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| Board Meeting: | 26 March 2020 | dual branding.jpg |
| Subject: | Coronavirus (COVID-19) Communications |
| Recommendation:  | Board members are asked to:

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| Discuss and Note | X |
| Discuss and Approve |  |
| Note for Information only |  |

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## 1 Background

The World Health Organization declared Coronavirus (COVID-19) a global pandemic on 11 March 2020. This paper provides Board members with assurance on communications activity to keep staff, patients and public well informed of the fast moving situation.

**2 Current activity**

The Communications department has prioritised workload into key areas to focus solely on Coronavirus (COVID-19) communications and ensure dissemination of local and national messaging:

**2.1 Staff communications**

* Dedicated Covid-19 Hub set up on Staffnet (staff intranet) with clear signposting from home page. The Covid-19 main page hosts information for all staff, there is also a separate Clinical Information page and a page for all bulletins and updates, which includes Chief Executive emails and Cabinet Secretary letters. Link to NHS Inform information for professionals
* Regular updates to Covid-19 Hub.
* New distribution list set up incorporating the ‘allstaff’ email group and Non-Executive Directors’ Golden Jubilee email accounts.
* Daily Update email with local and national updates sent out to new distribution list ASAP after the national update.
* Staff Bulletins as required.
* Chief Executive emails to all staff as required.
* Lines on service changes (hospital and hotel).
* Point of contact for staff questions.
* Creation of videos for putting on (donning) and removing (doffing) Personal Protective Equipment.
* Creation and distribution of a range of posters.

**2.2 Patient information**

* National messaging.
* Local messaging.
* Soft launch of new Golden Jubilee National Hospital website: <https://hospital.nhsgoldenjubilee.co.uk/>
* Cancellation letters.
* Scottish Adult Congenital Cardiac Service (SACCS) information.
* Scottish National Advanced Heart Failure Service (SNAHFS) information.
* Cardiology information.

**2.3 Public information**

* National messaging.
* Local messaging.
* Point of contact for public questions.
* Responding to emails/social media posts.
* Creation of posters/banner stands for display at entrances.
* Service changes (e-bulletin, and social media).
* Hotel lines and correspondence (closure of Centre for Health and Wellbeing/supporting NHS only).

**2.4 Media**

* Enquiries about staff/patient infections and services updates.
* Press releases issued about service changes.

**2.5 Other**

* Strategic resilience calls and meetings
* Daily Cross Divisional Management Team meeting
* Bi-weekly Corporate Division meeting
* Weekly national communications conference call (every Friday)

**3 Recommendation**

 The Board is asked to discuss and note the content of this report.

**Sandie Scott**

**Head of Communications, Marketing and Engagement**

**24 March 2020**

**(Christine McGuinness, Communications Manager)**