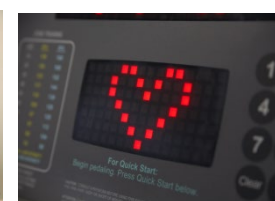
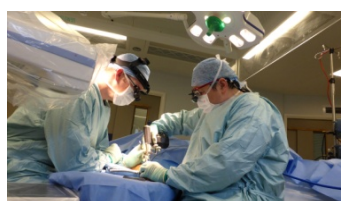


Communications Annual Update

18 November 2021



Last 12 months in numbers

- Dealt with **237** media enquiries
- Issued **149** press releases
- Researched/sourced **322** stories/headlines for Mel's WRU
- Written **78** video scripts
- Produced **25** issues of Let's Talk
- Commissioned **43** screensavers
- Processed **663** FOI requests
- 1.53 million page views on the website
- 1.47 million page views on the intranet

Top 10 online pages (last 12 months)

Website:

1. Links to online systems
2. Homepage
3. BRI contact details / map
4. Our People
5. Visiting and opening times
6. SLH contact details / map
7. Our services
8. Women and Newborn Unit
9. Our People – Join Our Team
10. Maternity self-referral form

Intranet:

1. HR site
2. Applications
3. Policies and Guidelines
4. Anti-microbial prescribing
5. COVID-19 site
6. Teams page
7. A&E pathways
8. Login page (mobile devices)
9. On-call consultants list
10. Token of appreciation

Notable TV projects

- BBC 2 Series “Yorkshire Born: Special Delivery” (following our homebirth midwife team – currently filming)
- BBC 2 Series “Yorkshire on Call” (following day-to-day work of community staff – currently filming with ACE Team)
- Channel 4 Dispatches: focus on our long-COVID clinic
- ITV Good Morning Britain: pop-up vaccine clinics for pregnant women
- ITV Lorraine: Pennine Breast Screening
- Plus numerous pieces for: BBC Look North, ITV Calendar, BBC The One Show

Some notable projects and campaigns

- Development and launch of Thrive
- Launch of COVID vaccine roll-out, PRC, COVID-19 vaccine trial 'world first' and maternity pop-up clinics
- Campaigns: 'vaccines protect', #embeddingkindness, 'Respect Us', Root Out Racism, organ donation 'leave them certain'
- OMS and Maternity EPR/Fetalink comms support
- Act As One Festival
- SPaRC launch
- Launch of People, Partners and Place

Upcoming project support

- Develop a new micro-site, 'Shape Up for Surgery', for prehabilitation
- Support the Command Centre activation programme
- Virtual Royal Infirmary: ongoing promotion of virtual services
- Sustainability / BTHFT Green Plan: comms to support implementation and #MissionToNetZero
- Corporate Strategy: promotion of refreshed corporate strategy and contribution to ICS / Place

Upcoming project support

- FT membership plan: comms support including online surveys, online content review, promotion of staff governors and producing regular membership updates
- Place: support BD&C in virtual team working and encouraging partnerships with wider stakeholders
- Equality, Diversity & Inclusion: forward planning on religious festivals, staff equality network updates and health equity projects
- Magnet4Europe: creating an intranet site and raising awareness of the Magnet programme