



Department  
of Health

# NHS CONSTITUTION DIGITAL SOCIAL MEDIA AWARENESS CAMPAIGN

20 OCTOBER – 17 NOVEMBER 2015

## Background: NHS Constitution

- **The NHS Constitution (NHSC) was first launched in 2009. It outlines;**
  - the principles that guide the NHS in all it does, and six values that underpin all actions within the NHS;
  - what patients and staff can expect from the NHS; and
  - commitments the NHS makes to patients and staff.
- **The Francis Inquiry into the failings at Mid-Staffordshire FT included nine recommendations relating to the Constitution:**
  - The Government accepted all nine recommendation in its response to the Francis Inquiry: *'Hard Truths: The Journey to putting patients first'*.
  - Sir Robert Francis *'The NHS Constitution should be the first reference point for all NHS patients and staff and should set out the system's common values'*.



**To achieve this, it is important that we raise awareness and understanding of the NHS Constitution, amongst NHS staff, patients and the public .**

- **Report on the Effect of the NHS Constitution;**
  - DH are legally required to lay before Parliament a 'Report on the Effect of the NHS Constitution' every three years, which measures the impact of the Constitution amongst the public, patients and staff.
  - The 2012 report found that awareness was generally low, particularly amongst patient's (**27%**)
  - The 2015 report found that awareness remains low; there was actually a 3% decrease in patient awareness from the previous report, to **24%**. Staff awareness of the NHS Constitution increased (**54% to 69%**), yet understanding and use of the NHS Constitution remained relatively low.

**The next report is due to be published in July 2018, and we want to see cross-system improvement in awareness levels.**

## Policy Context: NHS Constitution

### **The NHS Constitution is fundamental to local devolution plans...**

***“The Government [will] encourage local areas to adhere to the NHS Constitution in local devolution plans and...important national standards, specifically the NHS Constitution, still have to apply to NHS services with formal devolution arrangements”***

Source: NHS Confederation submission to the Communities and Local Government Select Committee inquiry into the Government's Cities and Local Government Devolution Bill, September 2015

### **... and empowers patients and their families by providing them with up to date information about their legal rights**

***“We have the chance to make NHS patients the most powerful patients in the world... Real patient power is not just about knowledge it is about being able to act on that knowledge so that those providing care feel real consequences”***

Source: Secretary of State Speech, “Making Healthcare more human centred”, King’s Fund, 16<sup>th</sup> July 2015

## DH Strategy: Embedding the NHS Constitution

- **OUR AIM**

- To further embed the NHS Constitution into the NHS through increasing awareness and understanding. Until the NHS Constitution is recognised as the first reference point in the NHS, the benefits to users will be limited.
- Whilst this campaign will predominantly focus on patients and the public, we want to raise awareness of the NHS Constitution for England, across all sectors, including NHS staff.

- **OUR STRATEGY**

- Due to financial constraints, this campaign needs to be run at very little/no cost. We believe the most effective method is to focus on a **core social media awareness campaign**. At the same time, we are working on a package of other activities designed to reinforce and embed the NHS Constitution further into the NHS, including;
  - Working with partners to link NHS Constitution values with foundation trust values, allowing the NHS Constitution greater coverage in secondary care.
  - Linking in to work on freedom to speak up in the workplace, and bullying and harassment.
  - Making the NHS Constitution more prevalent throughout the health system- for example, through making the NHS Constitution and the videos used within this social media campaign, a feature on NHS Choices.
  - Providing assistance to stakeholders who are implementing projects linked to the NHS Constitution, such as Lewisham and Greenwich NHS Trust's 'Living Our Values' initiative which engages staff to develop a 'charter' based on the values of the NHS Constitution.

**To embed the NHS Constitution across the NHS, it is essential we raise its awareness through system-wide support. This is why we are asking for your help.**

## Stage 1- Social media campaign

### Stage 1: Broadcasting information: Aim to give the NHS Constitution a practical context

Month long campaign, focusing around the release of videos made by Health Education England which give practical examples of what each NHS value means in practice, in ensuring patients get the care and treatment they deserve.

Upon publication of the videos, we will be releasing quotes provided to us by Sir Robert Francis, on the benefits of the NHS Constitution to users and staff. We would also like everyone to consider whether there are any bulletins/e-newsletters/communication routes that can be used, to further the impact of this campaign. If there is, please do let us know, and we can provide you with the resources you need.

Throughout this month long campaign, we will also be focusing on other areas of work that will help to promote the NHS Constitution, as described in the previous slide. Again, if there are any other areas of work that you think could be used to help us further the impact of this campaign, please do let us know.

If you agree, we would like the above to be replicated by you on your social media sites. This would help us to increase the reach and amplification of this initial campaign, thereby providing more impetus.

## Suggested plan of action

Suggested date	Suggested tweet (can be retweeted, replicated, used as a template, or just to take the key message from it)
October 20 <sup>th</sup>	What is the NHS Constitution, who is it for, and what can you expect from it? Take a look at this video to find out! <a href="http://bit.ly/1Mg9MD0">http://bit.ly/1Mg9MD0</a>
October 21 <sup>st</sup>	Sir Robert Francis- <i>'the NHS Constitution should be the first point of reference for all patients and staff..'</i> <a href="http://bit.ly/1JrvjeZ">http://bit.ly/1JrvjeZ</a>
October 22 <sup>nd</sup>	SRF- <i>'the Constitution is an immensely useful tool, not only for patients, but for NHS staff at all levels..'</i>  Include picture of SRF
October 23 <sup>rd</sup>	SRF- <i>'It's important not only that everyone is familiar with rights/responsibilities in the Constitution, but that they are a reality for all'</i> (1/2)  SRF- <i>'We need to be confident that when staff stand up for patients' rights, they will be listened to and their concerns acted on'</i> (2/2)  Include picture of SRF
October 26 <sup>th</sup>	<b>Publicise the easy read version of the NHS Constitution- published on 14<sup>th</sup> October-</b> <a href="http://bit.ly/18v22j4">http://bit.ly/18v22j4</a>
October 27 <sup>th</sup>	A core value for us is working together for patients; patients come first in everything the NHS does. See in practice <a href="http://bit.ly/1R1697y">http://bit.ly/1R1697y</a>
October 29 <sup>th</sup>	The NHS values every person as an individual, and treats them with the respect and dignity they deserve; <a href="http://bit.ly/1VGXmJD">http://bit.ly/1VGXmJD</a>
November 3 <sup>rd</sup>	The Constitution commits to ensuring the best quality of care possible in our NHS. See how this is done in practice <a href="http://bit.ly/1NpWR7D">http://bit.ly/1NpWR7D</a>
November 5 <sup>th</sup>	Compassion is a core value of the NHS Constitution, and underpins everything our NHS does. Take a look at this video; <a href="http://bit.ly/1L1JLJX">http://bit.ly/1L1JLJX</a>
November 6 <sup>th</sup>	Lewisham and Greenwich NHS Trust resources and video- example of trust values aligning with the values of the NHS Constitution.
November 10 <sup>th</sup>	We want to improve the quality of people's lives; and this can be done in many ways- including in the community; <a href="http://bit.ly/1FZG9cv">http://bit.ly/1FZG9cv</a>
November 12 <sup>th</sup>	Everyone counts, staff and patients, no matter what the condition; mental or physical health; <a href="http://bit.ly/1hsxd3v">http://bit.ly/1hsxd3v</a>

## How are we going to measure success?

- We cannot commission any more formal research at this stage. However, there are other ways in which we can measure success, such as:

### SOCIAL MEDIA

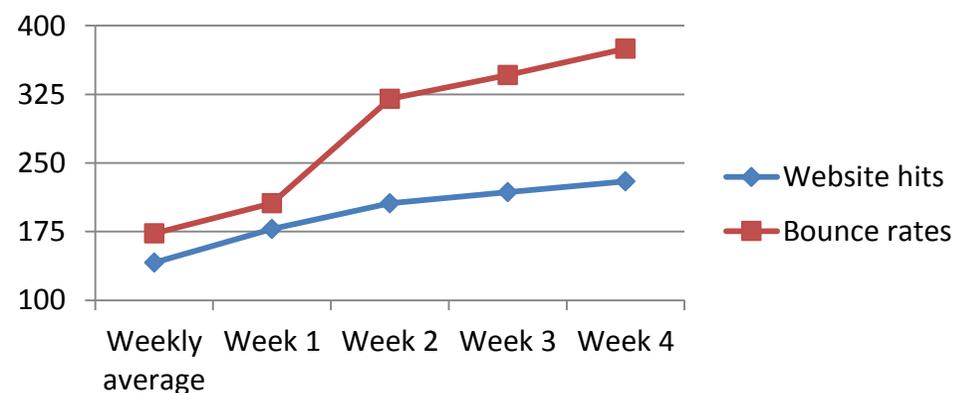
- We can measure retweets, mentions, and questions posed. This includes using a baseline, measured through ‘Tweetstat’, that can help us to measure increased social media activity over time, as a result of the promotion campaign. The use of this tool is **ongoing**.
- We can also measure volume (amount of people engaged), reach exposure (notable organisations/individuals our campaign has reached) and amplification (total amount of people, across all social media, who could have had contact with the campaign), to help us statistically measure the impact the campaign has had.

### GOOGLE ANALYTICS

- We can use an analytics tool to measure activity levels of the NHS Constitution page on gov.uk. The use of this tool is **ongoing**, so will help us to assess the impact of the social media campaign against the existing baseline (pre-campaign). The analytics tool will help us to analyse traffic type, bounce rates, website hits, page views, average duration, and activity when the user is on the Constitution page.

### OTHER

- Copies of the NHS Constitution are available for organisations to order at the ‘Health & Social Care Publication Orderline’. We can measure public activity before and after the awareness campaign, to see if there has been increase in the number of copies ordered.



**Example of Google Analytics tool output**

## Suggested lines as a resource, if appropriate (please do let us know if there is anything else you require).

The NHS Constitution is an enduring document that establishes the principles and values of the NHS in England. It sets out rights to which patients, public and staff are entitled, and pledges which the NHS is committed to achieve, together with responsibilities, which the public, patients and staff owe to one another to ensure that the NHS operates fairly and effectively.

Sir Robert Francis has previously stated that *'the NHS Constitution should be the first reference point for all NHS patients and staff and should set out the system's common values'*. It is of vital importance that all that interact with NHS services are aware of the NHS Constitution, understand its contents, and are knowledgeable in how to use it. Until the NHS Constitution is recognised as the first reference point in the NHS, the benefits of the Constitution to users will be limited.

A recent report found that public awareness of the NHS Constitution remains low- and has even dropped since 2012 (from 27% to 24%). Staff awareness of the NHS Constitution is significantly higher (69%) than among the public but few feel well informed about it.

In order to raise awareness of the NHS Constitution, the Department of Health, along with various organisations involved in health, are to promote the NHS Constitution through a social media campaign. The initial campaign runs from the 20<sup>th</sup> October- 17<sup>th</sup> November, and will focus on seven videos about the NHS Constitution. These videos focus on what the NHS Constitution is, the values it contains, and how these values are seen in practice within our NHS.

Higher awareness of the NHS Constitution will benefit all who use the NHS. If there are alternative ways in how you think we can promote the NHS Constitution, or ways in how you feel you can help us in this campaign, please do let us know.

## Enquiries

If there are any enquiries at all with regards to the NHS Constitution throughout this campaign, please do let us know. We can provide guidance on any answer you may create, or alternatively, are happy to provide a full answer to the enquiry. Please send it through to;

[NHSconstitution@dh.gsi.gov.uk](mailto:NHSconstitution@dh.gsi.gov.uk)

And

[Gareth.owen@dh.gsi.gov.uk](mailto:Gareth.owen@dh.gsi.gov.uk)

## **OVER TO YOU:**

**Are there any other suggestions/comments on our proposed strategy?**

**Are there any other resources you would like, prior to the campaign starting?**

**Is there anything else you think we can be doing to help promote the NHS Constitution throughout this campaign?**