

# Wolverhampton CCG **Proactive Media Plan**

January 2017 – December 2017

## Objectives

1. To increase proactive media coverage.
2. To raise the local and regional profile of the CCG and its key spokespeople.
3. To have a joint presence in the media with partner organisations for specific projects, initiatives or campaigns.
4. To build public awareness of CCG initiatives, commissioning intentions and activities.
5. To demonstrate how patients are benefiting from changes in the local NHS.
6. To increase public confidence in the CCG as an outstanding commissioner of services.
7. To highlight corporate achievements to enhance the reputation of the CCG and raise awareness of outstanding performance.
8. To develop strong relations with target journalists to increase media coverage and ensure effective handling of reactive media stories.

## Target Audiences

- Patients
- Public
- Patient groups
- Media reporters, editors and broadcast planners
- Stakeholders

## Media outlets

- Local Press – Express and Star
- Radio – [www.wcrfm.com/](http://www.wcrfm.com/)  
[gulshanradio.co.uk/](http://gulshanradio.co.uk/)  
[www.signal107.co.uk/](http://www.signal107.co.uk/)  
[www.freeradio.co.uk/wolverhampton-torch/](http://www.freeradio.co.uk/wolverhampton-torch/)
- Case studies – PPG Chairs
- Videos
- National Press
- CCG website
- Social media

# **Delivery**

## **1. Media Relations**

Relationships are crucial to achieve success in the media. A quarterly meeting with the media could be held with the Accountable Officer/Chair. A strong news story could be presented at each of these meetings to retain the journalists' interests. By working more closely with the media, we will be in a stronger position to deliver exactly what they want and when they want it.

## **2. Case Studies**

Services and initiatives can be brought to life with case studies that provide the human interest angle that the media crave. The media will often only publish or broadcast a story if there is a case study to go with it. Case studies can be generated by working with commissioners providers, PPGs and GP Practices.

## **3. Radio**

A guest slot on a mid-morning or afternoon radio show can be a highly effective way of promoting key health messages. These could promote the public to do something or encourage a regular change in people's lives.

## **4. Inspirational videos**

Regional media are keen to support their stories with local videos that mean people visit their website and social media. Videos can be produced at relatively low cost (around £300) that can demonstrate CCG initiatives and the public's perspective.

## **5. Key milestones and anniversaries**

Celebrate key milestones such as anniversaries and create events that generate attention. Photocalls can be held to celebrate anniversaries and milestones which highlight the difference that has been made to patients. PPG groups and patients can be invited to the PR events to create impact. The CCG (post April 2017) could harness any local anniversaries of its Member Practices which will bring benefits to both parties.

## **6. Effective use of photography**

The usage of stories by editors often increases substantially when they are accompanied by good pictures. Many newspapers now have to include a photo with every story they publish. CCG staff could be encouraged to take photos when at events for media and social media use.

## **7. Media Forums**

Media Forums can be held with key CCG department leaders to form a 12 month media plan of activity for each area. The Forums can also help departments to generate their news sense and provide skills and tips to achieve success in the media.

## **8. PPGs and Patient Groups**

PPGs and other patient groups can be a powerful advocate in promoting services, improvements and encouraging other patients to get involved in the NHS. They can also be a valuable source of case studies.

## **9. Commissioning Intentions/Use of Engagement Cycle**

Media releases and features should focus on the CCG's commissioning intentions - the key priorities and how they will improve the health of local people. PPGs and member practices can help with case studies and quotes as priorities have been developed following discussions with representatives of patients and the public, practices and other key stakeholders.

## **10. Media Training**

Media training for key potential spokespersons and managers within the CCG. ArdenGem CSU delivers hands-on specifically tailored group training sessions. Real-life scenarios and handling techniques to equip staff with the tools to build and manage media enquiries to the best advantage.

## **Activity**

### **1. Media releases**

A record kept of all media releases and all releases to go on public website [www.wolverhamptonccg.nhs.uk](http://www.wolverhamptonccg.nhs.uk)

### **2. Media coverage**

A quarterly report of media coverage produced quarterly for JEAG and SMT.

### **3. Social media**

A quarterly report of social media statistics produced quarterly for JEAG and SMT.

## **Press release timetable**

This plan will be populated ad hoc as activity is identified throughout the year.

Date	Press Releases	Events	Additional
November 2016	<ul style="list-style-type: none"> <li>14 – 20 November Self Care Week – factor in Antibiotic guardian – photo of staff</li> <li>Movember</li> <li>HFMA shortlisted</li> <li>End of Life Strategy</li> </ul>	<ul style="list-style-type: none"> <li>HSJ awards – twitter activity monitored</li> <li>Email out to PPG Chairs to help to generate news stories/case studies which demonstrate how the CCG and GP Practices are making a difference to patients</li> <li>End of Life Strategy Launch – twitter, photos, website</li> </ul>	<ul style="list-style-type: none"> <li>Email sent out to all staff to ask for Twitter corporate content</li> <li>Seven day services website copy</li> </ul>
	<b>To have ready</b> <ul style="list-style-type: none"> <li>HSJ Award Winners</li> </ul>		
December 2016	<ul style="list-style-type: none"> <li>Winter/ flu</li> <li>Stay Well</li> <li>Repeats prescriptions</li> <li>Healthy Pharmacies</li> <li>Sepsis</li> <li>CAMHS Funding</li> </ul>	<ul style="list-style-type: none"> <li>Practice Managers Forum to ask for case studies (practice features on website)</li> </ul>	<ul style="list-style-type: none"> <li>Stay Well – social media, engagement with public, website copy, use of council FB page</li> </ul>
January 2017	<ul style="list-style-type: none"> <li>Stay Well – Carers</li> <li>New Year of Healthy Eating</li> <li>Success of Engagement bus</li> </ul>		
February 2017	<ul style="list-style-type: none"> <li>Engagement bus announcement - affordable warmth</li> <li>Stay Well</li> <li>Seven day services community event – joint with RWT</li> <li>Ministerial Visit to PCH</li> <li>Patient online case study – Newbridge Surgery</li> <li>TWIRL feedback – video</li> </ul>	<ul style="list-style-type: none"> <li>Engagement bus – stay well (invite press) Video - for promotional material.</li> <li>Seven Day Services community event</li> <li>Ministerial visit to PCH</li> </ul>	<ul style="list-style-type: none"> <li>Radio slot set up</li> <li>Case Study on a New Models of Care Group – PCH 1</li> <li>Set up quarterly meeting with Express &amp; Star to discuss topics coming up</li> <li>Stay Well continues – attend PPG meetings and community groups</li> <li>Patient Choice campaign begins</li> </ul>

March 2017	<ul style="list-style-type: none"> <li>• Patient Choice 20-50 target group including photo/video</li> <li>• BCF</li> <li>• Primary Care Recruitment Fair</li> <li>• Integrated digital care system</li> <li>• GP WiFi</li> </ul>	<ul style="list-style-type: none"> <li>• Attend PPG Chairs for case studies</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
April 2017	<ul style="list-style-type: none"> <li>• CCG full delegation announcement</li> <li>• Case study produced by PPG Chairs</li> <li>• Your Green Medicine bag a year on – case study</li> <li>• Connect MSK Service starting</li> </ul>		<ul style="list-style-type: none"> <li>• Commissioning Intentions – tweets, website</li> </ul>
May 2017	<ul style="list-style-type: none"> <li>• Dementia Awareness Week 15 – 21 May</li> <li>• Commissioning Intentions events</li> <li>• Focus on one of the New Models of Care</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioning intentions bus – (invite press)</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioning intentions radio slot</li> <li>• Case Study on a New Models of Care Group – VI</li> <li>• Call out to Practices for potential PPG case studies</li> <li>• Commissioning Intentions – tweets, website</li> </ul>
June 2017	<ul style="list-style-type: none"> <li>• PPG Awareness Week</li> <li>• Diabetes Awareness week 12-18 June</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioning intentions</li> </ul>	<ul style="list-style-type: none"> <li>• PPG Awareness Week 6-11 June tweets, website. Case studies from local practices used for press. Competition between practices, winner has media opp.</li> </ul>
July 2017	<ul style="list-style-type: none"> <li>• AGM announcement</li> <li>• TWIRL one year on</li> <li>• Holiday health issues</li> </ul>	<ul style="list-style-type: none"> <li>• AGM (invite press) – soft launch of Wolverhampton Programme name</li> <li>• Health Information Week 2017 – HEEWM</li> </ul>	
	<p><b>To have ready</b></p> <ul style="list-style-type: none"> <li>• Assurance outcome</li> </ul>		

August 2017	<ul style="list-style-type: none"> <li>• Bites and Stings</li> <li>• Heatwave</li> <li>• Sun awareness</li> <li>• Focus on one of the New Models of Care</li> </ul>		<ul style="list-style-type: none"> <li>• Radio slot</li> <li>• Case Study on a New Models of Care Group – Unity</li> </ul>
September 2017	<ul style="list-style-type: none"> <li>• HSJ to go out, day of (if shortlisted)</li> <li>• Flu – Stay Well</li> </ul>		<ul style="list-style-type: none"> <li>• HSJ Shortlisting</li> <li>•</li> </ul>
October 2017	<ul style="list-style-type: none"> <li>• Baby Loss Awareness Week (High Levels of infant mortality local population)</li> <li>• Stoptober</li> <li>• Flu</li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>
November 2017	<ul style="list-style-type: none"> <li>• 14 – 20 November Self Care Week /Antibiotic guardian</li> <li>• Stay Well</li> <li>• Focus on one of the New Models of Care</li> </ul>	<ul style="list-style-type: none"> <li>• HSJ awards – twitter activity monitored</li> </ul>	<ul style="list-style-type: none"> <li>• Case Study on a New Models of Care Group – PCH 2</li> </ul>
	<b>To have ready</b> <ul style="list-style-type: none"> <li>• HSJ Award Winners</li> </ul>		
December 2017	<ul style="list-style-type: none"> <li>• Stay Well</li> </ul>		<ul style="list-style-type: none"> <li>•</li> </ul>

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