



Proactive communication: Can we influence the public?

DR FIONNA MOORE

# THE ROLE OF OUR COMMUNICATIONS TEAM

- Staff recognition
- Internal communications
- Protecting the reputation of the organisation
- Public awareness and education campaigns
- Stakeholder engagement
- Managing online communities
- Managing media enquiries
- Crisis communications

# BBC ONE'S 'AMBULANCE'

In 2016, London Ambulance Service opened its doors to the BBC, for a new prime time television series.

As a Trust in 'special measures' why would we want to do this?

# BBC ONE'S 'AMBULANCE'

For four key reasons:

- To foster a sense of pride in all our staff, improving morale and staff retention
- To encourage viewers to consider a career with London Ambulance Service, improving recruitment from London residents
- To highlight the skills and innovation used by London Ambulance Service, including how the Service adapts to an ever-changing health environment.
- To increase public understanding of what is an emergency and to influence behaviour, encouraging members of the public to use the Service appropriately

# AMBULANCE BBC I

In 2016 The London Ambulance Service was featured in the primetime TV series 'Ambulance' on BBC



# BBC ONE'S 'AMBULANCE'



London

# BBC ONE'S 'AMBULANCE'

'Ambulance' was broadcast on BBC One in September – October 2016.

What was the impact on public perception?

# BBC ONE'S 'AMBULANCE'

YouGov research found:

- **Two fifths would think twice about calling for an ambulance if the situation wasn't an emergency**
- **A third of people will now use other healthcare options, rather than using London Ambulance Service in a non-emergency**
- **Over half would be more understanding if there is a delay in getting an ambulance when there isn't an emergency**
- **70 per cent of viewers felt more positive towards the service after watching the series**

# BBC ONE'S 'AMBULANCE'

What were some other key measures of success?

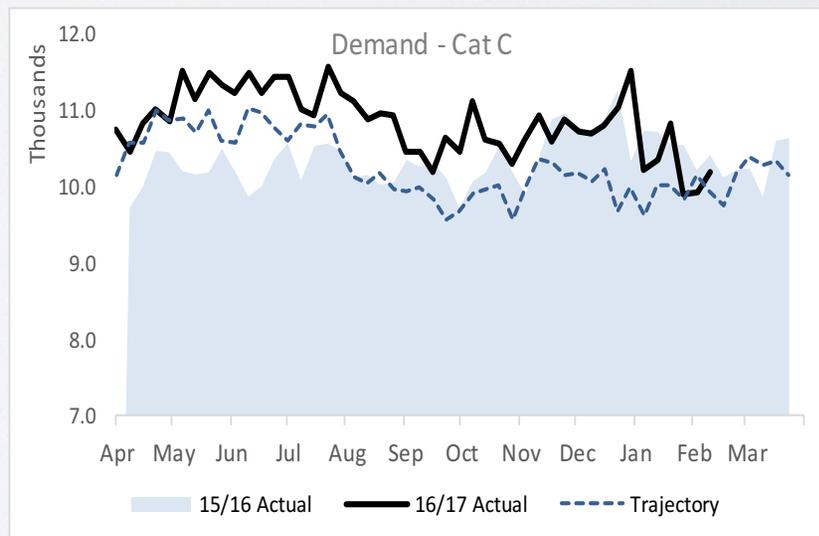
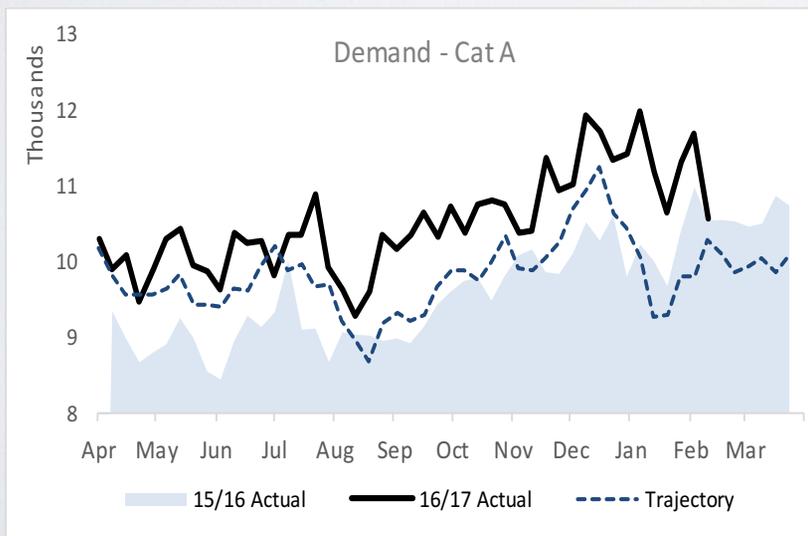
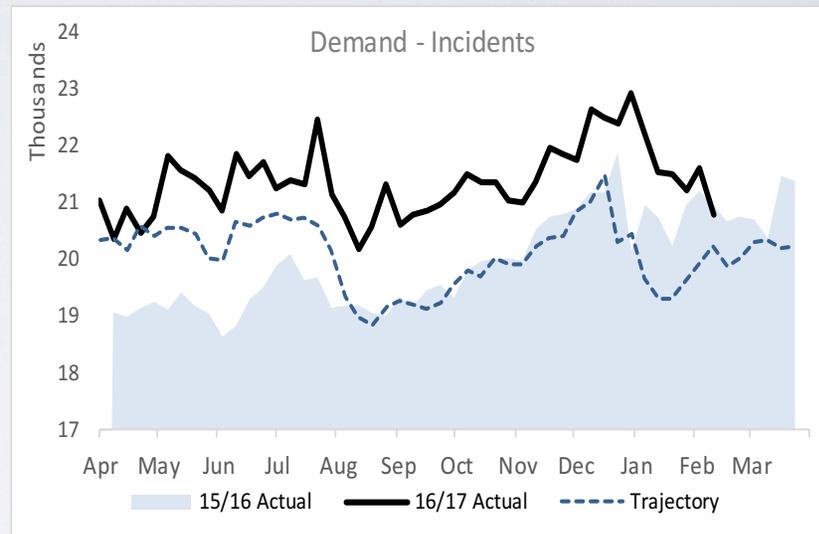
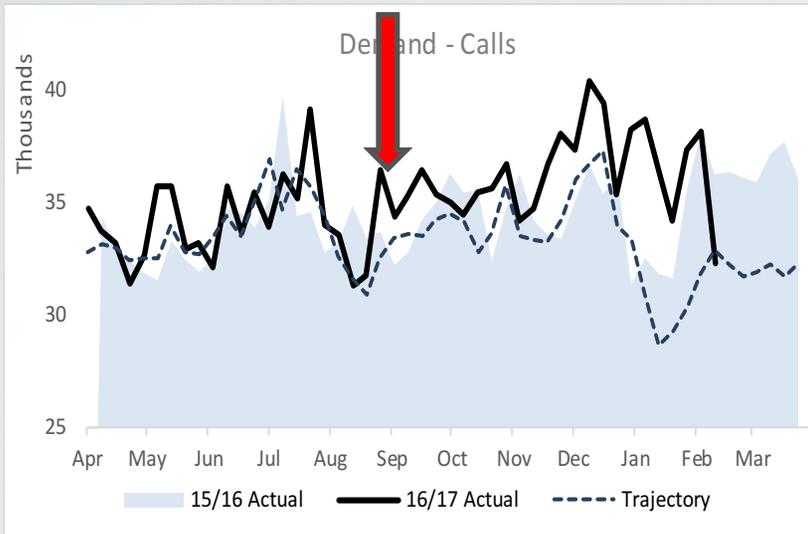
- **Over 88 per cent of staff felt proud to work for the Service following the documentary, up from 54 per cent.**
- **94 per cent of those filmed agreed that they felt proud when watching the documentary.**
- **Job applications for control room and paramedic vacancies more than doubled during the broadcast period.**
- **Social media advertising promoting vacancies had over 428,300 impressions, resulting in over 9,000 clicks to apply for the roles.**

# BBC ONE'S 'AMBULANCE'

What about wider media coverage?

- **40 pieces of regional and national media coverage, with a combined readership of up to 28 million and an advertising value of over £500,000.**
- **Highlights included spreads in the Radio Times, the Guardian's G2, the Daily Mail and the Daily Telegraph.**
- **Social media posts (Facebook and Twitter) had a combined reach of almost 3.6 million impressions – that's the number of eyes seeing posts about the programme and it's key themes.**

# SO, DID THIS WORK?



WHAT OTHER EVIDENCE FROM  
OTHER CAMPAIGNS?

# 'EAT, DRINK AND BE SAFE' ALCOHOL AWARENESS CAMPAIGN 2015

## Campaign results:

- **Over 2 million Londoners saw tube advertising**
- **43 pieces of news coverage**
- **35 different stakeholders (CCGs, councils & hospitals) promoted the campaign**



## Changing public behaviour:

**On NYE / NYD we attended over 100 fewer alcohol related incidents in 2015/16 compared to 2013/14.**



# WHY INFLUENCING THE PUBLIC IS IMPORTANT?

Proactive communication is essential for a number of reasons:

- It can protect and boost reputation of your organisation
- It makes your organisation an attractive place to work, boosting staff morale and pride in the organisation
- It increases public understanding of your organisation, the wider NHS and the issues you face
- It can change the public behaviour, preventing misuse and managing demand on your services

THANK YOU