

PUBLIC HEALTH REFORM (PHR)/PUBLIC HEALTH SCOTLAND (PHS)

COMMUNICATIONS, ENGAGEMENT AND MARKETING PROJECT

OBJECTIVE & DELIVERABLE 1

Introduction

This document sets out the approach, findings and recommendations from Objective 1 as set out in the Project Initiation Document.

Objective

Describe the current structures and functions in relation to Communications, Marketing and Engagement (including, internal/ external communications and engagement, public affairs, media relations and media digital communications and publishing) in NHS Health Scotland (HS) and Public Health Intelligence (PHI), National Services Scotland (NSS).

Deliverable

Discovery review detailing the current internal Communications, Marketing and Engagement role, capacity and structure (for both HS and NSS/PHI) which will include the identification of all costs, service agreements, capital assets and contracts associated with the above by end January 2019.

Activity to Date

Information on staffing levels and staffing costs has been gathered by the Corporate Services project.

In order to gather the additional information specific to CEM lead individuals within Health Scotland and NSS/PHI were provided with a data capture form to bring together the relevant information for their organisation.

At this point the project has not been able to identify a detailed capital asset register relevant to CEM activity. However, project group has agreed to the assumption that each member of staff will currently have one PC, Mac or laptop, one mobile phone and one landline.

Key Learning Points

1. From a staff resource perspective NSS currently has 2.9 WTEs allocated against CEM work for PHI. The majority of staff within NSS (circa 60 WTEs) who provide CEM support are working within areas that will remain within NSS. The staff resource outlined in this document covers all staff and provides an indication of how staff are supporting PHI. PHI itself has 15 roles, all are focussing on digital support for CEM. HS has 63 WTEs for CEM activity.

2. Total non-staff expenditure on CEM activity across HS and PHI is £2,267,940.
3. The digital estate of the two organisations includes 61 websites and 19 social media accounts.
4. The contracts listed are those relating to CEM which are not implemented via the Marketing Services Framework. Owing to how PHS is being set up any future contracts can be delivered via the same framework.

Recommendations

1. This report is the final output from Deliverable 1.
2. Deliverables 2 to 4 will be completed by end of May 2019. The information gathered from Deliverable 1 will be applied to the other deliverables across the CEM project.
3. Alongside the work undertaken by HS and NSS/PHI it is important to consider the connections with other organisations in Scotland that are involved in public health-linked CEM activity. These include:
 - a. Local Authorities
 - b. Scottish Government H&SC Directorates, News and Health Marketing
 - c. Health and Social Care Partnerships
 - d. Food Standards Scotland
 - e. NHS Inform/24
 - f. NHS HIS
 - g. NHS NES
 - h. NHS Scotland territorial boards
 - i. Specialist clinical groups in Scotland
 - j. Scottish Immunisation Programme (SIP)
 - k. National Screening Communications and Information Group (NSCIG)
 - l. Scottish Human Rights Commission
 - m. Stakeholders from Scotland's third sector organisations, such as the ALLIANCE, VHS, ASH Scotland and CRUK
4. This restructure gives an opportunity to rationalise, de-dupe and potentially deliver additional capacity. Future deliverables will identify whether the existing capacity is sufficient to meet the aims of PHS or if additional resource/outsourcing is required.
5. The CEM activity undertaken via HS, central NSS and PHI will need to continue to be supported in advance of and from Vesting Day and a launch plan for PHS together with a transition plan will be delivered via Objective 5.

HEALTH SCOTLAND

OVERVIEW

Marketing and Digital Services (M&DS)

Develops and designs effective marketing strategies, getting the right information to the right audience at the right time. They provide expert advice to internal and external customers and develop and deliver a range of products and services that help improve health and reduce health inequalities across Scotland.

M&DS work with colleagues and stakeholders across health and social care, SG, the third sector and with small businesses across Scotland to deliver strategic marketing, digital and publishing advice and consultancy. The scope of activity includes:

- Marketing - strategic campaign development and delivery, audience insights, creative concept development social marketing campaigns, direct and emarketing, data visualisation (infographics) brand and identity development.
- Digital - digital solution design and development (websites and web-based business tools), digital content design and management, user experience (research, insights and testing), digital tools.
- Publishing - editing, design, layout and artworking, production, distribution and warehousing to publish a range of printed and online publications from research reports, evidence reviews, to campaign posters and leaflets.
- Once for Scotland - publishes and maintains a range of professional support and guidance materials alongside patient information and informed consent materials. A print and distribution consultation and procurement service is provided to all National NHS Boards as well as a national Web2Print resource, with national efficiencies delivered.

The development process includes: insight gathering to inform motivation, setting the right tone and calls to action; user-journey mapping, pre-testing and user-testing to ensure products meet the needs of their intended (diverse) audiences. Significant effort is made to ensure all products are quality assured, are inclusive and accessible.

The team leads on, or supports SG, in developing and delivering public health campaigns. Recent examples include the national re-brand of smoking cessation services 'Quit Your Way', Bowel Screening, Anti-microbial Resistance, Fit for Work Scotland, Healthy Working Lives, Cervical Screening social media campaign and the Flu Campaign.

Communications and Engagement

Communications and Engagement capability is split across the Strategic Development and Communications and Engagement team. Between them, they lead the development and performance management of corporate strategic plans, ensure that through a range of services, including corporate events, stakeholder needs inform both the development and review of the organisation's work. The Strategic Development team works in partnership with the Communications and Engagement team, which has the remit to promote, position and protect the organisation's reputation in developing and disseminating our messages to a stakeholders across all sectors.

Strategic Development and the Communications and Engagement team lead the organisation in

- Influencing strategic direction, and ensuring it is both kept on track and adaptive to change.
- Monitoring relevant changes in the external landscape that may impact the above and determining and implementing appropriate actions in response.
- Ensuring that the organisation is fully supported in the ongoing delivery and governance of key core functions, including communications and strategic performance.
- Ensuring that the organisation's legacy of fairer health improvement is reflected in future public health priorities through effective communications and demonstration of impact.

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- Ensuring that there is an effective approach to keeping all users, staff and stakeholders informed and engaged, understanding the purpose and motivated through a period of transition and change.
- Playing a key role in establishing and managing the necessary complex and interdependent workstreams, connections and partnerships needed to support effective change and transition.
- Identifying strategic opportunities to influence the future public health body and lead and support joint change initiatives with partner organisations, where relevant and appropriate.

Communications and Engagement team members are aligned to the five Strategic Priorities from the NHS Health Scotland Fairer Healthier Scotland, as well as core priorities and strategic change priorities. They work closely with Commissioners, Organisational Leads and Heads of Service Delivery, agreeing communications and engagement priorities, strategies and plans, which are delivered across multiple channels, including press releases, video, podcasts, social media, workshops, seminars and conferences. Through analysis of media and corporate affairs, the team provides regular interpretation the public health landscape and beyond to support strategic decision making about future direction and to maintain and protect reputation.

The Strategic Development team undertakes regular and systematic stakeholder analysis, to map current stakeholders and their relationships with the organisation and to enable the organisation to design strategies and approaches for engaging with them about the organisation and its objectives.

Work closely with Executive Team, Corporate Management Team and wider organisation to ensure that relationship management and strategic engagement activities are joined up, consistent and co-ordinated.

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STAFF NUMBERS & BUDGET

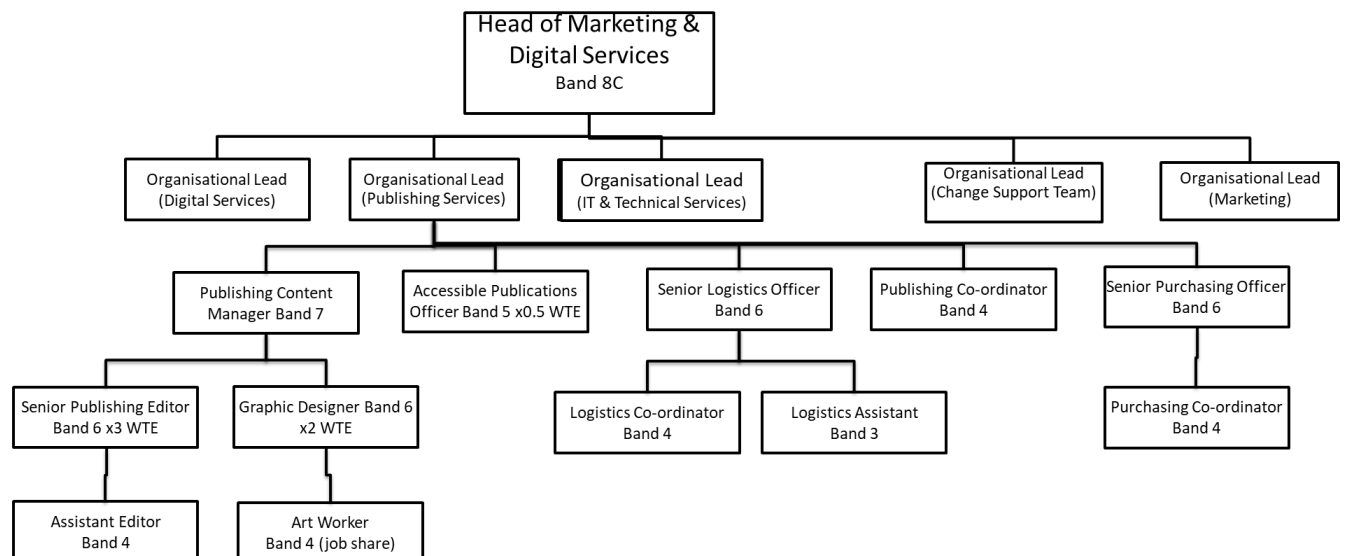
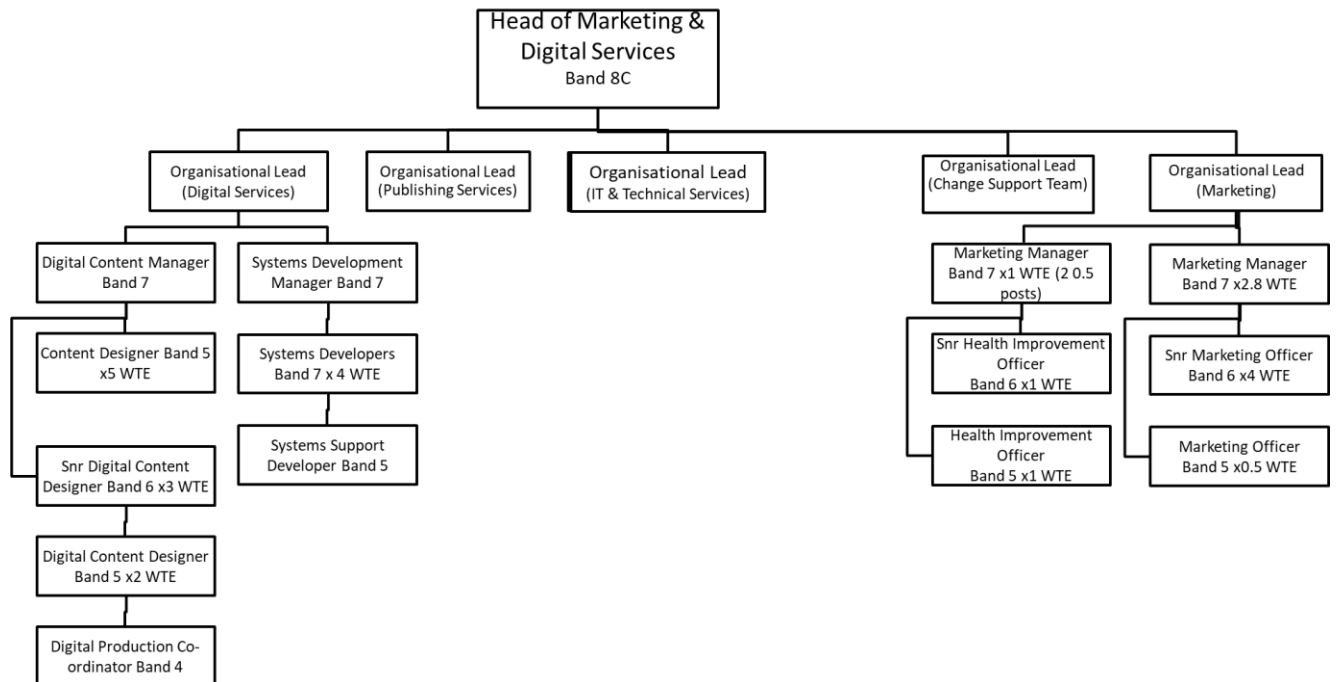
M&DS – 49 WTE

Communications and Engagement – 15 WTE

Corporate Communications: £ 501,000
 Events: £ 137,000
 Digital, Marketing and Publishing: £1,951,000

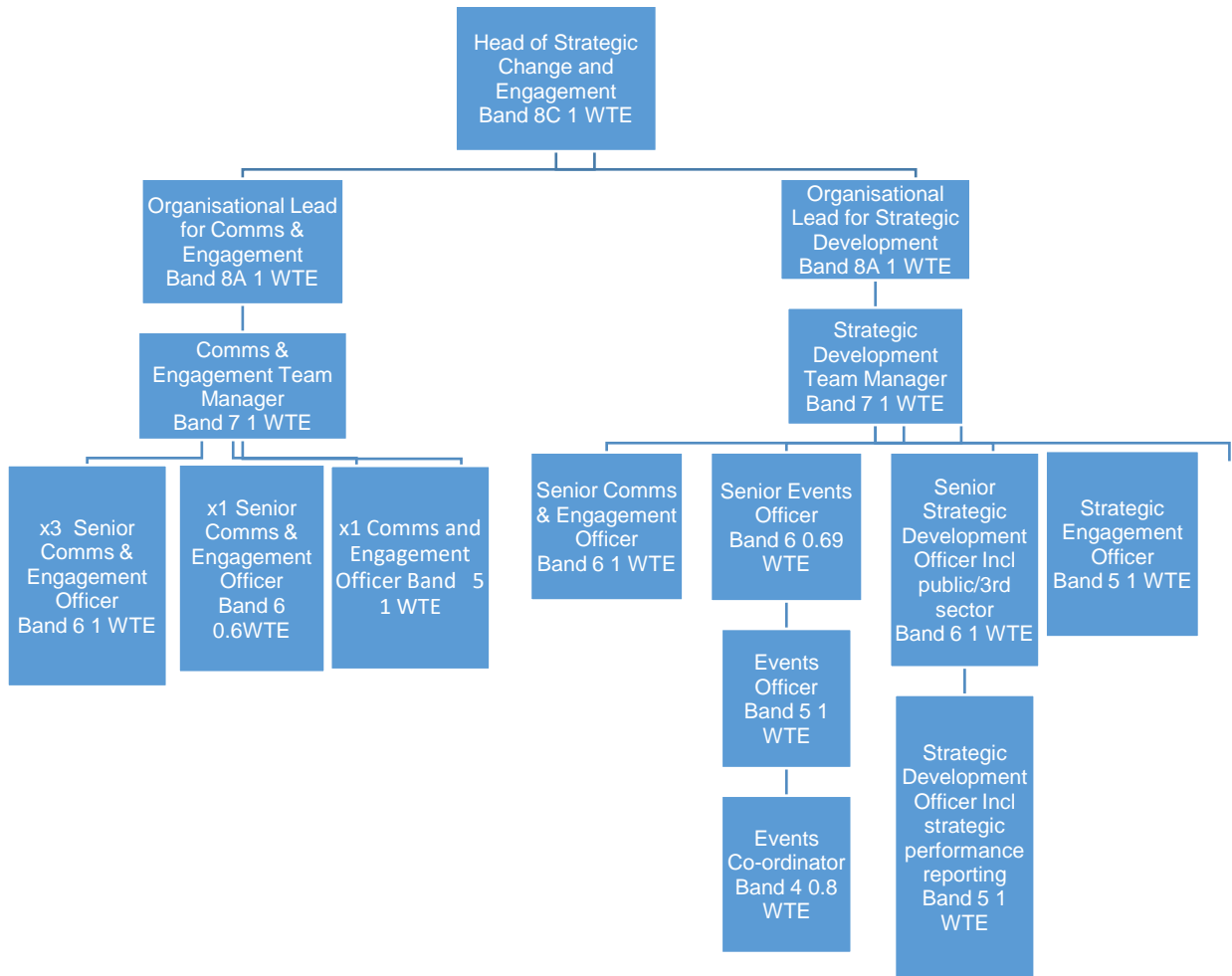
DEPARTMENT STRUCTURE

M&DS



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Communications and Engagement



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MARKETING AND COMMUNICATIONS BUDGET (EXCLUDING STAFF COSTS)

Budget	£
Media/Advertising Expenditure	585,782
Media Relations/PR	75,000
Digital/Social Media	77,298
Creative/Design/Production	55,000
Research/Evaluation	83,720
Event Management	71,000
Partnership/Engagement	22,000
Printing/Collateral/Branded Items	816,874

Additional relevant expenditure under HS

Web design and digital content development	£59,164
Web hosting and management	£15,000
Warehousing and distribution	£191,552
W2P	£20,000
Accessible publishing	£82,000
Total expenditure	£2,153,940

CAMPAIGNS/PROJECTS DELIVERED IN 2018/2019

Name	Target Audience	Budget	Continue in 19/20
Alcohol	Frontline staff and professionals and the targeted public	285,000	Yes
Antimicrobial	Frontline staff and professionals and the targeted public	87,000	TBC
Flu	Childhood: 1) Parents of all children aged 2-5 and not yet at school 2) All parents of children at primary school.	343,782	Yes
	Seasonal 1) All members of the public under the age of 65 years with an underlying health condition 2) All pregnant woman 3) All members of the public over the age of 65 years		Yes
HWL social media	SME employers and employees	63,889	Yes

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DIGITAL ASSETS – WEBSITES CONTROLLED

Website name	Domain	Description	Av monthly users and (sessions)
Change Hub	www.changehub.healthscotland.scot	Password protected site for HS staff engagement about PHR and PHS Launched August 2018	171 (213)
Child smile	www.child-smile.org.uk	Public facing website to improve oral health in children.	10,436 (12,176)
Choose Life	www.chooselife.net	Public facing Choose Life Suicide Prevention website	3,014 (3,538)
Community food and health Scotland	www.communityfoodandhealth.org.uk	Advice and resources for anyone involved in Community Food and Health projects.	
Gender based violence	www.gbv.scot.nhs.uk/	Resources to support workforce relating to Gender Based Violence. This site content has recently moved to Healthscotland.scot and this standalone site closed.	1,024 (1,192)
Health Scotland (.com)	www.healthscotland.com	Some areas of the site still in use. Content to be transitioned to Healthscotland.scot	27,515 (15,287)
Health Scotland (.scot)	http://www.healthscotland.scot/	Public facing Health Scotland website	12,881 (34,964)
Healthy Living Award	www.healthylivingaward.co.uk	Health Living Award site for the food service sector.	764 (958)
Healthy working lives	www.healthyworkinglives.scot	Resources for Healthy Working Lives	26,498 (29,466)
HIV Wake up	www.hiv-wakeup.org.uk	Site will be closing down	
Immunisation	www.nhsinform.scot/immunisation	Content moved from HS Immunisation site to NHS Inform Spring 2018.	
Lime survey – External	surveys.healthscotland.com	Lime Survey for external users	
Lime survey – internal	http://thesource.healthscotland.com/limesurvey	Lime Survey for internal users	
Maternal and Early Years	www.maternal-and-early-years.org.uk	Resources for Early Years workforce. Content will be migrated Q1 2019/20 and this site closed.	11,005 (12,980)
Outcomes framework	http://www.healthscotland.com/ofhi/	Virtual app inside healthscotland.com website	312 (374)
Physical activity and health alliance (PAHA)	www.paha.org.uk	NHS Scotland public facing website to support physical activity and health alliance.	1,174 (1,339)
Ready Steady Baby	www.readysteadybaby.org.uk	NHS public facing website to provide advice and guidance in preparation for parenthood.	15,743 (18,015)
Ready Steady Toddler	www.readysteadytoddler.org.uk	NHS public facing website to provide advice and guidance for parents of toddlers.	640 (747)
Scotland's mental health (SHMFA)	www.smhfa.com	Youth Mental Health First part of SMHFA, flagged for transition.	2,516 (3,401)
Scot PHN	www.scotphn.net	Website for Scottish Public Health Network	
Scot PHO	www.scotpho.org.uk	Website for Scottish Public Health	

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Website name	Domain	Description	Av monthly users and (sessions)
		Observatory	
Screening	www.nhsinform.scot/screening	Content management for NHS Inform site section on Health Screening tests	
SmokeFreeGrounds	www.smokefreegrounds.org	Marketing Campaign site	
Suicide Prevention	www.suicide-prevention.org.uk	NHS Public facing Suicide prevention site.	787 (895)
TMTS	tmts.healthscotland.com	Password protected site for Health Scotland to track training	
Virtual Learning Environment (VLE)	http://elearning.healthscotland.com	eLearning resources for Health Scotland password protected site	4,288 (7,405)
Surveys Tool (GT4)	http://surveys.healthyworkinglives.com/	Survey site for healthyworkinglives.scot	
Surveys Tool (In house)	surveys.healthyworkinglives.scot	Survey site for healthyworkinglives.scot replacing GT4 site above. Launching soon	
Youth mental health first (SHMFA:YP)	youngpeople.smhfa.com	Public facing site to provide resources in mental health for young people	341 (440)
The Source (intranet)	thesource.healthscotland.com	NHS Health Scotland intranet	1302 (11,540)
Board Extranet	access.healthscotland.com	NHS HS Board information	
Corporate Planning Tool	cpt.dynamics.healthscotland.com	Supported by True North	
Email tool	emailer.healthscotland.com	Used to send email campaigns	
Web2Print Tool	print.healthscotland.com	Print tool for healthscotland.com	
HWL Database	schwl.iportinstant.com	Health Working lives password protected site	
Eportfolio Tool	eportfolio.healthyworkinglives.com	Eportfolio tool for healthworkinglives.com	

DIGITAL ASSETS – SOCIAL MEDIA CHANNELS CONTROLLED

Platform	Name	Size (followers/likes)
Twitter	Healthy Working Lives	2,950
Facebook	Healthy Working Lives	1,075
Facebook	Healthy Living Award	279
Twitter	Healthy Living Award	1,181
Twitter	ScotPHO (Public Health Observatory)	1,379
Twitter	NHS HS Mental Health	1,172
Twitter	NHS HS Children and Young People	1,175
Twitter	MESAS/Minimum Unit Pricing	513
Twitter	@NHS_HS	21.8k
Instagram	Nhshealthscotland	1704

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DATABASES OPERATED

Name	Size	Description	Other Info
Healthy Working Lives (HWL) database	Organisation contacts: 18,000 Individual contacts: 69,500	Central repository for recording all HWL activity at national and local levels. Records and enables auditing of advice provided, holds all customer data and provides a CRM system for ongoing campaigns and communications updates e.g. bulletins	Externally hosted by Big Red Digital

SUPPLIERS

Contracts which are currently in place that support delivery of communications services but excludes any contracts covered by the SG Media, Marketing, Design and Print Framework Agreements.

Supplier	Contract Scope/Function	End Date	Value
NLA	Media Licence	March 2020	£9000 (approx.)
Press Data	Media Monitoring Service	March 2020	£20,000 (approx.)
Newsdirect	Public Affairs Monitoring	March 2020	£15,000 (approx.)

COMMUNICATION SERVICES

Service Name	Scope & Description
Web2Print	Allows users to customise and print materials from an online repository to ensure brand/design quality.
Once for Scotland: Distribution advice and delivery	All NHS National Boards plus SG use our expertise to collate, procure and distribute print materials. Strong efficiency savings demonstrated
Campaign management	Full campaign strategy development to delivery and evaluation
Once for Scotland: Print Management	Print advice and procurement service, strong efficiency savings demonstrated over several years
Graphic Design and artworking	Design, branding and artworking skills are made available to partners where capacity allows
Campaign and marketing consultancy	Advice given to partners and stakeholders e.g. Social Security Scotland and Cleaner Air for Scotland
Events	Events team is increasingly supporting partners in event management.

NHS NATIONAL SERVICES SCOTLAND/PUBLIC HEALTH AND INTELLIGENCE

Communications, engagement and marketing activity is provided to Public Health and Intelligence (PHI which is made up of two service areas – Health Protection Scotland and Information Services Division) by their internal team and by the Customer Engagement and Development (CEAD) team, a central function within NHS National Services Scotland (NSS)

OVERVIEW

CEAD

The remit of CEAD is to lead the NSS approach to customer engagement; market development; public engagement; marketing and branding; customer insight and measures; digital engagement and workplace; media relations; and internal and external communications.

This remit extends to all areas of NSS covering requirements for both corporate functions and the following services: Information Services Division (ISD) Scotland; Health Protection Scotland; National Procurement; Logistics; National Services Division; Health Facilities Scotland; Central Legal Office, Digital and IT Security; Programme Management Services; Practitioner Services Division; Counter Fraud Services; Scottish National Blood Transfusion Service.

Communications requirements are delivered by the Marketing Communications (MCOMs) team and they are responsible for:

- Managing and delivering all brand development, marketing communications, internal communications and creative services for all of NSS.
- Managing media relationships, promoting a positive public perception and ensuring NSS and its services maintain an excellent external reputation.
- Managing all organisational communications channels to customers and stakeholders and ensuring that the NSS engagement experience through those channels is easy, consistent and satisfying.
- Ensuring a consistent organisational presence and user experience across the web, social media and the NSS intranet.

Internal communications responsibility is to all 3,600 NSS staff.

Externally the focus is on organisations across the public sector and their staff. Some aspects of communications support covers the public but represents a small percentage of the teams' work.

CEAD has a Customer Experience (CX) team which includes business partners who manage the directorate's relationship with internal customers and ensures appropriate NSS and service communications and engagement plans are in place. The CX team also supports events management and research.

Additional partnership and engagement support comes from the strategic partnerships lead and the customer and solution development team.

STAFF NUMBERS & BUDGET

CEAD – 47 roles (based on organisation structure)

In terms of staff, we estimate the support that CEAD provides to PHI at around 2.9 WTE and a cost of £161,589.

The work load primarily encompasses:

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- Media management – of the total media enquiries CEAD manages, 34% are for PHI
- Social media management
- Ad hoc requests and monthly production of PHI Digest

The communications responsibility for the public health body has significantly increased our PHI related workload, but is technically commissioned by the NSS enabling Public Health Scotland Programme Board, as well as the other groups involved in setting up the new body, rather than PHI. This volume of work has been accounted for when calculating PHI resource levels in CEAD.

The following is provided as a ballpark to give an indication of the service that CEAD provides to PHI, based on an assessment of activity:

Customer Experience

- 30% of Band 7

Customer & Solution Development

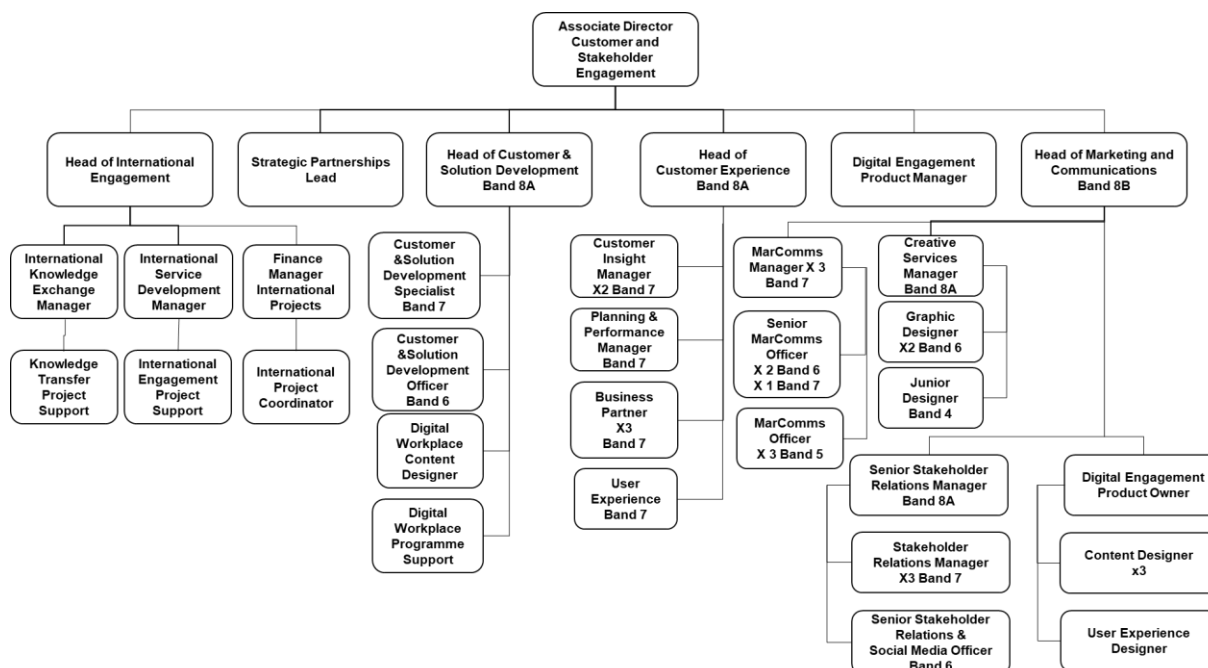
- 5% of Band 8b

Marketing Communications

- 5% of Band 6 (creative)
- 60% of Band 7 x 2 roles (stakeholder relations)
- 15% of Band 6 (stakeholder relations)
- 40% of Band 6 (public health reform)
- 5% of Band 8b (public health reform)
- 20% of Band 6 x 2 roles (marcomms)
- 20% of band 5 x 3 roles (marcomms)
- 5% of band 7 (marcomms)

DEPARTMENT STRUCTURE

CEAD



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PHI DIGITAL SUPPORT

OVERVIEW

PHI Digital Support provides a web, publications and graphics service but does not have a dedicated/internal communications resource within this service. The team provide publications support to all official health statistics as well as bespoke design and graphics input across the PHI suite of analytical products. The team maintain and update the extensive PHI web estate and is currently leading the redesign of the digital presence for PHI. The team also deliver bespoke business products for PHI such as staff induction materials and support to recruitment campaigns and also internal digital learning resources. Team also supports individual teams to support graphic and digital content. Full scope of service is outlined at: <https://spark.adobe.com/page/G9bhy4uuSTOMn/>.

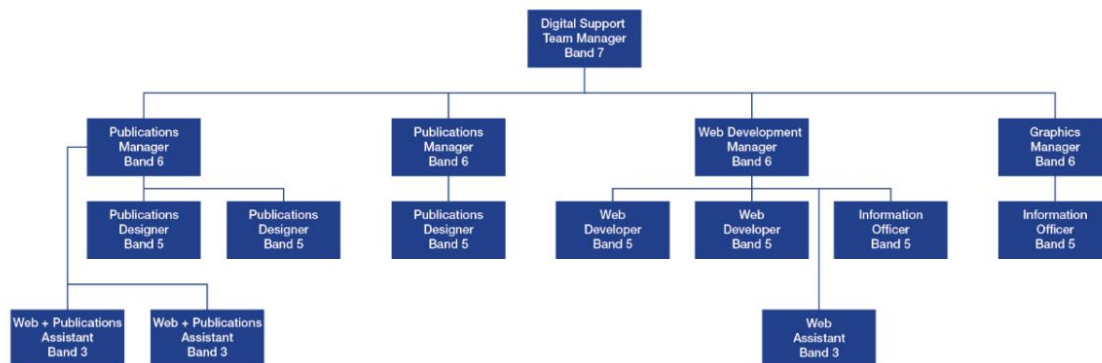
STAFF NUMBERS & BUDGET

PHI – Digital Support – 15 roles (based on organisation structure)

Staff Budget £580,000

DEPARTMENT STRUCTURE

PHI Digital Support



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THE FOLLOWING INFORMATION COVERS NSS/PHI

MARKETING AND COMMUNICATIONS BUDGET (EXCLUDING STAFF COSTS)

Budget	£
Media/Advertising Expenditure	
Media Relations/PR	26,000
Digital/Social Media	25,000
Creative/Design/Production	48,000
Research/Evaluation	
Event Management	13,000
Partnership/Engagement	
Printing/Collateral/Branded Items	2,000

Total expenditure £114,000

CAMPAIGNS/PROJECTS DELIVERED IN 2018/2019

Name	Target Audience	Budget	Continue in 19/20
Local Intelligence Support Team	Health and social care/ community planning partnerships	£60,000	Yes
SPIRE	General Practice and Wider Public	£10,000	Yes
Managed Services for Neuro Surgery (NHS Lothian)	Patients and Clinicians	£15,000	In Negotiation

The following information has been extracted from the CEAD Planning Calendar and relates to work completed or underway classified under PHI.

Public Health Body - Video edit from info sessions	Project	PHI
Public Health Body - Comms to staff with video, PHR animation, Common Grounds update	Project	PHI
Public Health Body - finalise Q&As from PHR info sessions	Project	PHI
National Burns Awareness Day	Social Media	PHI
International Infection Prevention Control Week	Social Media	PHI
Public Health Body - Comms to staff with video, Q&As &PHR programme papers, Common Grounds reminder to PHI staff	Project	PHI
Public Health Body - Comms to all Staff - PHS Chair position	Project	PHI
PHI Digest	Internal Comms	PHI
Public Health Body - write article for Dec Pulse	Project	PHI
SONAAR	Advice	PHI
Public Health Body - All Staff Comms - launch of new Corporate Services project	Project	PHI
PHI Digest	Internal Comms	PHI
PHI Digest	Internal Comms	PHI
ISD - Suicide Prevention publication comms plan	Stakeholder Relations	PHI
Public Health Body - All Staff Comms - a year to go - audio from Phil and Gerry	Project	PHI

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National Norovirus Season 2018-19 Campaign	Stakeholder Relations	PHI
Public Health Body - Video planning, filming and edits on commissions (Carol Sinclair and Scott Heald)	Project	PHI
PHI Digest	Internal Comms	PHI
SFRS/HSCPI Meeting - Holistic Vulnerable Risks	Engagement	PHI
HIV Prep - First Year Report Publication support	Engagement	PHI
Travax - Review current marketing info and websites, provide quick win recommendations	Campaign	PHI
Public Health Body - All Staff Comms - PHS values and culture animation and OD video comms	Project	PHI
Public Health Body - Video planning, filming and edits on commissions (Kate Harley, Andrew Fraser / Lorna Jackson, Pauline Craig)	Project	PHI

DIGITAL ASSETS – WEBSITES CONTROLLED

CEAD manages the NSS website. There are 48 service websites which are managed by each service. NSS is in the process of transforming all its service websites and CEAD is responsible for NSS-wide content policies, governance and training. Services remain responsible for managing, developing and updating their websites.

NSS IT host all PHI websites on SHOW (Scottish Health on the Web) infrastructure. NSS IT develop and support all PHI health protection sites and will shortly be developing and supporting all PHI data and intelligence sites. There is a PHI website redesign programme and many sites will be replaced, with Azure hosting, development and support by NSS IT.

Website name	Domain	Description	Av Monthly Users	Supplier
HPS Website & microsites	http://www.hps.scot.nhs.uk	Public facing site, that provides access to the latest health protection advice, guidance, news and surveillance data.	57578	NSS IT (Apps)
TRAVAX	http://www.travax.scot.nhs.uk	Password protected health professional's site which is used live in a clinical setting to provide travel health advice to patients.	14066	NSS IT (Apps)
Fitfortravel	http://www.fitfortravel.nhs.uk	Public facing travel health site which has millions of hits and popular in the media.	230,049	NSS IT (Apps)
Scottish Health Protection Information Resource (SHPIR)	http://www.shpir.hps.scot.nhs.uk	Closed site for health protection on call guidance for public health teams in NHS boards and HPS, to support outbreak management. Links with HPZone.		NSS IT (Apps)
National Infection Prevention and Control Manual (NIPCM)	www.nipcm.hps.scot.nhs.uk	Professional site for frontline healthcare professionals to access mandatory infection and prevention control advice and guidance.		NSS IT (Apps)
Scotland's Healthy Animals	www.scotlandshealthyanimals.scot	Professional site for Farmers, Vets and Animal owners on Infection Control and Antibiotic use in Animals.		NSS IT (Apps)
HPS Infozone	http://hpsinfozone/	HPS intranet		NSS IT (Apps)

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Website name	Domain	Description	Av Monthly Users	Supplier
NHS Performs	www.nhsperforms.scot	Public facing site for NHS statistics	629	NSS IT (Apps)
ISD Website	www.isdscotland.org	Public facing site, that provides access to the latest health statistics and reference information	24,068	NSS IT (SHOW)
National Data Catalogue	http://www.ndc.scot.nhs.uk	Public facing site, a one-stop-shop for health and social care data definitions and standards.		NSS IT (SHOW)
MSK audit	http://www.arthro.scot.nhs.uk	Public facing site, provides information from audit of SMR01 data.		NSS IT (SHOW)
Scottish MS Register	http://www.msk.scot.nhs.uk	Public facing site for Musculoskeletal Audit.		NSS IT (SHOW)
PRISMS	http://www.msr.scot.nhs.uk/index.html	Website of the Musculoskeletal (MSk) Audit which provide data to complement the work for orthopaedic treatment.		NSS IT (SHOW)
SCOTpho	http://www.scotpho.org.uk	Website Scottish Public Health Observatory.		NSS IT (SHOW)
Scottish ECT Accreditation Network	www.sean.org.uk	Web site Scottish ECT (Electroconvulsive Therapy) Accreditation Network.		NSS IT (SHOW)
Scottish Hip Fracture Audit	http://www.shfa.scot.nhs.uk	Website Scottish Hip Fracture Audit.		NSS IT (SHOW)
Scottish Intensive Care Society Audit	http://www.sicsag.scot.nhs.uk	Website Scottish Intensive Care Society Audit Group (SICSAG) giving information on the management of critically injured patients.		NSS IT (SHOW)
Scottish Renal Registry	http://www.srr.scot.nhs.uk	Scottish Renal Registry of patients with renal failure and other renal disorders in Scotland.		NSS IT (SHOW)
Scottish Trauma Audit Group	http://www.stag.scot.nhs.uk	Web site Scottish Trauma Audit Group. Aims to audit the management of seriously injured patients in Scotland.		NSS IT (SHOW)
Scottish Stroke Care Audit	http://www.strokeaudit.scot.nhs.uk/index.html	Website Scottish Stroke Care Audit which aims to improve the care and treatment of stroke victims.		NSS IT (SHOW)
Supremo	http://www.supremotrial.com	Website Supremo (Selective Use of Postoperative Radiotherapy after Mastectomy) trials.		NSS IT (SHOW)
SPIRE	http://www.spire.scot.nhs.uk	Spire – to promote and inform on ‘Scottish Primary Care Information Resource’ project.		NSS IT (SHOW)
Discovery	http://www.nssdiscovery.scot.nhs.uk	Discovery – to promote the NSS Discovery Project and help with user engagement.		NSS IT (SHOW)
Care Experience	http://www.careexperience.scot.nhs.uk/index.html	Website used to publish results of Inpatient Patient Experience Survey.		NSS IT (SHOW)

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Website name	Domain	Description	Av Monthly Users	Supplier
MSN Managed Services Network	http://www.msn-neuro.com	Website Managed Service Network for Neurosurgery		NSS IT (SHOW)
NHSNSS.ORG	http://www.nhsnss.org	Corporate website for NHS NSS	20,979	

DIGITAL ASSETS – SOCIAL MEDIA CHANNELS CONTROLLED

Platform	Name	Size (followers/likes)
Twitter	@NHSNSS	7,389 followers 1,621 likes
	@NHSNSS_CEO (launched 30 January 2019)	459 followers 22 likes
	@NHSSCFS	359 followers 423 likes
	@nhsscotproc	2,052 followers 821 likes
	@SHSCScot	546 followers 334 likes
	@givebloodscot	10,200 followers 7,270 likes
YouTube	NHS National Services Scotland	119 subscribers
Scottish National Blood Transfusion Service Facebook	SNBTS Facebook	69,375 likes
LinkedIn	NHS National Services Scotland	9,123 followers

DATABASES OPERATED

No communications databases maintained

SUPPLIERS

Contracts which are currently in place that support delivery of communications services but excludes any contracts covered by the SG Media, Marketing, Design and Print Framework Agreements)

Supplier	Contract Scope/Function	End Date	Value
prGloo	News release distribution and newsroom service	31.10.2020	6,000 per year
NLA	Media access	28.8.2019	14,600 per year
Kantar	Online news services, social news services and broadcast	31.10.2020	13,500 per year

COMMUNICATION SERVICES

Service Name	Scope & Description
Fit for Travel	Public facing digital information service on vaccinations and general health for worldwide travel
Travax	Professional facing digital information service on vaccinations and general health for worldwide travel- Subscription service

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Projects Comms Support	CEAD provides project specific communications support as and when required. These typically relate to activities being led by NSS. They may or may not have budget attached. For example, we are being asked to consider how we provide communications support to programmes such as SCIROCCO Exchange, Office 365, GPIT, CHI and Child Health Programmes, NHSScotland National Planning.
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