



**Category:** Best Use of Content

**Company:** Northumbria Healthcare NHS Foundation Trust

**Entry title:** Join our journey about our ever-changing NHS

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**Brief and objectives:**

Our brief was to go 'back to basics' to start and position how the NHS has changed since its inception 70 years ago - as part of the first phase of an engagement programme about the future of healthcare in North Tyneside and Northumberland.

To share our story about how the NHS is constantly evolving to meet changing needs and expectations, and ask people to join with us as we plan for the future.

Our key objectives were to:

- Position the changing NHS, the drivers for change and the challenges faced as we develop a clinical vision for the future.
- Educate the public about the NHS and be realistic about affordability and value for money.
- Kick start engagement with people about our direction of travel - more joined up care, care closer to home and a greater focus on prevention, self-care and general wellbeing.
- Support visibility in our local communities, to listen and hear their views.
- Support wider messages about how the public can support the NHS and health and wellbeing.
- Ensure our story and content had longevity and could be built on over-time.

**Rationale behind campaign, including research and planning:**

Our planning involved:

- Conversations with our clinicians about how the NHS has evolved and their vision for the future of healthcare.

- Desktop research looking at key documents published by the trust, NHS and other bodies, such as The King's Fund, about the case for change in the NHS.
- Working closely with our information department to develop key local data and statistics reflecting changes that have happened in healthcare (for example, reductions in length of stay thanks to innovations in care).
- Using information and intelligence from our ongoing engagement programme with staff and patients to get a picture of the issues that matter to our communities.
- Using independent research commissioned by the trust to measure and track perception and experience of the trust and its services.

All of the above helped inform our content, strategy and understanding of the issues which would resonant with the public.

### **Strategy and tactics, including creativity and innovation:**

Throughout our discussions with clinicians, they highlighted to us the fact that developing and transforming care is a not a stop/start process but a journey. This key point, combined with the NHS 70th anniversary, informed the basis of our brand, as well as timing, for our 'join our journey' narrative.

Our strategy was to:

- Build a core narrative with support from clinicians from which we could create visually engaging content to support communications and engagement activity.
- Develop a strong visual and engaging brand/identity and content to be used across a range of channels from public roadshows, events and social media.
- Create a sense of 'a journey' towards living well and better health and social care, mirroring the strategic direction of the NHS.
- Create specific call to actions and key facts dispelling myths about the NHS.
- Mark the achievements of the NHS since 1948 - how care is improving and demonstrating how far we've come since the NHS was formed.
- Incorporate call to actions - asking people to join us on a journey and to work together to keep the NHS transforming for another 70 years.

### **Implementation of tactics:**

Tactics included:

All activity was designed to be integrated across multiple platforms - engagement roadshows, events, social media and digital platforms. Activity started in November 2017 and included.

- Rolling programme of roadshows, with a branded trailer and collateral, across our communities in November 2017 and March 2018. Aim to increase our visibility and have face-to-face conversation with the public.
  - Content adapted to take into account local issues such as list of services available.
  - At the first round of roadshows we asked people to post their views on our 'join our journey boards' asking them two questions; what they loved about the NHS and what they wanted to see improve. Feedback from the first round was shared on the second round through a large infographic.
  - We handed out a range of branded collateral based on the theme of wellbeing and healthy living - water bottles and pedometers,
- Dedicated web page [www.northumbria.nhs.uk/joinourjourney](http://www.northumbria.nhs.uk/joinourjourney) hosting all information about our journey including films, animation, dates of public roadshows.
- A series of visually engaging content based on our core narrative/story which was developed with clinicians, this included
  - An animation to share our story (the case for change) about why and how the NHS is changing. This animation was published across social media and used at events and roadshows.
  - We published a booklet expanding on our key messages which was shared with the public.
  - Series of seven short films highlighting some of the ways in which care is already changing. These built on key themes within the narrative such as new technology, more joined up health and social care and innovations in treatment. A compilation of the films was also produced for the festive season allowing us to re-run the content and remind people that our journey would continue in 2018.
  - A series of assets and 'did you know facts' about how the NHS is changing were posted across social media.
  - Linking with national conversations and messages using #FutureNHS and #NHS70.

### **Measurement and evaluation:**

Outputs and outcomes are:

- 4,866 animation views
- 3,147 film views
- Articles published in the Hexham Courant, Berwick Advertiser, News Post Leader, Northumberland Gazette and Morpeth Herald with a combined reach of 136,000.

- 72 posts on social media achieved 122,315 impressions, 457 engagements and 800 link clicks
- 39 join our journey roadshows
- Conversations with 1,000 people
- Involvement of key partners in these conversations including Healthwatch Northumbria Primary Care and Northumbria CCG.
- Feedback has been shared with the trust's executive team, board and governors so that it can be included in the future clinical strategy and engagement activity.

Our journey continues...

**Budget and cost effectiveness:**

Our overall budget was set at £40,000 and the final spend came to £36,328.60.

The content and branding has continued to be used in the 70th year of the NHS and has been adopted regionally too. This demonstrates further value for money and a continued return on investment. With small adaptations we have been able to re-use content and ensure longevity, enhancing our approach.

Furthermore our join our journey content is continuing to be used as the trust moves forward to develop its clinical strategy and five year plan which will be presented at its AGM. Further associated stories are planned using this overarching brand and concept.