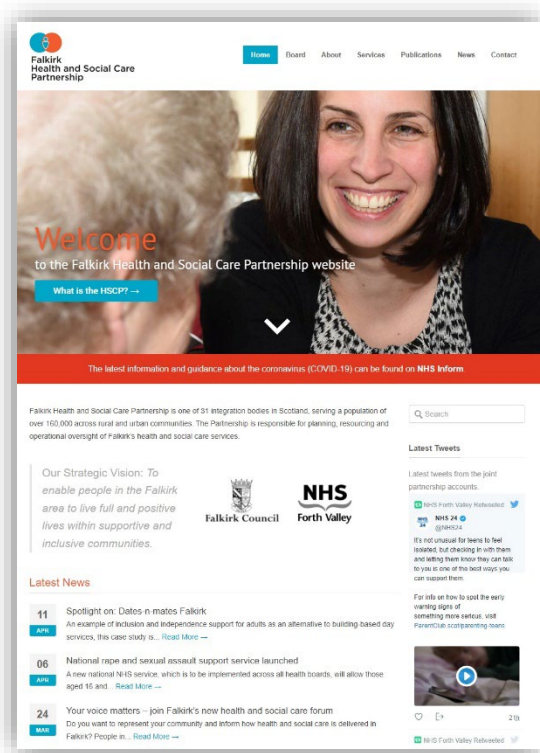


DIGITAL

WEB CONTENT

Web content is reviewed on an ongoing basis to ensure information is relevant, up-to-date, and easily accessible. A summary of recent changes include:

Simplified home page and improved about page: 'About us' blurb hosted on the home page has been transferred to the dedicated about page, which previously hosted external videos with general information about health and social care integration. The Partnership's vision is now displayed more prominently on the home page. Users require less scrolling on the home page to find relevant information.



Integration Joint Board meeting information: Previously supplied on its own page, meeting dates and documents are now available directly on the [main IJB page](#).

This matches the existing format of the sub-committee pages and removes the need for a separate page.

ACCESSIBILITY - DOCUMENTS

The Partnership continues its ongoing review and refresh of documents to comply with public body accessibility requirements. All online content must meet accessibility requirements, as outlined by [The Public Sector Bodies \(Websites and Mobile Applications\) \(No. 2\) Accessibility Regulations 2018](#).

This includes PDF, word, and spreadsheet files.

Reviewing the Partnership's content presents the opportunity to streamline and de-clutter the information uploaded online. This will ensure information is up-to-date, relevant, and easier to find and maintain.

Actions underway include:

- A full audit of files and documents uploaded to the Partnership's website. A complete list of files has been gathered, with actions being assigned to relevant officers.
- Content uploaded to the Falkirk Council website is under review - 15 non-compliant documents have been identified. These will be reviewed and updated as required alongside documents uploaded to the Partnership's website.
- Documents will remain accessible from both websites, but files will be uploaded only once via FalkirkHSCP.org and linked to from Falkirk.gov. This reduces fragmentation and ensures when content is refreshed in future it is simultaneously updated on both websites.

BLOG POSTS

Regular blog posts have been uploaded to the Partnership's web pages to promote national campaigns and the success of local services. The content is used throughout internal communications, social media, and the Partnership newsletter. Recent examples include:

- [Be Distance Aware \(COVID guidance\)](#)
- [Spotlight on: Neighbourhood Networks](#)
- [Welcome to your vote week \(Electoral registration for May election\)](#)
- [Community choices – Small grants programme announced](#)
- [Cervical Cancer Prevention Week](#)
- [Falkirk's Budget Conversations](#)
- [Online Step on Stress Courses \(Feb and March\)](#)
- [Adult placement carers needed \(Dementia services recruitment\)](#)
- [Spotlight on Hallglen Community Volunteers & Pantry](#)

INTERNAL COMMUNICATIONS

BRAND GUIDELINES AND TOOLKIT

A new style guide, Communicating for Falkirk, was approved by the Senior Leadership Team in March. The guide and associated resources provides all staff with the tools needed to create consistent, high quality, and accessible communications which uphold the professional reputation of the Partnership.

The brand guides, language resources, and templates are available from the Partnership's new colleague hub page. The hub can be developed in future to host other materials and training resources for anyone in Falkirk's health and social care services.

PARTNERSHIP POST

The Partnership's monthly newsletter is used to share successes and communicate to staff across the Falkirk Council, NHS Forth Valley, and our commissioned providers and community organisations. Monthly editions and lead stories include:

- [January: Voting opens for Community Choices capital Funding](#)
- [February: Adult Support and Protection Day](#)
- [March: Lockdown anniversary – Cab Sec message of thanks](#)

MEDIA & PARLIAMENTARY MONITORING

Monitoring is circulated to IJB, senior leadership teams and the planning and policy team. Immediate updates have been circulated for key announcements and developments, covering:

- National Care Service: Analysis of published responses
- COVID announcements made by the First Minister

UPCOMING ACTIVITY

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

- **May:** Local Authority Elections – communications regarding guidance and internal briefings on results. Welcome briefing and induction materials 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, Platinum Jubilee Weekend.
- **July Awareness Days:** NHS Frontline Workers Day

APPENDIX 1: FULL COVERAGE LIST (JAN-MAR '22)

Date	Publication	Headline (linked if available online)	Estimated reach / published circulation figures
10/1/2022	Falkirk Herald	MSP fears Falkirk has a growing social care crisis on its hands	7,996
11/1/2022	Falkirk Herald	Annual audit shows funding gap looms large at Falkirk Council	7,996
13/1/2022	STV news	Council urged to make 'difficult decisions' to bridge £70m funding gap	50,000
13/1/2022	Scottish Housing News	Urgent progress' needed for Falkirk Council to make £70m savings	51,000
13/1/2022	Falkirk Herald	Falkirk Council: 'Urgent change' needed says independent watchdog in hard hitting report	7,996
13/1/2022	Daily Record	Falkirk Council told to make 'difficult decisions' in bid to save £70m	17152
18/1/2022	BBC News	My autistic sister doesn't need a foster family (Enable Scotland Campaign Launch)	
21/1/2022	Falkirk Herald	Community Choices: Here's the groups in Falkirk who have been successful in their bid for funding	7,996
3/2/2022	BBC News	Disabled people 'forgotten' over day-care services	
8/2/2022	Daily Record	Falkirk police encourage use of Herbert Protocol for family and friends of those with dementia	17152
9/2/2022	Falkirk Herald	Inspection report praises Falkirk's adult support and protection practices	7,996
9/2/2022	Daily Record	Work to protect vulnerable Falkirk adults from harm 'robust and responsive'	17152
9/2/2022	Falkirk Live	Work to protect vulnerable Falkirk adults from harm 'robust and responsive'	5,000
9/2/2022	Central FM	Radio Broadcast - Interview Alan Small, Chair of ASP Committee	5,400

9/2/2022	Care Inspectorate	Joint Inspection of Adult Support and Protection in Falkirk	
2/3/2022	Falkirk Herald	Falkirk Funders Fayre provides info on how to access vital cash	7,996
7/3/2022	Falkirk Herald	Vital Falkirk health and well being projects can tap into £770000 of funding	7,996
14/3/2022	Falkirk Herald	Groups across Falkirk district benefit from £1.2m in Community Choice funding	7,996