

Healthwatch Oxfordshire Board of Directors

Date of Meeting: 24 th November 2015	Paper No: 9
---	-------------

Title of Presentation: Minutes of the Marketing and Communications Group
--

This paper is for	Discussion		Decision		Information	X
-------------------	------------	--	----------	--	-------------	---

Purpose and Executive Summary (if paper longer than 3 pages):

Financial Implications of Paper:

Action Required: The Board is asked to note the minutes of the Marketing and Communications Group held on the 21 st October 2015.
--

Author: Richard Maynard

Title: Healthwatch Oxfordshire Marketing Sub Group Minutes			
Venue: Healthwatch Oxfordshire office, Whichford House		Date: 21.10.15	
Time: 11.00 - 13.15	Chairman: Eddie Duller		
Minute Taker: Richard Maynard			
Attendees: Eddie Duller, Rachel Coney, Jean Nunn-Price, Richard Maynard, Jacob Lant (Healthwatch England)			
Apologies: Jacquie Pearce-Gervis			
Agenda item	Notes		Action by
1	Ed Welcomed Members and the group noted apologies		
2	<p>Minutes of the last meeting were approved.</p> <p>Matters Arising- ED asked of the new terms of reference had now been written. It was confirmed that they had.</p> <p>It was noted that the new Marketing and Communications Manager was now in post.</p> <p>RC reported that several members of staff had now received media training and that Carol Moore had already begun doing media interviews.</p>		
3	<p>Updating printed materials - new strapline</p> <p>RM presented alternatives for a single, unifying strapline for all printed and online communications which concisely summarises Healthwatch Oxfordshire’s role. It was agreed that the following phrase will now be used: Your voice on health and social care”. This was agreed as a Chairman’s action on grounds of urgency and will be implemented with immediate effect.</p>		RM
4	<p>Marketing and Communications Strategy</p> <p>RM presented the new draft Marketing and Communications Strategy. It was agreed to send the document for approval by the Board, subject to the following amendments:</p> <ul style="list-style-type: none"> • Instead of ‘Third Sector’ use the phrase ‘not for profit’ • Social media performance should be measured by the quality of the followers, ie those with the most 		RM

	<p>influence, rather than simply the number of people engaging.</p> <ul style="list-style-type: none"> • Social media strategy should also include consideration of other channels, such as Snapchat, Instagram and What's App. • Media Relations should also include providing background information to organisations such as BBC Oxford to help them compile reports. • Suggestion by JL that a media protocol should be in place regarding when to respond to requests for a comment. Similarly, pre-prepared, pre-approved lines should be kept for those issues which are likely to arise, in case no spokesperson is available. • Media relations - include magazines in list of target media, and also trade press such as British Medical Journal, Local Government Chronicle, Health Service Journal, and Pulse. • Stakeholder management should include 'responding to invitations for speaking opportunities, instead of 'accepting'. • Aims of communication (section 2) should include the following additional items: to increase contacts with the public and that communications are reaching all target audiences • Leaflets and posters should carry email and web address, and also the Healthwatch Oxfordshire telephone number • Exploring income generating opportunities should be extended to all forms of communication, not just the website • The proposed column in the Oxford Mail should not be described as an 'opinion' column as it will also be factual. • Other visible presence - county council offices should be included as well as the district councils. This section also to include supplying copy to other organisations' publications. • Targeting communications activities - target for stakeholder relationship management should also include potential funders of Healthwatch Oxfordshire • Expenditure plan - figure allowed for printing should be doubled, from £2,105 to £4,210. <p>JL suggested that in addition to recording the number of hits to the website, we should consider examining how long visits last and how much material was downloaded. Healthwatch England may be able to help with this. RC suggested that we should also attempt to find out the proportion of hits to the website made from outside the organisation.</p> <p>JL reported that compared to other local Healthwatch, Oxfordshire's Facebook activity was average, but that the response to its Twitter activities was 'very good'. Tools are available to analyse the statistics in more detail.</p>	
--	---	--

	<p>ED asked for a costing to be carried out of distributing the newsletter in hard copy form, in order to assess whether it was still cost-effective to do so.</p> <p>ED suggested that Healthwatch Oxfordshire should consider selling advertising in its newsletter and website, although JL warned that this could compromise the independence of the organisation.</p> <p>RC reported that Healthwatch Oxfordshire was considering the acquisition of an extension to Mailchimp that would link it to the Customer Relationship Management system to allow better management of mailing lists.</p> <p>RC expressed the view that stakeholder management should focus on more credible with those stakeholders, in order to work in partnership with them, and that we should adopt the ethos of 'working with rather than working against'.</p> <p>JL suggested that the aims of Healthwatch Oxfordshire's communications activities could translate into a set of core messages. RC added that measuring the success of those messages could be achieved by measuring the extent to which change had been achieved in services to which they referred.</p> <p>JNP asked of more interactive content such as polls could be included on the website. JL suggested that this type of content was better-suited to social media.</p> <p>RC asked whether Healthwatch England could provide any information regarding the health service providers' contract which requires them to make patients aware of the existence of Healthwatch. JL will look into this.</p> <p>ED asked whether the use of television screens in hospital waiting areas had been considered as part of the communications strategy. However, JL advised that getting content onto these screens was prohibitively expensive.</p> <p>JL suggested that settings targets for communications activities should not be done until after the 360-degree survey had been completed at the end of the year.</p>	
5	<p>Updating website RM presented the paper outlining proposed changes to the Healthwatch Oxfordshire website.</p> <p>ED advised that the website content needed a complete re-write, and that a style book should be introduced to ensure consistency in written content.</p> <p>ED suggested that the website should carry more news content on health-related issues, from other sources, in order to encourage more visits to the site. However, RC</p>	RM

	<p>expressed concern at how labour-intensive this might be if it could not be configured in a way that refreshed itself automatically.</p> <p>JL advised that there was a free infographics tool available from Healthwatch England which could be used to create attractive graphics for websites. RM to liaise with Sarah Osment at Healthwatch England on this.</p> <p>JL advised caution in allowing advertising on the website, for the same reasons outlined in Item 4.</p> <p>It was agreed that RM will begin working on the improvements to the website straight away, and it will form part of a work programme to be agreed with RC once his probationary period has ended in November.</p>	
6	Date of next meeting - tbc, but likely to be mid-December	
7	AOB - no items raised. Meeting closed at 13.10	