NHSScotland Communications Awards 2018
Wednesday 21 March 2018, BT Murrayfield
Welcome to the NHSScotland Communications Awards 2018

Now in their third year, the awards are an opportunity to recognise the talent and achievements of communications staff across NHSScotland.

Once again, the quality and diverse range of entries has been impressive, making the task of selecting the winners even more difficult than usual. As someone who is still relatively new to the NHS, I’ve also been struck by the creativity and innovation displayed by individuals and teams often on a tight, and in many cases non-existent, budget.

My thanks go to Elsbeth Campbell (Head of Communications, NHS Forth Valley) and her team for their tremendous, diligent work co-ordinating this year’s award submissions. I am also grateful to Elsbeth and to Jane Hoeflich (Marketing Manager, NHS Health Scotland) and other members of the Planning Group for shortlisting the abundance of entries. Finally my sincere thanks to our judging panel who had the unenviable task of selecting the winners - Andrew Wilkie (Head of Corporate Communication, Office of the Chief Executive, NHSScotland), Alastair Scott (Managing Director, 20/20 Productions Europe Ltd and member of the Institute of Internal Communicators) and Andrew Walker (Head of Communications, Scottish Water).

Good luck to all of today’s finalists!

Judith Mackay
Chair, Planning Group
NHSScotland Communications Development Day
2018 NHSScotland Communications Awards

Finalists

**Best Use of Digital**

**QI Connect WebEx Series**
Healthcare Improvement Scotland
The sessions were developed to provide easily accessible, short learning opportunities which cover engaging topics and to connect with national and international leaders in quality improvement.

**Infection Prevention and Control Hand Hygiene Soap Opera**
NHS Lanarkshire
The videos were created to help raise awareness of hand hygiene and to encourage staff to adhere to procedures in a fun, quirky and memorable way that would stimulate discussion.

**Chatty Tuesdays Social Media Campaign**
NHS Forth Valley
A social media campaign to create a greater awareness of NHS Forth Valley’s speech and language therapy service, share practical advice and reach a wider range of people.

**Cervical Screening ‘Flower’ Campaign**
NHS Health Scotland
‘Flower’ was a joint campaign with the Scottish Government which aimed to grab the attention of young women to encourage them to attend their cervical screening appointment.

**Scottish Clinical Simulation Centre Website**
NHS Forth Valley
The website is fully integrated for the Scottish Centre for Simulation and Clinical Human Factors to promote the centre and its courses to a world-wide audience and to introduce an automated online booking system.

**Winter Social Media**
NHS Fife
The digital campaign promoted striking, eye-catching winter messages that people wanted to follow, rather than generic messages that people felt they should follow, to ultimately ease pressure on the hospitals.

**Best In-house Campaign**

**Staff Flu Campaign**
NHS Fife
The campaign aimed to considerably increase the number of staff receiving the flu vaccine. The final figure for 2017/18 was 50.1 per cent, compared to 28 per cent in 2016/17.
Organisational Improvement Programme
NHS 24
The team developed and delivered a robust multi-strand communications and engagement campaign to transfer the 111 service to a new technology platform.

Organ Donation
NHS Forth Valley
To help promote Organ Donation Week, the local campaign set out to increase the number of people signing the organ donor register through highlighting local patients who had benefitted from organ transplants.

Festive Amazing Stories
NHS National Services Scotland – Scottish National Blood Transfusion Service
The primary objectives of the stories were to encourage existing donors to give blood in the weeks leading up to Christmas, maintain blood stock levels and to sign up new donors.

Care Opinion
NHS Borders
Care Opinion was widely adopted as an additional way to make it easier for patients to provide feedback and to help identify areas for improvement.

Improving Staff Morale
NHS Forth Valley
The campaign aimed to increase awareness of the excellent work being carried out by staff, boost staff morale and improve the reputation of the organisation.

Best Partnership Campaign
Building and Celebrating Communities
NHS Lanarkshire and South Lanarkshire Health and Social Care Partnership
The project explored how the partnership could generate more space for communities to create and discuss the things that mattered to them.

Promoting NHSScotland as a World Healthcare Leader at the IHI Forum - London 2017
Healthcare Improvement Scotland, NHS Education for Scotland and the Scottish Government
Attendance at the IHI Forum aimed to raise the profile of NHSScotland’s work in quality improvement and patient safety and to gain international recognition for the work being done in Scotland.

This is Lanarkshire...
NHS Lanarkshire
The campaign collaborated with general medical practices to promote what Lanarkshire has to offer the GP jobs market and to encourage GPs to apply for local vacancies.
National Flu Immunisation Awareness Campaign 2017/18
NHS Health Scotland
This annual campaign aimed to raise awareness of the importance of the flu vaccine, ensured that those at risk knew they were eligible for the vaccine, and to recognise that flu is a serious illness.

Meet the Experts
NHS Lanarkshire
People in Lanarkshire were encouraged to use alternative healthcare providers without the need to go to their GP or Accident and Emergency Department.

Best In-house Graphic Design

Anchor Unit Recruitment Day
NHS Grampian
The eye-catching ad to publicise the recruitment day was turned around in a matter of hours and was used on a poster and social media, resulting in a successful recruitment day.

iQuit: Stopping Smoking when you’re in Prison
NHS Health Scotland
A positive, empowering and engaging resource was developed to encourage uptake of the smoking cessation groups in prisons.

NES Annual Report 2017
NHS Education for Scotland
The main objectives were to present the work in a rational and user-friendly manner, create a visual experience of the highest quality while taking an innovative approach to delivering a corporate annual report.

Know the Score Campaign
NHS Fife
A campaign aimed at clinical staff to help eliminate incidence of avoidable cardiac arrest at the Victoria Hospital, Kirkcaldy. A series of eye-catching materials were produced to reinforce protocols and to help commit them to memory.

‘Welcome...’ Ward: Person-centred Care and Visiting within NHS Grampian
NHS Grampian
The project aimed to adopt a consistent approach to visiting times and recognised the important role that carers, families and friends play in supporting person-centred, safe and effective care.

Organ Donation Campaign
NHS Forth Valley
To help promote Organ Donation Week the local campaign set out to increase the number of people signing the organ donor register through highlighting local patients who had benefitted from organ transplants.
Best Internal Communications

Staff News
NHS Forth Valley
The magazine is designed to inform, entertain, instil a sense of belonging and generate pride in the organisation. It aims to raise awareness of key issues, encourage conversation and celebrate success.

UpFront
NHS Grampian
The newspaper shares news of staff achievements, new opportunities for learning and development, and significant milestones for the organisation with all staff members.

Jack Copland Centre Staff Communications and Engagement
NHS National Services Scotland
The new headquarters for the Scottish National Blood Transfusion Centre brought together staff from three main sites and the communications around the move had to be handled sensitively.

Internal Flu Campaign Winter 2017/18
NHS Lanarkshire
The incentive-based campaign encouraged staff to receive the flu vaccine to try to increase the percentage of staff who were vaccinated.

Staff Engagement Campaign
NHS 24
This programme of work set out to support, recognise, value and empower the 1,900 plus workforce which has delivered high quality, safe and effective services despite a number of challenges.

Best Event

NHS Fife Achievement Awards 2017
NHS Fife
These awards celebrated the work of NHS Fife staff, volunteers and public partners across 10 categories.

Ayrshire Achieves 2017
NHS Ayrshire & Arran
The event celebrated staff and volunteers from across NHS Ayrshire & Arran and the three local health and social care partnerships.

From Space, Down to Earth Qi Connect Webex Session
Healthcare Improvement Scotland and NASA
The session provided an opportunity for NHS professionals to learn from NASA, a world-leader in the field of health and safety.
Best Crisis Communications

**Manchester Bombing Incident**
NHS National Services Scotland – Scottish National Blood Transfusion Service

After the incident the Scottish National Blood Transfusion Service received numerous enquiries from the public about blood stocks and the communications around this had to be managed carefully.

**Cluster of Drug-related Attendances / Deaths – December 2017**
NHS Borders

Working in partnership with key stakeholders, the Communications Team led on the comms around a public health incident on an unusually high number of drug-related admissions.

**Closure of the Children’s Ward at Dr Gray’s Hospital, Elgin**
NHS Grampian

A new and innovative approach was taken to deal with the temporary ward closure in an open and honest way, to help rebuild public trust and confidence.

**WannaCry Cyber Attack**
NHS Lanarkshire

As a result of the attack, staff did not have access to any networked systems. The Communications Team had to come up with alternative ways to inform staff in a fast moving and pressured situation.

**Hepatitis A Outbreak Crisis Management**
NHS Lanarkshire

An outbreak of Hepatitis A cases in a localised area led to a wide-spread public health campaign to highlight the signs and symptoms.
Team of the Year

NHS Borders
“NHS Borders Communications Team works under pressure, to tight deadlines and often deals with sensitive, distressing issues but always remains professional, courteous and with a smile for their customers. They are a dedicated, motivated, high achieving team who support and genuinely care for each other; demonstrating dignity and respect, care and compassion, openness, honesty and responsibility, always with patients at the heart of their work.”

NHS Health Scotland – Publishing Services Team
“The Publishing Team continually adapts, evolves and innovates within the ever-changing landscape of publishing communications and in the face of financial challenges. They maximise their knowledge, skills and tools to communicate effectively and accurately with key stakeholders. The team’s results and achievements have strengthened the overall organisation’s performance, and they have played a key part in communicating the messages which are vital to the success of Health Scotland’s mission to reduce health inequalities in Scotland.”

NHS Lanarkshire
“The team is ambitious, bold, committed, conscientious, creative, curious, diligent, disciplined, eager, earnest, engaged, enthusiastic, friendly, flexible, forward-thinking, gregarious, generous, hardworking, honest, humorous, impassioned, industrious, innovative, jovial, just, kind, keen, laudable, likeable, loyal, marvellous, measured, modest ... the list goes on. They bring all of this every day, working together and supporting each other in a pressured environment, to consistently deliver high quality work for NHS Lanarkshire.”

NHS Ayrshire & Arran
“Fantastic! The office is always noisy with the team chatting, while the radio plays. Yet, the work is always done. Visitors to the department always comment that they are a great bunch, and that the department is a great place to work. They are able to bounce ideas off each other - if someone needs a hand working out a problem, there is always someone there to help. The success of the department lies in the fact that they get along so well.”

NHS Fife
“There are individual talents in this team, to be sure, but what makes them really shine is the ease with which they collaborate to become greater than the sum of their parts. They do it instinctively. They get their best ideas when they bounce them around together, they know each other’s strengths and weaknesses, help each other out and are unashamed to ask each other for support. They work like this because they have a strong sense of common purpose and a shared pride in the service they offer.”