Press and media

Total mentions: 19
Favourability: Positive 10, Neutral 9, Negative 0

Total number of media enquiries: 8
How many enquiries have been responded to on time: 8

A selection of this month’s media stories:

**Tips for preventing vascular disease** – in September we supported Vascular Disease Awareness Month.

**Community organisations in Leeds and West Yorkshire to receive digital funding** – in September Leeds City Council awarded 15 community organisations digital funding, through their 100% Digital Leeds: Digital Inclusion Fund, to help them commit to including digital skills in their future work.

**CCG chair to retire next year** – Dr Gordon Sinclair, the CCGs Clinical Chair had announced he will retire from his post in May 2020. We’re currently in the process of appointing our new clinical chair.

**Nominations now open for the first Leeds Quality in Care Awards** – working alongside Leeds City Council, we launched the first Leeds Quality in Care Awards, which recognises the excellence in the city’s regulated adult social care sector.

**Hilary Benn MP in Leeds** – in October, Woodhouse Medical Practice hosted a visit from Hilary Benn MP, who came along to find out more about how social prescribing helps people in the city.

**Leeds mums encouraged to attend support group to help with their mental health** - on World Mental Health Day, a local mum from Leeds is urging mums to get help with their maternal mental health by attending a peer support group.

- You can find all our press releases on our website [https://www.leedsc cg.nhs.uk/news/](https://www.leedsc cg.nhs.uk/news/)
# Social and online media

## September

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<thead>
<tr>
<th>Metrics</th>
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<tr>
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<tr>
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<td>↓46%</td>
</tr>
<tr>
<td>New visitor sessions</td>
<td>80%</td>
<td>↑19%</td>
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### Communications team emails

- **654** communications
- **272** requiring action

### Most popular content

A&E departments in at Leeds General Infirmary and St James’s saw a huge increase in visits during September. To help ease the pressure, we put together a number of posts asking people to only use A&E if seriously ill and reminding them to use 111 for anything else. The post picked up 27 retweets, 12 likes and was seen 8,557 times on our Twitter platform, putting it at the head of our social media engagement in September.
October’s most popular content was when Hilary Benn visited Woodhouse Medical Practice to find out more about the Linking Leeds social prescribing service. The post received 19 retweets, 52 likes and was viewed 5,212 times. The post also generated a considerable number of engagements with an overall total of 330, making it a very popular post during the month.
Current campaigns and communications activity

Awards

Digital Impact Awards – we won the gold award in the ‘Best use of existing social media platforms: Small budget - <£20k’ category for the Big Thank You campaign.

Campaigns

Age Proud – we supported the city’s first ‘age proud’ anti-ageism campaign, which launched on the International Day of Older People on 1 October.

Seriously Resistant – in the autumn, the focus has been on raising awareness among over 65s and parents and carers of young children, as we take our campaign to schools, community and children’s centres around Leeds. The main campaign runs until late November, after which it will continue to be supported by the city’s NHS organisations and Leeds City Council.

Winter resilience- In Leeds we are now working together to see how all system partners can support communication activity that encourages people to self-care where appropriate, use alternatives to A&E and look out for vulnerable neighbours. We are following the principles of the national ‘Help us help you’ campaign with communication messages and activities based around preparedness, prevention and performance and the idea of developing a reciprocal relationship with people.

We also started to develop three winter campaigns: Feel Better is aimed at students, with tips for looking after their health and wellbeing. The campaign includes a range of resources aimed at encouraging self-care and local pharmacies for help and advice on common health problems. It will also look at how students can look after their mental health and wellbeing during exams in January 2020.

The Big Thank You campaign will once again encourage people of Leeds to recognise all those individuals and services that make their lives a little better, especially during winter.

We are again supporting the development of the West Yorkshire and Harrogate Looking Out for Our Neighbours campaign, which encourages a positive social movement to get people to keep any eye out for the most vulnerable people in their communities.

World Mental Health Day (WMHD) – we supported WMHD on 10 October by sharing national as well as local campaign messages, particularly focusing on crisis services for children and young people, Calm Harm app and perinatal mental health.

Conferences and events

The team supported a national conference on population health management in September and have been organising the CCG’s annual staff conference and staff awards, which take place in November

Partnership communications

We continue to provide communications support for the Leeds GP Confederation and the citywide digital partnerships team.
Internal communications

Number of e-bulletins (staff and primary care):

- 17

Average open rate:

- 87%

Number of extranet users:

- 693

Number of people registered on Workplace by Facebook:

- 406

Average number of users per week:

- 246
Current engagements

- Number of live consultations/engagements: 3
- Number of engagement events/activities: 24
- Number of people involved in our events/activities: 872
- Number of people signed up to network: 656
- Number of parliamentary enquiries: 0
- Number of PQs responded to on time: N/A
Engagement activity

**Big Leeds Chat** (BLC) We have supported the November event by helping develop resources, promoting it and recruiting a volunteer, staff ‘chat makers’ and senior CCG decision makers.

**British Sign Language in primary care** – we are continuing to support primary care to develop a service specification for BSL services. As part of this work we held an event in October to collect the views of people who need to use existing services to see what works well, what could be improved and what we can learn from other service. A full report on the engagement will be published in late November.

**CCG volunteers** – in September, we recruited seven new volunteers to the programme, after a successful drive which saw 33 people apply. In October, we held induction and training days, attended by new and existing volunteers, CCG, Healthwatch and voluntary sector representatives. CCG volunteers are currently supporting ten different commissioning steering groups and one staff recruitment.

**Engagement Hub** – we delivered four training sessions to nearly 40 people during September and October. Subjects included co-production, knowing your community, being an effective volunteer and patient participation groups.

**Patient participation groups (PPG) conference** – in October, we held our annual PPG conference, attended by 150 people. The event built on the work done in the previous two years and enabled people to learn, share good practice and network. This year, there were also presentations and workshops on primary care networks and local care partnerships.

**Patient participation groups (PPGs)**
- Three working groups have been established and meet regularly to focus on a number of areas, including PPG email addresses, awareness and promotion of PPGs and the annual PPG event.
- The PPG network met twice in September and October with updates on the conference, working groups, peer support and discussions around the campaigns and initiatives that PPGs can support over the winter months.
- As part of our regular visits to support PPGs to champion the voice of the wider community, we visited Whitehall surgery in September.

**Primary care engagement** – we are currently supporting a number of practices to engage with their patients:
- Westfield Medical Centre and Allerton Medical Centre merger
- Alwoodley Medical Practice proposed closure of Adel branch surgery
- East Park Medical Centre and North Leeds Medical Practice merger

**Urgent treatment centre engagement** – we held an event in September to give people a chance to find out what the next steps are and how they can continue to stay involved in the work we’re doing.
Upcoming activity

Seriously Resistant – the main paid-for campaign comes to an end in November but there’ll be a concentration of activity during Antibiotic Awareness Week, including school, community and GP practice engagement events, press and social media. We’ll also be preparing a communications plan and syndicated content for partner organisations to help keep promoting the Seriously messages throughout the winter.

Feel Better – the campaign will be launched in early November, and will feature direct engagement at the city’s universities and colleagues, as well as social media activity.

Winter health information and advice – we’ll be developing press and social media content around seasonal subjects including norovirus, handwashing, antibiotic use and extended access to GP services. We’ll also be supporting the national “help us help you” campaign.

Winter resilience – we will be putting the communications plan into action and launching a number of initiatives, including the feel better campaign encouraging students to visit their pharmacy, the big thank you and looking after our neighbours. Some of our planned communications and engagement activity has been postponed due to pre-election restrictions. However, work continues behind the scenes to ensure planned activity runs smoothly after the election.

Engagement Hub – In November, we will be running an 'Introduction to the NHS' course

The Patient Assurance Group will meet in November and December.

PPGs - We will also be continuing our regular PPG visits to support them and their practice with engagement activities and holding our regular network meetings. We will also be launching our PPG funding programme in December.

CCG volunteers – following the recruitment, induction and training days for the new recruits, we will be holding mentoring meetings with our new volunteers through November, and supporting them to get a clearer understanding of their new roles.
If you wish to contact us, please use the details below:

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Suites 2-4, WIRA House, West Park Ring Road, Leeds LS16 6EB

Tel: 0113 843 5470
Email: leedscrg.comms@nhs.net
Website: www.leedscrg.nhs.uk
Facebook: facebook.com/nhsleeds
Twitter: @nhsleeds

If you have special communication needs or would like this information in another format or in a different language, please contact us or ask a carer or friend to contact us on 0113 8435457.