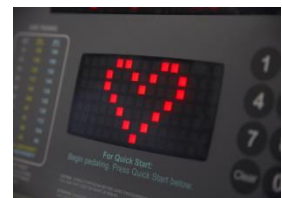


Communications Annual Update

16 November 2023



Last 12 months in numbers

- Dealt with **242** media enquiries
- Issued **113** press releases
- Researched/sourced **42** stories for Mel's WRU
- Produced **27** issues of Let's Talk
- Commissioned **66** screensavers
- Processed **959** FOI requests
- 1.1 million page views on the website
- 2.1 million page views on the intranet

Top 10 online pages (last 12 months)

Website (1.1m views):

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

Intranet (2.1million views):

1. Applications
2. Policies and Guidelines
3. HR site
4. Anti-microbial prescribing
5. Thrive
6. Teams and departments
7. Login page (mobile devices)
8. On-call consultants rota
9. Policies – children's services
10. Thrive – your development

Notable TV projects

The BBC Series 'Yorkshire Midwives on Call' was a huge success...:

- Moved from BBC2 to BBC1
- Nominated for multiple awards - runner-up in this year's Royal Television Society (Yorkshire documentary) awards
- Featured in The Times, Sunday Times, Irish Times, Observer, The Guardian, Daily Telegraph, The Sun, Daily Mirror, Daily Mail, Daily Express, Metro, T&A, Yorkshire Post, Yorkshire Live, Femail First, TV Times, Radio Times, What's on TV, Inside Soap, Inside TV, Total TV Guide
- BBC Look North, BBC Morning Live, BBC Radio - Leeds, Radio 2, 5Live

What to watch

YORKSHIRE MIDWIVES ON CALL *BBC Two, 8.00pm, not Wales*



The Yorkshire midwives invite the cameras back for a second series

There's plenty of life and take-a-deep-breath drama as this emotionally rich documentary series about the close-knit team of home-birth midwives in Bradford, and their pregnant patients, gets under way for its second series. "It's like *Call the Midwife* without the bicycles," laughs one of the team at the outset. And that (minus the wimples, too, of course) pretty much sums up its appeal: we get to look in on - and learn about - the

everyday drama of some of the biggest and most powerfully emotional moments in these new parents' lives, magnified all the more as they take place not in the clinical environment of a hospital but rather in the far more intimate setting of their own homes. With each member of the home birth team having around 30 women on their books at any given time, there's no shortage of opportunity.

Tonight's opener focuses on the midwives Laura, Gemma and Michaela (the latter so adept at bringing on overdue mothers, via a process called a stretch and sweep, that she is known to her colleagues as "the super-sweeper") as they care for three expectant mothers, who each experience a range of the complications and challenges that are unique to home births.
Gerard O'Donovan

Yorkshire Midwives on Call, BBC2, review: Childbirth as it is in real life – miraculous and entirely normal

The BBC's new documentary series goes further than just the spectacle of birth ★★★★★

Notable TV projects

- NHS75 coverage (special edition of BBC Look North broadcast live from BRI and running interviews throughout the day on BBC Radio Leeds)
- da Vinci robot, Baggins the Bear and industrial action (BBC Look North)
- Doctor's strikes (ITV Calendar and BBC look North)
- Organ donation (BBC Look North including widespread radio interviews with likes of BBC Radio Leeds, Drystone Radio , Pulse Radio, Global News, etc)
- BiB air pollution research story (BBC Look North and also Global News)
- REACT filming with BBC Look North – joint with Marie Curie
- Currently working with Channel Four News on a piece about inequalities (now joint project with Act as One)
- Plus numerous pieces and various other requests from independent TV companies seeking commissions, Steph's Packed Lunch, ITN News, Channel 4 News, True North Productions

Some notable projects and campaigns

- DAISY Awards (screensavers, display screen content, web content, online nomination forms, PR)
- Capital developments – SLH day-case unit, new maternity theatres and enhanced maternal care recovery rooms, haemodialysis care unit, da Vinci robot
- NHS75 and Windrush 75
- Ramadan Allies and Ramadan fast packs
- Veteran Aware – supporting our commitment to improving care for veterans, reservists and members of the armed forces.
- Creation of a forward planner for religious / cultural events and awareness days

Some notable projects and campaigns

- Health and Wellbeing Week
- Thriving Together and Thrive Conference 2023 (for the leader in everyone)
- Virtual events team – Ramadan Allies, NHS75, Christmas, World Health Day, National Equality Week
- Organ Donation Week 2023
- Outstanding maternity programme
- Outstanding theatres service
- Freedom to Speak Up
- Creation of online photo galleries for events, e.g.: HRH The Princess Royal visit, NHS75, staff awards, Eid celebrations

Some notable projects and campaigns

- Launched new format for Mel's weekly round-up video, aligning it with programme strands from our vision allows us to tell stories with greater depth and impact, a longer shelf-life and more exposure across multiple platforms.
- Reviewed and developed our YouTube channel to optimise our weekly content for maximum engagement:
 - Created new playlists 'our people', 'our patients', 'our partners', 'our place';
 - Created 'end cards' for all videos with a call to action 'subscribe' button
 - Refined video titles and added detailed descriptions to improve search results

Digital projects and campaigns

- **Virtual Royal Infirmary and Digital Patient Information Project:** comms support including script and content reviews, development of patient journey web pages and virtual guides, promotion of new digital information, Patient Education Review Group

Virtual clinics on your mobile

Access our clinics



Fast Track Skin Check



Virtual Fracture Clinic



The Plaster Room

- RALP patient journey
- Paediatric surgery video and web pathway
- Upper GI patient cancer pathway
- Haematology patient journey
- Virtual fracture clinic
- Eliminate Hep-C

Upcoming project support

- EPR Theatres and Critical Care (countdown to go-live)
- Non-surgical Oncology Programme
- Virtual Royal Infirmary – development of website content and promotion of virtual clinics / online content
- Thriving Together and ‘Moments That Matter’ launch
- Redevelopment of our Thrive portal
- Place: system-wide forward planning on religious / cultural festivals and awareness days
- Capital developments – SLH day-case unit and new endoscopy unit
- Research – UK centre for Astra Zeneca clinical trials