



#UnAwards18 ENTRY // NOMINATION FORM

Please complete this entry form and email it to admin@comms2point0unawards.co.uk by 25 October 2018 (midnight)

You are able to send one piece of supporting information to help with your entry (but please only send one as our judges will not be able to look at any more than this)
Thanks.

your name	Katherine Raven
your email address	Katherine.raven1@nhs.net
your organisational @twitter	@MidEssexCCG
your personal @twitter [optional]	@KatRaven15
category entered	Best comms/digital team
name of organisation/team/individual being entered/nominated	Communications and Engagement team at NHS Mid Essex Clinical Commissioning Group
name of entry	Supporting mid Essex residents to live well through effective communications and engagement
date project delivered [to / from]	January 2018 – October 2018
campaign/project budget	Delivery of NHS Mid Essex CCG's communications and engagement strategy

brief description of objectives

The CCG has an internal team of four people to provide a comprehensive communications service to enhance and promote the CCG's reputation including the development, implementation and management of:

- Strategic advice and planning; PR and campaigns; event and media management; online and digital communication; community and public, stakeholder, patient, member engagement; emergency and crisis communications planning; brand and corporate identity; internal communications and publication production.

There are no external agencies providing comms support – all campaigns; materials and events are designed and created in-house.

The team's communications and engagement objectives for 2018 included:

1. **Increasing patient self-referrals** - To grow our public audiences through more creative and strategically aligned social media and content marketing including the use of paid for targeted ads, video, infographics etc. Specifically looking at ways to increase the reach to males and younger people to enable them to self-refer to commissioned services without the need for a GP referral.

2. **Increase website visits and engagement** - To increase visits to the CCG's website and improve the user experience of website users so they can easily navigate and self-refer to local services as well as find out how they can get involved with our commissioning decisions.

3. **Enhance staff engagement** - To maintain and enhance staff engagement by delivering a campaign to support staff to live well (aligned to our corporate strategy).

brief outline of strategy/plan

Our communications and engagement strategy is aligned to the CCG's corporate strategy which supports residents in Essex to live well.

what did you deliver and how did you measure it?

Campaign examples to deliver communications objectives:

1. **Using Facebook advertising to drive self-referrals to much needed psychological therapies**

In February 2018, Mid Essex CCG's transformation team – the commissioning engine at the heart of the organisation - recognised that referrals into one of its core services – community mental health support were under-target. Data about responsiveness and patient feedback indicated the mental health service – Health in Mind – was well-regarded but public awareness and accessibility was low.

After several brainstorm sessions and conducting research for best practice, the team decided to trial a digital-led solution using Facebook advertising in a bid to increase referrals.

	<p>Over the course of the four-week trial, this digital marketing approach managed to increase traffic by 73% to the CCG website mental health landing page. A total of 341 visits to the page came directly from Facebook compared to just 24 visits the month before the campaign.</p> <p>2. Developing and delivery a strategically aligned content marketing strategy During 2018, the CCG focused two roles in the Communications and Engagement team on delivering digital communications and content marketing. The team has delivered a strategically aligned content marketing strategy and this has resulted in 161,675 unique website visitors - a 115% increase compared to the previous 12-months.</p> <p>3. '100 days in mind' internal communications campaign - Our commissioning approach has a strong self-care and resilience element and to engage residents, the CCG wanted its workforce leading the way on this. Employees pursuing their own self-care can benefit the CCG not only that makes them more effective ambassadors, but also because they feel more supported in their own roles. In March 2018, the CCG's Communications team launched a 100-day challenge for staff focused on mental wellbeing. The campaign, called '100 Days in Mind', offered positive, measurable ways to support the workforce and encourage lower sickness rates. The challenge was shaped around the "five steps to mental wellbeing" – connect, active, learn, give and mindful – with directors agreeing to champion one "step" each and to provide protected time to enable staff to attend activities. Activities included:</p>
	<ul style="list-style-type: none"> • Staff voting for the 'mood of the CCG' each day (a choice between a yellow smiling face, a blue melancholy face and a red angry face voted for by placing tiddlywinks in three boxes). The entire 100
	<p>days' moods were put in a spread sheet at the end of the challenge, showing clustering of 'bad mood' days when staff were generally feeling worst at certain points on the calendar and days of the week – helping the CCG to devise mitigations for 2019.</p> <ul style="list-style-type: none"> • lunchtime 'pledging events' that saw more than 50 staff make pledges focused on the steps to mental wellbeing such as volunteering at a local charity for 'give' or taking the family on park runs for 'active'. • Awareness-raising events for CCG Mental Health First Aiders, several lunchtime sessions for 'coffee and chat' and mindfulness meditation, a fact-finding walk and volunteering days off-site. Most importantly, the CCG made the organisational Time to Change pledge.

<p>what were the outcomes/benefits?</p>	<p>The outcomes/benefits delivered against the above objectives were as follows:</p> <p>1. Increasing patient self-referrals Overall, referrals to Health in Mind increased by 36% over the Facebook trial period with a marked improvement in male referrals (one of the specific targeted audiences identified) – especially after some specific messaging during men’s mental health awareness week and the national launch of the CALM initiative (Campaign Against Living Miserably) – an awareness campaign aimed at supporting men with mental health. We believe we were the first NHS CCG to drive patient self-referrals using Facebook advertising and we recently had a case study about this campaign hosted on the NHS Digital series called ‘Digital diaries’. We are now successfully using Facebook advertising for other campaigns including promoting extended GP access appointments to local residents and promoting another mental health service called Silvercloud.</p> <p>2. Increase website visits and engagement To date our digital communications outcomes have shown a marked increase following the implementation of our content marketing strategy. Results included:</p> <ul style="list-style-type: none"> • 161,675 unique web visitors - 115% increase on previous 12-months • 7,131 visits to CCG’s website from social media - 82% increase on previous 12-months • 3,778,256 social media impressions • 65,157 social engagements (likes, shares, retweets, mentions and comments) <p>3. Enhance staff engagement Aligning with the national goal of parity of esteem for mental health, the CCG wanted to care for its workforce. We found that the month when 100 Days in Mind launched, March 2018, saw staff sickness absence fall over a full percentage point from the February figure of 3.38% to 2.34% – more than twice what CCGs nationally reported.</p> <p>At the end of the challenge, the Communications team asked colleagues for anonymous feedback on aspects of 100 Days in Mind that supported them – and which had not – plus improvements they wanted for their working environment. Based on the survey results, meeting rooms were renamed to reflect local people’s positive achievements. Mindfulness, ‘knit and natter’ sessions and lunchtime walks have continued and a monthly dress-down day has been introduced (with voluntary contribution to a local charity for those taking advantage of it). Most staff (about two thirds) who made a 100 Days in Mind pledge have stuck to it.</p>
<p>tell us why you should win [in no more than 100 words]</p>	<p>We are small but mighty and continuously striving to make our communications trail blaze across the NHS and beyond.</p>

