Appendix one

Events and PR Plan – Celebration of 10 years Heart and Lung/#nhsscot70

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Event | Audience | Lead/Notes |
| Jan- March |  |  |  |
| Golden Jubilee 70 branding created | social media handles/ website/staffnet/ templates created and made available to staff | All | Adopting national logo for the year |
| Hashtag created #nhsscot70 | For use on social media | All | Used where appropriate |
| Creation of 10 year celebratory infographic for social media/PR | Use in internal communications and social media | ALL | H&L10.jpg |
| Hashtag created for 10 years to use alongside #nhsscot70 | Use in social media/supporting documents | ALL | #heartlung10 |
| 10 year short life working group established | Propose and organise events | ALL | Met twice and supports paper to SMT |
|  |  |  |  |
| March |  |  |  |
| 8 March | Magdi Yacoub visit | ALL | HE/AH – key messages 10/70 |
| 24 March | SPVU patient event | SPVU patients/carers etc | Tie in 10/70 in social media messages |
| PR planning and tie in to 10/70 for all relevant PR | PR Social media messages based on the key 70 themes of Caring, Evolving, Innovation and People | ALL | 10 years:  Patient stories  Staff stories  “Firsts” – TPVR/VAD etc  Statistics  Changes in care  Research  Creating schedule to cover April – December  70 years:   * Staff with same birthday * 70 second interviews * 70 GJF facts * Timeline lookback * 70 words – what the NHS means to you   May – July (6 week campaign) |
| April |  |  |  |
| 23 | MRI rescheduled Cabinet Secretary visit | ALL | Tie in key messages |
| 6 | National Biomechanics Day | Trade/General | PR ops – ortho/motion lab |
| 15 – 21 (21) | World Creativity and Innovation Week/Day | ALL | Tie in key messages |
|  | First transfer of heart and lung staff/services | ALL | PR opportunity |
| TBC | OCS | ALL | PR opportunity |
| May |  |  |  |
| May | Local and Community History Month | Staff/Local Community | Local PR on site history |
| 8 | 10yr anniversary of total transfer | ALL | PR Op |
| 12 | Nurses Day | Trade/General/staff | PR – 10/70 messages |
| 14 | CMO visit | General | HE leading |
|  |  |  |  |
| June |  |  |  |
| 4-10 | Heart Rhythm week | ALL | PR opportunities |
| 4 | Launch of staff awards | Staff/Public | Platinum theme/ will once again include Royal College William Cullen Prize/Additional 70 years special recognition awards (ceremony will be Autumn/Winter 2018) |
| 5 | Volunteer event | Volunteers | Tie in 10/70 themes and messages. Andrew Nelson born 70 years ago, transplant 20 years ago and one of our volunteers Also focus on Youth volunteers #YOYP |
| 9 | 10 yr anniversary of Heart and Lung Institute research collaboration |  | Glasgow University joint PR around 10 years of collaborative research |
| 9-17 | Bike week |  | Potential PR on heart patients cycling |
| 18-19 | NHS Scotland event | NHS staff | Ties in to 70 themes |
| 21-29 | UK Robotics week |  | Ties in with 70th innovation/evolution key messages |
| TBC | Staff fun event | Foundation staff | CS/AT leading |
|  |  |  |  |
| July |  |  |  |
| 1-7 | Anniversary week |  | Memento distribution |
| 3 | 10 year official opening of heart and lung |  | Georgina Burt – first GJ heart transplant patient/hotel PR on Royal lunch/potential for FM visit with Georgina and Michael Hanlon |
| 5 | 70 Anniversary Day |  |  |
| 14 | Pride Glasgow |  | Brand/values awareness |
|  |  |  |  |
| August |  |  |  |
| 12 | International Youth Day |  | PR on Youth volunteers/apprentices etc |
| 19 | World Photo Day |  | Exhibition potential (patient – Phil Lavery) . Abstract photos of patient journey |
|  |  |  |  |
| September |  |  |  |
| TBC | Gala day | Staff and local community | BB leading |
| 9 | Pedal for Scotland | Charity cycle | AH leading |
| 3-9 | Organ Donation week |  | PR opportunity |
| 25 | World Pharmacy Day |  | PR – evolution of medicines |
| 26 | Mesothelioma awareness day |  | PR opportunity with lung team |
| 29 | World heart day |  | PR Opportunity with heart team |
| TBC | Primacy (delayed stenting) trial |  | PR - Colin Berry |
|  |  |  |  |
| October |  |  |  |
| TBC | Ball | Staff/key supporters | AH leading |
| 12 | World sight day |  | PR on ophthalmology – past and future |
| 15 | World hand washing day |  | PR on infections – past and present |
|  |  |  |  |
| November |  |  |  |
| 1 | Scottish Health Awards |  |  |
| 8 | World Radiography day/World Quality Day |  | PR tie in 10/70 |
| 15 | COPD awareness day |  | PR opportunity with lung team |
| TBC | Lecture – Baroness Kennedy |  |  |
| All | Lung Cancer Awareness Month |  | PR opportunity with lung team |
|  |  |  |  |
| December |  |  |  |
| 20 | 5 yrs post transplant for Brian Keeley |  | PR xmas opportunity |
| TBC | Heart transplant Christmas lunch |  | PR opportunity |
|  |  |  |  |