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
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
In 2016 The London Ambulance Service was featured in the primetime TV series ‘Ambulance’ on BBC
BBC ONE’S ‘AMBULANCE’
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
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.
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?

**Demand - Calls**

**Demand - Incidents**

**Demand - Cat A**

**Demand - Cat C**
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.
‘WHAT TOPS?’
ALCOHOL AWARENESS CAMPAIGN 2016

Campaign results:

• 1.9 million impressions across social media channels

• Two live social media events, Mad Friday and NYE

• National news coverage including Good Morning Britain, Daily Telegraph, Daily Mirror, Mail Online, LBC.

Changing public behaviour:

From 1-31 December, we attended 5% less alcohol related incidents (307) than in 2015, despite a 7% rise in overall demand.
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